

INTERNATIONAL JOURNAL OF LAW
MANAGEMENT & HUMANITIES

[ISSN 2581-5369]

Volume 5 | Issue 5

2022

© 2022 *International Journal of Law Management & Humanities*

Follow this and additional works at: <https://www.ijlmh.com/>

Under the aegis of VidhiAagaz – Inking Your Brain (<https://www.vidhiaagaz.com/>)

This article is brought to you for “free” and “open access” by the International Journal of Law Management & Humanities at VidhiAagaz. It has been accepted for inclusion in the International Journal of Law Management & Humanities after due review.

In case of **any suggestions or complaints**, kindly contact Gyan@vidhiaagaz.com.

To submit your Manuscript for Publication in the **International Journal of Law Management & Humanities**, kindly email your Manuscript to submission@ijlmh.com.

Altering Landscapes: An Insight into Social Media Influencer Marketing

ANKUR RANI¹ AND DR. NISHA²

ABSTRACT

Although influencer marketing has grown in popularity, many companies are still unsure how to effectively utilize the power of social media stars to build their brands and expand their customer bases. To better understand how content brand strategy is applied through events, the authors of this paper propose and explore the usage of social media influencer marketing. Companies can easily include a marketing campaign into their preexisting strategy for promoting the brand or product. This article explores the categorization of influencers and their traits and demonstrates the influence of influencers by determining their success level. It has been found that social media and influencer marketing can significantly affect business decisions.

Keywords: *Influencer marketing, social media, celebrity, brand, digital.*

I. INTRODUCTION

As a direct result of the widespread adoption of social media, businesses have been forced to develop online communication strategies that combine online and social media communication. This is a direct result of the collection of digital platforms known as social media, whose popularity has been steadily on the rise and which has fundamentally altered the way in which people interact with one another. In 2017, content marketing continued to have a significant impact while also making strides toward becoming more sophisticated in its approach to strategic planning. Creating and disseminating information online, primarily through social media platforms, is an important part of the popular marketing strategy known as material marketing. The end goal of material marketing is to foster stronger ties between businesses and their customers. A significant shift toward video marketing, personalization in content marketing, and automation of marketing campaigns were notable developments in the past year's trend landscape. To improve their lines of communication with clients, businesses are focusing more of their attention on social networking online. Online social networking sites generate social graphs, and the substance of marketing communication needs to be adapted

¹ Author is a Research Scholar at Faculty of Management and Commerce, Baba Mastnath University, Rohtak, Haryana- 124021, India.

² Author is an Assistant Professor at Faculty of Management and Commerce, Baba Mastnath University, Rohtak, Haryana-124021, India.

accordingly. The vast majority of people worldwide are now active on social media platforms thanks to the rapid development of digital technologies. As a result of marketing managers looking for the most cost-effective method, a new marketing strategy that utilizes celebrities has been developed. A relatively new phenomenon, influencer marketing differentiates itself from other marketing strategies by concentrating on using well-known figures to disseminate a product's message to a broader audience. The purpose of this study is to gain a better understanding of how to market a brand and then a product using an innovative and entertaining brand event technique (M. Glucksman, 2017).

The concept of "*influencer marketing*" has only been around for a short while, yet it has already proven to be an effective advertising method for many products. In order to develop a better understanding of how to use influencer marketing, this research will investigate the concept of influencers and how businesses may make the most of the work they do. Although it is still a relatively novel concept, the term "influencer marketing" has developed a wide variety of connotations over the past few years. Influencer marketing is a strategy that involves locating individuals who influence a specific audience to advertise a product or service to that demographic. (M. Guruge, 2018) More precisely, you define influencer marketing as "the act of locating an opportunity to be part of who has power over a certain key demographic or media to be a part of a brand's campaign to enhance reach, sales, or engagement?"

II. OPERATIONAL DEFINITIONS

According to the definition of influencer marketing, "companies strive to convince influencers to promote their products and, as a result, build their image among the influencers' often huge base of followers." Throughout this investigation, the word "definition" was utilized. Based on the literature presented earlier, influencer marketing can be considered to be constructed upon the basis of electronic word of mouth (eWOM). Influencer marketing is the study of how one person can persuade others by disseminating knowledge, opinions, and encouragement. In addition, it is essential to acknowledge the individuals with the most influence. To effectively promote a company's product or brand, it all comes down to utilizing influential individuals. The idea that fashion influence is spread through social networks among people with similar tastes is implied by the top 14 fashion influencers, who are not just random people who flaunt their expensive outfits (A. Slivka, 2018). Instead, these influencers suggest that fashion influence is spread among people with similar tastes. There are a wide variety of approaches to measuring the impact of social media marketing. A significant amount of research has been conducted on assessing social media's intrinsic influence and dissemination.

The objective of the study

- To investigate the categorization of and evaluate social media influencers' significance.
- Examine the fundamental ideas that underpin the levels of success achieved by influencers.

Research Type

This research is based on secondary sources in which information from reputed journals, magazines, the authentic government websites are used.

Review of literature

According to *Nam* (et al.) research, the marketing sector is undergoing significant change simultaneously with the rise of the internet. An excellent substitute for more conventional marketing strategies could be social media influencer marketing. The authors investigated Ho Chi Minh City and examined the data on social media influencers that was available. The authors find that consumers have a high level of trust in influencer marketing and that four aspects—the consumer's participation, the influencer's credibility, the quality of the content, and the relevance of the endorser to the product—have a big impact on the consumer's intention to buy the product. The results show that building a reliable relationship with influencers is crucial for successful influencer marketing (L. G. Nam and H. T. Dân, 2018).

Stubb (et al.) (2019) looked into the practice of the influencer known as "compensation justification disclosure." The influencer is attempting to defend or justify the creation of sponsored content in this situation. According to the study's conclusions, using this approach positively impacts the feelings of customers, increasing the message's credibility. The most prevalent area of research focus on determining how consumers can influence positive attitudes and actions through influencer marketing. In this regard, studies have shown that messages promoted by influencers generate higher levels of engagement and positive emotions among consumers compared to ads that are encouraged by the company itself.

A student named *Morgan Glucksman* was interested in gaining additional knowledge regarding influencer marketing, a relatively new concept in the field of public relations. It entails tracking down, interacting with, and supporting people who strike up conversations with the target market for a brand. This strategy has shifted in recent years to emphasize social media, making it possible for companies to sell through social media influencers. This shift occurred as a result of the ability that social media provides. The author used descriptive qualitative analyses of postings made by social influencers along with commonly analyzed nodes to conduct this topical research. The results show that social media influencer marketing for PR campaigns has changed how the two parties communicate by lowering the barrier between the customer and

the brand (Morgan Glucksman, 2017).

III. DETERMINING WHO THE INFLUENCERS ARE BASED ON THEIR TRAITS

Researchers examined Twitter, Facebook, and other online social networks, and their findings about how to measure and what characteristics to look for included a number of recommendations. It isn't easy to accurately quantify the effectiveness of social media networks to determine who the most influential individual is. The problem occurs because researchers employ a diverse range of metrics in the course of their investigation into a range of different elements. All of the most recent measurements of Twitter influence were collated in the recently published articles. They concentrated on centrality, which refers to identifying the node in a network that is the most significant (or influential) overall, also known as an influencer. Much like an opinion leader, a type of influencer strongly emphasizes the internalization stage of the influence process. They convey the idea that the influence is being used by a trustworthy influencer who embodies qualities like sincerity, originality, credibility, competence, and trustworthiness. Additionally, when the customer is relaxed and has the time for a higher level of involvement, an opinion leader has a better chance of swaying them. This is because the consumer is more likely to listen to the opinion leader. Their research helps discover distinct keys of influence because they share many features with opinion leaders. This makes their research quite beneficial. The amount of engagement received by a piece of content published by an influencer can be affected by the content's nature and the standard to which it is produced. An investigation into the factors that could determine the popularity of a brand's post was conducted to establish which aspects of the camp were responsible for generating such a significant number of "likes" and "comments" on the relevant social media platforms. As evidenced by the number of likes and comments obtained by the bar, different approaches were shown to be successful to varying degrees, depending on the goal of the post that was being evaluated.

On the other hand, researchers discovered that highly interactive content, such as a question, had the opposite effect on the number of likes. It was discovered that including explicit content, such as a video or a contest, had a positive impact on the number of likes received by the post. "An answer is required if a question is posed, and a brand's post is not sufficient to meet this need." In hindsight, using questions proved to be an effective strategy for boosting the number of comments on a post since questions encourage readers to engage with the content by providing their responses in the form of comments on the post itself. Given that comments made by followers could have an impact on other followers who were participating in the same activity, the responses of the followers to the content that was being posted were also crucial

(M. Ranga and D. Sharma, 2014). It was discovered that encouraging remarks increased the attraction of the content, which would lead to a greater spread of the information. There are two distinct categories for influencers to fall into. The first type is the expert, who bases their decisions on what they already know. On the other hand, an individual's persona is what determines their status as a micro-celebrity. We will use the source credibility paradigm and the well-known five personality traits to come up with a list of traits that could be used to distinguish between the two (R. Hobson, 2016).

IV. RECOGNIZING WHO YOUR INFLUENCERS ARE

Even though it has been emphasized how crucial it is to identify social media influencers, the study's primary focus is only on the specific qualities that define an influencer. The two main metrics used to measure communication effectiveness are diffusion (measured by the "power of retweet") and reach (measured by the number of followers) comes into play when determining who the influencers? Finding people who have made an effort to develop their brand is required to identify people who have influence. Additionally, because this is a common trait among influencers, it is possible to identify them by looking at how they interact with and behave around their followers. They appear to regularly and unapologetically post their thoughts and emotions on social media, whether they are positive or negative (M. Nguyen, 2018). The most powerful influencers are celebrities and public personalities, whereas de facto influencers are leaders. Leaders serve as influential figures because of their position. The term "micro-celebrities" refers to influencers, and although the significance of having a vast network is emphasized, specific traits of influencers are not addressed (J. Ge and U. Gretzel, 2018).

V. HOW TO ASSESS THE IMPACT OF INFLUENCER MARKETING

Before starting a relationship with an influencer, it is essential to determine whether or not you are a good match for them and whether or not you have a connection with them. You can do this to prepare the groundwork for a successful outcome. Focusing on quantifiable data is more crucial when assessing the accuracy and progress of a collaboration with an influencer. Calculating a social media campaign's return on investment (ROI) to gauge its degree of success is a common practice. Marketers calculate social media's ROI as a cost similar to the expense of launching a blog. When compared to conventional ROI, the ROI obtained through social media is distinct.

To put this another way, you shouldn't think of social media campaigns as a one-time expense but rather as an investment that will help you build your brand and increase recognition over the long run. When evaluating the success of your digital marketing efforts, you need to take

into account the fact that influencers can co-create value through their influencers on social media. This may be how an influencer interacts with their followers in terms of likes, comments, reach, and other factors. Analyze the influencers' marketing message's reach, impressions, engagement, and conversion rates to determine the effectiveness of your influencer marketing campaigns. important factors to take into account when analyzing the results from social media. This reflects the most crucial metrics to keep an eye on, such as reach and engagement.

VI. WHAT DOES IT MEAN TO BE AN INFLUENCER?

According to the definition used in this study, an influencer is a person who has developed a high level of credibility within a given field or who has developed a well-known and easily consumable online persona and who is able to influence, try to persuade, or shape the attitudes of both of these groups of people through their sizable following. Numerous interpretations could have been offered as a result of the interviews. *Nicole* defined an influencer as someone with the capacity to affect or influence a sizable number of people. This relates to the idea of an "influencer," which refers to someone with the power to sway the opinions of others. *Jasmin* deduced that a person who has been successful in winning the trust of their followers must be a well-known figure on social media. When someone has gained significant credibility through their efforts, they are referred to as an influencer. A person is considered an influencer if they have the power to persuade others using a digital platform or channel.

VII. THE KEY ASPECTS THAT DETERMINE AN INFLUENCER'S LEVEL OF SUCCESS

They were successfully acting as a crucial network node, an influential person. Several measures, including degree, closeness, eigenvector, Page Rank and h-index, were employed to explain the effect and significance of social media. When asked about influential influencers, the respondents supplied replies significantly different from what academics think to be the characteristics of a successful influencer. Despite the apparent mismatch, this highlights how important it is for the business and the influencer to have a strong fit with one another. *Nicole* countered that credibility and trust are influenced by personality, but *George* insisted that influential people also need to have a solid grasp of business. Contrary to what researchers contend, this case is predicated on separating influencers based on their campaign utility as opposed to their personality or skill. Fit is the most important factor, so the methodology's first process needs to be modified in accordance with that knowledge. Never once did any of the respondents bring up factors such as the number of followers, the level of engagement, or any other objective standards when discussing influential influencers. According to the responses, the most critical factors were not networked statistics or stats but how well influencers

performed in campaigns and how they were measured subjectively. This demonstrates how well-known social figures are raised in terms of how they present themselves and behave in public on social media in order to gain the respect and credibility of their followers as well as the businesses they work with. This also emphasizes how successful influencers are shaped by their upbringing in terms of how they conduct themselves on social media.

VIII. CLASSIFICATION OF KEY INFLUENCERS

Without question, bloggers are among the relatively essential influencers in the news industry, as well as in marketing and other aspects of public life. They are public figures who publish original content on their websites using the blog format. A blog is a kind of online journal in which its author can share thoughts and observations in the form of text and other media such as photographs and videos. Blogging has been popular for a long time, even before the rise of social media platforms like Facebook and Twitter. We can categorize influencers into the following broad categories based on the number and size of their respective followings:

To put it simply, mega-influencers have a massive fan base of over a million people. Stars who endorse major products frequent this establishment. These people may achieve fame, but they do not typically have a significant impact on the public. Let It Be, The Art of Managing Global Change. Find out who an influencer is and how to pick the best one for your needs.

- Mega-influencer A subscription base of over a million Influencer with a global reach of 100,000-1,000,000 subscribers
- Micro-influencer: 1,000–100,000+ followers.
- Nano-influencer Fewer than a thousand people signed up for the newsletter because just because you recognize a celebrity's name doesn't imply, you'll buy the things they endorse.
- Brands and businesses seek "macro-influencers," people with a large online following (often between 100,000 and 1,000,000).

Micro-influencers, on the other hand, have between one thousand and one hundred thousand fans. Although they may have fewer than a thousand followers, nano-influencers are predicted to see an increase in the number of businesses willing to collaborate with them. Nano-influencers may appear to have too little power and do not have enough followers. Still, they are frequently the most extraordinary people to pick up a business or product in a niche or specific area. Most consumers will have more faith in a brand if it maintains a mutually beneficial partnership with micro-influencers.

According to *Inkybee* marketing software (2016), an influencer's audience size, frequency of publication, and engagement level are the most crucial metrics to consider. According to an

article titled "Marketers Pair Up with Influencers-and It Works" on the web platform eMarketer (2015), the majority of vendors who use influencer marketing select their influencers based on their social profile and confirmed attendance data. The study of the site's demographics is a secondary factor in their decision. What we found was unexpected: influencers are almost as influential as traditional family and friend networks. Most (56%) of Twitter users say they trust suggestions from friends, while 49% say they trust recommendations from influential people (Swant 2016).

But not every sawyer is created equal. In general, retailers classify opinion formers as follows:

- Micro-influencers; bloggers; content developers; industry experts and leaders; celebrities; With 82.2 million followers, *Kylie Jenner* can expect to earn between \$100,000 and \$300,000 for every Instagram-sponsored post.
- Influencers with between 400,000 and 1.5 million followers can expect to receive around \$5,000 for each post. Micro-influencers (those with less than 5,000 followers) make less than \$250 per post.

Influencers add value to brands by creating marketing-oriented content targeted towards a specific product or service. Not only should influencers be dispersed throughout well-established categories like "*cuisine, fashion and entertainment*", but they can also be segmented further to reach targeted audiences.

IX. CONCLUSION

There are significant theory-practice gaps. While theory and practice address the same issues, they give them different weights. Theorists have focused on influencer marketing, including likes, followers, and comments, and how to tie it to customer behavior. No matter how many people follow you, like your posts, comment, or utilize your hashtags. The influencer's identity must match the brand or business looking to partner with them. Modern consumers are more discerning than ever. Therefore, it's vital to identify the right brand-influencer combination. Customers will be less likely to buy if the campaign looks fraudulent. It is to imply that some influencers leap at the chance to collaborate, which may weaken the authenticity of their comments and prompt the question of whether an influencer's account is a personal diary or a business enterprise. If an influencer's followers don't get the content they expect, they may regard them as exploiting a personal relationship if they participate in too much promotion. The interviews reveal that real-world users categorize products by function, not quality. This isn't surprising, given the power and audience size of opinion leaders and micro-celebrities. Differentiating impacts may be valuable despite the inability to group them by efficacy and dispersion. Companies shouldn't prioritize influencers based on their personality or skill sets.

Instead, the firm should choose an influencer whose persona and followers align with its ideals.

X. REFERENCES

- Booth, N., and J. A. Matic. 2011. 'Mapping and Leveraging Influencers in Social Media to Shape Corporate Brand Perceptions.' *Corporate Communications: An International Journal* 16 (3): 184–91.
- Brown, D., and N. Hayes. 2008. *Influencer Marketing: Who Influences Your Customers?* Amsterdam: Elsevier.
- Brown, D., and S. Fiorella. 2013. *Influence Marketing: How to Create, Manage, and Measure Brand Influencers in Social Media Marketing*. Indianapolis, in Que Publishing.
- J. Ge and U. Gretzel, "Emoji rhetoric: a social media influencer perspective," *J. Mark. Manag.*, 2018, DOI: 10.1080/0267257X.2018.1483960.
- L. G. Nam and H. T. Dân, "Impact of social media Influencer marketing on the consumer at Ho Chi Minh City.," *Int. J. Soc. Sci. Humanit. Invent.*, 2018, doi: 10.18535/ijsshi/v5i5.10.
- M. Glucksman, "The Rise of Social Media Influencer Marketing on Lifestyle Branding: A Case Study of Lucie Fink I . Introduction II. Literature Review," *Elon J. Undergrad. Res. Commun.*, 2017.
- M. Guruge, "Comparison between Attributes related to Celebrity Endorsement and Social Media Influencer Marketing: A Conceptual Review," *Sri Lanka J. Mark.*, 2018.
- M. Nguyen, "INFLUENCER MARKETING via SOCIAL MEDIA The Perceptions of Vietnamese Consumers," *Bachelor's thesis Bus. Adm.*, 2018.
- M. Ranga and D. Sharma, "Influencer Marketing - A Marketing Tool in the Age of Social Media," *Abhinav Int. Mon. Ref. J. Res. Manag. Technol.*, 2014.
- Morgan Glucksman, "The Rise of Social Media Influencer Marketing on Lifestyle Branding: A Case Study of Lucie Fink," *Elon J. Undergrad. Res. Commun.*, 2017.
- R. Hobson, "The integration of influencer marketing into social media strategies," *Grad. Sch. Bus. Univ. Cape T.*, 2016.
- Slivka, "5 Steps To Take Before Starting An Influencer Marketing Campaign On Social Media.," *Forbes.com*. 2018.
- Stubb, C., Nyström, A. G., & Colliander, J. (2019). Influencer marketing: The impact of disclosing sponsorship compensation justification on sponsored content effectiveness. *Journal of Communication Management*, 23(2), 109-122.
