

## INFLUENCER MARKETING; A STRATEGIC METHOD FOR BRAND PROMOTION AND GROWTH OF INDUSTRIES

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### Abstract

Marketing is the process of identify the needs and wants of customer and communicating the advantages and features of products and services to create an interest in the mind to purchase and recommend to other individual. Influencer marketing is a strategic method where brands team up with individuals who have a connection over a particular audience. This influence is based on elements like trust, expertise, reliability, or authority, rather than just the number of followers. As a branch of digital marketing, influencer marketing involves brands collaborating with creators (influencers) who have a following on Social Media platforms such as Instagram, TikTok, YouTube, or Snapchat to promote products or ideas. During the COVID-19 pandemic, the enforcement of nationwide lockdowns resulted in a significant rise in screen time, online shopping and digital marketing. As a result, many brands and businesses turned to influencer marketing to capitalize on this online opportunity. Various companies began leveraging the opportunity to collaborate with influencers to promote their products. Due to the influencers' persuasive power and strong endorsements, the features and benefits of these products easily reach the intended audience. Consequently, more individuals started purchasing and using these products, leading to increased sales and profits for the companies. In return, companies compensate these influencers with cash, gifts, promo codes, or other types of perks.

**Keywords:** Marketing, Influencer Marketing, Affiliate, Products, Brand, Social Media

## **Introduction**

Throughout the ages, advertisements have frequently utilized well-known personalities and celebrities to endorse their products. This tactic, referred to as celebrity endorsement, became a favored way to establish a personal connection with consumers. Influencer marketing, a digital approach, involves brands collaborating with individuals who hold substantial influence and presence on social media platforms. These influencers promote products or services to their audience, swaying opinions and purchasing decisions. While influencer marketing is an essential tool for modern businesses, it has several limitations that can impede its success. It plays a significant role in contemporary digital marketing by enhancing brand visibility, trust, and engagement. However, its effectiveness depends on the careful selection of influencers, transparency, and strategic planning. Without proper management, influencer marketing can become ineffective and potentially damaging to a brand. This social media strategy entails working with individuals who have a dedicated following and credibility in a specific niche to promote a brand's products or services. These partnerships leverage the influencer's established trust with their audience to increase brand awareness, boost credibility, and drive sales. The method involves financial compensation, product exchanges, or a combination of these tactics across various social media platforms such as, Instagram ( with the help of reels, stories and feed posts), You tube ( Long and short form of reviews, You tube shorts, vlogs, Tutorials etc...), Tik tok ( Short video and strong connection with Gen Z). Click through rate ( no.of Click by customer), Conversion rate and how many individual saw the content, number of like and share, engagement rate like comments are some of the metric used to measure the success of influencer marketing.

## **Importance**

Influencer marketing has emerged as a significant catalyst for industry growth by establishing a direct and genuine connection between brands and their audiences, a feat that traditional advertising often finds challenging. By capitalizing on the trust and credibility that influencers have with their followers, businesses can present their products and services to a broader and more precisely targeted audience. This heightened exposure frequently leads to increased demand and sales, prompting companies to invest further in product development, marketing,

and expansion, thereby promoting overall industry growth. Additionally, influencers often set trends and influence consumer preferences, driving companies to innovate and offer products that match changing tastes, keeping the industry vibrant and competitive. This strategy also opens doors for small and emerging brands, enabling them to compete with established companies without needing large advertising budgets, thus expanding participation and stimulating market growth. In India, the skincare and beauty sector exemplifies this trend. Brands like Mamaearth, Nykaa, Plum etc... have effectively partnered with lifestyle and beauty influencers on platforms like Instagram and YouTube, using genuine reviews and tutorials to inform consumers about natural, cruelty-free, and innovative products. This approach not only increased individual brand sales but also heightened awareness and adoption of skincare and wellness products in the broader Indian market, contributing to the sector's rapid expansion. Simultaneously, influencer marketing enhances engagement, as audiences are more inclined to interact with content from trusted sources, providing valuable feedback that companies can use to refine products and services. Overall, by boosting visibility, driving sales, fostering innovation, and enabling broader participation, influencer marketing significantly accelerates industry growth, especially in sectors like beauty, fashion, and wellness, where trends and consumer trust are crucial for success. Influencer marketing propels industry growth by enhancing visibility, sales, and consumer trust. In India, brands like Mamaearth and Nykaa leveraged influencers to promote skincare products, boosting both brand sales and awareness of the broader beauty and wellness market.

The Concept of Influencer marketing started penetrating into Beauty and Fashion Industry, Fitness and health Industry, Life styles, gaming, Education, Tech, Finance, Travel etc...

## **Advantages**

- Establishes trust and credibility

Influencers possess dedicated followers, making their product endorsements seem more genuine than conventional advertisements.

- Targets specific audiences

Brands can select influencers whose audience aligns with their desired customer base in terms of age, interests, and location.

- Enhances brand visibility

Influencers can rapidly introduce your brand to new audiences, particularly on social media

- Achieves higher engagement

Content from influencers typically garners more likes, comments, and shares than typical brand posts

- Cost-effective (especially with micro-influencers)

Collaborating with smaller influencers can be more affordable while still being highly effective.

- Increases conversion rates

Recommendations from trusted influencers can result in more purchase decisions.

- Generates authentic content

Influencers create genuine, relatable content that brands can repurpose for marketing.

- Provides social proof

Observing others using and enjoying a product can motivate potential customers to try it.

Influencer marketing provides brands with an effective method to engage with audiences by leveraging trusted voices, thereby enhancing visibility and boosting sales through genuine content. In the Indian market, for instance, the skincare brand Mamaearth often partners with lifestyle and beauty influencers on platforms like Instagram and YouTube to showcase the advantages of their products in everyday routines. As these influencers share personal anecdotes and reviews, their followers are more inclined to view the brand as reliable and try the products themselves. This strategy not only enables Mamaearth to reach specific groups such as young

urban women but also results in high engagement and social validation, leading to better brand recall and higher conversion rates compared to traditional advertising alone.

## **Disadvantages and Limitations**

- Expensive fees for top influencers

Leading influencers and celebrities often demand high fees, which might be beyond the budget of smaller brands.

- Risk of inflated follower numbers and low interaction

Some influencers artificially boost their follower numbers, diminishing the true reach and impact of campaigns.

- Limited control over content creation

Influencers produce content in their unique style, which might not always perfectly match the brand's image.

- Trust issues from insincere promotions

Excessive promotion or fake endorsements can lead to audience skepticism and damage credibility.

- Temporary effects

Influencer campaigns might generate immediate excitement but don't always foster long-term brand loyalty.

- Risk to reputation

If an influencer becomes embroiled in controversy, it can negatively impact the brand associated with them.

- Audience misalignment

An influencer's audience may not always align with the brand's target demographic, reducing campaign effectiveness.

In the Indian market, a notable instance highlighting a drawback of influencer marketing is the recent caution exercised by brands following a controversy involving prominent digital creator Ranveer Allahbadia, also known as BeerBiceps. What was intended as light-hearted content on a well-known show led to backlash, legal issues, and a significant decline in his follower count. This situation prompted several brands to reconsider or halt their partnerships due to the risk to their reputation and the erosion of audience trust, demonstrating how an influencer's public controversy can swiftly affect brand campaigns in a negative way.

## **Conclusion**

Digital marketing involves sharing product details online to reach a broader audience. Companies are leveraging influencer marketing by collaborating with social media influencers to promote their products and services. Content creators on platforms like YouTube and Instagram have large followings and maintain strong connections with their audiences. This personal engagement and trust on virtual platforms present a valuable opportunity for companies to partner for product promotion and brand awareness. The concept of influencer marketing has begun to make inroads into industries such as beauty and fashion, fitness and health, lifestyle, gaming, education, technology, finance, and travel. However, it is a double-edged sword, with its own advantages and disadvantages.

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