

INFLUENCER MARKETING

Abstract

Evolution of Digitalisation and Advancement in Communication has taken over the traditional marketing and a new offshoot of marketing that has been developing in this digital world is the Influencer marketing. This emerging marketing is bringing an impact on the consumer usage and buying behavior. There are various dimensions to be understood under this. There is lot of opportunities for research in this booming marketing strategy. This chapter gives a basic understanding of the concepts, types, advantages and disadvantages and its growth in marketing world.

Keywords: Digitalisation, Influencer marketing, Traditional marketing.

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I. INTRODUCTION

Digital world have brought lot of changes in every aspects of our life. At one point of touch over the button in smart phones can finish one's work like buying groceries, booking cabs, booking movie tickets, online money transfers and so on. The presence of virtual world is more dominating than the offline world. Major revolutions are happening due to this growth in the digitalization in all avenues of activities around the world be it education, banking, marketing, media and what not. Today marketers have started incorporating online sources like social media, websites, blogs etc., including their regular marketing modes like television, radio, newspaper. Consumers in the current scenario are very much distracted with lot of information and have less attention span and the result is that they have less recollection of advertisements and brands. The marketers are finding a new strategy to make use of INFLUENCERS in social media to reach out the consumers as they have large number of followers to advertise their product which is called as Influencer or Influential marketing.

II. MEANING

Influencer Marketing is a social media marketing form that enables a marketer to collaborate with influencers for making their products informed to a consumer and also promote it. The marketers capitalize the trust of the consumers that they have on the influencer to endorse their product or services. The Influencer is a person who has large number of followers in social media platform like facebook, instagram, twitter. This type of marketing is used by any range of marketers from a local businessman to big brand businesses.

The important step for marketer in this strategy lies in choosing the right influencer who suits to market their product or service. Finding a proper influencer will help to reach the targeted consumers by the marketer who wants to advertise his product. Basically they are paid promotions where the influencers either hold the picture or product in hand or create a relevant content to advertise the product. For example the product is a beauty product then the marketer has to figure out an Influencer who deals with beauty care and has a large number of followers.

III. TYPES OF INFLUENCERS

- 1. Celebrity Influencers:** These influencers have a large number of followers that ranges over a million who are commonly famous personalities like actors, musicians, athletes and public figures. The popularity they hold can captivate a large yet a diverse audience which can be utilized by big brands. These influencers are very expensive to collaborate with. The businesses that can make use of these influencers are large corporates, who have enough resources and the budget, broad targeted audience with varying characteristics, luxury and high end brands.
- 2. Macro Influencers:** The influencers who have followers between 1,00,000 to 10,00,00 are called macro influencers. They are influencers who have gained their reputation by giving consistent content in their respective niche. They would be considered as leaders in their niche. Their followers would be sharing common interest and hence the marketer could reach substantial amount of consumers. These influencers are also relatively costly. Startup companies, hotels, airlines etc., can approach these types of influencers.

- 3. Micro Influencers:** They are the rising stars having the followers range between 10,000 to 1,00,000. They are more affordable to all marketers at the same time they are effective. They would have placed themselves strong on a specific social media platform. Many marketers prefer them as they are creative and genuine and relatable.
- 4. Nano Influencers:** They have followers less than 10,000. Yet they have strong connections with their followers as they give personal content. Businesses which look on for target specific demographic consumers, local businessmen, home based food businesses etc., and the content would be tailor made, cost effective and more reachable to the audience.

IV. ADVANTAGES OF INFLUENCER MARKETING

- 1. Gains Trust and Credibility:** The businesses can gain credibility and trust from the targeted consumers by partnering with the right type of influencer. Through this marketing strategy they can easily promote and sell their products by boosting their credibility and reach out.
- 2. Cost Effective:** This marketing platform is very much cost effective when the marketer chooses right type of influencer. Significant returns on the business can be earned because of cost benefit.
- 3. Easy Reach of Target Consumers:** On using this influencer campaigns the businessman reach out the consumers who are likely interested in the products or services offered easily. This may lead to increasing the conversion rate of audience into customers.
- 4. Boosts Awareness on the Brand:** When the influencer presents the product in his social media platform it immediately reaches the followers and makes the brand aware to them in no time. There are plenty of influencers who have a large followers and hence partnering with them would boost the brand awareness in many ways.

V. LIMITATIONS OF INFLUENCER MARKETING

In spite of providing lot of benefits this marketing strategy may go wrong when the marketer does not collaborate with a right influencer to promote their products or services. It would not be beneficial if the influencer is found dishonest which might also have an impact on the product advertised. Partnering with an influencer in the wrong industry can make the marketer's business difficult. Background of the influencer should be clearly verified and also the lifestyle of the influencer should be compatible with the company or else the result would be a disaster.

VI. FACTORS TO BE CONSIDERED BY MARKETERS

- 1. Choose the Right Influencers:** Defining goals helps to identify the specific characteristics and qualities needed in an influencer to achieve the outcomes. For example, if the goal is to increase brand awareness, finding influencers who have a strong presence and reach within the respective niche of the marketer.

2. **Keep Everyone on Track:** Setting clear goals ensures that both the brand and the influencer are working towards a common purpose. This facilitates effective communication and constructive feedback, saving everyone's valuable time.
3. **Hold Influencers Accountable:** Establishing clear expectations and performance benchmarks makes influencers feel responsible. They know the results they need to provide and will focus on creating content that aligns with those goals.

VII. GROWTH OF INFLUENCER MARKETING

It first appeared in 2006 by then influencers were bloggers who shared their content about their daily lives and the products they use. They rarely received small fee for their marketing in the blogs. In the initial years the marketers were not clear about the longevity and authenticity of this influencer marketing. The industry has shown significant changes and growth for the past 17 years and now it's a content marketing career that produces income. Nowadays influencers are seen in large numbers where marketers can easily find a right choice for their product or service to reach out the audience. This type of marketing is more connected to the Gen Z customer base. It is a new profession to transform anyone's hobby into a profession. Though there is independence for content creators yet the industry is still to be regulated and becoming more standardized.

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