

# A STUDY ON INFLUENCERS MARKETING STRATEGIES IN SOCIAL MEDIA

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**Abstract.** *Social media influencers have emerged as key intermediaries between brands, products, services, consumers and leveraging their perceived authenticity, credibility, reliability and trust. This study investigates the influencer marketing strategies in social media. The research explores how factors such as influencer credibility, trustworthiness, content quality, audience engagement, and perceived expertise contribute to consumer decision-making processes. Findings from this study are expected to highlight the extent to which influencer marketing strategies contribute to brand awareness, consumer trust, and purchase behavior.*

**Keywords** *Social Media Influencers, Marketing Strategies, Influencer Marketing*

## INTRODUCTION

Social media has become one of the most influential inventions of the 21st century, transforming the way people interact, share information, and connect with the world. In the past decades, people used to rely solely on television for their entertainment. Television played a huge role in these periods. In recent years, the network technology has grown rapidly during the era of connectivity, and people's purchasing decisions have also changed. Because today we are seeing a wide range of transformation via the internet and the growth of social media. Social media is the most talked about and preferred buying medium today. And recent days, there have been lots of social media platforms. They are like Facebook, Myspace, Instagram, YouTube, etc. In the early days, only a few websites were active, but in today's environment, huge websites are using a large amount of data to engage people and share their opinions. Over time, people have become more involved in social media, spending more time on social platforms and buying things they want and need for their basic needs.

## LITERATURE REVIEW

In accordance with the Nashville film institute, social media creators are generally media creators with a large social media following. The media Influencers are continually posts, reels, stories and communicating with their followers, rather than typical personalities who share, promote and talk about their work regularly. They flicker dialogues,

set trends and generate interest among their followers, communities and they occasionally collaborate with brands to advertise products and services". With this in mind, the media influencers have on social media users has progressed rapidly in the past years. From making videos on YouTube to making videos on Instagram influencers continue to grow their online society day by day. By creating a interaction with their followers, they build their effect on the world of marketing, media and consumerism.

Influencer marketing leverages individuals with perceived authority, credibility, and a loyal follower base to disseminate brand messages in ways that are more organic and personalized (Lou & Yuan, 2019). This phenomenon has fuelled the growth of influencers across different tiers macro, micro, and Nano each possessing unique advantages and limitations based on their follower count, engagement levels, and relatability (Gupta & Martinez, 2023; Kim & Park, 2024).

## SOCIAL MEDIA INFLUENCERS

A social media influencer is an individual with a significant and engaged online following on platforms like FACEBOOK, INSTAGRAM, YOUTUBE, Etc. who has established expertise in a specific niche. These media creators often focus on specific targeted market ranging from cosmetic, clothing, Education, fitness, travel, gaming, and lifestyle - allowing them to adapted their content to the curiosity and needs of their followers. Through recounting, demonstrating, and sharing discrimination into their

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everyday lives, influencers build a strong connection with their followers that traditional advertising channels struggle to achieve.

The social media influencers are also called as “Content Creators”.

## ROLE OF SOCIAL MEDIA INFLUENCERS

- Media Influencers are everyday developing photos, videos, stories, and written posts that reflect their personal brand or align with initiative goals.
- Influencers must answer to comments, direct messages and Q&A sessions. This builds fidelity and strengthens their hope.
- Many influencers promote different brands, products, and services.
- Influencers frequently build faith by focusing on specific areas such as fitness, finance, cosmetic, education, or parenting.

## MAJOR USING PLATFORMS BY INFLUENCERS

The most common platforms for influencers include:

- *Instagram* – Instagram is popular for clothing, organic beauty products, education, and lifestyle influencers. Key features include Stories, Reels, and stable posts.
- *YouTube* – influencers as well as digital creators generating wider-form content such as workshops, product examining, or blogs. It’s widely used in targeted market like education and entertainment.
- *Twitter* – Best suited for influencers in collecting news, politics, or thought leadership. It’s more informal and less graphic than other platforms.
- *LinkedIn* – Gradually used by professionals, particularly in organisation, marketing, education and personal development spaces.
- *Twitch* – Initially, they are gambling influencers, but also expanding into live analysis, music, cooking, and laid-back live stream.

## CHALLENGES FACED BY DIGITAL MEDIA INFLUENCERS

- Sometimes the media changes its policies and norms, earning income, and brand partnerships.
- Cyberbullying, hate speech, and imitating are common, especially for women are harming mental well-being and personal security.

- Unrealistic expectations from audiences lead to anxiety, burnout, and a negative impact on self-esteem.
- Influencers must deal with legal challenges such as copyright infringement, non-disclosure of paid deals, defamation risks, tax compliance, and lack of formal contracts, especially in international collaborations.
- Sometimes hackers are involved in hacking their page, so they are not recovering the page, and they are not getting income, and it’s highly affects the influencer’s credibility.

## TYPES OF DIGITAL COMMUNITY MEDIA INFLUENCERS

Three types digital community media influencers. They are

- Nano-Influencers
- Micro-Influencers
- Macro-Influencers

### Nano Influencers

Nano (tiny)-influencers are digital content media personalities who typically possess a follower count of lesser than 100-10,000 individuals.

### Micro Followers

Micro followers are sponsors or creators who have started a following of between 1000 and 100,000 on digital social media platforms.

### Macro Followers

Macro followers are significant social media configuration who showing off a substantial following, typically ranging from 100,000 to 1 million followers.

**Table 1: Types of Social Media Followers**

Social Media's	Nano	Micro	Macro
FACEBOOK (followers)	1000-10000	10000-100000	100000-1million
YOUTUBE (subscribers)	1000-10000	10000-100000	100000-1million
INSTAGRAM (followers)	100-10000	10000-100000	100000-1million

Source: Primary Data.

## INFLUENCERS MARKETING STRATEGIES

- The media influencers build posts depending on several products or services. They serve it in a way that feels more authentic and most creative.
- The influencers are selecting a particular segment of the target audience so it's easily reached the society.
- The subscribed ideas must be clearly disclosed as a collaboration.
- It helps to develop their faith with the valuable followers.
- The media influencers share their honest reviews about the product; it gives their followers to make right decision with belief.
- The influencers regularly promote your brand; they are called Brand Ambassadors. And it helps to create good faith among their followers and keeps your brand or products are stable in their minds.
- Digital media Influencers gain an accreditation for every sale made through a promotion website links shared.
- Media Influencers promote exciting giveaways, discounts and offer that encourage their followers to interact with your brand, products and services.
- It's a way to interact and expand your reachability while creating media speak around your products and services.

**Table 2: Examples of Digital Media Influencers Marketing Fundamental Strategies**

Brands	Digital Media Influencers Variations	Fundamental Strategies	Consequences
Nykaa beauty products	These peoples are Micro-influencers to Celebrities (e.g., Katrina Kaif, Alia Bhatt).	Product examine, sessions, relatable ideas (e.g., "Nykaa Beauty Saviors").	Build a faith customer base, developing good faith.
Zomato (delivery partners)	Micro-influencers.	Facetious and relatable ideas, challenges ("EatLikeAChampion").	Increased brand availability, viral collaborations, increased their own application usage.
Mama earth	Mommy bloggers, cosmetic users.	Honest and trusted reviews, posts ("#MamaearthMagic").	Build confidence and credibility, increased sales and profits.
boAt Accessories	Macro influencers/celebrities Celebrities, content creators.	Integrated product usage into lifestyle content.	Echoing with Gen Z, positioned as a lifestyle brand.
Lens kart	Celebrities or macro influencers (Katrina Kaif).	Showcasing their new trending eyewear products.	Increased website sales.

Source: Primary Data.

## CONCLUSION

The study on influencer marketing strategies in social media highlights the transformative role influencers play in shaping brand-consumer relationships in the digital age. Influencer marketing enhances brand visibility, trust, and customer engagement more effectively than many traditional advertising methods. The research underscores that successful strategies require a careful alignment between influencer identity, audience values, and brand messaging to preserve authenticity and maximize impact.

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