



## THE ROLE OF “INFLUENCER MARKETING” IN THE AGE OF HIGH TECHNOLOGY

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**Abstract:** *“Influencer marketing” is marketing based on organizing a marketing campaign on social media through celebrities (Facebook and Instagram stars). It drives sales, which means sales of products increase, it informs about the brand. Influence marketing is not just for big brands and companies, but small brands can also grow their businesses through impact marketing campaigns.*

**Keywords:** *Marketing, influencer marketing, social network, brand, pandemy, blogger, tendency, influencer person, advertising, e – commerce.*

The global coronavirus crisis has sparked new consumer behaviors and emotions. The social distance created by the pandemic has significantly changed behavioral trends while keeping more people at home. Consumers have turned to radio, television and other media sources for reliable information. They also spent most of their agendas by downloading game apps, spending more time on social media, and downloading more movies. At a time when the coronavirus is on the rise, it's important to pay attention to advertising. In the context of a long-running pandemic, influential marketing, which is not yet well known to many, has grown rapidly.

Influential marketing is marketing based on organizing a marketing campaign on social media through celebrities (Facebook and Instagram stars). The advantage of this method is that most ordinary people are usually interested in the lives of Facebook and Instagram stars and follow them. That's why ordinary people rush to buy products that celebrities advertise. This marketing represents the link between the brand and the influential person. An influential celebrity displays the products and services of a particular brand on various social networks such as Instagram, YouTube, and Facebook.

Influential marketing is very relevant. It's a marketing strategy aimed at collaborating with an influential person (because because so many people follow him, he's a protagonist on the Internet, or in other words, an influential person.



Influential individuals are characterized by having a person who attracts thousands of followers on social media, so that he or she becomes a representative of his or her sector, and everything he or she says or does is important to “fans” who imitate him or her. Thus, the interaction of this person with a brand or company can lead to the following positive reactions:

- increase website visits;
- increase followers;
- improve brand reputation;
- increase its sales;

There are many examples of the benefits of using impact marketing:

✓ It drives sales, which means sales of products increase. Influenced by influential celebrities, many start buying advertising products. This increase in sales occurs as soon as the influencer starts talking about the product. And because of this they are catching the eyes of many.

✓ It creates meaningful and moving videos. It is a well-known fact that high-quality content attracts a lot of attention. This can be great news for companies looking for buyers for their products. This is because the plates created by the influencers inform the potential customers about the brand.

✓ It informs about the brand. Influencers are the link between a brand and its market popularity. They are the ones that drive sales. Consumer awareness of the brand is as important as water and air in today’s e-commerce. About 84% of consumers, or 9 out of 10, make a purchase only after reading blogs about a product or service. That's why bloggers are not just influencers.

✓ He has won the trust of the people. You know, consumers trust the opinions of their peers more than the brand. So, there is no doubt that collaboration in delivering messages about different brands through influential people (Facebook and Instagram stars) will be successful. Therefore, moving away from traditional brand advertising methods and using trusted representatives among the people has become an important marketing tool today.

✓ It has authority and influence. 84% of consumers, or 9 out of 10, make a purchase only after reading blogs about products and services. That's why bloggers are not just influencers.

✓ They build relationships. Influencers build relationships between the brand and their subscribers. Without this kind of interaction, it's very difficult to build relationships with consumers without the "partner" you know.

Influence marketing is not just for big brands and companies. Even small brands can increase the size of their business through impact marketing



campaigns. Small business owners can also work with small influencers who are influential in their area.

More and more companies are focusing on the people they influence to reach users, and their company or product is known (has a good reputation). Therefore, it is common for companies to start spending part of their advertising budget on “hiring” these individuals. Because this type of marketing, along with advertising on social networks, gives better and better results. This doesn’t mean you put other channels and other marketing (e.g., email) aside, but it does mean moving to a place where it’s easier to reach potential customers and clients right now.

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