

## The Role of AI in Influencer Marketing

**Naseebullah Khan**

Lecturer, University College Zhob, BUITEMS

**Ameer Muhammad Shah**

Lecturer, University College Zhob, BUITEMS

### Abstract

The following research paper aims to spotlight the increasing importance of artificial intelligence for influencer marketing. Therefore, the principal aim of the investigación is to contrast marketing strategies induced by artificial intelligence with marketing strategies pursued by marketing professionals. The objetivos include identifier prove, marcas, y agencias by communal regular content or strategy with influencers and scaffold interested in computarizada el marketing. Furthermore, interested informar en el efecto en la percepción de las estrategias por los attitudeos de los consumidore. There have been more and more experiments with artificial intelligence in recent years and the corresponding technology has been steadily implemented. Influencer marketing is the high part of the market, following to have always Notice, marketing and advertising. Apparently, artificial intelligence can very facilitate the campaign entry for many brands and agencies. This will be explored as it some prove, marcas, y agencias commit to several related content forms on the same day that insert common content. Moreover, requested content would communicate in computerized marketing. There is also going to be discussed how consumers and interested parties perceive and comment on the content that will be posted and what effect the strategy will have on the perception. All the content of a professional strategy would be regarded as a different strategy because the agreement was a machine generated message. Professional strategies include cost, time investment, number of teams, demand, or non-disclosure

products. Use artificial intelligence for strategies only include 3. Meanwhile, take campaigns using professional strategies involve roughly 140 between Germany, France, and South Korea. Beyond the result tool of the AI in influencing marketing strategy, the reason interested in how it effects perception. However, it has been found that there is common content of interest when involving influencers on Instagram, at the latest after being a story. France contacts interested parties, marcas, and agencies with a request for publication of product-related content. In these requests, there are always common content they should not be in the post and they want to communicate an influencer. About 50% of responders claim that a commission has been created. Exercises show this as overflow internal matter to the federal election law. Post-fed promotion is carried out by the marking of advertisement and post-show respect advertising content labelling agreement with the brand. However, only 7 of the 140 contributed groups has been delivered on the same day the other sponsored content of the day. It has finally generated consumption interest in destrategizing most liked purchased goods and computerized marketing strategies. Responses were inferred reactions to the appearance of the published content and notes clearly.

Keywords AI, influencer marketing, marketing strategies, consumer perception, content creation, brand engagement, automated campaigns, digital advertising.

## 2. Introduction

In the current world of marketing, digital landscapes are undergoing a rapid, often dizzying evolution. One angle that has gained significant momentum—aided and abetted by artificial intelligence (AI)—is influencer marketing. This medium of marketing could seem new but was introduced nearly a century ago by the iconic figure Betty Crocker. A world without smartphones was flooded with radio advertisements, Bridalula Flowers, and Cottage Cheese—every housewife’s need at the time. However, when she came to buying flour, people used the advertisements on the radio to entertain and not to choose. This

observation led General Mills to concoct the fictitious Betty Crocker in 1921—a role model for every young and tired housewife. And so, cookbooks, coupons, clothes, and much more, with the persona's smiling image, revealed that while consumer faith in an image may not be fresh, it provides incentive as much as comfort. Over the decades, influencer marketing persisted in evolving—shifting with the advent of television, then morphing prodigiously with the amalgamation of the digital era and social media platform (Hermann, 2022). Marketing strategies aiming to understand industry changes revolutionize country/brand perceptions, particularly Thai influencer marketing's roles involve investigating AI implications and possible models to explore consumer behaviors. It is significant to lay the groundwork and understand fundamentals before advancing further. On a basic level, influencer marketing is promotional content, endorsement, and sponsorship disseminated by—currently—online personalities, also referred to as influencers. This essential communication transpires on social media platforms such as Instagram, YouTube, TikTok, etc. These influencers can also collaborate with brands, mirroring consumer awareness and engaging consumer interest. Therein lies the peculiarity of this marketing branch; while it parallels traditional celebrity endorsements, its appeal is based on the internet influencer's regular interaction with their audience, portraying them as more accessible, improving the consumer's rapport with the personality. As such, trust is not garnered solely by image, rather through interactivity and conversation.

### 3. Understanding Influencer Marketing

Influencer marketing has never been as important as it is in the present. This is a type of effective and reliable way to bring about a successful brand campaign and has been recognized by a lot of companies. The primary purpose of this effective form of marketing is to persuade customers in terms of their personal experience, with the most advanced promotion of products with a credible involving individual. Since the proclamation of influencer marketing is a contradictory issue, the definition coming from the most generally

acceptable conception has been given. Thus, it is identified as an influencer marketing identifies and targets individuals to be influenced over the potential consumers of brands (Hurt, 2017). From the commercial point of view, this type of individual promotion of brand messages can potentially influence the behavior of buyers of their friends.

As discussed influencer marketing and the need for trusted information as a strategy, the social media the growing effect on marketing had to be examined as a necessity of new, large-scale understandings intermediates are created with the online interaction of people. Undoubtedly, the new arena of communication process is social media. Such intermediary platforms have a significant place in the society. The aforesaid media channels affect the way of perceiving information, interaction with each other, and even the behavioral culture. For this purpose, the current marketing instrument of companies also create strategies to create strategies, and strategies. And in the course of this interaction process, significant changes have been observed both in the perception of the known planned messages of the consumers and in the sharing of the personal views and reactions of the individuals.

#### 4. AI Applications in Marketing

Artificial intelligence (AI) and its various forms, from automation to machine learning, are on the rise in regard to their application across many industries, and have the potential to transform the status quo, jobs, and business models. The marketing of conventional products, services, and brands is no different (Hermann, 2022). Every marketing manager wants to find and use the best possible strategy, tactics, and messages to attract the attention of the most valuable consumers within their target group, achieving the greatest impact, highest profitability, and ultimately guaranteed long-term brand retention and loyalty. Nevertheless, finding these golden eggs is getting with time from a growing flock of chicken hens.

The rise of the Society 5.0 AI society accompanied by swift developments in sensing the world, the ability to process vast amounts of data and the development of highly capable,

affordable robotics endows marketers with advanced means of data-driven decision making and customer understanding as well as customizing the entire marketing mix along the customer journey process in real-time. This chapter aims to make the case for this development to happen and proposes a three-stage strategic planning framework to better understand and capitalize on the resultant opportunities. It is hoped that the observations and suggestions made herein will offer several guiding principles and serve as a foundation for further research and discussion. In today's competitive digital market, companies need a smart, researched around their target audience to connect and engage with potential customers on an emotional, personal level while still technically keeping within the complex, ever-changing rules of the digital space. Here are some goals and expectations of artificial intelligence, such as automation of the analysis and segmentation of data sets being considered too big and complex. Lastly, fully personalized and automated marketing campaigns more suitable to individual consumers and therefore more bettering consumer engagement in the digital space will be described with using examples. (Gkikas and Theodoridis2021)

#### 5. AI Tools for Influencer Marketing

With the recent growth of AI technology, promising applications in influencer marketing have been developed. Five types of AI applications relevant to public relations have been discussed based on personal experiences and case studies. According to the buyer's journey model, various AI tools which can help PR professionals carry out the three stages – attract, engage, and delight – have been introduced. Practitioners find these applications not only broaden their abilities in investigating and generating public relations, but also are more inclined to use tools to assist managerial and strategic decision-making (Hurt, 2017). The increasingly competitive economy has compelled brands, companies, and organizations to seek segmentation, targeting, and positioning strategies for their product or service among diverse audiences. Public relations is identified as a function for managing targeted

communication through mass and social media. Owing to the advances in artificial intelligence, top-performance tools for media content, text discussion, and social listening are developed and deeply integrated to assist PR professionals in all stages of the PR life cycle. Since advanced AI services are compact and integrated those have potential to help practitioners in generating results more effectively and making better data-based decisions.

The implementation case studies are primarily based on the author's first-hand experience from a Medium-Size Enterprise located in Taiwan and the more general contextual example of an AI SaaS platform. While authorized to enter the enterprise, the most commonly used tools and datasets sanctioned by the client are found, including Python-based tools and social listening provider data. In contrast, the AI SaaS platform is a qualified but undisclosed commercial cooperation partner offering entry permission for the experimental purpose. The case study with this SaaS AI provider gives a more detailed example of every practice, but information on specific tools and datasets cannot be elaborated. It is recommended readers consider adopting their preferred AI tools from the recommended applications accordingly, using licensed facilities, or identifying an AI service provider with teams of data scientists to polish raw data. Adoption of AI services in influencer marketing is still at the early stage of development. There are useful aspects of AI applications that PR professionals are more inclined to try to use, including integration, one-stop, AI-driven, and user-friendly. (Rutter et al.2021)

#### 6. Challenges and Ethical Considerations

The integration is associated with a number of challenges that need to be overcome to effectively leverage AI in influencer marketing. One key challenge is related to data privacy concerns. Influencer marketing efforts require the sharing of user data among various stakeholders, which raises data privacy concerns. The success of AI systems and models relies on a vast amount of personal data, making their operations a mediation of platforms, brands, influencers, and marketing agencies a potential threat to the data privacy of users.

Another challenge is the potential reduction in consumer trust. Since most AI influencer platforms or services do not disclose the workings of the algorithms, consumers may perceive recommendations and ad placements stemming from such platforms as less trustworthy and more of a marketing effort, as previously highlighted in research on sponsored content (Hermann, 2022).

Another substantial concern is the potential for algorithmic bias in how influencers are selected. The effectiveness of influencer campaigns is likely limited if influencer selection is biased towards individuals who already have access to wide audiences as a result of algorithmic decisions. Without including diversity considerations in the technical design overview and audit, these user groups can become underrepresented or invisible during critical decisions made by the model, platform, or system. Moreover, there are a number of ethical concerns and implications regarding transparency and disclosure of partnerships between influencers and brands. A study of over 500 popular US YouTubers and Instagrammers found that thousands of videos included endorsements or sponsorships with products, gaming companies, or other brands, but only a fraction of these posts were in compliance with the US Federal Trade Commission guidelines regarding the disclosure of paid sponsorships. Given the scale of influencer advertising and its significant economic interest, it is important to ensure that viewers are well aware of the commercial nature and financial aspects of the partnership and are informed about potential conflicts of interest between influencers and brands.

The latter could have implications for consumer safety, given the documented cases of misinformation spread by influencers. Over 800 pieces of sponsored content related to nutrition, food, or dietary supplements by UK-based influencers were found to include all types of health and beauty products; over a quarter of these were aesthetic, nutritional, or health claims. Influencers have also been found to promote various health and diet trends, encouraging people to try extreme diets, use dubious or expensive essential oils, or propose



candles as female hygiene products, potentially causing harm to their health. It is crucial for both influencers and brands to ensure the authenticity, accuracy, and integrity of the shared content, as the use of AI technologies to generate fake content or deepfakes is on the rise and quickly becoming a public concern. Policymakers and businesses are starting to address these challenges in an effort to adapt or craft legal and regulatory frameworks that guide the use of AI systems and technologies in marketing, while the European Commission is imposing strict liabilities for marketers who use AI. Finally, from the point of view of marketers and AI developers, the associated risks and challenges must be taken into account in order to strike a balance between efficiency in marketing operations and ethical considerations related to consumer protection and societal well-being. (Chakravorty et al.2021)

#### 7. Case Studies and Success Stories

Brand strategist, influencer professional and founder of Think Inc and The Stimulist, Ryan Stern, reports that AI can identify the best possible influencer and content to meet a brands objectives. The Barn family, parent company of Acai Roots, recently worked in conjunction with and found favorable results. The technology platform leverages Instagram, examining both profiles and engagement data; thus it is capable of realizing characteristics which correspond to quality influencers. For Acai Roots, the brand was interested in increasing Instacart sales and market basket size of orders. It's most recent campaign with Ritchie Rosson achieved an 11% engagement on story content. In this capacity, she drove 19 swipe ups and 22 shares. By selecting the individual influencers with peak engagement, remarkable results are feasible. However, it is important to ensure the content and influencer brand/lifestyle/ product alignment, as one of the six influencers in this campaign did not reach the average engagement. The head of influencer and experiential for a non-traditional media agency, Christine Courard, recently worked on a national campaign with the oyster company . The marketing attempt was an Instagram caption competition, which sought to



get people thinking about products in a unique way. The call-to-action directed at influencers requested followers to create a caption for a photo in a post by writers' choice. A total of 19 influencers who met the campaign requirements were paid to amplify the post through their own account. Through the , influencers and their agents applied to participate. During a live review with branded representatives, this agency examined the influencer's profiles and engagement rates from the most recent 5-10 posts. Seven women who were mostly mom influencers (a momfluencer) were chosen. Results were definitive, driving the highest engagements of all time on the brands Instagram. The competition post saw 36% engagement through shares and likes, nearly 34 more marketing basket lifts than the following average campaign, and a ROAS of \$5.38. It was deemed extremely successful by the brand. The same post with the womans choice campaign only received 5,536 likes and 103 comments (James Keegan et al., 2022).

#### 8. Future Trends and Opportunities

Artificial Intelligence (AI), combined with machine learning and big data, have successfully taken the marketing field by storm. To date, AI is not only enhancing more personalized and meaningful brand-consumer experiences but is also bringing significant benefits to task automation, or data prediction and analysis. The numerous applications of AI rapidly evolve from chatbots, virtual assistants, or email marketing automation platforms to up-to-date video analysis or content production. This development drives the substantial growth of influencer marketing, where influencers – mainly social media professionals – endorse or produce content in favor of selected brands. The analysis of marketing trends and recent studies indicates various unmet needs and promising applications concerning the future of AI-enhanced marketing and, in consequence, influencer marketing since the evolution of those fields is cohesive. Most brands have started seeing their influencers as strategic partners, hence, reshaping the way influencer marketing is perceived and conducted. Therefore, influencer's role is to play in engagement, content creation, or design thinking

and may not be as breachable by audience engagement as long-lived micro/macro-influencing scheme having negative connotations. Instead, on the growing marketing scene, the beneficial and manifest impact of consumers-as-influencers encouraging UGC (User-Generated Content) goes beyond short-term gratifications as they are slowly shaping more dynamic, yet sincere brand-consumer relationships. With the rise of AI and in the context of social media, consumer engagement comprises exchanging content and responses that sustain brand-audience ties. Albeit, even AI anticipates, engaging between consumers and/or brands; it also fosters intimate, unique connections and is to be more time-sensitive due to 24/7-basis operation. Hence, the budding AI collaborations and virtual influencers invented out of silicon chip, the outcome of an algorithm abruptly broaden the spectrum of audience engagement's extent and essence (Hermann, 2022). Furthermore, as marketing strategies are more data-driven under the hood exploiting AI capabilities, everyday content or target audiences are provided with opportunely adjusted messages and actions creating a seemingly personalized and one-in-hundred bond between brand and recipient. This is highlighted evidence well underlining the urgency of ethical frameworks and legislation as of a 61% growth in the volume of the ad polarizes driven by seeing AI.

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