

## **Influencers Marketing Via social media and its role in enhancing the competitive advantage**

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### **Abstract:**

Under the spread and growing of social media from different types of society and the diversity of different types of benefits it provides, and because of its ease of use, flexibility and interactivity, many organizations have resorted to using social media to achieve many of their goals, enhance their value and build their mental image within the framework of what is known as influencer marketing.

The tremendous development in the field of technology and innovative modern applications has also enhanced the role of influencer marketing campaigns, in addition to raising the level of simulation and developing the visual content of influencers to be more creative and innovative, and Influencer marketing has a prominent and effective role as well as has become competitive advantage through social media, as it has been able to compete, bypass, and outperform traditional marketing methods, With the diminishing effectiveness and ability of traditional marketing methods to interact with recipients, organizations have faced difficulty in reaching the target groups easily and efficiently.

The increasing competition between organizations has also encouraged them to increase their demand for influencer marketing because of its importance in influencing the recipients' behavior, beliefs, attitudes towards products and creating a competitive advantage for them, as the influencer's credible personality leads to emotional attachment with recipients and builds a positive relationship based on trust.

The research is concerned with emphasizing the vital role that influencer marketing plays as it is a topic worthy of study, as it is a new type of marketing that allows to take advantage of the capabilities of influencers by integrating advertising messages into their lifestyle in a flexible and innovative way that does not cause boredom, On the other hand, like other means of marketing, it has positive and negative effects and has resulted in many ethical and legal issues. This study addresses the impact of the use of influencer marketing through social media and its role in creating competitive advantages for enterprises.

### **Key words:**

Influencers Marketing – Influencer -Word of mouth marketing (wom) - Electronic word of mouth marketing (Ewom) - Competitive advantage.