

Social Media Influencers Marketing Strategy in Increasing Marketing Impact

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ABSTRACT

The phenomenon of using social media influencers as marketing agents has become an integral part of business strategy in the digital era. This research will focus on how influencers utilize social media platforms to increase their influence in reaching audiences, building brand images, and ultimately increasing marketing impact. This research aims to investigate and analyze the marketing strategies used by social media influencers and their impact on the effectiveness of product or service marketing. This research uses a qualitative approach with descriptive methods. The results of this research show that marketing strategies through social media influencers have a positive impact in increasing brand awareness, consumer engagement and company image. Selection of influencers that align with brand values, long-term collaboration, creative content, and active participation in the community have proven to be key factors in achieving campaign success. Choosing the right social media platform also plays a significant role in reaching a diverse audience. Regularly measuring performance using KPIs is an important step in evaluating campaign effectiveness and making necessary adjustments. In conclusion, marketing through social media influencers is not just a promotional tool, but also a strategic approach that is able to build strong relationships, increase engagement, and strengthen brand image in this digital era.

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INTRODUCTION

Rapid technological developments have become the main driver of digital transformation in various sectors, including in the marketing realm. Along with these changes, there has been a significant shift from traditional marketing strategies to digital-based marketing (Rachbini, 2023). In the traditional marketing paradigm, print media such as brochures and banners are often the main means of promoting products. For example, according to research by Istiqomah (2023), paper-based advertising is one of the main elements in traditional marketing strategies.

Traditional marketing methods also often rely on a direct approach, where products are offered directly to consumers through retail stores (Sujana, 2012). Apart from that, expanding marketing reach is limited to the closest circle, such as family, friends and the surrounding community. Technically, this method is often considered less efficient and less effective in influencing consumers significantly (Clarence et al, 2021).

In this context, digital transformation brings fundamental changes in marketing strategies. Digital-based marketing utilizes online platforms and social media as the main

channels for communicating products or services to consumers (Watajdid et al, 2021). With a more sophisticated and measurable approach, digital marketing is able to reach target audiences more precisely, measure campaign performance more accurately, and provide space for direct interaction between brands and consumers. Therefore, this shift not only reflects the evolution of technology, but also fundamentally changes the way businesses build and maintain relationships with consumers (Trulline, 2021).

Consumers' increasing skepticism towards traditional marketing poses a significant challenge for companies in their efforts to attract and influence the market. In a study conducted by Leung et al. (2022), the increasing level of consumer skepticism towards conventional advertising is becoming increasingly apparent. This has prompted a large number of marketers to shift to digital marketing strategies, which have proven to be more adaptive to changing consumer behavior. Utilizing online influencers is a popular approach, as exemplified in research by Athaya (2021). The use of social media as a marketing platform allows companies to create advertisements that are more interesting, interactive, and more affordable, while avoiding the limitations of print media (Wirapraja et al, 2023).

Influencer-based marketing has become the key to success for many companies because it is able to exploit the popularity and positive image of influencers. Content created by influencers, in the form of photos, images or videos posted on social media, can quickly reach consumers directly and can be easily accessed by the target market (Permana et al, 2021). The ability of influencers to influence consumers in an authentic and relatable way makes this marketing strategy more effective in attracting interest and building a more personal relationship with the audience (Primasiwi et al, 2021). Thus, influencer-based marketing not only meets companies' needs to reach target markets more efficiently, but also provides consumers with more interesting and relevant marketing experiences (Lin et al., 2019).

Social media has emerged as one of the most successful marketing channels in the digital era, and this phenomenon can be seen in a study conducted by Aprilia et al. (2023). The success of social media as a marketing channel can be measured by the wide reach and rapid response it can achieve. With billions of daily active users, social media platforms provide incredible access to reach target audiences efficiently and in a short time. As stated by Arianto (2020), social media is an ideal arena for companies to build and strengthen their brand presence. Apart from its wide reach, the power of social media lies in its dynamics as an interactive marketing tool. The ability to share content, provide feedback, and engage audiences directly opens up opportunities to build more personal relationships between brands and consumers (Zaki, 2018).

Marketing through social media influencers has become one of the most effective strategies in strengthening the marketing impact of a product or service. This phenomenon occurs due to changes in consumer behavior which increasingly leads to involvement and interaction on social media platforms (Handika & Darma, 2018). In an era where consumer trust is key, influencers are able to create a more personal bond with their audience. When an influencer recommends or promotes a product, the message can be more easily accepted by consumers because it feels more authentic and relevant (Nasution, 2021).

Apart from that, the popularity and wide reach of social media influencers can expand the scope of marketing campaigns. By having loyal followers, influencers become opinion

leaders who have a big influence on consumer purchasing decisions (Adha et al, 2020). The existence of influencers allows brands or products to reach market segments that may be difficult to reach through conventional marketing strategies. In this context, marketing through social media influencers is not only about increasing visibility, but also building deeper and more sustainable relationships with consumers, harnessing the power of engagement and personal attraction possessed by influencers (Fakhira et al., 2022). As social media platforms continue to develop, this strategy becomes increasingly important in dealing with changing market dynamics.

METHOD

Researchers apply qualitative descriptive methods with the aim of describing, analyzing and building an in-depth understanding of the phenomena being investigated. A qualitative approach was chosen because it is able to explore real life contexts and provide an in-depth understanding of the phenomenon. The aim of this research is to compile a systematic, accurate and factual description, as well as paint a comprehensive picture of the facts, characteristics and relationships related to the phenomenon that is the focus of the research (Moleong, 2014). In the data collection process, researchers used library research as the main technique, utilizing various literary sources such as books, magazines, journals and previous research reports. This approach was taken to obtain information that is relevant to the scope of the research, as well as to avoid duplication of results. In accordance with Yulianah's (2022) view, library research is considered to provide significant benefits for researchers by utilizing all information and ideas that are relevant to the context of the research being carried out.

RESULTS AND DISCUSSION

Marketing strategies through social media influencers are designed to increase the marketing impact of a product or service through collaboration with individuals or figures who have a large influence on social media platforms. Several key strategies are often used in these efforts. First, selecting Relevant Influencers. Choosing social media influencers who suit the target market and brand values is a critical step in designing a marketing strategy. Influencers have a very significant role in shaping consumer perceptions of a brand. By deeply understanding a brand's values and message, companies can seek out influencers who organically reflect and support those values. The right selection will help build stronger relationships between brands, influencers and audiences, and ensure that marketing campaigns reach their desired targets.

Identifying influencers who have an audience with interests and demographics that align with the product or service being marketed is an important factor. A successful marketing campaign requires not only the influencer's popularity, but also a match between the influencer's audience and the product's target market. If the influencer shares similar interests with their followers, the message conveyed will feel more authentic and relevant. Therefore, careful research into the influencer's audience profile and characteristics needs to be carried out to ensure the marketing campaign achieves maximum impact. By collaborating with influencers who have similar interests and demographics to the product, the relevance and appeal of the campaign can increase. Consumers tend to respond more

positively to content they find relevant to their daily lives. Influencers who can present products or services organically in their content will amplify engagement and appeal, creating a more positive impression of the brand.

Second, sustainable collaboration. Long-term strategies with social media influencers have a positive impact in forming strong relationships between brands and audiences. Collaboration that takes place over a longer period of time allows both parties to understand and mingle each other more deeply. Influencers can integrate brands into their content naturally, creating more organic engagement with followers. Over a sustained period, influencers have the opportunity to explore different aspects of a product or service, build an evolving story, and create an emotional immediacy that is difficult to achieve in a short campaign. That way, this long-term relationship becomes the foundation for increasing brand awareness and strengthening consumer loyalty.

Ongoing collaboration with influencers opens up opportunities to build a consistent narrative over time. By continuously participating in marketing campaigns, influencers can explore different points of view, adapt brand messages to changing trends or market needs, and ensure that the narrative remains relevant. Continuity in conveying messages helps create a long-lasting brand impression in the minds of followers, strengthens brand identity, and increases brand recall. It also allows the audience to build a bond with the brand gradually, understanding more deeply the values and goals promoted by the company.

Long-term collaborations create opportunities for influencers to form stronger emotional bonds with their followers. When influencers consistently present a brand and its values, followers feel involved in the brand's journey. Consistency and continuity in content allows the audience to feel the evolution of the brand and take part in its development. This emotional bond not only strengthens consumer loyalty, but also has a positive influence on purchasing decisions. Through these evolving relationships, brands can benefit from follower advocacy, where followers proactively recommend products or services to others, creating a domino effect in increasing long-term marketing impact.

Third, Creative and Authentic content. In marketing strategies through social media influencers, creativity plays a central role as an attention grabber. Creative and innovative content allows brands to stand out amidst the noise of information on social media. Influencers have artistic freedom to package products or services in unique and interesting concepts. Creativity can create visual appeal, entertaining narratives, and elements of surprise that captivate audiences, making a greater impact on brand impressions. Authenticity in content is a key element for building deep connections between influencers, brands and audiences. When influencers present products or services naturally, without seeming too contrived, consumers feel sincerity in the recommendations. Authentic content creates an emotional connection with the audience, because it feels closer to their daily lives. This has a positive impact on consumers' perception of the brand, forms a more personal connection, and strengthens the bond between the influencer, the brand, and its followers.

Content that feels authentic has the potential to elicit a greater positive response from the audience. Consumers tend to respond better to content that feels real and relevant to their own experiences. By packaging products or services in content that reflects the

lifestyle and values held by their audience, influencers can create a stronger appeal. This positive response can be reflected in the form of interactions, comments and content shares, strengthening brand visibility on social media platforms and expanding marketing impact organically. Creativity and authenticity in content can also act as a significant differentiator from competitors. By highlighting unique features and personality, brands can create a strong identity in the minds of consumers. Differentiated and authentic content will make a memorable impression, helping brands to stay relevant and memorable amidst fierce competition. Thus, creating creative and authentic content is not just a marketing strategy, but also an investment in building a strong foundation in influencing consumer perceptions and behavior.

Fourth, the use of various social media platforms, such as Instagram, YouTube, TikTok, and others, provides diversity in the form of content and audiences that can be reached. Instagram, with its focus on images and visuals, is suitable for brands that want to highlight aesthetics and lifestyle. YouTube, as a major video platform, can be an ideal place for content that requires more time and in-depth explanation. Meanwhile, TikTok, known for its short video format, offers high virality potential and can reach the younger generation in a creative and entertaining way. Platform selection is key in the marketing strategy of social media influencers.

An effective influencer marketing strategy must consider the characteristics of each platform to reach an audience that matches the target market and campaign objectives. Proper selection will help maximize the campaign's exposure and impact. For example, brands looking to target a younger, more dynamic demographic might choose TikTok, while brands with a focus on visual content might have more success on Instagram. Additionally, customizing content and marketing style to suit each platform's features and trends can increase traction and engagement. By understanding the uniqueness of each platform, companies can design influencer marketing strategies that are more focused, relevant, and effective in achieving their marketing goals.

Fifth, Performance Analysis and ROI Measurement. Regularly measuring campaign performance is a critical step in ensuring the effectiveness and success of marketing strategies through social media influencers. By using analytical tools and setting relevant key performance indicators (KPIs), companies can collect reliable data to evaluate the impact of campaigns. KPIs can include metrics such as engagement rate, follower growth, interactions, conversions, and so on. Analysis of this data allows companies to understand the extent to which marketing influence has shaped brand awareness, increased consumer engagement, and, ultimately, resulted in a positive impact on sales or other marketing objectives.

The importance of performance measurement lies in its ability to provide deep insight into the aspects of a campaign that are successful or that need improvement. With a better understanding of analytics data, companies can make the necessary strategic adjustments to improve campaign efficiency and effectiveness. Additionally, regular measurement allows companies to respond quickly to changes in market trends, consumer behavior, or competitive conditions. With this approach, companies can ensure that every step taken in their influencer marketing strategy contributes optimally to their business goals, helps increase ROI, and strengthens the brand's position in the market.

Sixth, Active Involvement in the Community. Influencers who are actively involved in their communities have a significant impact in building strong relationships with their followers. Activities that involve participating in dialogue, providing active responses to questions, and providing added value to followers create a positive interaction experience. When influencers engage in direct interaction with the audience, this not only creates higher engagement but also creates a sense of closeness and connectedness. By becoming part of a community, influencers can better understand the needs, wants, and views of their followers, which is a key element in building authentic relationships.

It is an important step for influencers to not only be narrators, but also to be an active part of the dialogue taking place in their communities. Being responsive to comments, questions, and feedback reinforces the sense of presence and engagement that consumers desire. Providing added value, such as useful advice, additional information, or personal experience, can increase influencers' credibility and create deeper trust. By continuously encouraging meaningful interactions, influencers can build loyal and responsive communities, which, in turn, have a positive impact on the brand image they represent. A willingness to actively engage in the community is not only an effective marketing strategy but also the foundation for building strong and sustainable relationships between influencers, brands, and consumers.

CONCLUSION

Marketing strategies through social media influencers have several key elements that can increase the marketing impact of a product or service. Selecting influencers who suit the target market and brand values is a critical step, considering that the authenticity and relevance of influencers greatly influences consumer engagement. Long-term collaboration with influencers has a positive impact in forming strong relationships between brands, influencers and audiences, while creativity and authenticity in content are important factors for attracting attention and building deep connection. Apart from that, choosing the right social media platform also plays a significant role in reaching different audiences. Each platform offers unique opportunities, and marketing strategies must be tailored to their individual characteristics. The importance of regularly measuring performance using KPIs helps companies evaluate the effectiveness of campaigns and make necessary adjustments, ensuring that every step taken contributes to business goals. Lastly, influencers' active involvement in their communities proves to have a greater impact. Through direct interaction, responsiveness to questions, and providing added value to followers, influencers can strengthen relationships, increase consumer trust, and build loyal communities. Overall, a marketing strategy through social media influencers is not just about increasing visibility, but also about building authentic and sustainable relationships with consumers, harnessing the power of engagement and personal appeal that influencers possess.

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