



GROWING USAGE OF INFLUENCER MARKETING AMONG BRANDS

Kishan Tibrewal, Ms.Sabeeha Fatima

Student, Assistant Professor

Amity Business School

Amity University, Lucknow, India

Abstract: In recent years, influencer marketing has emerged as a dynamic and impactful strategy for brands seeking to connect with their target audiences in a more authentic and engaging manner. This paper examines the factors driving the increasing adoption of influencer marketing by brands across diverse industries. Through a comprehensive review of existing literature, as well as analysis of current trends and case studies, this research elucidates the various benefits that influencer marketing offers to brands, including enhanced brand awareness, credibility, and audience engagement. Additionally, this paper delves into the evolving landscape of social media platforms and their role in facilitating influencer-brand collaborations.

INTRODUCTION

Influencer marketing has been a potent tactic in recent years for organizations looking to engage and authentically connect with their target audience. This strategy entails working with people who are well-known and influential in a certain market or sector, using their stature and network to endorse goods and services.

The rise of social media platforms like Instagram, YouTube, TikTok, and others has fueled the growth of influencer marketing. These platforms have created a new breed of celebrities - influencers - who amass devoted followings by sharing content that resonates with their audience. Whether they're lifestyle bloggers, beauty gurus, gamers, or fitness enthusiasts, influencers have become trusted sources of information and recommendations for their followers.

Brands recognize the value of tapping into this influencer-driven culture to promote their products or services. Influencer marketing, as opposed to traditional advertising techniques, enables firms to establish a more relatable and personal connection with customers. By partnering with influencers whose values align with their own, brands can effectively reach their target demographics and build brand awareness in a way that feels organic and authentic.

One of the key benefits of influencer marketing is its ability to generate authentic content that resonates with audiences. Influencers are able to provide content that feels authentic and accessible because they have a thorough awareness of the tastes and interests of their audience.

. This user-generated content often outperforms traditional branded content in terms of engagement and effectiveness.

Additionally, influencer marketing offers brands access to highly targeted audiences. Rather than casting a wide net with traditional advertising, brands can collaborate with influencers who have a specific niche following. By focusing marketing efforts, this tailored approach guarantees that the proper demographic is reached, increasing conversion rates and return on investment.

LITERATURE REVIEW

Jin king January 26, 2024, in their paper titled “Growing usage of influencer marketing among brands” Influencer marketing on social media has grown from a side gig to a multimillion-dollar industry for many. Creators now have greater control over the sponsored content they produce for brands and the money they get paid. Additionally, as creators continue to establish themselves as powerful brand ambassadors, marketers are reaching out to these influencers for material that goes beyond social media feeds, such as TV, digital ads, and out-of-home advertisements. Influencers have also demonstrated resilience in the face of growing competition and economic uncertainty. According to EMARKETER's July 2023 prediction, expenditure on influencer marketing increased almost 3.5 times quicker in 2023 than that on social media advertising. This article examines the situation of influencer marketing today and explains why media businesses, social media platforms, and marketers need to modify their approaches as the power.

Werner Geyser February 1st, 2024, in their paper titled The Influencer Marketing Benchmark Report 2024 is our latest overview of the influencer marketing industry. It summarizes the thoughts of more than 3000 marketing agencies, brands, and other relevant professionals regarding the current state of influencer marketing, along with some predictions of how people expect it to move over the next year and into the future. The world around us has changed considerably over the last few years. The arrival of Covid in 2020 turned much of the world on its head, with enforced lockdowns and scenes reminiscent of a Hollywood disaster movie. By 2024, however, much of the world has learned to live with Covid but struggled to cope with its financial fallout. We still suffer from supply chain disruptions, a chronic shortage of key workers, and creeping inflation threatening to unsettle the global economy. And that doesn't even include the effects of Global Warming, associated climatic effects, and wars raging on multiple fronts. Unsurprisingly, many businesses have struggled to survive in this new environment. And those that have made it this far need to find new ways to market, so they stand out in the minds of consumers. Creator and influencer marketing appear to be more important than ever for connecting brands with their target customers.

Jacinda Santora February 6th, 2024, in their paper titled Influencer marketing, which involves a collaboration between brands and influencers, is a powerful approach that can help companies grow. It's a marketing strategy that has been successfully used by thousands of businesses and brands and has experienced continued growth over the past decade.

Influencers are individuals with specific niches and have a significant online following. As they are viewed by their followers as trustworthy experts in their field, they can effectively impact their audience's purchasing decisions. Their recommendations or endorsements can help brands expand their reach and generate leads. For brands that want to leverage influencer marketing platforms, it's important to stay on top of the latest stats and trends shaping the industry. Here are 17 of the most important influencer marketing statistics you'd want to know.

About Influencer Marketing

Influencer marketing has become increasingly prevalent in recent years, reshaping the landscape of digital marketing. Here's an overview of this phenomenon:

Definition and Concept:

Influencer marketing is promoting goods and services by teaming up with people who are well-known and respected in a certain market or sector. These influencers usually have a devoted fan base on blogs, YouTube, Instagram, TikTok, and other social media sites, and they produce material that appeals to their target audience.

Rise of Social Media Influencers:

Social media platforms have made content creation more accessible, enabling people to create their own personal brands and gain a sizable organic following. Influencers on social media can be found in a wide range of industries, such as travel, gaming, fashion, fitness, beauty, and lifestyle. Brands leverage influencers' reach and engagement to connect with their target demographics in a more authentic and relatable manner.

Benefits for Brands:

Influencer marketing offers several benefits for brands. It enables them to reach highly targeted audiences through influencers who have a deep understanding of their followers' preferences and interests. Influencer partnerships can enhance brand awareness, drive engagement, and ultimately lead to increased sales and customer loyalty. Moreover, influencer-generated content often feels more authentic and trustworthy, resonating with consumers in a way that traditional advertising cannot.

Affects of Influencer Marketing among Brands

- **Increased Brand Awareness:** Collaborating with influencers can expose a brand to a larger audience that may not have been reached through traditional marketing channels. Influencers have dedicated followers who trust their recommendations, so when they endorse a brand, it can lead to increased brand visibility and recognition.
- **Enhanced Credibility and Trust:** Influencers often have strong relationships with their followers built on trust and authenticity. When an influencer promotes a brand, their endorsement can lend credibility to the product or service, leading to increased trust.
- **Better Audience Interaction and Engagement:** When compared to traditional advertising, influencer marketing has the potential to increase audience interaction and engagement. The active engagement of influencers' audiences with their material can lead to a rise in likes, comments, shares, and overall brand engagement.
- **Targeted Marketing and Audience Segmentation:** Influencers typically have a specific niche or demographic they cater to, allowing brands to target their marketing efforts more effectively.
- **Development and User-Generated Media:** Influencers are skilled content creators who know how to create engaging and relatable content for their audience. When influencers promote a brand, they often create unique and authentic content that showcases the brand in a favorable light.

- Driving Sales and Conversions: Ultimately, the goal of influencer marketing is to drive sales and conversions for the brand. Studies have shown that influencer marketing can be highly effective in driving purchase decisions, with many consumers making buying decisions based on influencer recommendations. This can lead to increased sales, revenue, and market share for the brand.

Examples on Influencers Marketing

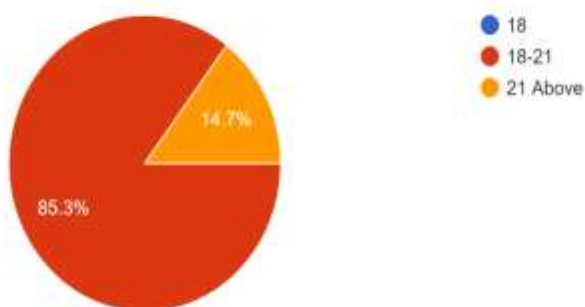
- Nikei and Colini Kaepernicke:
In 2018, Nike in its "Just Do It" campaign, which revolved around themes of social justice and activism. The campaign received widespread media coverage and generated a considerable amount of online buzz, with both supporters and detractors voicing their opinions. Despite the controversy, the campaign resonated with Nike's target audience and led to increased brand loyalty and sales.
- Sephora's and Beauty Influencers:
Sephora's influencer marketing strategy involves collaborating with influencers of various sizes and niches, from mega-influencers to micro-influencers, to showcase their extensive product range. These influencers create makeup tutorials, product reviews, and beauty tips, leveraging their expertise and credibility to drive traffic and sales to Sephora's website and stores.
- Glossier and User-Generated Content:
Glossier, a skincare and makeup strategy. The brand regularly reposts user-generated content on its official channels, effectively turning its customers into influencers. This approach fosters a sense of community and authenticity around the brand, driving engagement and loyalty among its audience.
- Fable tics and Kate Hudson:

Fable tics, an activewear brand, collaborates with actress and co-founder Kate Hudson to promote its products. Hudson, who embodies the brand's ethos of fitness and empowerment, regularly shares workout routines, style tips, and behind-the-scenes glimpses of her life wearing Fabletics apparel. Her partnership with the brand adds credibility and authenticity to its marketing efforts, attracting customers who resonate with her lifestyle and values. The St. Louis Federal Reserve Bank estimated in 2012 that during the financial crisis, the net wealth of American families fell by over \$17 trillion in inflation-adjusted terms, or a 26% fall. In a 2018 research, the Federal Reserve Bank of San Francisco found that the country's gross domestic product was about 7% lower ten years after the financial crisis started than it would have been otherwise. This implies that the lifetime income of every American was lost, totaling \$70,000. Almost 7.5 million jobs were lost between 2007 and 2009, which doubled the unemployment rate, which reached nearly 10% in 2010.

Data Analysis and Interpretation

Age

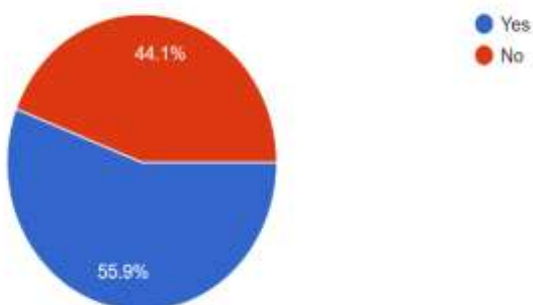
34 responses



I this out of 34 responses 85.3% are in the age of 18-21 and others are 21 above.

Have you involved in any influencer marketing compaigns conducted by any company?

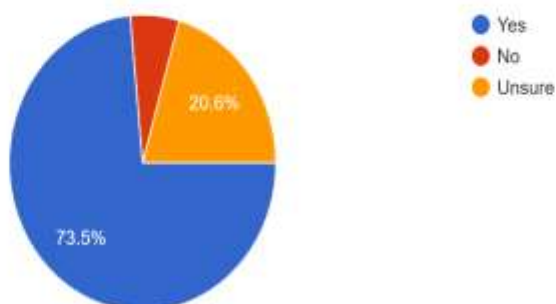
34 responses



55.9% are involved in influencer marketing and 44.1% are not involved.

Have you noticed an increase in the utilization of influencer marketing by brands in recent years?

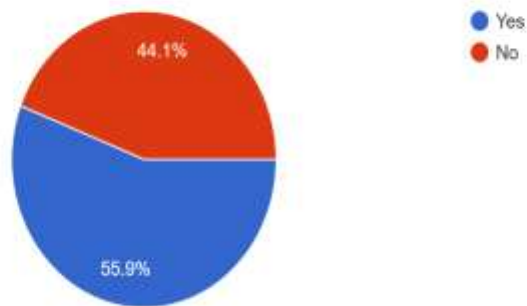
34 responses



73.5% have noticed the increase in utilisation of influencer marketing and others are unsure and not noticed.

Have you involved in any influencer marketing compaigns conducted by any company?

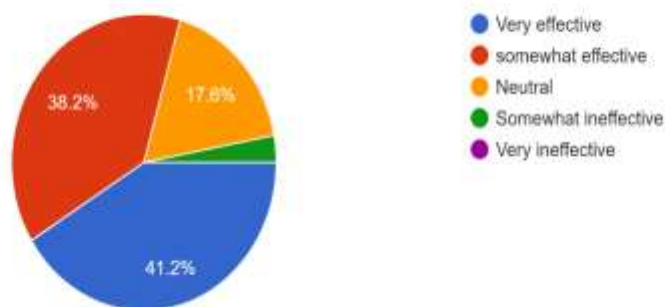
34 responses



55.9% of the people are involved influencer marketing compaigns which is conducted by the company and others are not.

In your opinion how effective is influencer marketing is promoting brands?

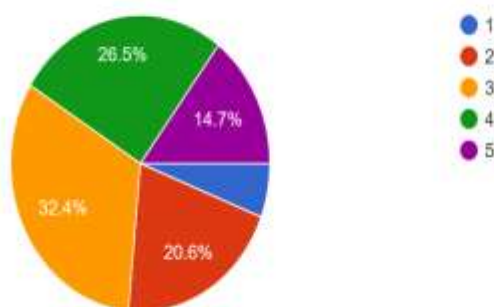
34 responses



In this the 41.5% are telling that influencers marketing is very effective for promoting brands , 38.2% are telling that it is somewhat effective and others are neutral.

How well influencer marketing currently align with company's values and brand image?

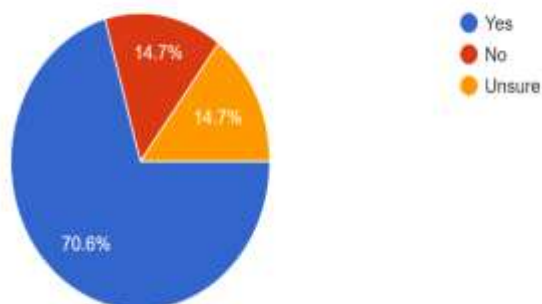
34 responses



Only 14.7% of people believe that influencer marketing is currently align with company's values and brand image.

Do you believe influencer marketing is more effective than traditional forms of advertising?

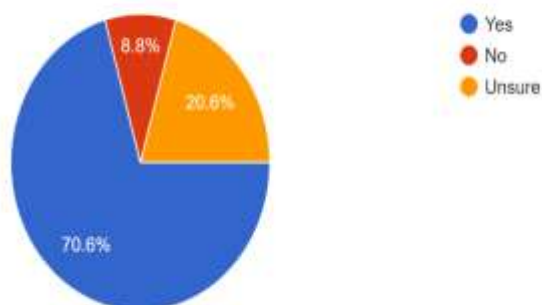
34 responses



70.6% of the people agree with the statement, others are not and some are unsure.

Do you believe influencer marketing has become a significant part of brands marketing strategies?

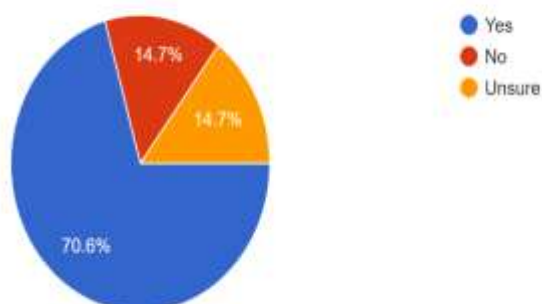
34 responses



In this the 70.6% of the people believe, others are unsure and some people didn't believe.

Do you believe influencer marketing is more effective than traditional forms of advertising?

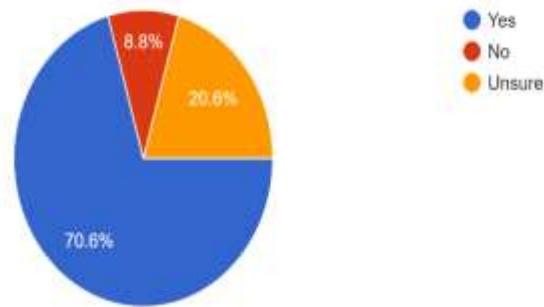
34 responses



70.6% of the people agree with the statement, others are not and some are unsure.

Do you believe influencer marketing has become a significant part of brands marketing strategies?

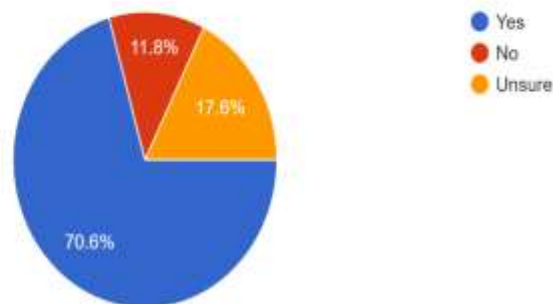
34 responses



In this the 70.6% of the people believe, others are unsure and some people didn't believe.

Do you believe influencer marketing will continue to grow in importance for brands?

34 responses



70.6% of the people believe it will continue to grow and rest are unsure and didn't believe.

Conclusion

In conclusion, influencer marketing has emerged as a transformative strategy for brands to connect with customers in the current digital environment. By utilizing the stature and authority of those who have established dedicated followings on social media platforms, brands can effectively reach their target audience in a more authentic and engaging way. Influencer marketing offers several key benefits for brands, including increased brand awareness, enhanced credibility and trust, improved engagement and audience interaction, targeted marketing and audience segmentation, content creation opportunities, and driving sales and conversions.

Effective influencer marketing initiatives frequently need meticulous preparation, astute alliance building, and genuine storytelling. The proper influencers must be found by brands that share their beliefs and target audience.

demographics, negotiate fair partnerships, and monitor campaign performance to ensure success. Additionally, brands should prioritize transparency, disclosure, and compliance with regulations to maintain trust and integrity with consumers.

As influencer marketing continues to evolve, brands must remain agile and innovative in their approach to influencer partnerships. Emerging trends such as the rise of micro-influencers, integration with e-commerce and live streaming, use of data analytics and artificial intelligence, and exploration of new platforms and formats present exciting opportunities for brands to connect with consumers in new and impactful ways.

References

- https://www.google.com/search?q=about+influencer+marketing&rlz=1C1VDKB_enIN974IN974&oq=about+influenc&gs_lcrp=EgZjaHJvbWUqDAgAECMYJxiABBiKBTIMCAAQIxgnGIAEGIoFMgYIARBFGEAyBggCEEUYOTIMCAMQABgUGIcCGIAEMgcIBBAAGIAEMgcIBRAAGIAEMgcIBhAAGIAEMgoIBxAAGA8YFhgeqAIIsAIB&sourceid=chrome&ie=UTF-8
- <https://mailchimp.com/resources/what-is-influencer-marketing/>
- <https://sproutsocial.com/insights/influencer-marketing/>
- <https://www.bigcommerce.com/articles/ecommerce/influencer-marketing/>