

Analysis of Brand Promotion Strategies in the Influencer Economy Model

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Abstract. With the rapid development of the internet, the influencer economy has become the preferred choice for brand promotion, injecting new vitality into it. This article will focus on the transformation of this marketing strategy and specifically analyze the promotion model and corresponding marketing strategies of brands under the influence of economy. Firstly, this article introduces the meaning and basic concepts of the influencer economy, and also mentions its obvious advantages compared to traditional brand marketing methods, such as fast dissemination speed and high efficiency. This not only expands the customer base but also enhances interaction with customers. Secondly, it analyzes the key concepts and methods of marketing under the influencer economy, including the selection of influencers, the positioning of the audience group, content creation, and cooperation with platforms. Furthermore, this article uses examples of popular brands such as "Into You", "KFC", and "Coca-Cola" to verify the feasibility of the above strategies. At the same time, it analyzes the challenges and opportunities faced by the influencer economy in the present era and provides reasonable suggestions from multiple aspects based on specific problems. Finally, it concludes that the core of the influencer economy is the corresponding audience group. Only by forming a complete marketing loop in strategies such as customer group positioning, the selection of influencers, content creation, and platform cooperation can one enhance competitiveness in the market and achieve the ideal effect of brand promotion.

Keywords: Brand promotion strategies, influencer economy model, content creation.

1. Introduction

In the social environment where digital technology and social media have become integrated, the term "internet celebrity economy" has become increasingly common in daily life. It has evolved from an emerging trend to one of the core driving forces in the marketing market today. According to statistics, the scale of China's internet celebrity economy exceeded 5 trillion yuan in 2023, with a user base of over 1 billion people. Behind this data lies the increasing popularity of the internet celebrity economy, its wide acceptance among consumers, and the provision of preferred marketing strategies for brands. With the changes of the times and the continuous progress of technology, people urgently need more novel and customer-oriented personalized marketing strategies because the limitations of traditional offline methods cannot meet the needs of more customers today. To achieve a more long-term healthy development, e-commerce companies must improve their marketing plans quickly, prioritize customers, diversify the formulation process, and fully utilize big data [1].

The promotion and marketing of traditional brands rely on the gaps in TV programs and through advertising forms or through outdoor media and other communication channels. It is obvious that these marketing strategies are costly, have a slow dissemination speed, and cannot precisely capture the purchasing needs of each customer. The emergence of the internet celebrity economy provides new ideas for various brands. The types of internet celebrity bloggers are also diverse, including lifestyle, education, baking, beauty, and fashion types, etc., which are closely related to people's lives. As the familiarity between customers and internet celebrities increases, internet celebrities can promote products through account platforms, and people will have more trust and a sense of adoration for internet celebrities.

However, despite the advantages of the internet celebrity economy, there are still some problems. As the internet celebrity economy becomes more prevalent, more brands use social media and the connections of internet celebrities for promotion. Some brands, in order to obtain higher traffic,

blindly cooperate with a large number of internet celebrities, and not afraid to engage in fraud and excessive promotion, resulting in a large number of problem feedbacks in after-sales, not only failing to achieve the promotion goals, but also causing the brand's credibility to collapse and affecting the brand's image in the public's mind. At the same time, the high advertising fees charged by internet celebrities attract more and more people to enter the internet celebrity industry. The increase in the number of similar internet celebrities also causes audience fatigue in terms of aesthetic appreciation.

This article will focus on analyzing the brand promotion strategies under the internet celebrity economy, combining current typical cases and providing reasonable optimization plans based on their advantages and disadvantages.

2. Literature Review

The influencer economy is based on the Internet and operates through social media platforms for promotion and dissemination. It centers around influencers and gathers a large amount of social attention, thereby forming a huge fan base and a targeted marketing market, which subsequently gives rise to various consumption markets, ultimately evolving into a new economic model. Through social platform marketing, one can precisely target customers' preferences, optimize marketing plans, and simultaneously push advertising information to millions of consumers within a short period of time [2].

The main marketing process of the influencer economy is to use influencers as a link. Various influencers actively create videos to attract the target customer group corresponding to their neighborhood, forming a stable fan base. As the number of fans increases, the exposure and traffic of their works also increase. Through interaction with fans, familiarity can be enhanced. After establishing a certain level of trust with fans, the exposure and views can be converted into the commercial value of the brand or product. Advertising is inserted in the released videos to earn revenue. In the development of the influencer economy, it has evolved from merely sharing text and images with a few advertisements to now being centered on short videos, forming a complete e-commerce industry chain. Multi-Channel Network (MCN) companies have also emerged successively. According to statistics, the number of posts with advertisements published on Instagram reached 1.5 million in 2017. This astonishing figure has attracted more and more brands to adopt this method for promotion and marketing. Compared to 2016, influencer marketing has increased by 198%, and the number of posts has doubled compared to 2016 [3]. This data also indicates the internationalization of the influencer economy. To promote the influencer economy in a high-quality and healthy manner, in 2023, the Ministry of Commerce fully implemented the decisions of the Central Committee and the State Council regarding the digital economy, deepened international cooperation, and promoted the integration of data and offline activities, while also accelerating the rapid development of the influencer economy [1]. The reason why the influencer economy is so popular is that it is more conducive to enhancing the competitiveness of brands and is more efficient, encompassing aspects that traditional economy cannot achieve [4]. The content and homepage introduction of influencers are clearly defined. Through tags associated with the released content and personal profiles, it can clearly indicate the neighborhood corresponding to each influencer. In addition, big data will push suitable influencers based on users' personal characteristics. Moreover, most advertisements in the influencer economy rely on text and images or are interspersed in the influencers' videos. This method significantly reduces the cost of creating a single advertisement for the brand. The size of the brand also corresponds to different numbers of fans for influencers, ranging from top influencers to bottom influencers. The cost of a single advertisement ranges from several hundred yuan to tens of thousands of yuan. Furthermore, traditional advertising has a slow and low efficiency, while advertising videos spread quickly on social media, achieving widespread dissemination in a short period of time. High-quality note content platforms also increase exposure rates. This greatly improves the efficiency of brand marketing. Moreover, the videos created by influencers are mostly based on some places that people commonly encounter, making the video

advertisements more down-to-earth. Gradually embedding advertisements in videos also significantly reduces customers' resistance. For example, good kitchenware, healthy and affordable ingredients, or showing beautiful tableware can be implanted during daily cooking. These will be more attractive to customers and reduce the purposefulness of the advertisement. Beauty bloggers create makeup tutorials and recommend cosmetics or promote certain brands' products through product reviews; food bloggers recommend ingredients and kitchenware through cooking tutorials; home-based bloggers recommend decoration and decoration items and home brands based on their unique taste.

3. Case Analysis

The quality of the products launched by a brand is undoubtedly important, but to gain a foothold in the market competition, its sales strategies and marketing strategies are also extremely crucial. The core of brand promotion strategies should be based on a scientific theoretical framework. In the context of the popularity of the influencer economy, it has injected new vitality and opportunities into brand marketing strategies.

The purpose and significance of brand promotion lie in enhancing the competitiveness of the brand and increasing sales. Taking the fast-moving consumer goods brand "Coca-Cola" as an example, Coca-Cola is a popular beverage worldwide, and its promotion strategy not only targets young people but also caters to various groups. In recent years, as people's health awareness has gradually increased, more and more people are seeking low-sugar, low-calorie, and low-fat products. Therefore, Coca-Cola launched a new version with zero fat and zero sugar, which expanded the consumer base of Coca-Cola and made it accessible to people who are on a weight loss diet, children, and the elderly. Another marketing feature of this brand is its casual and relaxed attitude towards life. The advertising campaigns use different scenarios such as holidays, overtime work, and playing games to promote that Coca-Cola is a convenient choice in any situation. Subsequently, it was disseminated through online platforms like Xiaohongshu and Douyin, gradually gaining popularity among more and more people, and cultivating a stable consumer base. To keep up with the times, different flavors such as cherry and lemon were also launched, constantly bringing freshness to customers. This case demonstrates the necessity of brand promotion. It does not merely rely on repetitive advertisements but innovates based on the characteristics of the times and the brand philosophy, using unique advertising campaigns to enhance its competitiveness in the similar brand competition market.

The popular brand "Hua Xizi" achieved success through the promotion of the brand by some bloggers and influencers. The brand focuses on consumers and designs products based on the preference of young women for "Chinese-style beauty products". Considering "consumer costs", it takes a budget-friendly approach, which better suits the consumption capabilities of students and those just entering the workforce. It offers multiple purchasing channels, making it more convenient for consumers. It sets up online live-streaming rooms and official flagship stores on platforms like Douyin and Taobao, supporting immediate orders. It pays attention to communication with consumers, receiving feedback and opinions from customers through interactions and comments between beauty influencers and users, as well as the evaluation area on the online shopping page. The sportswear brand "Li Ning" follows the trend of Chinese style, aligning with current hot topics online to attract popularity. It uses influencer promotion to have influencers and models endorse and evaluate Chinese-style products, making Chinese-style outfits more popular. As a sportswear brand, Li Ning also invites Olympic champions and Chinese athletes to endorse and promote the brand, which further enhances customers' trust in the brand. At the same time, its offline stores also attract people to try this new style.

Take "into you" as an example. The traditional approach merely promoted the product without paying attention to the users' feelings and feedback. However, nowadays, this brand has enhanced the interaction between the brand and the users, whether in the comment section of the video content or in the live streaming room. Through collaborations with popular beauty bloggers and creating after-sales sharing or reviewing videos from the users' perspectives, the Into you beauty brand can promote

and market the product more effectively. This way, it can better understand what the users truly care about and make some suggestions for the product. The reason why influencers can drive product sales is that consumers are easily influenced by online opinion leaders. Influencers are regarded as having greater social influence and status. More and more studies have shown that consumers tend to listen to the opinions given by these influential influencers before making a purchase [5]. In live streaming rooms, people can often see bloggers patiently answering questions from the audience. At the same time, the advertisements are not stiff but are naturally promoted by the influencers, without a strong purchasing intention. With the development of the times, these social media platforms all have big data, which can provide the influencers with their fan profiles and the viewing duration and exposure rate of the released videos. Through AI analysis, objective suggestions can be given and even precisely sent to the target customer group. Brands need to make good use of the advantages of big data. Only by constantly analyzing the market and understanding it can they achieve the best marketing effect. Not only the domestic market, but also the international market needs to be fully understood. This requires embedding data analysis in international exchanges because the habits of consumers from different regions and cultures are different [6].

Under the model of the influencer economy, influencers act as an important medium of communication. Therefore, the selection and cooperation of influencers, as well as the subsequent platform selection and content creation, are extremely important.

The baby brand "Babycare" collaborated with 10 influencers, and the sales volume of its products in the first month after launch achieved a very good result (50 million). The reason for such a good result lies in following three methods for influencer selection. The first step is to clearly define the audience for the content created, which is the target customers of Babycare - new mothers between the ages of 25 and 35. Therefore, the majority of the fans selected for the influencers should be new mothers. The second step is to select the influencers. To better promote the products, having only a large number of followers is not enough; one should also consider the likes, exposure rate, and popularity of the comments section of the creator. The preferred choice is the blogger with strong interaction with fans, and preferably one who is a blogger in the field of motherhood. This way, it is easier to gain customers' trust rather than ordinary entertainment influencers. The third step is to observe the style and personal characteristics of the selected influencers. The identity of an influencer is not singular; they are both the publishers of the content and have a certain degree of popularity as a celebrity. They are not only consumers but also opinion leaders of consumers [7]. Choosing an influencer with a style and image that is consistent and similar to the brand is more conducive to promotion. In economics, resources are limited, but desires are unlimited. Similarly, the development of influencers is limited, while the creation ability of combining online influencers and social media is endless. Brands and capital focus on the potential value of these influencers, and the purpose of capital is to make these limited resources generate unlimited profits.

Both the video creation of influencers and the planning of brand product activities need to be constantly innovated, using novel forms to continuously attract customers. For example, launching online live streaming marketing, its characteristic is to ensure real-time and two-way interaction between online influencers and fans [8]. Under the influencer economy model, there are many social media platforms to choose from. For instance, some contact lenses brands, when designing new colors of contact lenses, use pictures and texts on Xiaohongshu for promotion, allowing customers to intuitively understand the color and characteristics of the contact lenses. At the same time, a link is attached below the pictures and texts to increase the product's promotion volume. On Douyin, one can design scene plots or use influencer videos to promote, leveraging the large playback volume of Douyin for dissemination. At the same time, it is necessary to pay attention to the negative trends caused by the influencer economy and leverage the advantages of the influencer economy to enhance brand competitiveness [9, 10].

4. Conclusion

This article summarizes the brand promotion strategies under the context of the influencer economy. The influencer economy is a double-edged sword, presenting some issues and challenges. Firstly, the quality of the content created by influencer bloggers cannot be guaranteed. As more and more people enter the field of self-media, some influencers, in pursuit of their own profits, exaggerate publicity, fabricate false content, have watered-down evaluations, and even some influencers have personal quality issues, making inappropriate remarks in videos and live broadcasts, which has aroused public dissatisfaction, and some have seriously damaged the brand image. Secondly, the pressure from similar competitors is high. Most people are attracted by novel things, but as there are more and more similar bloggers, if one cannot create a personal image characteristic, it is easy to lose fans rapidly. While maintaining the update speed, one also needs to take into account the quality of the video content. Finally, the relevant laws and regulations are not perfect. There are no special regulations for the influencer economy. Many MCN companies maintain the number of fans for their affiliated influencers by "buying followers", "scoring likes", "buying comments", etc. There have also been many disputes between influencers and companies. At the same time, when products have problems, there are issues of responsibility attribution among influencers, brands, and MCN companies. During live streaming, some influencers use a large number of beautiful words to package products, making consumers ignore the shortcomings of the products, taking advantage of consumers' trust to promote vigorously, which can easily lead to impulsive consumption. At the same time, consumers have the psychology of conformity and comparison. Such influencer behavior over a long period of time can cause negative social trends.

In the current influencer economy, in order to achieve the desired marketing effect, it is necessary to take the customers, that is, the audience on the screen, as the core. The core of e-commerce competition lies in consumers. Being able to quickly grasp the trend and adapt to the real shopping needs of consumers can effectively improve market competitiveness. From the positioning of target customers, the selection of influencers, content creation, platform selection, and interaction with customers, a complete sales loop needs to be formed. At the same time, the brand should maintain its brand concept, value the reputation of influencers, ensure the authenticity of the content, and establish a scientific sales strategy to achieve the advertising goal. Influencers also need to enhance the depth and breadth of their content, pay attention to the connotation of videos, avoid excessive vulgarity and entertainment, and also create their own style characteristics. MCN companies need to provide professional training for internal influencers and conduct comprehensive quality improvement, develop personalized development plans, and formulate different marketing strategies for different types of bloggers. The platform also needs to strengthen supervision and maintain a fair, healthy, and friendly online environment.

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