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Article

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Marketing influencer

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Abstract

Is marketing influence the right way or not for a business? Investing in this type of marketing is advantageous or not for promoting a product or service. What type of marketing defines this strategy? We will discuss all these aspects in this paper.

Keywords: influencer, social network, followers, direct marketing.

1 Introduction

Influence Marketing is a form of social media marketing that involves referrals and product placement from influencers, people, and organizations that have an alleged level of knowledge or social influence in their field.

Who are these influencers really? There are people who are actually users and who have thousands or millions of followers on various social networks.

Among young people in particular, direct communication has passed into online communication on various social networks such as YouTubers, an Instagram, a blogger, a facebook page, twitter, etc. The difference between users and influencers is that the latter influences their followers. is a kind of opinion leader with charisma, authority, skills, sometimes in promoting products or services other times in promoting games.

Young people, whether they are teenagers or not, are very attracted to these influences, capturing all their attention and time.

2 CURRENT TRENDS IN MARKETING INFLUENCER EARLY CAREER

Is it difficult or easy to become an influencer?

I tend to think it's not easy. Why? It is not enough just to have a good computer dexterity but you need skill, spontaneity, presentation topics, communication skills and attracting the listener. Because they have to choose the sector in which they want to operate, to have a web, a marketing plan, to know how to advertise, to a strategy to capture as many followers as possible, to create videos, live, pictures, articles and transmit them on different communication-socialization channels.

After that, it follows the obtained results, monitors them in order to evaluate if the approached strategy is correct and is implemented correctly.

But in addition to these free influencers, companies also hire influencers to work in the marketing department and control the economic value of the brand's popularity, those who work alone to promote the company.

Companies specialized in influencer activity have also appeared on the market, offering consultancy in this field.

The value of an influencer is given by the number of followers and the size of the community.

We also meet top influencers who are famous people on social media being known and who ask for a commission to advertise.

Micro-influencers who have a certain community of their own, well-formed, and where it has an indirect communication with the followers and who can influence their choices. This happens especially on the Facebook page, and in the last year the most publicized aspect in Facebook networks was SARS-Cov-2 pandemic.

But do these influences, if they are not employed, have an income and it is made from this activity?

Yes, they can have income from this activity. How? They may have sponsors to advertise to, but not in the traditional sense, but actually through what they wear, taste, visit.

Many influencers are teenagers and after graduation they pursue a career.

As in advertising, advertising is an influence for the promotion of a brand while in other cases it influences followers in the purchase of a good or service. Thus, transforming them into customers or consumers. Everything is a strategy to encourage users' buying behavior by presenting certain offers, coupons, discounts that appear.

Depending on the number of posts and views, the influencer can receive commissions for the products sold.

When an influencer becomes known then there will be many companies that will look for him, in most cases this aspect is achieved especially through agencies.

Depending on the number of posts and views, the influencer can receive commissions for the products sold.

When an influencer becomes known then there will be many companies that will look for him, in most cases this aspect is achieved especially through agencies.

The incomes they get are not very clear but sometimes they can be very high. These incomes vary depending on the social networks they choose. In a studio made on the market, it seems that revenues obtained on the network:

-Facebook varies from 7000-200000 euro / post;

-YouTube: 14,000-330,000 euros / post;

- Instagram: 6000-160,000 euros / post;

- Twitter: 3000- 70,000 euros / post.

In the classification of influencers, we can find different classifications depending on the activity they post, having:

- marketing influencer - forms a trusting link between the brand and followers (potential consumers). This type of marketing has started to catch more and more and lately the influence has moved from bloggers to vloggers.

-travel influencer-dealing with the promotion of the tourism sector,

- fashion influencer - the fashion sector, one of the most competitive;

- fitness influencer divided into female and male categories;

- VIP influencer - various internationally known celebrities or well-known media people,
- we can still meet those thematic hashtags.

To understand what these hashtags are and how they are used. These are the posts that can bring you popularity. we see everywhere on social media. Sometimes really misused.

"Click" has become the most commonly used method at the expense of promoting dor to dor, word of mounth.

3 Conclusions

Global technological developments have brought an involution of today's young people in terms of communication, reading a book-story, playing outdoors and various sports activities.

But this is the goal that an influencer has to get as many followers as possible, he having a great reliability and independence in his actions.

Digitization is more and more developed, slowly the tangible system is replaced with the electronic part. What will happen next? Time will tell.

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