

2020SteeleJulia-abstract

Abstract

A specific marketing strategy known as influencer marketing is a relatively new concept in the realm of social media and has seen a surge in popularity. The purpose of this study is to investigate this new form of marketing in order to discover what the value of influencer marketing is as told from the perspective of influencers and those who work with/hire them. A better sense of the value that influencers provide can be found by learning more about what tactics influencers use, what they can offer brands, and the results of their efforts. By looking into what factors influence the success of influencer marketing and whether or not influencers increase brand awareness and sales, companies can get a better idea as to whether or not they should invest in this new marketing strategy.

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