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## CHALLENGES WITH INFLUENCERS IN MARKETING CAMPAIGNS ON SOCIAL NETWORKS

### ВИКЛИКИ ВЗАЄМОДІЇ З ІНФЛЮЕНСЕРАМИ В МАРКЕТИНГОВИХ КАМПАНІЯХ СОЦІАЛЬНИХ МЕРЕЖ

**Abstract:** Influencer marketing has become an increasingly popular marketing strategy in recent years, particularly in the realm of social network marketing. This article aims to explore the significance of influencer marketing in this context, including its benefits, challenges, and strategies for success.

**Key words:** influencer marketing, social networks, micro-influencers, macro-influencers, marketing campaigns, interaction with influencers, promotion strategies, audience engagement.

**Анотація:** Маркетинг із впливовим фактором останнім часом стає все більш популярною маркетинговою стратегією, особливо в сфері маркетингу соціальних мереж. Ця стаття має на меті вивчити значення маркетингу впливових осіб у цьому контексті, включаючи його переваги, проблеми та стратегії успіху.

**Ключові слова:** маркетинг із інфлюенсерами, соціальні мережі, мікроінфлюенсери, макроінфлюенсери, маркетингові кампанії, взаємодія з інфлюенсерами, стратегії просування, залученість аудиторії.

The evolution of social media has had a significant impact on marketing, with traditional advertising methods becoming less effective in reaching audiences [1-3]. In response, brands have turned to more personalized and authentic forms of marketing, such as influencer marketing [4]. Influencer marketing has risen in popularity due to its ability to leverage the trust and influence of social media personalities to promote products and services. This strategy has become increasingly important as consumers seek out more authentic and relatable content.

Influencers are individuals who have a significant following on social media and can influence the opinions and behaviors of their followers. There are several types of influencers, including micro-influencers, macro-influencers, and nano-influencers (table 1).

**Table 1 - Influencer types**

Feature	Description	Benefits	Limitations
Micro-influencers (10K-50K followers)	Engaged, niche audience	Highly trusted, authentic content, cost-effective	Limited reach
Macro-influencers (50K-1M+ followers)	Broad reach, brand awareness boost	Wider audience, established presence	Potential for lower engagement, higher cost
Nano-influencers (<10K followers)	Highly trusted by small, loyal audience	Authentic, niche engagement, cost-effective	Potential for lower engagement, higher cost

Developed based on processing source 8.

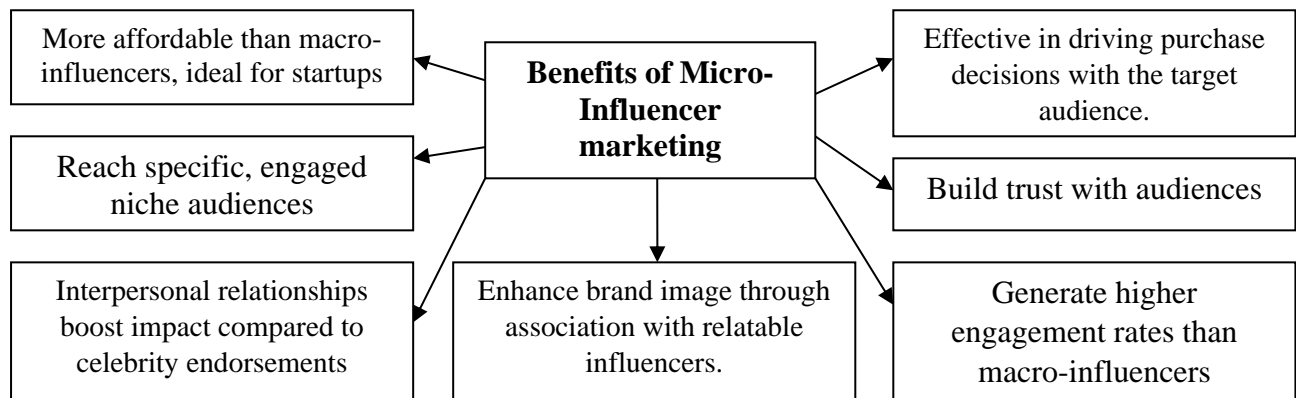
Micro-influencers are particularly effective for niche market trust-building, while macro-influencers offer broad appeal with niche authority. Nano-influencers are advantageous for local

businesses or brands seeking authentic, grassroots promotion. Micro-influencers are more persuasive than mega-influencers for hedonic consumption products, as they bestow higher perceptions of authenticity on the endorsed brand.

Several studies have explored the effectiveness of micro-influencers in marketing. For example, several studies published that micro-influencers are effective for start-up companies, as they are more affordable and can reach a more concentrated following [5, 6]. Another study published in the International Journal of Technology Marketing [7] found that the effectiveness of influencer marketing differs between macro and micro influencers, with micro-influencers being more effective when it comes to post vividness and interactivity.

In the cosmetic industry, a study published in the Journal of Scientific Research and Reports [8] found that micro-influencer marketing and brand image have a significant impact on purchase intention. The study found that micro-influencers are effective in reaching a specific target audience and can be used in conjunction with brand image to increase purchase intention.

Overall, these studies suggest that micro-influencers can be an effective marketing strategy for brands, particularly for start-up companies and in reaching a specific target audience inasmuch as they have a lot of benefits (fig. 1).



**Fig 1 .Benefits of micro-influencers in marketing campaigns on social networks. Developed based on processing source 5.**

Micro-influencer marketing, while seemingly accessible, presents a unique set of challenges for brands seeking to leverage their power. Their limited reach, compared to macro-influencers, can restrict brand awareness and message dissemination [9, 10]. Additionally, accurately attributing campaign success and measuring ROI to individual micro-influencers can be a complex and data-intensive endeavor. Managing a multitude of individual personalities, each with their own content style and engagement patterns, necessitates meticulous coordination and oversight to ensure brand alignment and message consistency. Furthermore, the ever-evolving landscape of social media necessitates constant adaptation to stay ahead of trends and maintain engagement. Additionally, concerns around potential inauthenticity, particularly regarding follower numbers and engagement metrics, can damage brand credibility and necessitate careful vetting of chosen influencers. Finally, navigating the ever-changing regulatory landscape governing influencer marketing demands close attention and compliance to avoid legal repercussions.

However, the targeted reach and potential for genuine connection offered by micro-influencers remain a powerful draw. Brands can overcome these challenges and unlock the true potential of micro-influencer marketing by adopting a strategic and data-driven approach.

1. Embrace data-driven selection: utilize sophisticated influencer marketing platforms and analytics to identify genuine micro-influencers whose audiences perfectly align with your brand. This ensures authenticity and maximizes campaign impact.

2. Prioritize quality over quantity: focus on building long-term partnerships with a select few, highly engaged micro-influencers who embody your brand values. Fostering genuine relationships fosters trust and organic content creation, leading to deeper audience engagement.

3. Co-create authentic content: collaborate with chosen influencers to develop content that feels natural and resonates with their established audience, while seamlessly integrating your brand message. This leverages the influencer's established voice and style for maximum impact.

4. Streamlined management: invest in influencer management tools to streamline communication, track campaign performance, and measure ROI across multiple partnerships. This empowers efficient campaign management and data-driven optimization for continuous improvement.

5. Informed and compliant: stay abreast of evolving regulations governing influencer marketing and ensure crystal-clear, transparent disclosures by partnered influencers. This protects your brand's reputation and fosters trust with your audience.

Overall, by implementing these proactive measures, brands can transform the challenges of micro-influencer marketing into stepping stones to targeted engagement, brand building, and ultimately, marketing success. It is also important to understand that the key lies in strategic navigation, leveraging data-driven insights, and prioritizing authentic partnerships to unlock the true potential of micro-influencers and achieve your marketing goals.

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