

# Social Media Influencers and Brand Awareness

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## Introduction

People often assume it's more about quantity than quality when the marketing goal is to raise brand recognition. It must be the best approach to get people to remember your brand for it to be included regularly in their commercials, right? I guess not always. Relevance is essential to making an impression on the recipient, and influencer marketing offers one of the major advantages when it comes to relevancy. Because followers respect their viewpoints equally, an endorsement from an influencer is frequently similar to a personal suggestion from a friend. If you partner with the proper influencer, your brand will be presented in a respectable context and the marketing will be an organic part of the audience's everyday media consumption rather than an obtrusive one.

## Description

Influencer marketing is a powerful marketing method to raise brand recognition since it is relevant, which is one of the most significant reasons for this. The specifics of an influencer's traits can vary depending on the platform and the topic of their content. However, there is a generic methodology that may be used to assess the efficiency of influencer marketing. One of the traits of influencers that affect how consumers perceive the goods or brand is authenticity. Nandagiri and Philip (2018) emphasised that an influencer's sponsored posts can improve a brand's reputation and credibility if they cover both the good and the bad aspects of the product. This is in addition to how relatable the influencer is and how simple the content is for their audience to understand [1].

Brand awareness is a measurement of how well-known and recognisable your brand is to your target market. For instance, what comes to mind when you're asked to name a skincare company? The brand that first comes to mind has been successful in raising brand recognition. The first stage in accomplishing performance-marketing objectives is frequently raising brand awareness. The more people know about your brand, the more comfortable and trustworthy they become with it. When consumers decide to make purchases in the future, this attitude will be very helpful. Your chances of generating leads and conversions will eventually rise as a result of brand awareness [2].

Driving brand awareness can be done in a variety of ways. For many years, corporations have gotten more recognition through placing advertisements in magazines, billboards, and television commercials. However, as the world has gotten more digital, businesses have begun to invest in sponsored media through a variety of platforms, including influencer marketing. Savvy brands have begun to invest in influencer marketing recently to increase brand awareness. The best strategy to increase brand awareness is through influencer marketing because influencers already have an audience that

regards them as authorities in their fields and values their recommendations. Additionally, if you're dealing with the appropriate creators, their thousands of followers will fit the description of your ideal client. Influencers frequently develop a strong rapport of trust with their audience over time [3].

The specifics of an influencer's traits can vary depending on the platform and the topic of their content. However, there is a generic methodology that may be used to assess the efficiency of influencer marketing. One of the traits of influencers that affect how consumers perceive the goods or brand is authenticity, emphasised that an influencer's sponsored posts can improve a brand's reputation and credibility if they cover both the good and the bad aspects of the product. This is in addition to how relatable the influencer is and how simple the content is for their audience to understand. This relationship between influencers, brands, and customers was described as influencer/brand and influencer/consumer congruence. However, the impression of sincerity Despite the fact that more people are using the internet, it is harder than it was five years ago to build brand awareness online. There are principally two causes [4,5].

## Conclusion

First, there are a tonne of businesses trying huge sell people on their goods and services in cyberspace. This brings us to our second point, which is that adblockers are used by more than 600 million internet users on both desktop and mobile devices. Unfortunately, even the best-designed internet advertisements and the most precisely targeted advertising campaigns might not be effective. Influencer marketing can help with that. The top of the user-acquisition funnel, brand awareness, can be created by using influencer marketing.

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