

WHITE PAPER



INFLUENCING THE UNINFLUENCABLE

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INTRODUCTION

PERCEPTIONS VS REALITY

“Too strict,” “too regulated,” “not sexy enough”: these labels keep coming up when discussing influencer marketing in banking, pharma, insurance, or energy.

These sectors are said to be too rational to generate engagement, a persistent misconception... and a limiting one.

Today, both **consumers** and **decision-makers** expect something different: transparency, expertise, and a human touch. They want to **understand**, feel **reassured**, and find **trusted voices** who can **simplify complex topics**.

This is exactly where influencer marketing shines : **humanizing, demystifying, and building credibility**, even in the most formal industries.

These trends are already emerging :

- Doctors simplifying health topics on TikTok.
- Energy experts explaining the energy transition on LinkedIn.
- Bankers and financial advisors breaking down savings on YouTube or Instagram.

Proofs that influencer marketing works, when it brings expertise, clarity, and closeness.

This white paper has a simple goal: **break clichés and show that influence knows no sectoral boundaries**. Inside, you'll find:

- The stereotypes that still slow adoption in these industries.
- Weak signals (now strong) proving that the movement is already underway.
- Concrete and inspiring cases.
- Practical advice and a checklist to implement a credible and impactful strategy.

BREAKING THE MYTHS

WHY DO THESE SECTORS SEEM “INACCESSIBLE”?

PERSISTENT STEREOTYPES

When it comes to influencer marketing in formal sectors, **three misconceptions keep coming up:**



“IT’S TOO REGULATED TO COMMUNICATE FREELY

Every word checked by legal, every visual approved by compliance... You might think creativity is impossible.

Yet, **58% of marketers** in these sectors report **successfully** running effective influencer campaigns while staying within the rules. Constraints can even serve as a reassuring safeguard for the audience: what is said is verified, and therefore credible.

“THESE TOPICS ARE TOO TECHNICAL OR BORING

Who would want to watch content about life insurance or water decarbonization? In reality, **69% of consumers engage positively** when an expert translates these topics into simple, useful advice, **reducing an energy bill, understanding your health rights...** The result: engagement can increase by up to 42%.

“THE REPUTATIONAL RISK IS TOO HIGH

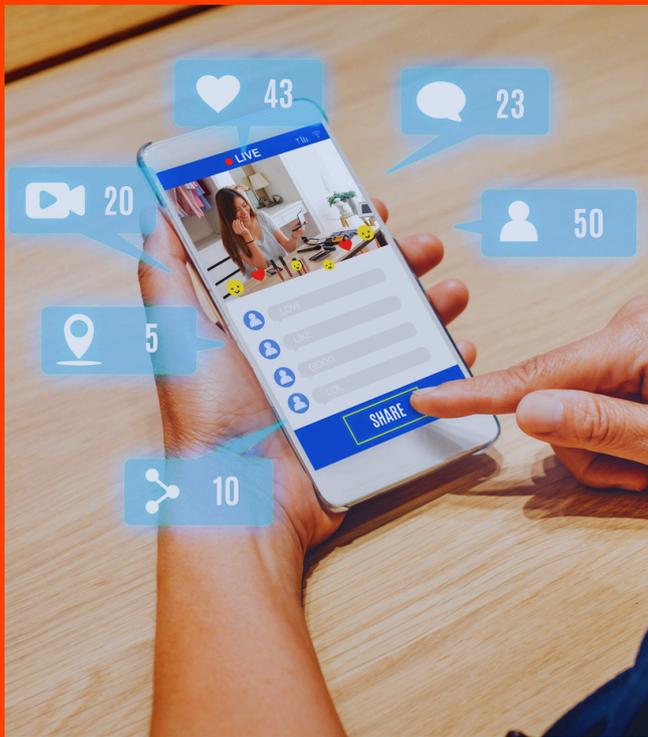
And what if an influencer makes a mistake? What if a bad buzz happens? These fears are real... but often exaggerated.

In fact, 60% of consumers say they trust brands more when they rely on authentic experts rather than corporate messaging.

Properly managed, influencer marketing turns risk into an asset: a lever for trust and transparency.

These stereotypes aren't **roadblocks**, they're **misunderstood opportunities**. With the right support, brands can turn what seems like an **obstacle** into a **competitive advantage**.





THE ANALYSIS

BEHIND OBSTACLES, OPPORTUNITIES

If influencer marketing is still slow to take off in sectors like banking, insurance, healthcare, or energy. The challenge doesn't come from actual obstacles, but from misperceptions.

THE WEIGHT OF REGULATORY CONSTRAINTS

Every communication is scrutinized, and the fear of mistakes can **hold back bold ideas**. Yet, this framework can become an asset: it forces messages to be solid, reliable, and clear. In a context of widespread mistrust, transparency and rigor become a mark of credibility.

THE FEAR OF LOSING CREDIBILITY

Many worry that **simplifying** content may seem too basic. In reality, audiences **value clarity** and **accessibility**. An expert who explains a technical concept simply doesn't lose credibility, they gain trust.

UNDERESTIMATING THE DEMAND FOR CLARITY

Both consumers and decision-makers **want to understand**, not just receive raw information.

Content that clearly **illustrates expertise**, how to optimize energy bills, how a vaccine works, how to anticipate social benefits, becomes a powerful driver of engagement.



IN SUMMARY

The barriers exist mostly in brands' minds. When **analyzed** and **properly managed**, they transform into strategic levers for building trust, clarity, and connection.



WEAK SIGNALS THAT BECOME STRONG

The idea that “influencer marketing only works in fashion or beauty” is a thing of the past. Signs of transformation are already emerging in seemingly cold or technical industries:

HEALTH & PHARMA

Doctors, pharmacists, and nurses share practical advice and simplify complex topics on TikTok, Instagram, and LinkedIn.

Nearly 30% of younger generations start their medical research on social media before consulting a professional.

ENERGY & ENVIRONMENT

On LinkedIn or YouTube, experts explain the challenges of the energy transition, how to reduce consumption, and how renewable energies work.

The sector has already surpassed \$1 billion in AI investments: digitalization is accelerating, along with the need for clear explanations.

BANKING & FINANCE

Creators break down budgeting, saving, and investing on TikTok or Instagram.

As a result, 70% of financial institutions plan to increase their influencer marketing budgets over the next 12 months.

INSURANCE & SOCIETY

More and more experts simplify social rights, prevention, or legal protection through educational storytelling.

In a market where the number of insurance providers in France has dropped (from 974 in 2013 to 660 in 2023), innovation in communication has become a necessity.

EXAMPLE OF INDIRECT INFLUENCE

Sometimes, it's not the brands speaking, but independent experts or lifestyle creators who **subtly integrate topics** like green mobility, mental health, or social protection. This “non-branded” voice is often seen as more **authentic...** while still indirectly **benefiting companies in the sector.**



WHAT INFLUENCE BRINGS TO THESE SECTORS

Influence is not just about **visibility** or **likes**. In so-called “rational” or highly regulated sectors, it plays a strategic role: it **transforms** how brands are perceived and how they interact with their audiences.

SIMPLIFYING EXPERTISE

A doctor explaining **prevention** on TikTok, an energy expert breaking down how solar panels work on LinkedIn... These types of content make **complex topics accessible** and engaging. The result: audiences feel more **empowered** and **informed** in their decisions.

BUILDING TRUST

In these sectors, influencer marketing helps build authentic connections with audiences. Communities trust influencers because this is often how they learn today—on platforms they know and engage with. Independent voices bring credibility and reassurance, humanizing even the most complex topics.

DRIVING ENGAGEMENT

Even in areas perceived as “unsexy,” influencer marketing fosters dialogue. **Tutorials, testimonials, and explanatory content** open conversations that traditional corporate communication often cannot.



ENHANCING CAREER ATTRACTIVENESS

Younger generations want to **understand products**, but also a company’s **values** and **culture**. Showcasing employees, **expertise**, and **concrete projects** through influencer campaigns can turn a technical sector into an appealing environment.



CASE STUDY:-

ENGIE

Managing your energy has never been easier. ENGIE proved it with its campaign for their smart app.

The strategy? Using Stories, Reels and TikToks to showcase, through humor and authenticity, how personalized notifications make energy management smooth, practical, and stress-free.

It all started with a simple yet ambitious idea: **make energy management accessible, convenient, and even enjoyable** through the ENGIE smart app. **The goal?** To show how personalized notifications and practical tips help users manage their energy consumption effortlessly, no matter the type of meter.

RESULTS

- Reach: 616.1K
- Impressions: 1.08M
- Actions taken: 4,971
(clicks and visits to the brand's profile)

Massive visibility, authentic engagement, and effective awareness of the app's features.

WHY IT WORKS ?

Because **user experience** is at the heart of the strategy. ENGIE transforms everyday stressful situations, like forgetting to read your meter, into simple, manageable moments through the app. Stories and Reels depict these scenarios with humor and authenticity, creating an **emotional connection** with users and showing that energy management can be intuitive and effortless.

ENGIE demonstrates that a brand in the energy sector can **inspire** and **build loyalty** by combining innovation, utility, and closeness with its audience.

CASE STUDY : **DEWAELE REAL ESTATE**

Luxury real estate doesn't have to be distant or formal. Dewaele proved it with their "At Home with Dewaele" campaign, centered on passionate brand ambassadors.

The strategy? Highlight local creators on social media to humanize the brand and present real estate in an inspiring and relatable way.

It all started with an ambitious idea: **embody the Dewaele brand through a select circle of ambassadors.** Their mission? To share authentic experiences throughout the year, around life and real estate, to build a strong and credible brand identity.

RESULTS

- **+109.3% reach on followers**
- **Reach: 124,430**
- **Impressions: 134,820**
- **Greater visibility, genuine engagement, and strengthened brand recognition.**

WHY IT WORKS ?

Trust and **authenticity** are at the heart of the strategy. Ambassadors become the faces of Dewaele: sharing their stories, showcasing properties, and creating a strong emotional connection with the audience.

Dewaele demonstrates that in luxury real estate, beyond exclusive properties, it's the **human element** that inspires and builds loyalty.





CASE STUDY : **AMPLO**

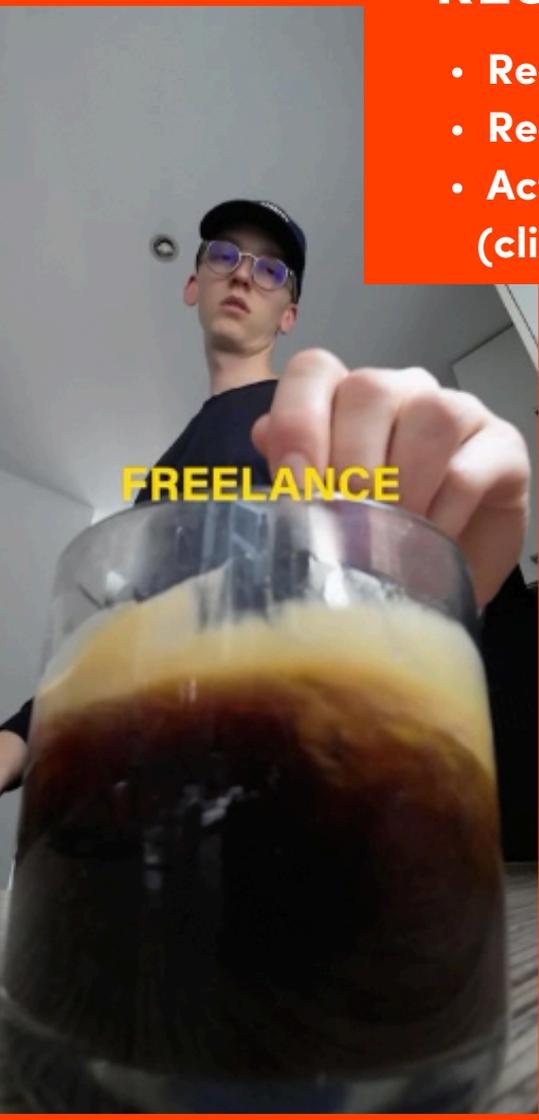
Combining human resources and influence is possible.

Amplo proved it by highlighting a sector often seen as discreet yet essential, the world of creative and cultural professions.

The strategy ? By partnering with creators from the artistic world, Amplo shed light on the stories and faces that bring Belgium's cultural scene to life – with authenticity and sincerity.

It all started with a clear ambition: **to increase Amplo's visibility and establish its central role as the leading HR partner for Belgium's cultural sector.**

The goal: to highlight the professions and talents that keep culture alive, while encouraging collaboration and recognition of the importance of human and professional support.



RESULTS

- **Reach: +378k**
- **Reach on followers: 218%**
- **Actions taken: 11 225**
(clicks and visits to the brand's profile)

To achieve this, Amplo combined influencer campaigns, immersive content, and real-life testimonials to showcase the professions and stories that keep Belgium's cultural sector alive. This approach helped showcase the diversity and vitality of the sector, while reaffirming Amplo's role as **an HR partner dedicated to supporting Belgium's creative talents.**

WHY IT WORKS ?

Because Amplo speaks with honesty and authenticity.

By showing the daily lives of artists and cultural workers, the campaign puts a face to a sector often overlooked.

It reconnects the world of work with the world of creation, with sincerity and genuine closeness.

THE LEVERS OF WELL THOUGHT-OUT INFLUENCE

For an influencer campaign to be truly effective, it's not enough to choose familiar faces. Success comes from combining strategy, authenticity, and engagement, leveraging **multiple complementary factors**. Here are the key points to master:

SELECTING THE RIGHT INFLUENCERS

Brand alignment: Choose influencers whose values, tone, and aesthetic match your brand identity.

Quality over quantity: Prioritize engaged communities rather than sheer follower numbers.

Micro and nano-influencers: Often more credible and closer to their audience, ideal for authenticity and engagement rates.



Check engagement metrics (likes, comments, shares) rather than relying solely on follower count.



Avoid selecting influencers just based on popularity or cost.

VALUE-ADDED CONTENT

Authentic storytelling: Tell a story, not just promote a product.

Education and inspiration: Tutorials, tips, testimonials, case studies.

Varied formats: Videos, carousels, sponsored posts, live sessions... each format has its impact.



Create a clear brief but allow creative freedom for the influencer.



Avoid scripting content word-for-word, as this reduces authenticity.

AUDIENCE ENGAGEMENT

Interaction: Respond to comments and messages generated by the campaign.

Smart calls-to-action: Encourage discovery rather than pushing immediate purchases.

Tracking conversions: Use tracked links and promo codes to measure real impact.



Analyze comments to understand audience sentiment and objections.



Don't let the campaign end without follow-up or feedback.

FREQUENCY AND CONSISTENCY

Measured repetition: Reinforce the message through multiple pieces of content.

Cross-channel consistency: Align messages according to audience and platform.

Editorial calendar: Plan posts to maximize impact and visibility.



Vary content while maintaining a consistent narrative.



Avoid overwhelming the audience, as this can be counterproductive.





CHECK-LIST

This checklist helps you identify best practices to follow and ensures your strategy remains effective in demanding sectors.

- The influencer is **aligned** with the brand's **values** and **identity**.
- Engagement rates are **monitored** and **satisfactory** (likes, comments, shares).
- The content **provides value** (storytelling, education, inspiration).
- The chosen formats are **suited to the target audience** and **objectives**.
- The campaign includes **audience interaction** (replies, comments, messages).
- Calls-to-action** are clear yet subtle.
- Tracked links and promo codes are in place to **measure impact**.
- Publication frequency is **consistent** and planned via an editorial calendar.
- Cross-channel** consistency is ensured (Instagram, LinkedIn, TikTok, YouTube...).
- The brief allows **creative freedom** for the influencer to maintain authenticity.

DO'S & DON'TS



DO'S

- ➔ Allow the influencer to express themselves freely while respecting the brief.
- ➔ Prioritize authenticity and engagement over follower count.
- ➔ Regularly analyze results and adjust the campaign if needed.
- ➔ Maintain post-campaign follow-up to capitalize on audience feedback.
- ➔ Vary formats and platforms to reach different segments of your target audience.



DON'TS

- ➔ Do not impose a word-for-word script.
- ➔ Do not rely solely on the influencer's popularity.
- ➔ Do not launch a campaign without clear objectives and performance indicators.
- ➔ Do not ignore audience comments or messages.
- ➔ Do not overload the audience with too many posts.





CONCLUSION

INFLUENCE HAS NO FORBIDDEN SECTOR

So-called “closed” sectors are no longer inaccessible to influencer marketing. On the contrary, they are **full of opportunities** to build connections, share expertise, and inspire trust with demanding audiences. **The key?** Speak the right language, choose the right ambassadors, and deliver educational and authentic content.

Well-thought-out influencer campaigns not only **simplify complex topics**, but also strengthen brand awareness, credibility, and career attractiveness. They turn sectors perceived as technical or austere into **engaging, human-centered environments**.

At Efluenz, we know that every sector has its codes... but also its stories to tell. With **the right strategy**, it's possible to break stereotypes, capture attention, and generate real impact.

So rather than staying on the sidelines, why not embrace influencer marketing in the most unexpected sectors? With expertise, creativity, and rigor, your campaigns can **amplify your brand** while earning your audience's trust.

Send your complex topics to Efluenz, we're **ready to transform** them into captivating and impactful stories.



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Thanks for reading !

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We connect brands with influencers who embody their values and create authentic, impactful campaigns.

Our goal: generate captivating content and build genuinely engaged communities around your brands.

Since 2018, our digital team has been supporting brands in Belgium and France, combining creativity, strategy, and expertise to maximize the impact of every collaboration.

Looking for a campaign that stands out? Contact Clara, our head of sales :

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