

# Influencer Marketing with Social Platforms: Increasing Brand Awareness and User Engagement

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**Abstract.** Influencer marketing is an increasingly popular marketing strategy that uses social media "influencers" to market products or services. The background of Influencer marketing can be traced back to the rise of social media. As people rely increasingly on social media for information and social networking, companies recognize the potential of social media and want to use it for marketing their products and services. This paper examines the role of influencer marketing in three areas: brand message creation and communication and user interaction. The AASAL model and the consumer decision process model are used as the theoretical framework to study and validate the impact of influencer marketing on brand impressions and development. It is confirmed that influencer marketing uses influential individuals on social media to help build and communicate brand values, product messages, and service messages. These influential individuals, usually social media bloggers, internet celebrities or celebrities, are evident and influential in a specific field or topic and can attract many fans and followers. By connecting with these influential individuals and having them post relevant information about their brands, products or services, companies can help increase brand awareness and create a positive image for their brands by promoting their products and services among the influencers' fans. Influencers' fans usually trust influencers' recommendations and suggestions, thus increasing the interaction between users and the brand and greatly enhancing a company's brand awareness and sales. However, this marketing strategy also has some limitations and needs to be viewed and used critically.

**Keywords:** Social media, Influencer Marketing, Celebrity.

## 1. Introduction

Social media platforms have changed the way businesses communicate with their audiences, and Instagram is no exception. Instagram has over 1 billion monthly active users, making it one of the most used social media channels for companies to advertise their goods and services [1]. Due to the ever-changing social, economic, and cultural, the cosmetics industry needs flexible and continuous marketing strategies to adapt to its players [2]. Thus, in recent years, Instagram influencer marketing has become a popular strategy for brands to help reach their target audience through popular Instagram users.

As can be seen, Instagram influencer marketing is a relatively new but rapidly growing form of marketing. It harnesses the power of popular Instagram users (i.e., influencers) to promote products and services to their large and active audiences. This type of marketing can be effective in reaching target audiences and driving sales, but it also requires careful planning and choosing the right influencers to work with. Marketing to netizens on Instagram is effective because netizens have built up a large and loyal following of people who believe in their opinions and advice. These followers see Instagram as a reliable source of information and are more likely to buy products or services recommended by Instagram.

Many celebrities have recognized the chance to launch their own makeup companies as a result of the growth of the cosmetic industry and influencer marketing. Examples of celebrities working with brands to promote makeup lines include Mariah Carey's endorsement of MAC cosmetics and Gigi Hadid's endorsement of Maybelline. However, such collaborations are also usually limited, as companies prioritize recent popular celebrity collaborations [3]. Therefore, some celebrities tend to launch their own beauty brands in collaboration with cosmetic companies. For example, Kylie Jenner launched Kylie cosmetics in 2015, and the lip makeup line sold out minutes after it was released from

the internet [4]. Although celebrities and social media influencers play a big role in influencing fans' engagement and interaction with brands, the success of brands is still influenced by many factors. This paper will focus on the celebrity effect in terms of both the dissemination of brand messages and the interaction with users.

This article will analyze how celebrity cosmetics brands represented by Fenty Beauty and Kylie Cosmetic use influencer marketing on Instagram to build strong user relationships and resonate with consumers. With the ultimate goal of inspiring good attitude towards the company and promoting direct and channel sales, Kylie Cosmetics and Fenty Beauty's online celebrity marketing strategies are designed to engage and resonate with consumers on Instagram. Therefore, this paper will focus on the brand value proposition of cosmetic brands today and analyze user responses and perceptions to understand how influencer marketing is an effective marketing strategy to influence consumers.

## **2. Build Brand Value through the Celebrity Effect**

The celebrity effect is a phenomenon in which the image and endorsement of a celebrity can significantly influence the perception and success of a brand. When it comes to communicating a brand message, the use of celebrities can help increase brand awareness, create a positive image for the brand, and increase the likelihood of consumer engagement and purchase. In these instances, the use of celebrities can help capture the attention of the audience and create a positive connection between the celebrity and the brand. In addition, celebrity endorsements can help communicate key brand messages such as quality, reliability and overall value.

The three steps that consumers must complete before and after making a purchase decision are need identification, information search, and choice evaluation, according to the consumer decision process model developed by Engel et al. [5]. The first stage is especially crucial because a deeper comprehension of the needs of the consumer can improve the brand's value proposition and information search. A brand's value proposition is the unique value that a brand offers to its target customers. This value proposition can be communicated in a variety of ways, such as advertising, marketing and branding. The relationship between a brand's value proposition and consumers' purchase decisions is critical because a strong value proposition can help drive consumer engagement, increase brand loyalty, and ultimately drive sales [6]. This has drawn an increasing number of brands to address the profound sensory and emotional needs of their target market by providing and developing new values, to see if it can assist brands in more effectively generating emotional resonance and fostering a closer relationship with their customers. Without a doubt, influencer marketing helps companies promote and enhance their brands. By working with influencers, brands can communicate their brand philosophy and core values, thus building a more comprehensive and unified brand image.

The content of both brands' Instagram posts shows that although both Fenty Beauty and Kylie Cosmetics have chosen different brand positioning, both have successfully leveraged their celebrity on social media to promote the value of their brands. As seen through Kylie Cosmetics' branded content posted on Instagram, Kylie takes a product-centric process that focuses on product launch, showcase and promotion. In terms of brand messaging, Fenty Beauty's marketing strategy emphasizes inclusivity, diversity and authenticity, while Kylie Cosmetics focuses on individuality, self-expression and trendiness. While Fenty Beauty's theme promotes confidence and self-love for all skin types, Kylie Cosmetics emphasizes creating unique looks and experimenting with different makeup styles.

Fenty Beauty is known for its wide range of foundation shades to suit all skin tones. Regardless of skin tone, race, or gender, the company strives to provide cosmetics that are appropriate for everyone. To further its inclusive message, Fenty Beauty frequently uses models with a range of skin tones, ages, and body types in its advertising efforts. Fenty Beauty is renowned for its cutting-edge and premium cosmetics. Pro Filt'r Soft Matte Longwear Foundation, the company's first product, revolutionized the cosmetics sector by being available in 40 shades to match every skin tone. This

brand value, communicated through social media, unintentionally appealed to the brand empathy of many, and brand empathy can build positive and powerful loyalty relationships with consumers [7]. This has become the reason why many people pay attention to Fenty Beauty. Side by side, it confirms the importance of the AASAL model proposed by Raut and the brand empathy model proposed or used in Latif's study [7]. The five stages of the AASAL model—brand recognition, association, strength, emotion, and loyalty—will be used in future research as a roadmap for companies seeking to foster brand empathy in their target markets.

### **3. Build User Relationships**

In addition, a brand's value proposition can help create a strong emotional connection with consumers. This emotional connection can be built through consistent brand messaging and a clear value proposition that resonates with customers' needs and wants. Celebrity cosmetic brands can use online celebrity marketing to build a lifestyle brand on Instagram. By partnering with influencers who embody the brand's values and aesthetics, brands can create a lifestyle that appeals to their target audience Rindfleisch [8]. This helps create a deeper connection with consumers and increases long-term loyalty. When a brand offers a strong value proposition, it can differentiate itself from competitors and attract customers who are looking for a specific benefit or need that the brand can fulfill [9]. For example, a brand might offer a high-quality product at a reasonable price, which may appeal to budget-conscious consumers. Alternatively, a brand like Fenty beauty may offer unique features or benefits that cannot be found elsewhere, such as highly specialized products or excellent customer service. By communicating these unique value propositions to consumers, brands can help drive purchase decisions and create a sense of brand loyalty. Moreover, celebrities have a large following on social media platforms, and when they promote their cosmetic brands on these platforms, they can increase brand awareness and reach a broader audience. By leveraging their influence and credibility, celebrity cosmetic brands can build brand awareness and loyalty.

Such different brand positioning has also led to them each having different target audiences; Fenty Beauty's marketing strategy targets a diverse clientele, while Kylie Cosmetics targets a younger, more feminine audience. Fenty Beauty's mission is to provide cosmetics that are suitable for everyone, regardless of skin color, race or gender, while Kylie Cosmetics emphasizes its youthful and fashionable image. One-way celebrities influence the spread of a brand's message is through their social media platforms. Many celebrities have a large social media following, and by endorsing a brand or product, they can help increase its exposure to a wider audience. By creating sponsored content or posts, celebrities can help spread the word about a brand, such as its key features, benefits and unique selling points.

### **4. Interaction and participation**

The digital shift in customer engagement has revolutionized the cosmetics industry. The ability to develop personal connections with their customers and put them at the center of the product experience is now a top priority for all companies [10]. When brands use the celebrity effect to become of provide personal and emotional satisfaction to their customers, this easily evokes positive emotions related to the company and brand from consumers [11]. One of the main benefits of Instagram influencer marketing is that it allows brands to reach a highly targeted audience. By partnering with influencers in a specific segment, brands can ensure that their message is delivered to the right people. This leads to higher user stickiness and conversion rates. Today the promotion of brand communication on social media is given significant meaning and role, with advances in mobile technology, the internet and social media bringing high levels of customer brand engagement.

As seen through the strong interactivity of both brands on social media, when influencers share their experiences with the brand's products, it encourages other users to try the product and share their experiences. This helps build a community of consumers who are passionate about the brand. When

celebrity cosmetic brands use the influencer marketing strategy on Instagram, engagement with their posts typically increases [12]. This includes likes, comments, and shares. By building a community of passionate followers, brands can create a sense of belonging and connection with consumers.

This allows celebrities to add authenticity and credibility to the brand when promoting cosmetic brands on social media. It also allows brands to promote products or services in a more authentic way. Influential people are often seen as trusted voices in their communities, and their followers are more likely to take their advice seriously [13]. By partnering with influencers, brands can leverage this authenticity and build trust among their audience [14,15]. When a brand is associated with a celebrity they admire, consumers are more likely to trust the brand, which helps build brand loyalty and repeat business. This can be seen, for example, in the content analysis study of Fenty Beauty [16].

**Table 1.** Followers' reactions to the content posted by Fenty Beauty [16]

IPA Coding Scheme	Number of followers' reaction	Percentage (%)	Total	Percentage (%)
1-Ask for information	43	12.84	235	70.15
2-Ask for opinion	11	3.28		
3-Ask for suggestion	3	0.90		
4- Give information	34	10.15		
5-Give opinion	125	37.31		
6-Give suggestions	19	5.67		
7-Agrees	13	3.88	90	26.87
8-Show tension release	23	6.87		
9-Show solidarity	54	16.12		
10-Disagrees	4	1.19	10	2.99
11-Show tension	2	0.6		
12- Show Antagonism	4	1.19		

Table 1 lists the responses that Fenty Beauty's Instagram posts received from its fans. Task-oriented responses received the best marks, as evidenced by the 53% of followers who primarily provided feedback and comments. Most followers exhibited positive social sentiments and showed signs of solidarity.

**Table 2.** Fenty Beauty's engagement on social media such as Instagram, Facebook, YouTube and Twitter [16]

Social Media/ Engagement	Instagram	Twitter	Facebook	YouTube
Like	5,550,492	352,567	12,154	217,651
Views	9,395,781			7,200
Retweets		59,714		
Shares				
Comments	60,994	6,955	1,296	314
Total	15,007,267	419,236	14,410	225,165

Moreover, table 2 shows that across the four platforms, Fenty Beauty has the highest number of likes and comments on Instagram, with 550,492 and 9395,781, respectively, making it a significant engagement tool. Consumer relationships with brands that use the app to forge an emotional connection with their fans are more profitable [17]. Such "likes" and "comments" are useful gauges of a brand's interaction with platform users [18].

Both brands have a strong social media presence, but their approaches are different. Fenty beauty's social media strategy is based on sharing user-generated content, instructional videos and influencers' behind-the-scenes footage. Fenty beauty uses influencers' effects to connect with customers and build a community around the brand on social media. The brand's social media platforms showcase user-generated content and feature makeup tutorials, how-to videos and behind-the-scenes footage. Fenty

Beauty also uses social media to announce product launches, drive sales, and engage with customers. On the other hand, Kylie Cosmetics relies heavily on online celebrity collaborations and partnerships, as well as sharing Kylie Jenner's personal life and beauty routines.

The research found that Kylie's fan audience is mostly millennial women [19]. Unlike Fenty Beauty, Kilye cosmetics is more about creating an aesthetic trend and promoting the pursuit of personal beauty through Kylie. Past research has also demonstrated the relationship between celebrities' behavior and their fans' imitation, such as in Heide Kreuger et al.'s study on lip attractiveness, which found a 43% increase in lip augmentation for women since 2000, with celebrities like Kylie Jenner playing a major role in this development [18]. Once she started revealing the use of lip fillers and proudly showing off her altered lips on the internet, her actions influenced millions of teenage girls to want the same plump lips. The market demand for lipstick kits, the primary item that Kylie offers, significantly increased after Kylie launched a period of the aesthetic trend of thick lips [19]. Due to the quick effect of such an influencer, Kylie Jenner released three new lip kits in August 2017 that sold out in under a minute. Kylie used her influence to help fuel the demand for lipstick, which she then satisfied through her successful cosmetics business.

## 5. Challenge

However, it is worth noting that using celebrities in brand communication also has drawbacks. For example, if a celebrity's personal behavior or image conflicts with the brand's values or image, it can actually negatively impact the perception of the brand [20]. Dissatisfaction with social media content can likewise negatively impact brand evaluations during the consumer purchase process [21]. This also increases the risk of using influencers to promote on social media; hiring celebrity endorsement is costly and does not always lead to a positive return on investment.

As social media platforms change and user behavior changes, influencers may become less influential and less effective. Many influencer followers and fans may become saturated with ads and begin to become immune to the influencer's sales pitch. Second, the authenticity and credibility of influencers are also in question. In the past few years, some influencers have been accused of false advertising and fraudulent practices. These incidents may affect consumers' perception of trust in influencers.

To sum up, when using celebrities for brand communication, it is important to consider the potential benefits and drawbacks carefully and to ensure that the celebrity's image is consistent with the brand's values and message. By doing so, the power of celebrity endorsements can greatly enhance the brand message.

## 6. Conclusion

Overall, this paper examines the role of influencer marketing in three aspects of brand message building and communication and user interaction, confirming the influence and role of influencers on brand marketing. In the process of brand marketing, the involvement of influencers can help brands build and spread brand values faster. It helps increase brand awareness, creates a positive image for the brand, and increases the likelihood of consumer engagement and purchase. This brand value empowerment can help create a strong emotional connection with consumers and increase user interaction and engagement with the brand. Influencer marketing is an increasingly popular marketing strategy that uses influencers on social media to market a product or service. However, while this marketing strategy ties the brand to the influencer, the brand can also be greatly affected by the personal scandal of the influencer. It can also face problems like the crisis of trust and the decline of the influence of users towards influencers. However, since the research in this paper focuses on the influence of celebrity brands in influencer marketing on the social platform Instagram on brand development and users for the sake of an in-depth study, the conclusion has some limitations.

In terms of future outlook, Influencer marketing may move towards a more microscopic trend. Companies may choose smaller influencers who will not have a large number of followers but who are more connected to their followers and more influential. In addition, the use of AI technology to find the right influencers and manage their campaigns may also become a future trend. Influencers may establish closer partnerships with companies, not just for mere advertising campaigns but for more in-depth branding activities.

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