AN OVERVIEW ON SOCIAL MEDIA INFLUENCER MARKETING

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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.*

1. INTRODUCTION

Social media is a group of digital platforms whose growing popularity has transformed the way people interact, prompting businesses to develop online communication strategies that combine online and social media communication. In 2017, content marketing continued to have an impact and grew in sophistication in terms of strategy. Material marketing is a popular marketing method that involves developing and sharing content online, primarily on social media, in order to build consumer relationships. Last year's trend was a major move to video marketing, customization in content marketing, and campaign marketing automation. Companies are putting greater effort into online social networking to communicate with customers. Social graphs are provided by online social networking sites, and marketing communication content must be tailored. Because to the advancement of digital technologies, the majority of the world's population now uses social media. Marketing managers are seeking for the most cost-effective plan, which has led to the development of a new marketing strategy that involves celebrities. Influencer marketing, in comparison to prior techniques, focuses on using prominent leaders to spread a brand's message to a bigger audience and is a recent phenomenon. The goal of this study is to gain a better understanding of how we may use a creative and engaging brand event

marketing approach to communicate a brand and later a product[1]. The study is divided into two sections.

To begin, the essay explains the fundamentals of a social event marketing campaign. It is common for this form of event promotion to have both an online and offline component. The campaign is divided into two parts: a social media campaign and a festival event. Second, using event marketing communications, this study examines the impact of the chosen influencer on the firm's customers. In addition, a literature review and secondary data analysis are contingent on publication by January 2018. Finally, the authors address the consequences for future academic research and marketing practice. Influencer marketing is a relatively new concept that has quickly shown to be a successful means of promoting products. This thesis will examine the concept of influencers and how businesses may maximize their working to provide a better grasp of how to employ influencer marketing. Influencer marketing has been given numerous meanings in the previous few years, despite being a relatively new idea. The technique of discovering persons who have influence over a target audience is known as influencer marketing[2].

 Are more precise, defining influencer marketing as "a process of discovering and engaging individuals who have influence over a certain target demographic or media in order to be part of a brand's campaign to improve reach, sales, or engagement?" "Companies try to motivate influencers to endorse their products and thereby build up their image among influencers' typically large base of followers, a strategy known as influencer marketing," according to their definition. In this analysis, the term "definition" was used. Influencer marketing can then be deemed to be built on the foundation of eWOM, based on the prior criteria. Influencer marketing is the study of how one person can influence others through the dissemination of information, ideas, and support. It's also about recognizing the people who have the most power.

Finally, it's about maximizing the use of important persons to promote a company's product or brand. The top 14 fashion influencers aren't just some unknown person flaunting their expensive outfits; instead, they imply that fashion influence spreads through social networks among like-minded peers[3]. There are many various ways to measure the impact of social media marketing, and considerable study has been done on how to measure social media's intrinsic influence and diffusion. Researchers looked at Twitter, Facebook, and other online social networks, with a variety of results in terms of how to quantify and which characteristics to look at. It's difficult to effectively measure social media networks in order to identify the most important person. The issue arises from the fact that researchers use a variety of metrics while studying various factors. An article compiled all of the most recent Twitter influence measurements. They focused on centrality, which is the concept of determining the most important (or influential) node in a network, i.e. an influencer. An influencer who, like an opinion leader, focuses on the internalization process of influence.

They imply that the influence is exerted by a trustworthy influencer who possesses qualities such as honesty, sincerity, originality, credibility, competence, and trustworthiness. Furthermore, when the customer is in a low-stress environment and has time for a higher level of engagement, it is advantageous for an opinion leader in terms of influence. Their research is useful for revealing distinct keys of influence because they share many qualities with an opinion leader. The type and quality of content published by an influencer has an impact on the level of engagement. Possible determinants of brand post popularity were investigated in order to determine what content was responsible for the high number of likes and comments on social

media. Various tactics showed to have different results based on the purpose of the post, such as the amount of likes or comments. Vivid content, such as a video or a contest, was found to have a favorable impact on the amount of likes, however highly interactive content, such as a question, was found to have a negative impact. "An inquiry necessitates a response, which cannot be provided by liking a brand post." In retrospect, questions were a good way to increase the number of comments because they inspire followers to give a response by posting on the post. The followers' reaction to the content being posted was also crucial, as comments could affect other followers who were participating in the same activity[4]. Positive comments were observed as increasing the attractiveness of the content, which would lead to a larger dissemination.

1.1 Identifying Influencers Based on Their Characteristics:

Influencers are divided into two categories. The first is the specialist who is relying on their knowledge. The micro-celebrity, on the other hand, depends on their character. The source credibility paradigm and the big 5 personality traits will be utilized to create a list of qualities that can be used to distinguish the two[5].

1.2 Identifying Influencers:

While the necessity of recognizing social media influencers has been emphasized, the study is ultimately restricted to the exact details of what characteristics define an influencer. Identifying influencers is a question of reach ability, as determined by the amount of followers, and diffusion, as measured by the impact fulness of the message conveyed ("power of retweet"). Identifying influencers entails locating people who have made an effort to improve their personal branding. Furthermore, influencers can be identified by observing how they write and behave when communicating with their followers, as this is a common element. They imply that they frequently and freely communicate their thoughts and sentiments, whether positive or bad, on social media[6]. Leaders serve as de facto influencers, while celebrities and public figures serve as the most powerful influencers. Influencers are described as micro-celebrities, with the importance of a large network mentioned, but no specific influencer qualities are mentioned[7].

1.3 Optimizing the Collaboration with an Influencer:

The remainder of the presentation will discuss major reasons for creating engaging content and how organizations can use it to their advantage, as well as the concepts of influencer marketing and the many sorts of influencers. The first section discusses engagement drivers, which is concerned with how the correct material can lead to increased interaction. Second, the question of how such content can be developed is raised[8].

2. REVIEW OF LITERATURE

The marketing industry is changing at the same time as the online revolution, and social media influencer marketing could be a great option to other methods of marketing, according to Nam et al. The writers did a study in Ho Chi Minh City and reviewed the material on social media Influencer marketing. The authors discover that consumers have a high level of trust in influencer marketing, and that four factors, including the influencer's trust, the quality of content, the relevance of the endorser to the product, and the consumer's participation, have a significant impact on the consumer's purchasing intention. The findings suggest that influencers trust is an important aspect of influencer marketing[9].

Morgan Glucksman was a student who was interested in learning more about Influencer marketing is an emerging concept in public relations that involves discovering, engaging, and supporting people who initiate discussions with a brand's customers. In recent years, this strategy has shifted to a focus on social media, giving firms the ability to sell through social media influencers. The author used nodes are usually analysis as well as descriptive qualitative analyses of postings by social influencers to study this issue. The use of social media influencer marketing in public relations projects has broken down the barrier between the consumer and the company, changing the way the two interact, according to the findings[10].

3. DISCUSSION

3.1Measuring the Results of Influencer Marketing:

It's critical to examine the match and connection with an influencers before engaging with them in order to create the ideal conditions for a successful result. It's more vital to focus on measurable facts to analyze the accuracy and outcome after collaborating with an influencer. Return-on-investment (ROI) estimates are commonly used to assess the success of a social media campaign. Marketers consider social media ROI to be a cost calculation, similar to the cost of starting a blog. The return on investment (ROI) via social media is distinct from traditional ROI. In other words, social media initiatives should be viewed as a long-term investment in establishing your brand and raising awareness, not as a one-time expenditure. Influencers can co-create worth through their influencers on social media, which should be considered when analyzing the results of your digital marketing initiatives. This could be how an influencer interacts with their followers in terms of likes, comments, reach, and other factors. Crucial aspects to consider while evaluating social media findings analyze the reach, impressions, engagement, and conversions of the influencers' marketing message to determine the success of your influencer marketing efforts. This reflects what's vital to track, namely reach and engagement. When it comes to measuring results, the study will focus on these two factors.

3.2 Definition of an Influencer:

An influencer is a person who has created a high level of credibility within a field or a famous and smoothly consumed image of themselves on social media and is able to influence, try and convince, or shape both these people's attitudes through their large following, according to the definition used in this study. Several meanings were presented based on the interviews. Nicole defined an influencer as someone who has the power to affect or influence a large group of people. This is related to the term "influencer," which refers to persons who have the ability to convince or shape the opinions of others. Jasmin assumed it was a person with a large social media following who has earned the trust of those who follow them. A individual who has developed a high level of credibility is referred to be an influencer. An influencer is defined as a person who has the ability to influence others through the use of a digital channel or platform.

3.3 Factors that Make an Influencer Successful:

As a key node in a network, a successful influencer. Degree, proximity, eigenvector, PageRank, and h-index were among the metrics used to explain social media's effect and importance. When asked about successful influencers, the respondents provided responses that differed significantly from what scholars believe to be a successful influencer. Despite the obvious mismatch, this demonstrates the necessity of a good fit between the organization and the influencer. Nicole went on to say that personality contributes to credibility and trust, while George stated that great influencers must also be business savvy. This is in sharp contrast to what researchers believe

constitutes a successful influencer. In the context of effective influencers, the respondents never mentioned factors like the number of followers, high engagement, or other objective criteria. The respondents said that what mattered was how influencers performed in real campaigns and subjective measurement, rather than network statistics or figures. This emphasizes the fact that successful influencers are born and raised in terms of how they portray themselves and how they, as a social media personality, behave on social media in order to build trust and credibility among their followers as well as the companies with which they collaborate.

4. CONCLUSION

Many discrepancies between theory and practice have evidently been noted. Furthermore, whereas theory and practice mostly focus on the same topics, they value them differently. Theory focuses on the physical and quantitative parts of influencer marketing, such as the amount of likes, followers, and comments, as well as how to link influencer marketing to other theories, such as the consumer decision-making process. As a result, practitioners tend to place a greater emphasis on intangible factors such as fit and relationships. While there may be no difference in effectiveness or reach between the two categories of influencers, businesses must choose carefully which influencers to work with. The number of followers, likes, comments, hashtags, or any other numerical metric is irrelevant. What matters most is the influencer's identity and how it corresponds to the brand and/or business attempting to establish a relationship with the influencer. Consumers today are a lot sharper than they used to be, so finding the right fit between a brand and a business with an influencer is critical, according to George. Customers will perceive that the promotion is not real if the fit is bad, and they will not trust it as a result. Nicole emphasized the value of trustworthiness while also emphasizing the importance of exclusivity. She was implying that some influencers take every opportunity to collaborate, which has an impact on the content's credibility and raises the question of whether an influencer's account is a method of sharing their life or a commercial platform. Nicole returned to the researchers' classification of influencers, stating that an influencer who has built a following through their personality may be a victim of cyberbullying if their social media platforms contain too much commercial content. Followers demand material from influencers, and if that expectation is breached by too many promotions, the followers may regard the influencer as abusing a personal relationship.

The interviews have revealed that practitioners employ classification, but not in terms of qualities, but rather in terms of purpose. This makes logical, given that the effectiveness and reach of opinion leaders and micro-celebrities were identical. The classifications suggested in the thesis were just too broad to be useful in classifying influences in practice. Influencer decisions were made at a more comprehensive level. Although the categorization was ineffective in terms of categorizing influencers in terms of efficacy and distribution, distinguishing between influencers may be valuable in other ways. This could be in terms of fit, for example. Assume you're a company seeking to advertise a new apparel line. The target demographic is trendy young females between the ages of 20 and 28, who live in a large, sophisticated metropolis. Businesses should not look for influencers based on their personality or competence when looking for someone to work with. Instead, the corporation should choose a 73 influencer whose identity and fan base are compatible with the brand and the message it is attempting to express. This explains why influencers are not classified as opinion leaders or micro-celebrities by practitioners. It would be an unnecessary step because the effectiveness of an influencer is determined by the fit between the influencer's identity and the brand's identity. However, as previously said, practitioners continue to categorize in some way. However, this classification is

predicated on separating influencers based on their campaign utility rather than their personality or skill. With the knowledge that fit is the most important factor, the methodology's first process must be adjusted accordingly.

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