

AN OVERVIEW ON SOCIAL MEDIA INFLUENCER MARKETING

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DOI: **10.5958/2249-877X.2021.00112.0**

ABSTRACT

Influencer marketing has risen in popularity, but many businesses are still confused how to harness social media superstars' influence to develop efficient marketing strategies and raise brand awareness through social media. This article proposes and investigates the use of social media influencer marketing to gain a better knowledge of how content brand strategy is implemented through events. A marketing campaign can be seamlessly integrated into an existing brand or product marketing plan. The article looks at event marketing tools and formats, as well as how marketers use them in their campaigns. The article also discusses how to measure the impact of social insights in a specific event marketing strategy. The final study focuses on identifying dominating strategies related to specific events marketing campaigns by measuring and mapping influencers' impact. Social media and influencer marketing have been discovered to have a substantial impact on brand strategy. Influencer marketing's key goals, according to the research, are to increase brand awareness and attract new audiences.

KEYWORDS: *Content Marketing, Customer Insight, Event Marketing, Influencer Marketing, Social Media.*

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