

## **Advertising Activity Dimensions for Influencers on Social Media Platforms**

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### **Abstract:**

Advertising with influencers plays an important and influential tool in the field of business. It is a new world that has emerged through social media platforms, and with new ways of advertising, with the aim of reaching and influencing the audience, it is considered one of the fastest growing methods of advertising during the past ten years, because it followed a new method, which is the use of ordinary people to address and influence the public to convince them of products and services, and to convey a positive mental image of the identity and brand of business enterprises. Some of influencers have more than 140 million followers, which is a large number that many celebrities from movie stars, sports and politics have not reached. In the study, social influencers were exposed, the strategic approach, the stages of development of the concept of influencer marketing, the characteristics of influencers through social media platforms, as well as the types of influencers and the scope of their influence, the concept of influence through social media platforms, the benefits and challenges of influencer marketing, and advertising on social media platforms. Influencer advertising and marketing stats and facts. The study found that advertising through influencers is an effective and influential means for business enterprises because they have high credibility, and the attractiveness of the influencer comes from content creation and choosing its type, and the most active influencers on social media platforms are: micro influencers, and macro influencers. The study recommended the need for business institutions to use influencers because they are suitable to reach and influence certain types of audience to influence, and the need to teach the strategy of using social media influencers in colleges of art, design and media.

### **Keywords:**

Advertising, Social Media Platforms, Facebook, Tik Tok, YouTube, Instagram, Twitter, Snapchat.