

## Influencers and their marketing roles in the era of social media -Cognitive approach to the concept-

Received date: 04/02/ 2023 Accepted date:23/03/2023 Published date:28/03/2023

Nawfel Benkhelifa <sup>1</sup> Souraya laraba <sup>2</sup>

jazirah Uuniversity,soudan, Email: [benkhelifa\\_nawfel@yahoo.com](mailto:benkhelifa_nawfel@yahoo.com)

University of Batna 1, Hadj Lakhdar Algeria, Email: [souraya\\_laraba@yahoo.com](mailto:souraya_laraba@yahoo.com)

### Abstract:

We address the importance of influencers in marketing and their reflection on the market share of organizations by highlighting the most important and most famous influencer marketing media, and the importance of the latter in the formation of the phenomenon of influencers and their emergence in a virtual space.

- Among the results of the study:the organization's resort to influencers in marketing has criteria that must be followed, and the Instagram as a marketing platform receives great attention from organizations that want to promote and introduce their brand, and that the phenomenon of influencers is no longer limited to certain people Rather, their circle expanded to include every person who has the power of influence and delivery of the advertising message.

**Keywords:** influencers; marketing; virtual space; promotion.

Corresponding

Author:

Benkhelifa

Nawfel,

Email:

[benkhelifa\\_nawfel@yahoo.com](mailto:benkhelifa_nawfel@yahoo.com)

## 1. Introduction:

Modern technology has enhanced the opportunity for institutions to enter the market and opened the door wide for them to promote their products. Choosing the appropriate means of promotion is part of its strategic plan to achieve profit and expand its presence in the market and the great competition that institutions are witnessing in different fields, The process of marketing products today is different than ever before.

The Internet has become the new look for the institutional marketing scene, and thus social networks have become the first resort for specialists in the field of public relations to promote and market the brand of the organization, whose presence has become more than necessary to ensure survival, and what increased this presence is the ability of these social platforms to occupy the forefront in terms of Use as a marketing communication method, compared to other means of communication, and for this reason, most organizations resorted to what is known today as the term influencers who changed the standards and differed in their presence in all standards and became the prominent element that has an effective role and a good position in society, because of the mass base they have.

Influence and marketing, especially in the promotional aspect of products in various fields, whether in The field of fashion, sports, or consumer products, and even the medical and pharmaceutical field, and because competition is at its height between organizations due to the high demand for consumer products by the public, social media platforms have been exploited as a means to deliver the advertising message and monitor the reaction by the public from the beginning of marketing the product to receiving it and tracking the results, and the emergence of Influencers today, as a prominent face in the marketing field, changed the standards of the game, so they became the active player, as with their presence, the old advertising faces that were

previously the only tool in marketing changed, as the influencer became the role of the buyer of the product, especially when they used the story feature on their own pages, and there are many Among the categories that can be called influencers such as journalists, academics, marketing experts and market analysts, and there are groups without specific professions, but they were able to collect large numbers of followers as a result of what they write in their blogs or share excerpts from some marketing videos, repeated purchasing behavior, and positive recommendations for products announced by influencers On social media from his point of view, which made users interact with their favorite influencers in virtual space rather than in the real world, which indicates that the digital profiles of influencers across various digital platforms can be significant in determining users' perceptions and purchase intent.

- In light of the flow of advertising messages of influential content makers through social media, and as a result of their sudden and rapid increase in the last two years, we have asked many questions, perhaps including the following main question: What is the meaning of influencer marketing in the era of new media, and what are its most important strategies? Perhaps this question, in turn, includes other questions, including:

1-What opportunity awaits influencers today in the digital world?

2-What are the most prominent mechanisms used by organizations to invest in the phenomenon of influencers?

3-What are the most important pillars and means of communication used by these influencers in the new media?

## **2. Methodological procedures of the study:**

### **2.1 The importance of research:**

- This study gains its importance from the seriousness of the subject itself and the importance of the studied phenomenon from the scientific and practical point of view, and its contribution to enriching theoretical knowledge in this subject. We also limited the importance of this study to a number of points, including:

-Highlighting the role that influencers play today in the organization's marketing process.

-Highlighting the most important and prominent social media platforms most used for influencer marketing.

-Demonstrating the importance of the role that the influencer plays today on the purchasing behavior of the audience and to what extent it complements this influence.

-Monitoring the most important statistics about the development of influencers in marketing over the past four years.

### **2.2 Research objectives:**

-Monitoring the most important opportunities that influencers gained from the digital space.

-Monitoring the most important mechanisms and strategies used by organizations to invest in the phenomenon of influencers.

-An inventory of the most prominent pillars and communication media used by these influencers in the new media era.

### **2.3. Study methodology:**

This study, according to its nature and specificity, as well as its theoretical background, relied on the following methodological mechanisms:

-The historical method This is by tracing the stages of the emergence and spread of the phenomenon of influencers in the social media and their role as a prominent actor in the field of product marketing. In this study, the description and analysis involved in the descriptive approach were relied upon, by extrapolating the various theoretical and applied literature published on this topic, and about the most important advantages of the influencer as a new phenomenon. Most of the marketing organizations have resorted to it.

-We also benefited from the inductive approach, as we used it to extrapolate the reality of the phenomenon in a digital medium characterized by speed and a large increase in the number of Internet users, as well as the conceptual overlap between what is known today as influencers and what were previously called opinion leaders, where we developed specific and accurate definitions of the term influencer marketing and its associated terminology, and to answer For the problem raised, the following elements were relied upon for the purpose of analysis:

**- First: Influencers in the new media: concept, types, and tools.**

**- Second: the strategy of investing in influencers.**

**Third: Influencers as a new digital marketing model.**

**First: Influencers in the new media:**

**A- Definition of influencer or influencers:**

-An influencer is that person who promotes brands on social media and their communication channels such as Instagram, Facebook, TikTok Twitter, and LinkedIn that has emerged recently .What differentiates a regular influencer from a niche influencer is their skill in creating content. Professional influencers can provide creative images, captions, videos, and blogs..They truly show the brand at its best, while remaining true to themselves and loyal to their followers (TRIBE,2022)

-The English dictionary defines an influencer as a person who is able to persuade a lot of people and followers, on social media, to do, buy or use the same things, often being paid or given free products in exchange for doing so (collins,2022)

**-B- Influencer Marketing:**

Influencer Marketing is a mix of old and new marketing tools. It takes the idea of celebrity endorsements and puts it into a modern content-based marketing campaign. The main difference in the case of influencer marketing is that campaign results are a collaboration between brands and influencers.

-Influencer marketing is not just about celebrities, it is about influencers, who wouldn't be famous if they didn't put themselves in an online environment.

The influencer according to this concept is the one who has:

-The ability to influence the purchasing decisions of others because of his authority, knowledge, position, or relationship with his audience.

-A follower with a special status, who actively engages with his audience.

-One of the biggest mistakes traditional media makes is failing to see the difference between celebrities and online influencers. It is important to realize that most influencers have systematically built a passionate and loyal audience, and it is no coincidence that these influencers follow rather than a brand. The public cares less about the brand of the organization than about the opinions of influencers.

Thus, influencer marketing: It involves an organization's brand collaborating with an online influencer to market one of its products or services, where brands simply work with influencers to improve their audience recognition.

-An early example of influencer marketing is a YouTube celebrity PewDiePie who collaborated with the makers of a horror movie set in the French catacombs in Paris, where he created a series of videos in which he underwent challenges in the catacombs, it was perfect

content for PewDiePie's 111million subscribers and received almost twice as many views as the movie trailer.

This is just a simple example. It's easy to imagine a celebrity collaborating with a company to present a product - even if the show is a series of 10-minute videos rather than a 30-second TV commercial.

Influencers, unlike celebrities can be anywhere, they can be anyone, but what makes them influential is the large following on the web and social media, the influencer can be a famous fashion photographer on Instagram, or a well-read blogger in cyberspace who tweets , or a respected LinkedIn Marketing Manager in any industry What matters is that they have earned a solid reputation for being experts in their field They are the right people who provide answers to people's questions depending on their area of expertise They make the most engaging social posts on their niche topics They share the best photos They create videos The most entertaining video, and they lead the most informative discussions online (Werner Geysler,2022)

### **-C- Definition of social media influencers:**

-due to new media technologies, many people have been able to introduce themselves, become Internet users, create their own community of followers, and form an acceptable fan base, and they are called influencers who make good content on the web.

-This word entered the French dictionaries with Larousse and Robert in 2017 and today it is widely spread as a term and as a usage. A few



years ago, the term synonymous with it was opinion leaders.

-The boom of social media and blogging in the first decade of the twenty-first century led to the emergence of this new type of person, the influencer is the person who due to his appearance and the use of a lot of the digital world, has an impact on the Internet users who follow him and although this word appeared recently, but this phenomenon is far from being a new term. For example, all the stars who participated in advertising campaigns are also influential, as Paul Lazarsfeld, the American sociologist who developed this concept (influencer) in 1940 during a presidential campaign, followed by a group of 600 Voter due to this poll, it has been proven that voting is not necessarily an individual choice, but rather that friends, family and all those accompanying them have an influence on their decision-making in these elections, "Opinion leaders" are the people who had a mediating role in voting for a particular candidate, and from that, communication does not necessarily take place from point "A" to point "B". It takes place in several stages and passes through stations, and therefore the influencers are these stations. between a product or brand and their community these are the "opinion leaders" of today.

-As for digital influencers, they are the stars of the web and social networks, they can be YouTubers, bloggers or even Instagrammers and they generally specialize in the field (for example: gaming influencers / beauty influencers / sports influencer / men's fashion influencer / travel influencer. ..). Internet users through publications or videos,

their goal is to gain more and more followers to expand their community and make profits. These people, like everyone else at the beginning of their career, were able to find a place for themselves on the Web and gain Internet users, so they developed their electronic reputation to excite the audience. Their activities are popular and widely shared, and the ability to comment on them and share them are common characteristics of all influencers. With the branching and division of social media platforms and their rapid spread, many types of influencers have been created according to the type of platform, the audience, and the goal of marketing to be communicated, including:

**-D- Different types and categories of influencers:**

**-Famous people:** The partnership that businesses establish with actors, artists, and athletes makes them influencers as they promote the brand on their profiles.

**-Web stars:** This type of influencer has become popular on the web as they are able, through a tweet, post or video, to generate a lot of views and interactions from the audience. due to this influence, the superstars of the web have their orders managed by specialized agencies. In addition to receiving many products from the brands, these influencers are paid according to their good reputation.

**-Satisfied customers:** Some influencers can promote a product without claiming compensation, some brands are lucky to be appreciated by people who have a large fan base of internet users, these influencers are customers who just want to share their opinions



and in return from this can happen the opposite, some influencers can become Sometimes customers are dissatisfied with a particular organization or brand and want to communicate that, this bad hype can damage the brand's online reputation and have serious consequences for the company.

**-Specialist influencers:**

Niche influencers maintain accounts or blogs in niche sectors so they are more legit to talk about their topic, unlike general influencers they attract an audience that is genuinely interested in the topic being covered, which can be interesting for brands even if they have less followers than general influencers, they collect Followers close to their interests By advertising a product related to their sector, they give targeted visibility to brands (semji,2022)

-We conclude from all of the aforementioned theoretical concepts of the term influencers that, despite the seriousness of the term, they do not necessarily have to be celebrities and athletes. Rather, any ordinary person can become influential through social media and gather hundreds if not thousands of fans and followers of the type of content shown, provided Possession of a sense of influence, persuasive intelligence, expertise in a specific subject, and credibility in presenting and marketing the commodity, and all of this in return for money agreed upon in advance between the influencer and the company or organization contracting with him.

## **-Second - Mechanisms of investing in influencers:**

-Influencer marketing is an effective way for organizations and companies to promote their products, and this is through recommendations by influencers and content creators via the Internet and social media, and blogs are one of the tools to position the majority of influencers, so influencer marketing is often part of brand or product awareness campaigns marketer, leads to increased sales and demand for it.

-Influencer marketing started in 2006 and has changed a lot over the past 15 years. Facebook and Twitter are new, but Instagram didn't join the social media scene until 2010 when influencers, who were basically bloggers who shared stories about their lives and promoted products, started. that they use every day (Lynn Corbitt,2022)

-In 2022, businesses around the world invested \$16.4 billion in influencer marketing, a smart way to reach social media audiences for small, medium and large brands.

-Influencer marketing costs differed based on the platform, business goals, influencer reach, industry, and frequency of posting. Many factors influence the cost of influencer marketing, including the number of followers of that influencer on social media in its various media, such as Snapchat, TikTok, or Instagram or YouTube, the nature and type of social media content such as posts, images, long and short videos, final product rendering videos, testimonials about this product and promotion of its content, reach and engagement rates (Yuvika

Iyer,2022)

-On the other hand, the Instagram platform was considered among the most well-known strategies and means for promoting products, in addition to a number of other social networks that are a source of income for their owners who promote goods, and according to Adweek, “it is the main source of news and information that serves the brand marketing system” it is decided that Industry to be worth \$10 billion by 2020 Other networks like Snapchat, YouTube, and TikTok have their own group of influencers with different demographics.

-In the same context, the influencer marketing agency Mediakix surveyed marketers at the end of 2018 to find out their opinions of influencers for the same year. Among those surveyed, 89% said that the return on investment from influencer marketing was similar or better than other networks, and the same survey indicated that 65% % of marketers planning to increase their budgets in 2019.

-In another survey conducted by Influence.co, the results of their research regarding investing in influencers with the aim of marketing their products via the Instagram platform showed that:

-The average total price per post is \$271.

-The average price for micro influencers with less than 1,000 followers was \$83 per post.

-The average price for influencers with 1000,000+ followers was \$763 per post

-Fig 01: Return on investment in influencer marketing:



<https://sproutsocial-com.translate.google/insights/influencer->

marketing/?\_x\_tr\_sl=en&\_x\_tr\_tl=ar&\_x\_tr\_hl=fr&\_x\_tr\_pto=wapp, visited:03/012/2022.

**Source :** <https://sproutsocial.com/insights/influencer-marketing>

### **A- Digital Marketing Platforms:**

In the time of social media and in light of the great momentum of the digital platforms available in the virtual space, it has become difficult to choose the best appropriate marketing platforms, between Facebook likes and Instagram hearts, private messaging and instant video, it has become difficult to decide on the appropriate platform, so in the following table we have made a summary of the most important platforms The most widely used digital marketing by the public, institutions and influencers:

### **Tab 01: Comparative table for Facebook, Instagram and YouTube platforms**

Width	Facebook	Instagram	Youtube
	<p>The oldest social media was established in the USA</p>	<p>belongs to Facebook. A very high participation rate, with a set of features that are mainly available on a smartphone only.</p>	<p>belongs to Google. The second most used search engine in the world.</p>



<p><b>Monthly Active Users (MAU) in 2018</b></p>	<p>Europe: 377 million North America: 241 million Asia: 873 million Rest of the world: 705 million</p>	<p>1 billion, 20% of which are in the United States.</p>	<p>1.9 billion, nearly 20% of which are in the United States.</p>
<p><b>Who uses it?</b></p>	<p>everybody</p>	<p>Users under 25 spend an average of 32 minutes a day on the app (Instagram, as of September 2017)  35% are between the ages of 25-34, 17% are between the ages of 35-44, and 8% are between the ages of 45 In addition to the 150 million users who use and post Instagram stories every day.</p>	<p>A third of users go to YouTube several times a day.  48% of them are between the ages of 25 and 49,  49% of them are women, and 40% of them are fathers.</p>
<p><b>use by Internet users</b></p>	<p>to keep in touch with their friends.  Share news, photos, etc.  Organizing events.  Use the brands</p>	<ul style="list-style-type: none"> <li>- for the selfie</li> <li>- Share snapshots of daily life in a distinctive way.</li> <li>- Find inspiration and likes, whether from</li> </ul>	<ul style="list-style-type: none"> <li>- Watch videos</li> <li>Follow YouTube</li> <li>- Listening to music.</li> <li>Add videos.</li> </ul>

	customer service	friends, brands or influencers.	
<b>available content</b>	<p>Pictures</p> <p>videos</p> <p>Create events</p> <p>Public groups</p> <p>Private groups</p> <p>Facebook Live</p>	<p>Pictures</p> <p>Short videos</p> <p>IGTV (longer videos)</p> <p>Live Instagram</p> <p>Create Stories (15-second instant video that disappears after 24 hours)</p> <p>Choice of built-in photo and video filters.</p>	<p>Short and long videos.</p>
<b>Pros and cons</b>	<p><b>Its advantages:</b></p> <p>Good loyalty tool</p> <ul style="list-style-type: none"> <li>- Highly accurate and advanced targeting</li> <li>- Paid advertising (CPC or CPM) to make it easier for organizations to publish and highlight their brand</li> <li>- The ability to follow the progress of the number of users and access many statistics</li> <li>- Organizing competitions and promotions</li> </ul> <p>cons:</p> <ul style="list-style-type: none"> <li>- You need to add content regularly</li> </ul>	<p><b>Its advantages:</b></p> <ul style="list-style-type: none"> <li>- Real digital display</li> </ul> <p>And easy to use</p> <ul style="list-style-type: none"> <li>- Many filters are available to create beautiful photos</li> <li>- Direct interaction with the community</li> <li>- Reliable statistics provided by the application.</li> <li>- Many functions available: quick access to influencer stories, posting to your site,</li> </ul>	<p><b>Its advantages:</b></p> <p>Generate feelings through video clips</p> <p>An increasingly popular format</p> <p>cons:</p> <p>The costs of creating a quality video.</p>

	<p>You must watch paid ads.</p> <ul style="list-style-type: none"> <li>- Obtain a reference person for management as it is important to respond to clients</li> </ul>	<p>sharing poll, etc.</p> <p>cons:</p> <ul style="list-style-type: none"> <li>- You need to add content regularly</li> <li>- Profile limit (only one URL, little space for company or brand information)</li> <li>- Manage the account from your mobile device.</li> </ul> <p>You must watch paid ads.</p>	
<b>Objectives</b>	<ul style="list-style-type: none"> <li>- Build a good reputation</li> <li>Brand ownership rights</li> <li>Create a purchase intent</li> <li>- Increase visitor traffic</li> <li>Brand commitment</li> <li>Reaching new customers</li> </ul>	<p>Build a good digital reputation.</p> <p>Brand ownership rights</p> <p>Create a purchase intent</p> <p>Commitment to the brand.</p>	<ul style="list-style-type: none"> <li>- Build a good reputation</li> <li>- Maintaining trademark ownership rights.</li> <li>Create a purchase intent.</li> <li>- Reaching new clients.</li> </ul>
<b>Key Performanc</b>	<p>Number of shares, comments, likes, impressions,</p>	<p>Number of subscribers, video views, comments,</p>	<p>Number of likes, comments, hashtags used,</p>

<b>e Indicators</b>	video views.	likes	impressions
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Source :Gouvernement du Canada, Guide pratique pour une stratégie de marketing d'influence réussie – Secteur de la mode et du vêtement, 2021-11-10, <https://www.deleguescommerciaux.gc.ca/guides/mode-marketing-fashion.aspx?lang=fra>

-In addition to other communication platforms that have emerged and constituted an opportunity for influencers to appear and succeed, we mention them:

-TikTok-: Short video sharing app and social network.

-Twitter-: A social network is a micro-blogging that allows the user to send short messages called "tweets" for free.

-Snapchat-: An application for sharing photos and videos that are available to its recipients for only ten seconds and then the files are destroyed.

-Twitch-: A social video platform initially used by video game enthusiasts, but it is growing in popularity compared to other industries.

-YouNow-: A free platform that allows users to watch, enjoy and create videos.

-21Buttons: A social platform for fashion lovers and earn money.

-Another way to work with influencers in service marketing is affiliate platforms (RewardStyle),or reward method, which is a model that



determines influencer remuneration based on sales made on the merchant's site by visitors from the influencer's site (Gouvernement du Canada, 2021)

**-B- How to build an influencer marketing strategy:**

The marketing strategy for products is considered one of the most important principles of marketing science followed by organizations. Creating an effective and successful strategy means expanding the chances of the producing organization in the market and raising the value of its profits and market share. Therefore, every process of promoting a product needs an elaborate strategic marketing technique to be implemented successfully, and among the strategic steps Agreed upon and followed by the influencer in the service marketing process for the organization's brand, we count the following steps:

**-Do the search:** Where the new social media platform preferred by visitors to the site promoting the good or service is determined, with an evaluation of fees for the influencer and taking into account the extent of potential reach based on the nature of the manufactured product.

**-The need to create a solid plan:** In this step, the influencer management strategy, schedule, and budget allocated to the campaign must be prepared, while advertising strategies may be automated, i.e. influencer partnerships may require greater monitoring and follow-up by contractors, with the aim of good product management.

**-Defining brand goals and mission:** That is, expanding the brand's goals, for example: Do you want to target women between the ages of 18 and 25, or males between the ages of 30 and 55? Since influencers have highly targeted audiences, it is important to define the exact audience attributes that match a brand's needs.

**-Process of continuous communication with influencers:** Through the spread and expansion of communication platforms, it is easy today to know whether the influencer contracted to market the product is related or works with similar brands, so in this step the process of selecting the appropriate influencer becomes easier than before.

**-Monitor, Improve and Iterate Process:** The process of duplicating a produced ad frequently across the different publishing platforms the audience is in makes it easy to save the ad and tracking results becomes simple when you set influencer marketing Key performance indicators, identifiers include using a specific hashtag, product specific code, or tracking links to monitor results Direct from influencer campaigns (Yuvika Iyer, 2022)

**-Third - Influencers as a new digital model in marketing:**

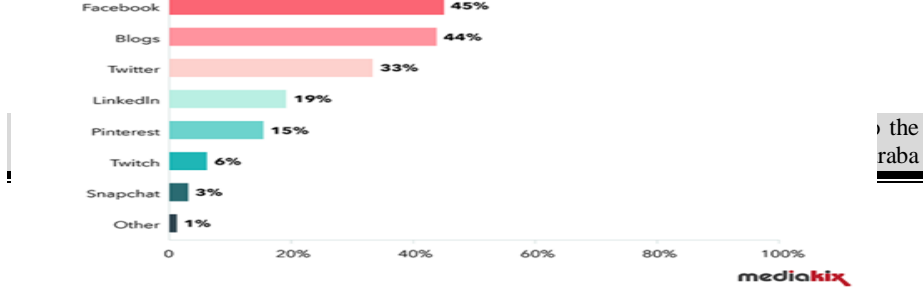
Marketing through influencers continued to grow and increase in the last four years, as in 2016 their industry was worth \$107 billion, and it rose to \$3 billion in 2017, and this growth in influencer sales continued to reach 4.6 in 2018, and marketing experts expected its value to rise to \$15 billion in 2022.

-If we suffer from the way influencers work for marketing via social

media, we notice that influencers are bloggers or individuals who are experts in a specialized field and have specialized social followers, and they have a great deal of persuasion among their followers, and thus the traditional marketing method in which only celebrities had The ability to promote a product or a brand is gone, and this modern revolution in the way of marketing is the result of the transformation and development in social media and how people consume content. It has given users the ability to follow people, brands, and content according to their interests, values, and what they find authentic for them, whether it is In the field of fashion, food, technology-based gadgets, places to travel, or art, the public today prefers to listen to influencers and then choose (Neha Sharma,2020)

-In the following figure, the most important and most prominent preferred marketing channels for influencers are shown:

**-Fig 01: The most important social media channels for influencer marketing:**



**Source :**<https://www.linkedin.com/pulse/influencer-era-new-digital-marketing-model- neha-sharma>

-Note from the above figure that the Instagram platform takes the lead in terms of its importance as a communication marketing platform used by influencers, with a percentage of 89%, followed by YouTube with a percentage of 70%, and then Facebook as a marketing platform with a percentage of 45%, followed by the rest of the platforms in terms of importance and use.

-According to "Statista", which is a digital database specialized in statistics and numbers, as well as online access to more than 1.5 million statistics and provides files, studies and graphs, for more than 80,000 topics from more than 22,500 sources, and the Statista portal collects data economic, consumer data, opinion polls, demographic trends, and availability of data that can be downloaded, modified, and integrated into academic works.”(universite paris-saclay,2022)

-According to Statista, 500 million stories are published daily, and Instagram alone has 1 billion monthly users, which provides a huge audience base for the brand. Today, social media influencers can be the main catalyst for any brand and lead to amazing growth and market penetration. So 49% of consumers rely on influencer recommendations. On average, a business generates approximately \$6.70 for every \$1 invested in influencer marketing. According to the



same site, 89% of marketers say that the return on investment from influencer marketing is comparable to channel marketing. other or better (Neha.Sharma,2022)

### **3. Analyze and discuss:**

As one of the theoretical contributions to the topic of influencer marketing in the era of social media, and through an extensive presentation of the concepts and advantages of this phenomenon in the field of marketing today, our current study concluded and as an answer to the questions that we set out for a number of results, including:

-The ads promoted by the influencer, whether an artist, a media person, or even an athlete via social media, are considered the most effective way to increase the number of participations and demand for the product.

-Influencers as a newly used term refers to bringing together opinion leaders, celebrities, and bloggers on social media, and influencer marketing is a way for organizations to promote products and services through them.

-The influencer is not satisfied with publishing marketing content through social media platforms, but rather it goes beyond it to receive likes and comments on the post, so he is required to stay in constant contact with his followers, so he cannot ignore the comments or questions raised, and this condition is considered one of the most

important conditions for the success of any influencer, as the digital interaction between the influencer and the audience Promotes and helps build mutual trust and thus persuasion to purchase the product.

-Through the statistics shown in our study on the experiences of investing in influencers, it is clear to us that influencer marketing is on the rise, which will help institutions dealing with e-commerce to emerge and achieve more profits. Today, we are witnessing an environment in which profits can be earned through word of mouth or a recommendation from Before this category of influencers.

-Through our study, it is clear that the challenge that awaits organizations when resorting to influencer marketing will become difficult for small or emerging enterprises to emerge in light of the presence and monopoly of large institutions in the market and in light of the high costs of the influencer.

-One of the most important pillars and communication media used by these influencers in the new media for marketing, according to our study, is the Instagram platform, where it attracted great interest from the public in the field of services.

-The communicative rule, which says that the message is transmitted from sender to receiver through a means of communication, has expanded today to add a new element in the field of marketing, which is the influencers who play the role of mediator between the sender and the receiver through a digital means of communication.

#### **4.CONCLUSION:**

The presence of organizations today in the virtual space has become more than necessary as a result of its contribution to the changes taking place in the institutional field and the marketing field more precisely, in light of the increasing consumer demand of the public for goods, and at a time when the market was flooded with competing products, which obligated organizations to change the traditional marketing method to a more compatible with the digital era, as it is an important communication strategy to reach the active audience through social networks, and in return, this enables the organization to monitor its products in the market and through the digital mediator of the influencer with whom it has an employment contract, which is what we tried through this study to address. The marketing value of the organization regarding its use of Influencers in the service marketing process for their product will be double if we compare it to the past, especially if the influencer is popular, prestige, credible and has a large number of loyal followers. Marketing through influencers through social media has become today the feature that distinguishes organizations and has come to the fore in their marketing strategies.

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