CHAPTER 6

INFLUENCER MARKETING IN THE DIGITAL AGE: COLLABORATIVE STRATEGIES AND IMPACT ON CONSUMER BEHAVIOR

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ABSTRACT

The digital transformation has revolutionized the way brands connect with customers. This chapter introduces various aspects of influencer's marketing, tracing its historical path, exploring the principles it works on and understanding its impact on brand and customer relationship. It highlights the influencers marketing ecosystem. Influencer marketing enables brands to connect with customers through known faces and trusted figures, having a substantial number of followers, ranging from big celebrities to nano influencer's. Influencer marketing relies on the principles of authenticity, trust, transparency, quality of content and engagement rates. Various metrics or key performance indicators measure the effectiveness and engagement rates of the followers on a post and provide an insight to the brands in deciding whom to collaborate with. Influencer marketing provides a genuine customer base to the brands and proves to be cost effective. Therefore it has emerged to be a vital part of digital marketing.

6.1 INTRODUCTION TO INFLUENCER MARKETING

Influencer's are the individuals who have a dedicated fan following on social media. They have high credibility in a specific field or industry. Brands collaborate with such influencers as a strategic approach to promote their products and services to the specific audience of the influencer which is large in number. The influencers have a large number of followers and have the capability to affect the decision of their audience because of their popularity, authenticity and reach. The product is demonstrated or shown by the influencer on their social media page, blogs, youtube channel etc.

6.1.1 IMPORTANCE OF INFLUENCER MARKETING

- **Authenticity and Trust:** Influencers have an authentic and close relation with its followers. They perceive the product as genuine and authentic and not just a traditional advertisement, which builds trust among the followers.
- **Targeted Reach:** As the followers of the influencers follow them genuinely and because of the interest in some particular topic or niche, this makes them the target audience. They are mostly interested in the offers given by the influencers which ultimately improves the effectiveness of the marketing campaign.
- **High Reach and Visibility:** Influencer marketing helps in reaching a large and loyal audience. It creates awareness about the brand and the product to the new customers who are still not exposed to the brand and also to the existing customers.
- **Engagement:** Influencers have the ability of high engagement with the customers. They easily get high likes, comments, shares which creates an organic reach of the product to the customers.
- **Creation of Content:** Influencers are creative in creating high quality content which creates a positive impact on the target audience as they also find the content authentic and resonates with them. Brands can use the expertise of these influencers even in their own channels to connect more with the audience.
- **Cost Effectiveness:** Influencer marketing is a cost effective method as compared to the traditional method of marketing especially for the small brands as the micro influencers offer high engagement with the audience at the lower cost as compared to celebrity marketing.
- **Online Presence:** The collaboration with influencers improves the SEO and online presence of the brand through links and mentions. This can drive more traffic to the website and social media platforms of the brand.

- **Conversion and Sales:** Influencers can easily engage and convert the prospect customers into current customers through direct recommendation. This results in high sales of the brand as the personalised content can be easily and effectively related by the audience.

- **Trendsetting:** Influencers are creative in nature and keep trying new things by doing experiments. This creativity makes them a trendsetter and motivates the people to adapt the trends in the dynamic market which also results in shifts in culture. Partnering with such influencers keeps the brand connected and relevant in the market.

- **Results can be Measured:** Influencer marketing provides the measurable results through tracking and assessment of reach percentage, engagement rate, conversation rate etc. This helps to understand the effectiveness of marketing campaigns and prepare future strategy with the help of these informations.

6.2 HISTORICAL CONTEXT AND EVOLUTION

The roots of influencer marketing are connected much back. Lets see at the history and the evolution of influencer marketing:

6.2.1 BEGINNING

PRE-DIGITAL ERA

- **Royal Endorsement:** Earlier in the 18th century some brands were endorsed by the royal family like the wedgwood brand was endorsed by Queen Charlotte of England.

- **Celebrity Endorsement:** In the 19th and 20th centuries, companies used to collaborate with famous personalities like actors and athletes to promote their brands for e.g. promotion of Lux Beauty Soap by Leela Chitnis.

6.2.2. RISE OF THE INTERNET

EARLY ERA OF INTERNET

- **Forums and Blogs:** With the high use of the internet, blogs & online forums appeared as a platform where individuals could discuss and share their opinions. Bloggers used to build loyal followers through their content.

EMERGENCE OF SOCIAL MEDIA

- **Youtube:** It was launched in 2005 and became the largest following platform in the world. People started making blogs and influencing videos on youtube. It builds connections with the people.

- **Facebook & Twitter:** Facebook & Twitter created new avenues for the influencers. It provided them a platform to connect with the audience and gives opportunities to the brands to promote their products.

INSTAGRAM ERA
- **Growth:** It was launched in the year 2010 and immediately became a popular social media platform due to its visual nature esp. among the influencers. Travel, fashion, beauty, lifestyle influencers share the curated content to attract the followers.
- **Micro-Influencers:** These are the influencers who have a small but high engagement audience. Micro influencing started gaining attention and got space in social media platforms. They had personal and authentic connections with the followers in comparison with micro-influencers and celebrities.

6.2.3 PROFESSIONALIZATION AND MONETIZATION

- **Agencies and Networks:** The social media industry professionalised slowly. Influencer agencies started emerging and networks were established that started connecting brands with the influencers. It managed campaigns & also ensured compliance of regulations of advertising.
- **Monetization:** Social media platforms introduced the feature of monetization with the effectiveness of the influencer marketing. Features like affiliate marketing and sponsored content and posts were added by the social media companies. It helped the influencers to generate income.

6.3 DIVERSIFICATION & REGULATION

- **Diversification:** Influencer marketing motivated introduction of more platforms like Snapchat, Tiktok etc. Each has its own influencer culture and demographic.
- **Regulation:** Advertising regulations established guidelines to create transparency in the influencer marketing. One of such regulations is that it is mandatory to disclose the disclaimer of sponsored content for the audience.
- **Data Driven Strategies:** Social Media platforms provide tools to measure the reach and impact of influencer marketing campaigns, track Return on Investment and track the influencers on the basis of data rather than count.

6.4 FUTURE TRENDS
- **Long Term Partnership:** Brands are making long term partnerships with the influencers which creates deeper and authentic collaboration with them.

- **Virtual Influencers:** AI generated virtual influencers have risen with the increase of Social Media and Artificial Intelligence which has created new possibilities in the influencer marketing.
- **Authenticity:** Audience trust and favours influencers who are transparent, genuine and who give authentic content. Here a major role is played by the micro influencers.

With the changing technologies and consumer preference, influencer marketing has evolved from celebrity advertising and data driven online platforms. It is an important component of the novel modern marketing strategies.

6.5 COLLABORATIVE STRATEGIES IN INFLUENCER MARKETING

In the modern era, brands use the power of social media for promotion of their products, Influencer marketing has emerged as the ways through which brands can spread awareness among people and also shape their opinions. Various strategies of influencer collaboration are as follows:

- **Co-creation of Content:** It is a collaborative way through which brands and influencers integrate, brainstorm and produce their content keeping in view that influencers' audience aligns for the brands objectives. Influencers include the brand's products, services or message in their content which they deliver through their accounts on various social media platforms. This may involve tutorials, reviews, scriptwriting, lifestyle integration etc. The influencer's personal touch makes the content to be more genuine and authentic. Co- created contents have higher engagement level as the audience watch their favourite faces using the products and services of brands. Example : Mamaearth, MyGlamm, Sugar Cosmetics collaborated with influencers like Shilpa Shetty, Shraddha Kapoor, Shehnaz Gill etc to promote their products among larger audiences.
- **Sponsored Posts:** Under Sponsored Posts, the articles, videos or posts are curated by influencers or bloggers designed according to the theme and style of their accounts. Such posts are funded by the company or brand and are labelled as sponsored or paid promotion by the Influencer to maintain the transparency and authenticity of the post , the main objective of this strategy is to spread brand awareness, enhance brands image, boost sales and attract customers to the website . The success rate of such posts are measured through likes, comments, shares and click through rates of the post.

- **Product Placements:** This strategy involves promotion of any product or brand in movies, TV shows or other videos which is noticeable. There can be three types of placement settings i.e., Visual Placement , where product is displayed in a scene, Verbal Placement , where the characters mention the products in their dialogues, Integrated Placement, where product is the main focus of the content. In this strategy the products are displayed in a natural setting.

- **Long-term Partnerships:** In long term partnership, brand and influencer collaborate for a long period which could last for months or years. Such long term collaborations create strong brand image, both the parties work on multiple projects which increases the visibility of the brand and consistency in content creation through reviews, tutorials build a long lasting impact on the audience. Brands and influencers collaborate, plan and execute product launches and special promotions. Influencers get early access to products or special code, use of which allows customers to get some special discount on the products. Example: Cristiano Ronaldo has signed a lifetime contract with brand Nike.

- **One-off Campaigns:** These campaigns are promotional activities done to boost the short term sales of brands, designed to achieve specific goals within limited time. These one-off campaigns are planned to get instant results. These may include product launches or cause related campaigns done around holidays to boost sales with special discounts and offers.

- **Influencer Takeovers and Brand Ambassadors:** Under Influencer takeover strategy, influencer takes over the control of brands social media accounts temporarily for a short period of time, they post videos, stories, live stream, behind the scenes, share tutorials on behalf of the brand directly with the brand's audience. In case of brand ambassadors, an influencer or a public figure regularly features a brand in their content and forms a long term collaboration with the brand, brand ambassadors specifically promote one product under one category to maintain authenticity and trust of the audience.

6.6 SELECTING THE RIGHT INFLUENCERS

It is important to select the right influencer to reach the audience and increase the presence of a brand in the minds of the consumers.

- **Relevance:** The influencer should make the content reach the right audience that can align with your brand. If the audience is not right then the content becomes a waste. For e.g. a fashion brand will partner with a fashion influencer, a technology based brand will partner with a tech influencer.

- **Content Fit:** It is also important to assess and check that the influencer's tone matches with the brand and also the content style matches with the style of the brand. It makes sure that the followers respond positively with the brand and connect with the intention to purchase the product.

- **Rate of Engagement:** It is also important to check the rate of engagement of the influencer which includes like, shares and comments. Loyal and active audience shows a high engagement rate which is more important and valuable as compared to the large and less engaged audience.

- **Audience Demographic:** A company chooses the influencer whose audience matches with the target demographic of the advertiser like age, interest, gender, location and buying pattern and buying behaviour. This evaluation increases the chances of reaching the potential customers more effectively.

- **Authenticity and Credibility:** The reputation and credibility of the influencer also plays an important role. An influencer who has the credibility and history of genuine endorsement is more preferred as he has the probability of being more effective.

- **Transparency:** It is important to maintain transparency in the sponsored content to maintain authenticity and build trust with the audience. Influencers who maintain transparency are more preferred by the companies to promote the product.

- **Reach:** Advertisers evaluate the reach of the influencer which is the total number of people who are exposed to an ad or who see the content. Companies choose influencers depending on their goal. Micro influencers are chosen for small but high engaged audiences and macro influencers are chosen for large but low engagement audiences.

- **Quality of Content:** It is essential to assess the quality of the content which an influencer produces. The quality of the content includes writing style, production of video, aesthetics. A good and high quality content will reflect the high quality of the brand when its goods and services are promoted.

- **Past Performance:** The past performance and the past collaborations of the influencers are reviewed for future partnership. Testimonials or any other available data will help to make a decision of partnership. It will help to analyse and have insight of their future performance for the brand.

- **Reliable and Professional:** Companies ensure that influencers are reliable and professional in their fulfilling their work like in meeting the deadlines, communication and pre-agreed deliverables. Reliable and professional behaviour is required for stress free and smooth execution of work.

6.7 ALIGNMENT OF BRAND VALUE AND RELIABILITY:

- **Shared Values:** Companies try to search and partner with influencers who have values that align with the value and ethics of the brand. It creates a positive image and strengthens the tie up with advertisers and resonates better with the audience.
- **Cultural Fit:** Companies also consider the cultural background of the influencer before partnering with them. Companies sell their product in multiple markets therefore it is important to consider the cultural and regional factors of the influencer. An influencer who can better connect with the cultural background of the audience will be able to effectively convey the message of the brand.
- **Interest of Audience:** Companies also ensure that the interest of the influencer's audience aligns with the brand. If an organic fashion brand is looking to promote its products then the followers of the influencers also have interest in the organic or eco friendly fashion products.
- **Long Term Relationship:** Companies consider influencers with whom they can have long term relationships and they can serve as a brand ambassador for longer duration. This can develop trust in the audience and can lead to more authentic content.

6.8 TOOLS FOR INFLUENCER DISCOVERY AND VETTING:

6.8.1 INFLUENCER MARKETING PLATFORM

- **Upfluence:** It is a platform which provides the database of the influencers, tracking of performance and tools for campaign management.
- **AsprelQ:** It helps the brand to find, track and manage the influencers. It creates the database & analytics to measure the performance of the influencers.
- **Traackr:** It is related to relationship management with the influencer. It provides the analytics to assess the influencers.
- **Influencity:** It allows the brand to find the influencers, analyse the followers and do the management of the campaigns with detailed reports.

6.8.2. TOOLS FOR SOCIAL MEDIA ANALYTICS

- **Social Blade:** It provides the analytics and statistics of the different social media platforms which helps to track the engagement, growth and the demographics of the followers.

- **Hype Auditor:** It analyses and audits the profile of the influencer to understand the demographics of their followers, track their growth and engagement.
- **Phlanx:** It helps in determining how well influencers connect with the audience, by measuring the engagement rates for social media platforms like instagram, facebook, YouTube etc.

6.8.3. TOOLS FOR CHECKING THE QUALITY CONTENT

- **Buzzsumo:** It helps brands and collaborators in finding the top performing content of an influencer, giving an insight about the topic audience is interested in.
- **Influence.co**: It help brands in searching for the right influencer based on the criterias such as follower count, engagement rates, their location and the targeted audience.

6.8.4. GOOGLE SEARCH AND SOCIAL MEDIA

Search on google and social media platforms helps to discover the influencers associated with different industries. One can explore with the keywords, hashtags and other industry related data to find the relevant influencer.

6.9 MEASURING THE IMPACT OF INFLUENCER COLLABORATIONS

The shift of marketing strategies from traditional to digital ways, has made influencer marketing a major strategy to spread awareness about brands and products among the audience. Brands collaborate with well-known influencer's having a good number of followers, allowing them to connect with the targeted audience. The success rate of such collaborations can be measured using:

- **Engagement Metrics:** Likes are the easiest form of engagement which shows an approval by the audience, higher likes indicate higher resonance of the audience with the shared content while comments and shares are powerful indicators of engagement, it not only shows the interest but also conveys how valuable is the content for audience , as they want to pass it along to their family, friends and other. This metrics also value quality over quantity, the percentage of actively engaged audiences can be easily calculated therefore a comparison between different influencers is possible and their effectiveness can be rated.

- **Reach and Impressions:** Reach refers to the number of users on social media who have seen the content. A higher reach indicates higher brand visibility, awareness and it also increases the chances of conversion from being a viewer to a customer . However, reach of the posts depends on the followers count and content type. Each user is counted as one irrespective of the times he/ she has viewed the post.

  Impression refers to the number of times post flashes on the screen of users. It counts the number of times a post is viewed even if it is viewed by the same user. Impression works on the principle of reinforcement as multiple exposures of the post can ensure strong brand recognition. Impression also helps in understanding the platform's algorithm i.e. how many times a post is displayed on a particular platform.

- **Click-Through-Rates:** CTR measures the effectiveness by calculating how many times a piece of content or post drives the user to take some specific action like by seeing the post , a user may visit and check-out the website of the brand or a product, as an outcome brands get the basic details of the user surfing through the website and they can later on chase them leading to conversion. To increase click through rates a post may include the phrases such as " Learn More" , " Shop Now" , "Discover" etc.

- **Conversion Rate:** This involves tracking the number of sales generated as a result of an influencer's content. Using influencers unique code or special discounts while making purchases can help in tracking the conversion rate. Various brands keep a track through leads generated based on the number of sign ups on their sites. This also helps brands in calculating the cost per acquisition i.e. the amount paid to an influencer and the customers or leads acquired through them.

- **Audience Growth:** Audience Growth refers to increase of followers on a brand's account/ page during or after an influencer's campaign. A large follower base ensures higher brand visibility and attracts new potential customers which are most likely to convert in customers if the brand's content resonates with them. Beside having higher followers it is also necessary to have a quality audience with active participation which can be maintained using various interactive tools like polls, live streams, Q&A sessions etc.

- **Sentiment Analysis:** It is a powerful tool through which the perception and emotional responses of the audience to a post can be determined and brands can gain valuable insights by understanding the sentiments of the audience whether positive, neutral or negative. The tone of any comment speaks a lot about the sentiments of the audience whether favourable or unfavourable, they also convey the areas of focus or improvement.

- **Traffic Metrics:** Traffic Metrics refers to the number of visitors on the brand's website directed through various sources . Higher traffic on websites increases the brand visibility and awareness. This traffic can be tracked by keeping a check on the referral sources. The amount of time an individual spends surfing through the website portrays how engaged he/ she is with the brand's content or product most likely to result in sales conversion.

6.10 IMPACT ON CONSUMER BEHAVIOR

Influencer Marketing is a modern day advertising tool, impacting the trust and reach of influencer's on the audience. It capitalises personal connections of influencer's with the audience, this deeply influences the behaviour of consumers towards brands and their products. Influencer's have the ability to change the purchasing decision of people through their opinions and knowledge. Influencers from high-profile to small content creators have become trusted voices and they greatly influence brand awareness, purchase decisions of consumers.

- **Building Trust and Credibility:** Influencers post about issues, products or brands more relatable with the audience which helps in building trust and credibility among people and they see the posts as trusted recommendations . Influencer marketing acts as social proof by showcasing the reviews and tutorials, about various products. Like various beauty influencers show the result and progress on using a product regularly, fitness influencers discuss various supplements, diets, exercises and routines that can be practiced by people. Such daily vlogs and updates create a strong relationship between influencer and its audience, and they are likely to keep a regular check on the new updates posted by their favourite influencers.
- **Influence on Purchase Decisions:** The influencers create detailed videos and discuss the features and benefits of products in form of reviews, tutorials, personal experience or usage guidelines. Influencers provide tailor recommendations and address the needs and preferences of their followers. They also persuade the audience to buy the product by offering exclusive promo codes, flash sales, countdowns and reminders; this creates a sense of urgency and fear of missing out among the audience resulting in an increase in sales of the product.
- **Brand Awareness and Loyalty:** Influencers form emotional connect with their audience by discussing how usage of a product impacted their lives, and attract new and diverse people with their content. By collaborating, brands can expose their products to the untapped market segment as influencers practise multi-

channel approach strategy i.e., they try to reach out to the people through diverse channels like instagram, YouTube, facebook etc. Influencer's endorse brands and display it in their everyday content and create trust among their audience. Interaction of influencers with loyal customers of the brands on their social media accounts transparent positive word of mouth and advocate for the brand.

- **Psychological Effects of Influencer Recommendations:** Influencers can create a bandwagon effect where people follow a trend or use a product only because their favourite influencer or celebrity uses it. Moreover, using the product because others use it , is also a way for people to seek validation and approval from others. Influencers can also emphasise the scarcity of product or limited time flash sales and exclusive offers to create an urgent demand for the product and quick decision making by the audience resulting from the fear of missing out. Audience sees influencers as experts in their specific areas and perceive their recommendations to be more credible and authentic.

6.11 CHALLENGES AND ETHICAL CONSIDERATIONS

In the modern world, influencer marketing has major potential of growth but it requires proper consideration of strategies, adhering to high ethical standards and taking corrective measures wherever required . Few challenges faced are as follows:

- **Authenticity vs Overt Commercialization :** Followers are connected to influencers because of the genuine content they present before them , however at times influencers may promote products which are under-rated and of no use , they may not share the true review of the product as they are allured by the monetary benefits, brands provide them. The relationship between influencer and followers is based on trust and transparency, which is most likely to be put at stake for the sake of gaining financial benefits through increased views, comments and shares. As influencers gain fame, many big brands contact them for promotional activities and pay a hefty amount for the same which eventually leads to over commercialization.
- **Ensuring Transparency and Authenticity:** Maintaining transparency is an ethical obligation of influencers, as followers and the audience values their opinions. Most of the influencers do not mark their sponsored post as #sponsored , #Paid promotion, #partnership or #ad as they face pressure from brands to make the post look more organic , this may misled the audience from making informed decisions and put influencers credibility on stake and inviting legal ramifications.

Therefore, clear disclosure practices should be followed in video as well as written content. The regulatory compliance authorities should update their guidelines on a regular basis and keep pace with the current trends in digital marketing.

- **Managing Misinformation and Fake Followers:** Many times influencers may share distorted information or make over exaggerated claims without full enquiry about a product's benefits or its usage just for the sake of increasing the number of views on their post, such acts can harm the credibility of the influencer and also damage the brand's reputation. There is a very fine line between facts and opinions, personal opinion or views of influencer's may often be mistaken as factual information by the followers. Many influencers may artificially inflate their followers to show heavy traffic on their posts, misleading the brands and charging heavy amounts for collaboration causing a wastage of resources on part of the brand.

- **Legal and Regulatory Compliance:** All the promotional activities planned should be in the better interest of consumers which protects them from misleading information. Example: It is a legal binding on the influencer to disclose any material connection with the brands while promoting their products and services and follow platform specific guidelines. On April 19, 2023, the department of consumer affairs, government of India released guidelines under "Endorsement know-hows" to ensure that influencer's, celebrities or content creators do not mislead their audience with false information. They emphasized on the importance of education of influencer's regarding law and regulations. A suggestion was provided to set-up a self-regulatory organization for influencers and content creators. Advertising Standards Council of India proposed the development of a model draft agreement between influencers and brands and requested platforms to include guidelines for misleading ads in their community guidelines.

- **Addressing Ethical Concerns and Backlash:** Ethical concerns might lead to backlash if not managed proactively. Few common concerns are over-commercialization, misinformation, cultural insensitivity, exploiting vulnerable audiences etc. Influencers give weightage to the partnerships where they are paid a hefty amount rather than going with a genuine content, this can include the promotion of product and services that do not align with the values and interest of the audience. Beauty, health and finance influencers impact the followers' personal decisions and any type of false claims or over exaggerating the information may lead to loss of authenticity. Influencers sharing intra-cultural content without proper understanding may face backlash from the public,

therefore influencers need to be mindful when sharing content related to a specific culture, religious or spiritual sentiments.

6.12 FUTURE TRENDS IN INFLUENCER MARKETING

Influencer marketing is an emerging concept, playing a major role in modifying the behavior of consumers and bringing digital transformation in the ways of marketing the products and advertising for the brands.

- **Micro and Nano Influencers:** Micro influencers have followers ranging from 10,000 to 1,00,000 and nano influencer's have followers ranging from 1,000 to 10,000 . Despite having a limited set of followers these micro and nano influencer's form personal connections with their followers who trust their recommendations and are more loyal. These influencers are more in demand due to cost effectiveness and budget friendly allowing brands to allocate their resources across many such influencers . They are valued for their authenticity and can effectively cater to specific segments of the audience.

- **Integration of Augmented Reality (AR) and Virtual Influencers:** In the evolving digital landscape, Augmented Reality and Virtual Influencers prove to be transformative strategies that include images, videos or animations which creates interactive experience among users. Virtual Try-Ons is one of the most popular form of augmented reality where people can try clothing, make-up, accessories virtually through their smartphones. Influencer's can provide product demonstration or review products to the followers, allowing them to experience how the product would look, if they personally use it.

  Virtual influencers are photorealistic characters which look, interact and represent brands like human influencers. Brands can customise virtual influencers and decide their appearance, personality, style and script the entire content ensuring they always stay on messages, this enhances the customers experience increasing their satisfaction level and leaving a long lasting impression . Few examples of virtual influencers are: Lil Miquela, one of the most followed influencer listed among top 25, promotes content related to fashion , music ,advocacy and social justice , Imma , a Japanese virtual influencers shares content related to fashion and beauty, some other virtual influencers are: Rozy, Thalasya, Shudu Gram, Bermudaisbae, Noonoouri, Magalu.

- **Artificial Intelligence in Campaign Planning:** Artificial intelligence is spreading its wings in every sector. It plays a huge role in studying the needs of the market to promoting products and brands. AI helps determine a range of

variables, such as audience demographics, content relevance, engagement rates and an influencer's previous campaign performance.AI increases efficiency and helps in better decision making. It helps brands to allocate their resources in the right place and make the best use of them. AI helps in selecting the right influencers according to the brands nature of business, which can help brands to grow and get a good return on investment. AI can analyse the historical data and provide accurate predictions of the future which would minimise the risk. It can also generate automated and personalised content and provide real-time feedback to users through chatbots, increases the engagement level of the audience.

6.13 CONCLUSION

As we go deeper in the world of digital transformation, influencers marketing is evolving as the significant tool driven by change in technologies and consumer behaviour. This chapter explores the landscape of influencer's marketing emphasizing the significance of collaboration between brands and influencers and the recent technology like Artificial Intelligence, Virtual Influencers, Augmented Reality, these help in reshaping consumer behaviour and brings innovation in marketing. The rise of micro and nano influencer's in niche targeting speaks volume about authenticity, trust and personal connections formed with the followers. Consumers being the major focus in the current marketing methods have changed the ways marketing tactics were performed, paving a clear way to adapt to the new technologies. The recommendations and suggestions given by influencers to its followers helps in increasing the sales of brands and products. Therefore, brands prioritise collaborations with digital influencers making the future of influencers marketing more exciting and challenging as it demands a mix of creativity and technology. The digital world continues to evolve, influencers marketing will come out as an essential tool to market one's product and services.

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