

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.

Introduction:

The advertising industry today is very different from the advertising industry in the past. The traditional means of advertising have receded, and the digital means of advertising have emerged, so social media platforms appeared, which kidnapped the audience in front of television and newspapers, which were the most attractive advertising means to the public. The emergence of social media platforms created life Parallel to the real life that the audience lives and that I love, it increased the audience's communication with each other, and created the opportunity for members of the public to reach others. Some of these individuals sought to create accounts on the platforms with attractive content, to be followed by large numbers of the

audience, to reach millions, which made them able to influence these audiences. Influencers have sought to innovate new ways to advertise through their personal accounts, which were in themselves their efforts, but they were successful efforts, which brought them huge profits estimated at millions of dollars, as the profits of one of the influencers in 2021 reached \$17.5 million. By advertising on her account on the Tik Tok platform. Influencers have become able to promote products and services, and promote the identities of business enterprises and their brands. They are more credible than famous movie stars, sports and politicians, given that they are ordinary people like the audience, and therefore the audience is expected to follow the recommendations of their favorite influencer. The most active platforms by influencers: Facebook, YouTube, Twitter, Instagram, Snapchat, TikTok. But the question arises, what is happening advertising in the world of social media influencers? What do influencers do to reach and influence the audience? Who uses influencers in advertising? What is the nature of the activity of influencers in their accounts that attracts the audience? Who are the most influential influencers on the audience on social media platforms? Social media platforms, which is subject to a study of: social influencers, an introduction to the strategy of influencers, stages of development of the concept of influencer marketing, characteristics of influencers through social media platforms, types of influencers and their scope of influence, the concept of influence through social media platforms, advantages and challenges of influencer marketing, advertising In social media platforms, influencer marketing and advertising statistics and facts.

Research Problem:

1. What is the concept and entrances of advertising through social influencers on social media platforms?
2. Do influencers have a high following on social media platforms that can influence the audience of followers?
3. Are there advantages to advertising through social influencers?
4. Are there challenges facing influencer ads on social media platforms?
5. Who are they and what kind of influencers have the most influence on the audience on social media platforms?

Research Importance:

1. Presenting the advertising strategy through influencers, as the research seeks to highlight their strengths to deliver the advertising message to the target audience.
2. Enabling the influencers of social media platforms, and turning them into makers of the advertising and marketing message, given their effectiveness on these platforms, and the strength of their influence on the audience.
3. Highlighting the dimensions of the use of influencers in advertising by business enterprises in that new world, the world of social media platforms.

Research Aims:

1. Verifying the effectiveness of the use of social influencers to advertise products and services on social media platforms.
2. Presenting a theoretical framework related to the concept of the impact of this new advertising medium on social media platforms.

3. Identifying the most prominent social influencers active in social media platforms.
4. Knowing the extent to which influencers contribute to promoting the marketing of products and services, and the mental image of business enterprises.

Research Hypotheses:

1. Any ordinary person can influence the audience by designing an appropriate advertising message and publishing it on social media platforms.
2. The audience of social media platforms prefer the opinions of ordinary people who represent them, because of their high credibility.
3. All members of the public have the ability to reach all influencers through social media platforms.

Research Methodology:

To achieve the goal of the research, the analytical descriptive research method was taken into account, which helps to analyze the main points constituting the subject of the research, namely: influencer marketing, characteristics of influencers through social media platforms, types of influencers and their scope of influence, the concept of influence through social media platforms, advantages and challenges of marketing via social media. Influencers, advertising on social media platforms, statistics and facts about advertising and influencer marketing.

Results:

1. Advertising through influencers is an effective and effective way for business enterprises. Influencers are a powerful gateway to influencing the audience, because they have high credibility because they are ordinary people like the audience, which makes them able to influence, and this reflects positively on the identity of business enterprises and their brands.
2. The influencer's creativity in creating content and choosing its quality is what attracts the audience to follow his account, and the personal attractiveness of the influencer has a major role in the audience's acceptance of it.
3. Not every influencer is suitable for advertising any business. The identity of the influencer and the nature of his activity in his account make him suitable for a certain type of business.
4. The most active influencers on social media platforms are: micro influencers and macro influencers. Macro influencers are suitable for reaching a large number of audiences with a high budget, and micro influencers are suitable for interacting with specific or limited audiences with a low budget.
5. Some influencers became famous through the content of their accounts on social media platforms, if the number of their followers exceeded 140 million followers, which made them an influential advertising force.
6. Advertising methods through influencers are varied, allowing advertisers to choose the most appropriate way to advertise their products, services and brands.

Recommendations:

- 1 . The need for business organizations to use influencers, as advertising through them is suitable for all organizations through opportunities to reach certain types of audience to influence it, as well as suitable for their budgets.
- 2 . The strategy of using social media influencers should be taught in faculties of art, design and media, as a new digital advertising tool.

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