Social Media Marketing Influencer: Literature Review on Promotional Strategies Using the Influence of Social Media Celebrities

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Abstract

Social media marketing influencer is one of the digital marketing promotion strategies that is known to be very effective in approaching consumers. This research is a literature review study that aims to discuss more deeply about social media marketing by using celebrity influencers as their online marketing communication in approaching potential consumers. Researchers take international articles from the data base of publishers Elsevier, Scopus and emerald that are in accordance with the study studied. From the articles that researchers have obtained, reviews are carried out to take important points about influencer social media marketing information. The result of this study is that promotional strategies that use celebrity influencer social media marketing are known to be more influential than other celebrities, because consumers feel more intense and feel close to the daily activities of celebrity influencers on social media. This research contributes as one of the literatures that discusses the study of digital marketing in social media and is expected to be a reference for readers and other researchers who want to examine the study of the same phenomenon regarding digital marketing promotion strategies using social media influencers.

Keywords: Celebrity, Social Media influencer, Digital Marketing

INTRODUCTION

With the advent of social media, we now live in a world that is interconnected with each other. From TV stars and friends, we can connect with them by following who we want to be. This unique relationship-based feature of social media has transformed it into an effective electronic word-of-mouth (e-WOM) channel through active exchange of information in the form of social networks (Ananda et al., 2019; Hennig-Thurau et al., 2015; Seok et al., 2020; Sohaib et al., 2020)

In line with this trend, brands within companies today recognize social media as a powerful and strategic marketing tool that specializes in leveraging social relationships (i.e. influencer marketing) (Veirman et al., 2017). Influencer marketing is known as paid advertising in the form of product reviews or recommendations by an influencer: someone who has the power to influence others, such as leaders who provide opinions in the form of communication with their followers on social media (Veirman et al., 2017)

Influencer marketing has rapidly grown, and marketers are already moving to hiring influencers on social media as their mix of online communication and considering performance relationships with them for the long term (Campbell & Farrell, 2020) as an important component of digital marketing strategies within companies (Hughes et al., 2019). Influencer marketing is becoming so popular that media agencies often refer to influencers' use of social media when asked about their vision for the future in social media (Voorveld, 2019)

Influencer marketing has become an integral part of the marketing communication mix (Audrezet et al., 2020) This is consistent in the calculation of business strategies with social media influencers in the form of promoting a brand and product through e-WOM channels on

social media platforms (Sundermann & Raabe, 2019). The social media influencer strategy has also been recognized to gain a significant reputation in building a wide social network (Sundermann & Raabe, 2019) it is considered to be one of the effective strategies used for promotion in social media marketing.

From the background of this phenomenon, researchers are interested in studying more deeply about influencer marketing strategies. The purpose of this study is to find out the important points obtained from the literature review that the researcher has reviewed and in the hope that it can be one of the reference contributions for other researchers who also study the same phenomenon regarding social media influencers.

RESEARCH METHODS

The research agenda of this literature study is about social media marketing using influencer's marketing as one of the marketing strategies. The key to the search is to find previous articles or research related to this research agenda such as social media, influencers, and marketing strategies. The purpose of this article is to find out the important points obtained from previous research that examines social media influencer's and in the hope that it can be one of the contributions for other researchers who read it and also want to research about the same study.

RESULTS AND DISCUSSION

Social media influencers are people who are known to have a large number of followers on social networking media accounts (Abidin, 2016), by having the ability to influence (Dhanesh & Duthler, 2019) and make money (Abidin, 2016) from their followers. Social media influencers have been segmented based on their number of followers into micro influencers (<100,000), macro influencers (over 100,000 and < 1 million, and mega influencers (over 1 million) (Enke & Borchers, 2019; Voorveld, 2019). Some mega influencers are indeed well-known celebrities who are active on social media. However, not all celebrities who are active on social media are known as influencers on social media (Taillon et al., 2020).

Influencer marketing has become a popular approach among businesses to reach potential customers in promoting products and services on a brand (Kapadia, 2020). Influencer marketing is a promotional strategy that uses the influence of product content uploaded on celebrity social media accounts which in these accounts have many followers as potential target customers of the products and services being promoted (Veirman et al., 2017). These influencers often build trusting relationships and are instrumental in engaging their followers, thus serving as an ideal group for support in the introduction of a product (Veirman et al., 2017). Industry surveys have reported that most marketers have worked with influencers to endorse the brands and products they have (Mediakix, 2019).

Social Media Influencer's is also one of the promotional techniques that is relatively cheap, can be adjusted to the ability of a brand to start a business, both new brands to brands that have been running a business for a long time. This is also supported by the results of a recent survey which concluded that 92% of marketers who did influencer marketing in 2017 were successful, while 39% plan to increase their influencer marketing budget in the following

year (Linqia, 2018). Therefore, influencer marketing trends are likely to continue in the coming years (Han et al., 2020).

Utilizing social media influencers' in strategic marketing campaigns is based on the belief that brands can leverage the external capabilities of social media influencers, such as content creation and distribution capabilities, interaction capabilities, public personas, ability to influence, social networking relationships and public relationship development (Enke & Borchers, 2019). These external resources can provide or enhance the social media influencer's e-WOM effectiveness and interaction with consumers, thereby achieving targeted marketing communication objectives (Zhou et al., 2021).

Influencer marketing goals can vary, ranging from increased brand awareness, better brand recognition, and more social buzz around the brand to increasing value and revenue within a brand (Sundermann & Raabe, 2019). Brands can collaborate with social media influencers' for long-term or one-time influencer marketing campaigns (Uzunoğlu &; Misci Kip, 2014).

As a unique and growing phenomenon, influencer marketing strategies have caught the attention of researchers who are reviewing research that focuses on followers' perceptions of influencers, as well as what their own characteristics look like in analyzing influencer marketing results. In fact, research shows that followers' perceptions of an influencer in terms of physical attractiveness, leader opinion, and credibility (Farivar &; Wang, 2022; Lee & Watkins, 2016; Lin et al., 2018; Sokolova &; Kefi, 2020; Taillon et al., 2020; Wiedmann &; von Mettenheim, 2020) and messages, such as originality and quality (Evans et al., 2017; Woodroof et al., 2020), influence their behavioral intentions towards influencer recommendations. In addition, it is also to know the characteristics of individual followers such as loneliness and self-esteem (Belanche et al., 2021; Hwang & Zhang, 2018) also played a role in their response to influencer marketing.

Influencers are social media contributors who have gained important recognition from others and already have a dedicated audience (Veirman et al., 2017). On social media, influencers communicate with their audience through photos, videos, and other social activities to create online personas on their social accounts (Khamis et al., 2017; Tafesse &; Wien, 2018) and also showcased their expertise in specific domains such as fashion, beauty, and travel (Audrezet et al., 2020; De Veirman et al., 2019). Followers play an important role in this process; they follow and interact with celebrity influencers who give records, and fully support those celebrity influencers (Farivar &; Wang, 2022; Jun & Yi, 2020; Ki et al., 2020; Sokolova &; Kefi, 2020).

The characteristics of influencers can influence purchasing decisions, this is because the followers or influencer audience are influenced by the opinions given (Belanche et al., 2021), physical attractiveness (Lou &; Yuan, 2019; Sokolova &; Kefi, 2020), credibility (Breves et al., 2019; Reinikainen et al., 2020), and trustworthiness (Schouten et al., 2020; Wang et al., 2018). The audience needs of followers adjust to the posts uploaded by influencers (Belanche et al., 2021; Martínez-López et al., 2020), perceived social relationships (Sokolova &; Kefi, 2020), and loneliness (Hwang &; Zhang, 2018). Post/content features that enhance influencer marketing effectiveness include content uniqueness, originality (Casaló et al., 2020), interactivity, informativeness, and aesthetics (Ki et al., 2020).

Currently, brands have used influencer marketing as their marketing strategy in approaching market segmentation, in addition to being believed to be an effective marketing

strategy, social media influencer's are considered by consumers to be more accessible, credible, and similar to them (Schouten et al., 2020). E-WOM social media influencer's is considered more authentic and trustworthy than celebrity tv messages (Veirman et al., 2017). Research has found that social media influencer's have a more significant impact on young consumers' purchasing decisions than using other celebrities (Djafarova &; Bowes, 2021).

CONCLUSION

Currently, digital marketing is growing more and more years. There are many marketing strategies that companies and brands can do in promoting. One of them is the social media marketing strategy using influencers to promote their products and services through social media celebrity accounts. In the discussion of this article, it is known that the digital marketing strategy of social media influencers is one of the effective promotional strategy techniques. Strategies that are proven over the years increasingly have a positive impact on the development of a brand in promoting and introducing their products to a wider reach.

Influencer marketing goals are also known to vary, ranging from increased brand awareness, better brand recognition, and more social buzz around the brand to increase brand value and revenue. So that way, marketers can deepen this strategy to be applied in their business for progress in promoting products and services.

The discussion of this article is still very simple, the author realizes that there are still shortcomings that are limitations in the study of social media marketing using influencers. Another limitation is that there is still a lack of literature reviewed by the author which is used as information material in this literature study. So, for other researchers or writers can make the same literature review by using more references related to the strategy of social media marketing influencers on various social media.

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