

## 27. INFLUENCER MARKETING AS A WAY TO PROMOTE PRODUCTS

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This paper deals with the definition of influencer marketing, its goals, pros and cons of this type of promotion. The paper also describes who an influencer is and shows a visual metric for the most popular sites for influencers.

Influencer marketing is a modern marketing strategy that has gained significant attention in recent years. It involves the partnership with influencers who have established a substantial number of followers on social media platforms to promote products or services. The aim of influencer marketing is to leverage the trust and credibility that these influencers have built with their followers to boost sales or increase brand awareness.

One of the main advantages of influencer marketing is that it can be extremely cost-effective, as it allows companies to reach a huge audience with a relatively small investment [1]. This is particularly beneficial for smaller businesses with limited marketing budgets, who may not have the resources to invest in more traditional forms of advertising. Another advantage of influencer marketing is the ability to target

special demographics and audiences [2]. By carefully selecting the right influencers to work with, companies can ensure that their message is reaching the right audience.

However, it is vital to note that influencer marketing has its own challenges. One of the biggest challenges is measuring the actual impact of influencer marketing on sales. This is because influencer marketing is often used in conjunction with other marketing strategies, making it difficult to isolate its effects.

Another challenge is the potential for influencer fraud, which means influencers might buy fake followers or engagement to overstate their metrics [3]. Therefore, brands must carefully verify potential influencers and ensure that their metrics are authentic and trustworthy.

Influencers are celebrities (actors, singers, athletes, presenters, etc.) and popular bloggers. Also, influencers can be experts in a certain niche such as doctors, psychologists, economists who run their own social networks and whose opinion the audience listens to. The most popular influencer is Cristiano Ronaldo who owns Instagram with 556 million subscribers. Meanwhile, Instagram is the most popular network for influencers, as depicted in Figure 1 [4].

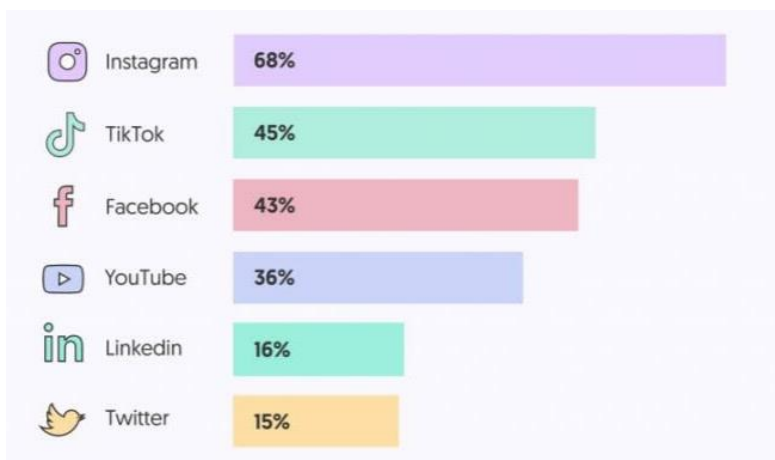


Figure 1 – Influencer Campaign Channel Utilisation in 2022

In conclusion, influencer marketing is a powerful tool that has transformed the way companies interact with their target audience. By leveraging the trust and credibility of influence, brands can drive sales and increase awareness of their products and services. However, there is a plethora of variables such as careful planning, execution, and monitoring which are imperative in ensuring successful influencer marketing.

#### References:

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