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This issue of M-ask is presented by "Ministry of Marketers"



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From HOS

“INFLUENCER MARKETING”

Influencer marketing is gaining speed in India. Influencer marketing is seen in various sectors such as aviation, travel and hospitality, mobile communications, technology, and consumer durables to name a few. Like Netflix, brands from many categories are banking on influencers to reach their target audiences thereby expanding the reach of influencer marketing. The influencer marketing industry grew by 40 percent in 2021 and is estimated to keep up its growth rates for the present year as well with a revenue increase from ₹ 900 crore to ₹ 1,200-1,300 crore (Farooqui, 2022).

The reason for this surge in influencer marketing is two-fold. Consumers inherently trust influencers for brand and product recommendations. Most consumers are also likely to buy a product that is promoted by someone they follow when compared to that of having seen a traditional advertisement.

Micro-Influencers and their Effectiveness:

Have you heard people say “bigger is always better” for some reason? However, when it comes to influencer marketing, the same may not be true. One might think that influencers with more followers (over ten thousand) would be better for any business as a part of their influencer strategy. But that may not be the case. Sometimes, micro-influencers with fewer followers can produce better results for companies and brands - in the form of likes, clicks, and engagement leading to higher ROI. Engagement is oftentimes not very high for influencers who have a massive fan-following. Therefore, with a low fanbase, engagement can be high, which businesses are looking for. It's all about getting people to recommend and follow up with a purchase. (Yeshanew, 2022)

Micro-influencers share in the digital marketing industry increased drastically over the last year. It is speculated that influencer marketing will see a considerable rise in demand in the present year and that the industry will shift to a more data-driven approach. Brands now favor micro-influencers and prefer working with them owing to their in-depth knowledge and insight on consumers. It leads to an effortless long-term relationship between influencers and the brand, thus ensuring an ‘always-on’ marketing approach. Influencer marketing portrays brand loyalty from an influencer’s point of view and adds to their value and credibility (Sethi, 2022).

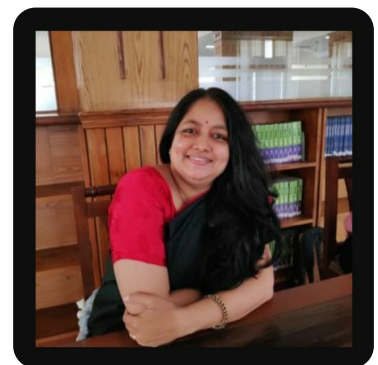
Although influencer marketing is a new approach in digital marketing, it provides several key benefits, depending upon your target audience. It's a demonstrably effective way to increase credibility and reach by leveraging an outside voice while driving new leads for a firm's sales funnel.

The Digital Marketing Agencies in India conducted a survey among 250 marketers and social media influencers in February 2022. It was found that as the pandemic threw up a major challenge for offline marketing activities across India, brands turned to social media to amplify their messages.

"Social media influencers in India have seen major growth in the past two years with many of them being now considered in mainstream marketing push by several brands. This growth is expected to continue, especially in sectors such as aviation, travel, hospitality, mobile, technology, and consumer durables etc," Sahil Chopra, CEO, iCubes Wire said.

The survey further indicated that micro-influencers are witnessing up to a 60% rise in engagement rates compared to macro-influencers. Although macro-influencers might cast a wide net, micro-influencers can focus on a single specialisation, and their audiences frequently regard them as experts in their fields. Instagram, YouTube and Snapchat are where the action is at with 90% consumers engaging influencers on a weekly basis on these platforms (Mishra, 2022).

Let's explore more on this in the present edition of M-Ask!!



Dr. Vedha Balaji

From the Faculty Corner

Influencer marketing has been a new buzz in social media. Influencer marketing is one of the major strategies used by online marketers to reach out to potential customers. Influencers can directly connect with customers and they are powerful enough to evoke quick responses from followers. Nielsen survey 2010 reported that netizens trust WOM (Word of Mouth Communication) than mass advertising. While there are paid influencers whose messages are artificial, consumers trust the message that comes from influencers who are not paid for their message. Brand advocacy for unpaid influencers has more impact than paid influencers. In an attempt to hyper-target consumers, marketers primarily depend on micro-influencers who have 1000 to 10,000 followers. Micro-influencers have lower follower counts but have intensely engaged audiences. Micro-influencers are not major celebrities but to their followers, they are celebrities.

Micro-influencers have expertise in their domain, provide the right content to the followers, interact with followers regularly and therefore they have higher customer engagement. Markedly studied 80,000 Instagram each with 1000 followers and they found that as the follower rate increased, the engagement rate dropped. accounts Selecting influencers whether they are celebrities or micro-influencers for advocating a brand is a challenging task for marketers. The Q rating or Q score is being used for the selection of celebrities for endorsing products. However, Micro-influencers are primarily selected on the basis of such characteristics as adventurousness, altruism, and hedonic factors There are many advantages for brands to go for micro-influencers. Micro-influencers are mostly young, support marketers for social co-creation, social promotion, buzz marketing, and Viral Marketing. Micro-influencers primarily use video platform and storytelling format that are innovative and informative and has a quick reach with their followers. Micro-influencers are very much conscious about their content as they are self-interest based and thus the followers turn to their advice for products. Third-party applications are used to measure the success of micro-influencers. Marketers are attracted by micro-influencers due to their ability to yield high Return On Investment (ROI). A study reveals some interesting facts about micro-influencers: Micro-influencers engaged in 22.2 times more conversations than average consumers when they recommended products. 82% of consumers followed the recommendations of the micro-influencers.



**Prof. Joel
Gnanapragash**

From the Alumni Corner

“Influence drives Trust”

As we all know the recent buzzword “Influencer Marketing” has become popular for organizations aiming to broaden their reach to improve brand awareness and help drive better conversions in recent years, surprisingly influencer marketing has been in practice since the 18th century!! Josiah Wedgwood was a British potter whose cream-colored artwork won Queen Charlotte’s favour in 1765, earning him the title of “Her Majesty’s Potter.” Wedgwood took advantage of his new status and sold his ceramics as “Queensware,” the world’s first luxury brand, knowing that the Queen was the ultimate influencer at the time. The Right time and right person plays a major role in Influencing people, to purchase the right product/ service.

In recent times where there are apps to block ads, Influencer Marketing is used by 93% of the marketers, to be more productive. Companies decide to spend on awareness depending on the relevancy of the product or service on different media platforms, and one such effective way chosen by marketers is Influencer Marketing.

It is logical to say that Influencer Marketing has reached its zenith in 2019, and today digital governs the world of commerce, with E-Com zooming into every part of the world with the arrival of the unexpected new normal, and influencer marketing at the helm of each. It is identified that 70% of teenagers trust Influencers more than nominal celebrities. Influencers help generate 11 times the ROI of a digital campaign, 75% of the consumers use social media platforms to make their purchases and purchase decisions.

Influencers would always aim to become that “ go-to-figure” to their followers, hence be open and honest with their audience, yet allegations about “ Death of Influencer Marketing” exists and will continue to exist in the future too.

Never forget that authenticity and relatability are at the heart of any effective marketing Strategy.



S.Aparna
Executive Trainee – Marketing
Hindustan Unilever

TOP 5 Fashion Influencers on Instagram in 2022

1. @foreveryoursbetty

Sheri's also Known as Betty's, Her distinctive hue and style inspires her fans to discover and rediscover what makes them happy. Her sponsored commercials are diverse, colourful, and entertaining, and she has fully embraced Instagram Reels to display her creativity. She also doesn't shy away from the difficult themes, such as mental health, period poverty in the United Kingdom, and fashion sustainability. Her #ThisOldThingChallenge invites fans to fall in love with their current outfits while also promoting the benefits of shopping vintage and secondhand.

2. @tess.daly

Tess Daly, a fashion and beauty influencer from the United Kingdom, is someone to keep an eye on. Tess collaborates with well-known brands such as @benefitcosmeticsuk and @boohoo to bring her 218k followers gorgeous makeup and clothing. Her blog pieces, stories, and video lectures are full with wit and fun. Tess' message and passion are loud and clear, as she was recently featured in a BBC article honouring disabled influencers. "Fall in love with yourself a little bit more each day," she said in one post. "Embrace EVERYTHING that makes you who you are." Tess urged individuals to embrace their sexuality no matter what size or shape they are as a partner for @snagtights' #SexylsNotaSize campaign.

3. @afuarida

Afua Rida, a fashion influencer, has a vivid and brilliant Instagram account that is a visual feast. Her 127k followers are inspired by her glamorous outfits, artistic staging and home design, and her stunning smile. She has a large following on her blog in addition to being an Instagram style influencer. Her fashion tale is both personal and relevant. "I integrated aspects of my mother's assertive style, my North American and worldwide experiences, and Ghanaian cultural influence to build my own process, which I would want to share with you," she wrote in the About section of her blog.

4. @declanchan

Declan Chan is a creative consultant, stylist, and art director. Color, cut, texture, and print are celebrated in his images thanks to the angles and close-up focus on premium fashion goods. His sophisticated styling and layering will please and inspire fans of Louis Vuitton, Prada, and Chanel.

5. @roseybeeme

Rosey Blair is a style icon, fashion Instagram influencer, and investigator of all things on sale. She shares fashion inspiration and ideas with her followers through a continuous mix of posts and stories, and her followers frequently contact her for help on size-inclusive brands. Her monthly "Sunday Steals" stories are a roundup of the greatest plus-size fashion buys from around the web, featuring a wide range of styles, fits, and cuts. Do you need a swimsuit recommendation? She knows what she's doing. Is it possible to find a dress for a spring wedding? That, as well.



Anson Joseph Antony
2028218

The New epiphany of influencer marketing

In today's world it is not at all possible to scroll through the social media without seeing various influencers influencing various brands and products. Let it be fashion, travel, food you can find influencer marketing everywhere. Anyone can be a influencer, if you have followers then you have influence over them.

Influencer marketing, in fact, began 15 years ago. PayPerPost, the first marketplace to compensate bloggers for branded content, debuted amid considerable fanfare. Because blogs were initially viewed as online diaries, several experts questioned whether incorporating ads or sponsorships into the content would feel real or genuine. This is still a problem in today's world, but for those that are able to advocate products or services while remaining genuine and true, there are several rewards to be had.

As Mark Zuckerberg rightly said "People influence people. Nothing influences people more than a recommendation from a trusted friend. A trusted referral influences people more than the best broadcast message. A trusted referral is the Holy Grail of advertising." Normally when people make purchases they do take suggestions from others so when it is from someone whom they love and admire they're more likely to believe their recommendations and suggestions.

In the year 2021 influencer marketing has risen to \$13.8 billion. It is seen that businesses are getting \$5.78 ROI for every \$1 spent on influencer marketing. Also there has been a 465 percent increase in searches for the phrase "influencer marketing" on Google alone since 2016. It is seen that 1360 Influencer marketing oriented platforms and agencies entered the market in the last 5 years alone. Almost 67 percent of the brands utilise Instagram for influencer marketing.

Influencers initially began by writing blog entries about their preferred products and services and when the social media gained popularity the types of content created by influencers shifted. Nowadays, video content is probably the most common type of content created by influencers for the purpose of promoting items. Instagram and Facebook Live, IGTV and YouTube, have all demonstrated video's immense potential.

According to the recent studies influencer marketing is more efficient when compared to the conventional ways of marketing. Without spending millions for ads now the companies can reach the public much more cost effectively through the influencers. When compared with the conventional ads, influencer marketing is a reality check for the people. Consumers who idolize the influencers tend to trust the realistic portrayal of the products and services. Influencer marketing has become more of a necessity for the businesses.

We are in a generation where social media dominates our day to day activities. Here comes the epiphany of influencer marketing in the field of advertising and business. With millions of followers of the influencers in various social media platforms, this strategy is a game changer that opens the doors of sustainable and effective marketing.



Ashik Cherian Philip

Be Aware of These 5 Influencer Marketing Trends For 2022

Due to the pandemic, the pace of eCommerce, and the rise of new social platforms, influencer marketers have had a steep learning curve in recent years. How can we effectively plan for 2022 with a fresh year ahead of us and a lot of uncertainty? While we don't have a crystal ball to see into the future, we have seen a few key trends that will affect influencer marketing in 2022.

To help you build a solid (but adaptable) influencer marketing strategy for the year, learn about these 5 significant influencer marketing trends for 2022. As the market matures, 2022 will provide eCommerce enterprises with significant development options, allowing them to leverage cutting-edge technology to form genuine and profitable collaborations.

Influencers will play a critical role in creating a seamless purchasing experience.

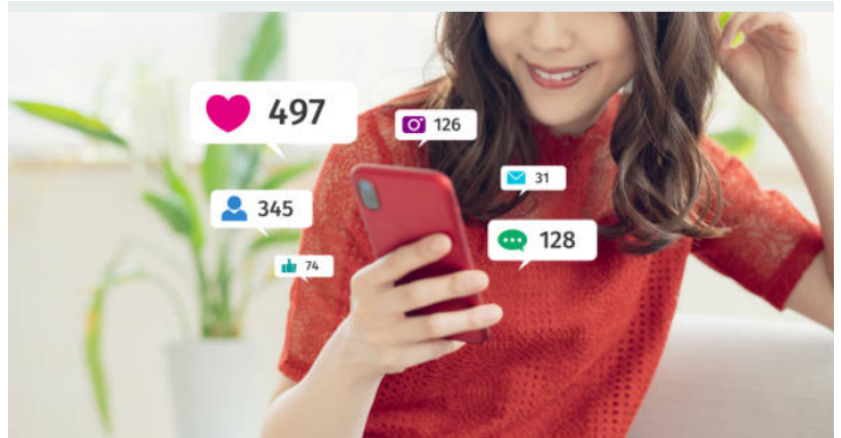
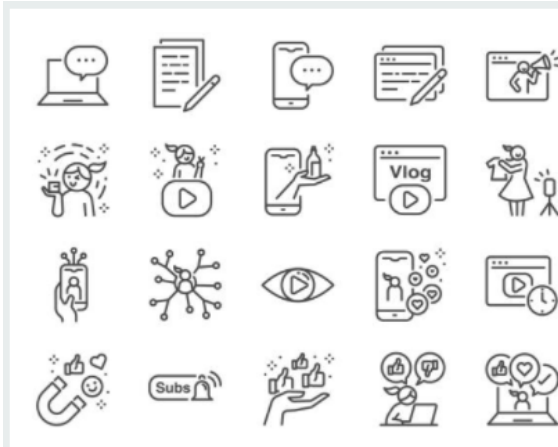
Consumers are seeking for the simplest method to purchase for the items they need in a world of constant diversions and obligations. Brand loyalty, on the other hand, is dwindling. Since the outbreak of the epidemic, 55% of Indian customers have experimented with new buying habits. People are less inclined to buy from brands as a result of this. New routines have resulted in new buying behaviours, with a preference for digital in the majority of cases.

It's not all terrible news that brand loyalty is diminishing. Brands have the chance to convert new consumers by providing a smooth shopping experience. Brands that can understand what customers want at each point of the buying process and offer it on the appropriate platform (whether it's social media, a mobile app, or a website) will definitely attract a large number of new clients.

Influencers will play a crucial role in creating a smooth shopping experience and converting awareness into sales. Influencer marketing initiatives will be critical in creating not only brand recognition but also aiding online transactions as social commerce and in-app checkout continue to develop in 2022. Using creator collaborations, you may reach out to your target audience with genuine product suggestions. In live social shopping or affiliate marketing initiatives, for example, influencers can provide social proof, product information, and the means of purchase farther along the buying process. Influencers may assist you in delivering the appropriate message at the appropriate time and on the appropriate platform, resulting in increased sales.

Scaling affiliate marketing will need the use of influencers.

Working with influencers for affiliate marketing initiatives is a great example of how influencers can help create a smooth buying experience. Influencer marketing combined with the affiliate model may help firms grow sales, compensate influencers, and measure their performance more effectively. Because social media influencers have a large online following, they can help you expand your client base and efficiently scale the impact of your affiliate marketing by generating purchases directly through affiliate links. Brands are constantly striving to increase their return on investment and guarantee that their marketing initiatives are lucrative. As a result, more firms will use influencers in their affiliate marketing efforts in 2022. Brands will be able to use the massive reach of their influencers to produce measurable income. Influencers will be paid a percentage of the income they create if you choose an affiliate model, which will assist to reward them as long-term partners. Brands may also quantify the value of sales produced by their campaign and evaluate individual influencer success via trackable affiliate links.



Organic influencer discovery will be powered by first-party consumer data.

Because Google plans to phase away third-party cookies by 2023, marketers should begin planning for a future without access to key data points as early as 2022. This difficulty, on the other hand, presents a fresh opportunity for firms to focus on strategic marketing using first-party data.

You own first-party data, and it's not going anywhere! When it comes to influencer marketing, first-party data on your customer network is critical for discovering and motivating brand influencers for your campaigns. Analysing your present customer base's social reach and purchase patterns can help you identify organic brand advocates who can be used as online ambassadors as part of your influencer marketing campaign.

Creators of reels will continue to influence market trends.

Instagram reels is a platform for discovering new material and getting people to connect with it. As a result, the potential for Instagram reels makers to create viral material has expanded as a result of the ability to reach large audiences with their very entertaining content. Instagram reels makers work with their favourite brands to highlight their items in non-advertising material. This strengthens the platform's ability to fuel commerce trends through brand challenges and influencer-generated content.

Influencers' roles will become increasingly professionalised.

The continuous professionalisation of producers, owing to new revenue mechanisms on social media platforms, will be one of the top influencer marketing trends in 2022. Social media applications recognise the importance that influencers provide to their platform's consumers. As a result, they're putting money into incentive structures to encourage influencers to remain creating on their platforms, which will help them boost platform usage and engagement. Facebook intends to pay \$1 billion to creators between now and 2022. Brands and social media apps must explore how to reward and motivate influencers as essential partners in their success as the potential for influencers to drive commerce activity on these platforms increases.



Emil V Abraham
2028019

THE BEAUTY OF INFLUENCER MARKETING

You were there once, with a new hairstyle, on your first day of college. The one that made you proud but was dismissed by your mother as being only appropriate for a tramp or rover. You went ahead and did it regardless. You took the risk. And when you got that one head nod from a respected cool dude in a crowded corridor, your mother's contempt for you vanished. Confidence has been reestablished. In that case, a message was delivered by two people you respected. Your mother was the first—we love her, but she's out of touch with college culture and would have lost that debate. Her advice was rendered useless. Of course, all that mattered was the cool dude's head nod. You'd have skipped an hour of class to change your hairstyle if it hadn't been a nod, but rather a mockery of your fashion choices. But you earned the nod, and you trusted it because your peer-recognized you at the time. So, what is the distinction? The allure of power.

In recent years, influencer marketing has grown at an unprecedented rate. However, the strategy, which some thought was a passing fad, has taken digital marketing by storm. If word-of-mouth marketing is still the most effective marketing tactic available, replicating it in aggregate via social media seems to make perfect sense. The best part is that the continued growth of influencer marketing has proven to be beneficial for both brands and consumers. At this point, there is simply no denying the effectiveness of Influencer marketing. A strong influencer marketing strategy may be just what the doctor ordered for brands looking to increase consumer trust, brand recognition, and a variety of other advantages.

Perhaps the term "influencer" conjures up images of reality stars and fitness teas in your mind. Perhaps it brings to mind millennials and their artisan espresso, selfies and skincare, shoes, and satin. Influencer marketing, on the other hand, entails more than just likes and retweets. There's more to it than a cult following and a numbers game. Two factors define an influencer's true power: trust and credibility. Like the classic celebrity you think you know—the one you think is your friend, the one you believe in and trust—the influencer has built a foundation of truth between themselves and their specific audience. This is difficult to translate into traditional advertising strategies. The influencer is not a skill; rather, they are the type of friend you wish you had, the one who recommends something because they believe in it.

Influencer marketing is popular for a reason: it works. However, just like any other form of marketing, it is only effective when done correctly. There are no instant gratifications, promises, or guarantees. If you want to be successful with an influencer campaign, take the time to do it right.



Irene Elza Thomas
2028133

ARE THE INFLUENCERS DECIDING THE FUTURE OF SMALL BUSINESSES IN 21ST CENTURY?

Influencer marketing is one of the widely used marketing techniques in the 21st century. This powerful tool helps brands to reach their right audience. Mostly these influencers are spreading their presence on social media. Over 80% the world's population have been using social media because of which these influencers have been gaining a tremendous growth over the past few years.

There are two kinds of influencers. One who do a barter collaboration with small businesses the other, is the paid one. Barter collaboration is done by influencers for those small ventures who cannot afford a paid one. This would be a very mild one. When it comes to paid collaboration, the influencers charge certain amount from the businesses on promoting their products. Studies says that, for every penny the business spend on influencers, they make ten times of it. But not all the influencers would be fine with a barter collaboration and hence many small businesses end up losing an opportunity on doing a collaboration with many influencers. Many small businesses believe that most of their sales come from the promotions made by these influencers. Is this right? To a great extent, it does make sense. Because the extent to which customers are getting influenced by these influencers are beyond our imagination. Now a days collaborations with these influencers have become a part of a brand's promotional and marketing programme. But what about those businesses who cannot afford these paid promotions?

Another aspect that has to be discussed is selection of the right influencer. There are many influencers out there and collaborating with the right influencers who can carry your brand very well and who's audience can connect with your brand has to be found. Audience follows an influencer and make them their favourite when they get to connect with them, their content etc. The content created by each influencer and how the audience perceive it decides the success of an influencer.

Not all the influencers can promote all kinds of products. Selection of the right person for your brand is important. Brand depending on influencers for marketing their products and services have been doubled since 2019.

Finally, influencer marketing has both advantages and disadvantages. It's all about how one sees them. Because of the cons that they fear to face, one can utilise the pros to their advantage and think of ways to work on the cons, or find another means to boost brand awareness and enhance visibility, leading us to the question, 'Is influencer marketing an ace of marketing?'



MARIAM ELIAS
2027847

INFLUENCER MARKETING IS A DOUBLE EDGED SWORD

The concept of influencer marketing has become very popular especially with the rise in popularity of social media. So what is your take on influencer marketing?

Hi Megha! It's really great to connect with you, in fact I'm really excited as this is the first time anyone is interviewing me outside of a job prospect. All jokes aside, I'm really glad to be here.

Talking about Influencer Marketing, it's one of those marketing initiatives that is unlike no other. It has always been around if you think about it. From the times and eras of radios and television celebrity endorsements were in a way Influencer marketing strategies. Celebrities influence a way of life in the work they do ranging from acting in movies, modeling, playing sports or even racing car driving etc.

In the past, we have frequently seen big brand products endorsed by great celebrities. We have Ray-Ban endorsed by Ferrari's Charles Leclerc to Boost endorsed by Sachin Tendulkar as an example.

But why is influencer Marketing different from all those? What has changed over the years?

The simple answer or well at least to me is engagement. With the birth of the internet, the gap between celebrities and their audience has decreased quite substantially. The audience around the world could now have a peek at the daily lives of their favourite celebs or influencers through social media (or well atleast what they intend to showcase).

This is a very major aspect when it comes to marketing. Audiences now believe that the products showcased by the influencers are now more credible than ever.

Obviously, there are positive and negative aspects to it and if done negatively it can have dire consequences. But with the right mindset and conscience, the reach of a product can be elevated immensely.

Contrary to celebrity endorsements, 'Influencers' need not be a big movie star or a Cricket God but any Tom, Dick or Mary can be great at it with internet access, creativity and good content. And weirdly so, the more absurd you are, the more following you get online. The internet can be a wacky place. We live in a world where people sell farts for a living and have estimated made 250,000 dollars so far.

**But here the question arises, what are you trying to influence?
A lifestyle, a belief, an idea or perhaps just art?**

With influencer marketing today we can also see a lot of scams running around as well. People pretending to be rich sell fake courses on trading, cryptocurrency and perhaps the hustle culture. We find influencers renting out mansions, cars, jets etc to fake a wealthy lifestyle. So are they influencing a dream that the real audience can't achieve which is quite sinister.

On the other hand, we also have influencers that are transparent and believe in the content and lifestyle that they are sharing.

Marketing products through the right influencers is key and absolutely the right thing to do.

Marketing should never come at the expense of righteousness.



Interviewee
Abel Mathew Francis Thottian
Growth Associate
smallcase



Megha Lakshmi Ajith
2027550

Influencer Marketing: Customer's Gateway to arcane.



Each year from now onwards in the post pandemic Era is going to be a new year for the industries in a view to penetrate untouched markets with infusion of Digital revolutionized tools, infrastructure and the technological aids we witnessed during and post pandemic. From both Industry and consumers point of view there was a vacuum which hindered both of them to come in contact, which is being filled with fluid by Influencers. India is a association of different States which has their own outstanding features in each field. Take it in Cultural arena, educational fields, lifestyle, food and taste, Ethnicity, tourism or whatever. We Indians have a stock of potential to rule each niche, and these niche were only limited to the big players of the Indian Entertainment Industry. But with the Introduction of affordable technical gadgets each part of Indian subcontinent seen "Individuals wearing confidence with a detailed gathered knowledge explaining or demonstrating their talent regardless of the technical perfectionism and they attracted the respective interested people through their easily accessible social media tool." These Individuals got a noun "Influencers" and they are the new gateway for the consumers and Producers to bridge the gap. It was not only the consumers who were unaware of some products or some industry but also several companies were reluctant to accept the potential of several groups or Niche which is being opened by Influencers. These influencers are also termed as "Prosumers" which is the fusion of (Producer and Consumer). To the audience they are endorsing the brand being ambassador of the brand and creating a sense of acceptance and on other hand using and demonstrating those products in public domain which is fetching a lot of customers to that brand. Prosumers are seen as a big asset by the companies now a days and Influencers are being invested and being backed by the companies head as the Influencers are evolving with each day with increasing dominance. Different influencers have engagement with different consumer sets, their target segments determines the quality of content and hence the new influencer marketing is coming up as a fancy ground where we can see self supported influencers and also the industry backed influencers. This is giving birth to a whole Influencers Industry in terms of Influencers marketing agencies, which is building edifice on a strong bases.

Influencers marketing also becomes important because it connects the reality dots of a consumers, they relate the happenings of the product being used and this is the big reason of sky rocketed graph of the influencers marketing and as these all happens on the social media companies are able to extract the data related and are building the required strategies for the companies. Influencers marketing is not limited to the product endorsement for a private owned companies but also attracting the public authorities to promote their campaigns. Almost every industry have experienced a good lead generation and good conversions using influencers marketing.

Influencer marketing isn't just about finding someone with a following and paying them money or exposure in exchange for positive publicity. It's for this reason why viral celebrities exist. Influencers are people who have invested time and effort into developing their own brand and cultivating their following; they are naturally protective of their reputation and the people who trust them. They're people who have the patience and focus to build a social media following organically, one organic follower at a time—these aren't people who are only interested in influencer marketing for the money.

Influencer marketing is here to stay, and it'll only get bigger in the years to come. Working with influencers may help ecommerce firms achieve their goals, no matter what they are. Influencers can help you build a following, increase sales, or simply spread the word about your company. Whatever the case may be, now is an excellent day to begin planning your influencer marketing approach.



Vikram
2027664

Influencer Marketing:

Influencers

DIFFERENT PARTS OF INDIA



INFLUENCERS FROM EAST



Rj Praveen Radio Jockey

RJ Praveen (born as Praveen Sethia) is an Indian radio jockey currently working at Red FM. He presents the Morning No.1 Show with RJ Praveen from 6 am to 12 pm. He is known for hosting the show, Red Murga.



2 Million



10 K

Madhumita Sarcar Social Media Influencer/Actress/Model

Madhumita Sarkar is a Bengali Actress and Model from Kolkata, India. She is famous for playing the role of 'Pakhi Ghosh Dostidar Singha Roy' in 'Bojhena Se Bojhena' and 'Dr. Emon Mukherjee' in 'Kusum Dola'. She played her role in 'Bojhena Se Bojhena' opposite to Yash Dasgupta.



2.1 Million



Nilu Yuleena Thapa Beauty and Travel Blogger

Nilu Yuleena Thapa is the founder-director of the blog BIG hair LOUD mouth, launched in 2012, and has contributed in the field of fashion & beauty collaborating with brands as a model, stylist, creative director and digital influencer



120.9 K



1.1 K

Shivani Boruah Sneakers-Focused Digital Creator

Shivani is a sneakers-focused digital creator on social media platforms Instagram and YouTube and content head at multi-brand sneaker boutique VegNonVeg. She is also known for Fly Girl, a digital magazine she launched in October 2020 dedicated to sneaker and street style space women.



16.5 K



Gloria Tep Rengma Fashion & Lifestyle Influencer

An aspiring psychotherapist and model represented by Inga, India, Gloria get her stunning looks thanks to her mixed descent -- she is half Naga and half Malayali.



38.4 K

INFLUENCERS FROM SOUTH



Danish Sait Stand-up-comedian/Television host/Actor/Radio jockey

Famous as Mr. nags for IPL team RCB and also their mascot. Witty, insightful, and unreservedly hilarious, Danish Sait's Instagram videos on life in lockdown is just what the doctor ordered during the pandemic.



225 K



1.3 Million



303.5 K

Kenny Sebastian Standup comedian/Musician

He first rose to prominence through a YouTube channel that broadcasts clips of his stand-up shows, devotional song covers, in addition to original skits, garnering 152 million views since 2008.



2.2 Million



1 Million



1.7 Million



Priya P. Varrier Actor/ Fashion influencer

Priya Prakash Varrier, who rose to fame as the 'Wink Girl' after her film Oru Adaar Love, is a famous influencer and has built a significant social media following on Instagram. At this time, the influencer has collected a fanbase of 7.26 million.



7.1 Million



50 K

Aishwarya Rajesh Actress/Model/Anchor

She is a recipient of four SIIMA Awards, one Filmfare Award South and one Tamil Nadu State Film Award.



2.4 Million



2.2 Million



Madan Gowri Youtuber/Content creator

He is one of the prominent social media influencers in the Tamil YouTube forum. He makes informative videos on various topics on his channel.



5.7 Million



1.8 Million



275 K

INFLUENCERS FROM NORTH



Gaurav Taneja Fitness influencer/ Youtuber

A pilot, fitness freak, nutritionist, and content creator; Gaurav Taneja knows no bounds. This fitness influencer is one of the very few people who efficiently managed his passion and profession. His Youtube videos are drool-worthy and are a major source of fitness inspiration.

7.2 Million 3 Million 596.8 K

Kusha Kapila Actress/ Social media influencer

Works for the popular India platform, iDiva. Her Billi maasi character brought her into the limelight.

309 k 2.2 Million 32.7 K



Bhuvan Bam Comedian/Writer/Singer /Youtuber

He is known for his comedy channel on YouTube named BB Ki Vines and his marvellous characters.

24.9 Million 14 Million 3.9 Million

Sandeep Maheshwari Entrepreneur/Public speaker

Sandeep Maheshwari is a name among millions who struggled, failed and surged ahead in search of success, happiness and contentment.

21.8 Million 3 Million 233.1 K



Amit Bhadana Youtuber/Comedian

Amit Bhadana is a 27-year-old YouTube content creator. Amit makes hilarious videos on his channel and has a large audience on social media. He hails from the North Delhi town of Johripur.

23.6 Million 5.6 Million 786.5 K

INFLUENCERS FROM WEST



Prajakta Koli Blogger/ Youtuber/ Actor

Prajakta Koli, known by her YouTube Channel MostlySane, is an Indian YouTuber and actress who makes comedy videos. Her videos are focused mostly on relatable and observational comedy related to daily life situations.

6.5 Million 4.7 Million 404.5 K

Barkha Singh Influencer/Model/Actor

She is an animal activist. Apart from acting, she has also hosted online game shows. We see her in amazon ads.



324 k 2.7 Million 12.9 K



Naman Mathur Gaming Streamer

Soul Mortal is also known as Naman Mathur is a popular Indian gamer and online streamer, he is the founder of the Youtube Channel Mortal, where he uploads gaming videos and streams online gaming.

6.2 Million 4.3 Million 342.3 K

Ashish Chanchlani Content creator/ Youtuber

YouTuber and comedian best known for his parodies and comedy videos. He started his journey on the short video app Vine (hence the name ashish chanchlani vines). Ashish Chanchlani is the third most subscribed individual YouTuber from India, after CarryMinati and Amit Bhadana.

27.2 Million 12.7 Million 2.3 Million



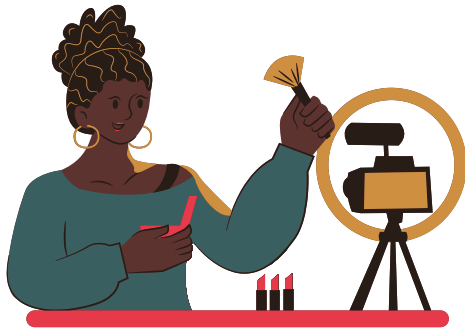
Ranbir Allahbadiya Content creator/ Podcasts

From being an obese kid to shedding weight and inspiring millions to be fit. And sharing knowledge through his podcasts. He is also known as Beer Biceps.

3.8 Million 1.7 Million 318 K

Did you know?

The 10 Factor



70% of Teenagers trust Influencers More than Celebs

It's extremely hard for brands to build the same level of trust that influencers possess, but trust can be transmitted to the brand thanks to influencer marketing. So much so that 4 in 10 Millennials say their favorite influencer understands them better than their friends. The other effect of influencer marketing is that brands don't have to waste resources promoting themselves. Instead, they use influencers to speak on their behalf and deliver the message they want people to hear and trust.

About 86% of Women Use social media for Purchasing Advice

This statistic should be important to any brand with women as their main target audience or within their scope of ideal customers. It seems if they want to reach more women and get them to buy the products or services, they need to be present on social media platforms and are aware of the influencers they are interested. And this behavior is on the rise, as 78% of women are active on social media with a preference for Snapchat and Instagram. Over half of the women made their purchases due to influencer posts when it comes to influencer marketing. The key to winning this cohort through influencers is to be very genuine and inspirational.

49% of the Consumers are Dependant on Influencer Recommendations

This statistic proves the growing reputation of social media influencers for brands to connect with their target audiences. Not only do 49% of consumers are dependent on influencer recommendations, but 40% have also purchased something after watching it on YouTube Twitter, or Instagram. If consumers feel assured about an influencer's recommendation, they are more likely to buy.

TikTok has created a \$1 billion Creators Fund to encourage influencers

To inspire creators that dream of making a living from TikTok using their unique voice and creativity, the platform launched the TikTok Creators Fund in 2020. This fund requires influencers to have up to about 100,000 video views in a month to be eligible, this is a reward to TikTokers for bringing joy to big audiences. The fund started at around \$200k and is expected to grow to around \$1bn in the U.S over the following three years. They aim to build an army of influencers that can make a living through brand partnerships, sponsorship, and representation deals.

42% of Customers Use Ad-Blocking Technologies

Many Internet users are removing traditional ads from their online experience. In the U.S., ad-blocking usage is 37% on laptop, and 15% on mobile, as consumers are exhausted of being struck with pop-ups and banners. But social media influencers are now filling this gap. People aren't blocking videos from their preferred social media celebrities. The Advertising power is shifting to real people and influencers.

Diversity, equality, and inclusion will become the new standard of influencer campaigns.

Diversity, equality, and inclusion aren't just buzzwords in 2022. They're becoming industry standards. Both consumers and influencers are working toward creating more inclusive spaces and narratives. Many influencers are now open about gender or racial inequalities on popular social media platforms like Instagram. A recent study suggests that it was found Black influencers make 35% less compared to White content creators. Moreover, according to the study, the racial pay gap between BIPOC (Black, Indigenous, and People of Color) influencers and their white counterparts is 29%.

Facebook is the Utmost Influential Social Media Network

With about 2.89 billion monthly users worldwide, Facebook is one of the most influential media channels, about 52% of purchasing decisions being influenced by the platform. Other social media channels are catching up to the giant, but Facebook holds its very own, especially since it owns Instagram and WhatsApp. Hence, it's vital to stay active on Facebook and engage with influencers to expand your Facebook reach.

YouTube is catching up with Facebook.

While Facebook is still the alpha, YouTube is snapping at its heels, particularly when making millionaires of its social media influencers. The platform has made celebrities and influencers out of regular people (think PewDiePie and Ryan's World), and fame is open to all demographics. There's something for everybody on YouTube, and marketers are taking notice by putting more money into influencer marketing on the platform.

Micro-influencers are poised to make a big impact in 2022.

In 2022, micro-influencers are expected to play a bigger role. While they may have fewer followers compared to mega and macro-influencers, their audiences tend to be extra engaged and are way more likely to take action. Experts predict that smaller industries will opt to work with micro-influencers. They exude authenticity, relatability, and credibility, which today's audiences value. The market share of micro-influencers continues to grow. From an 89% share in 2020, it grew to 91% in 2021.

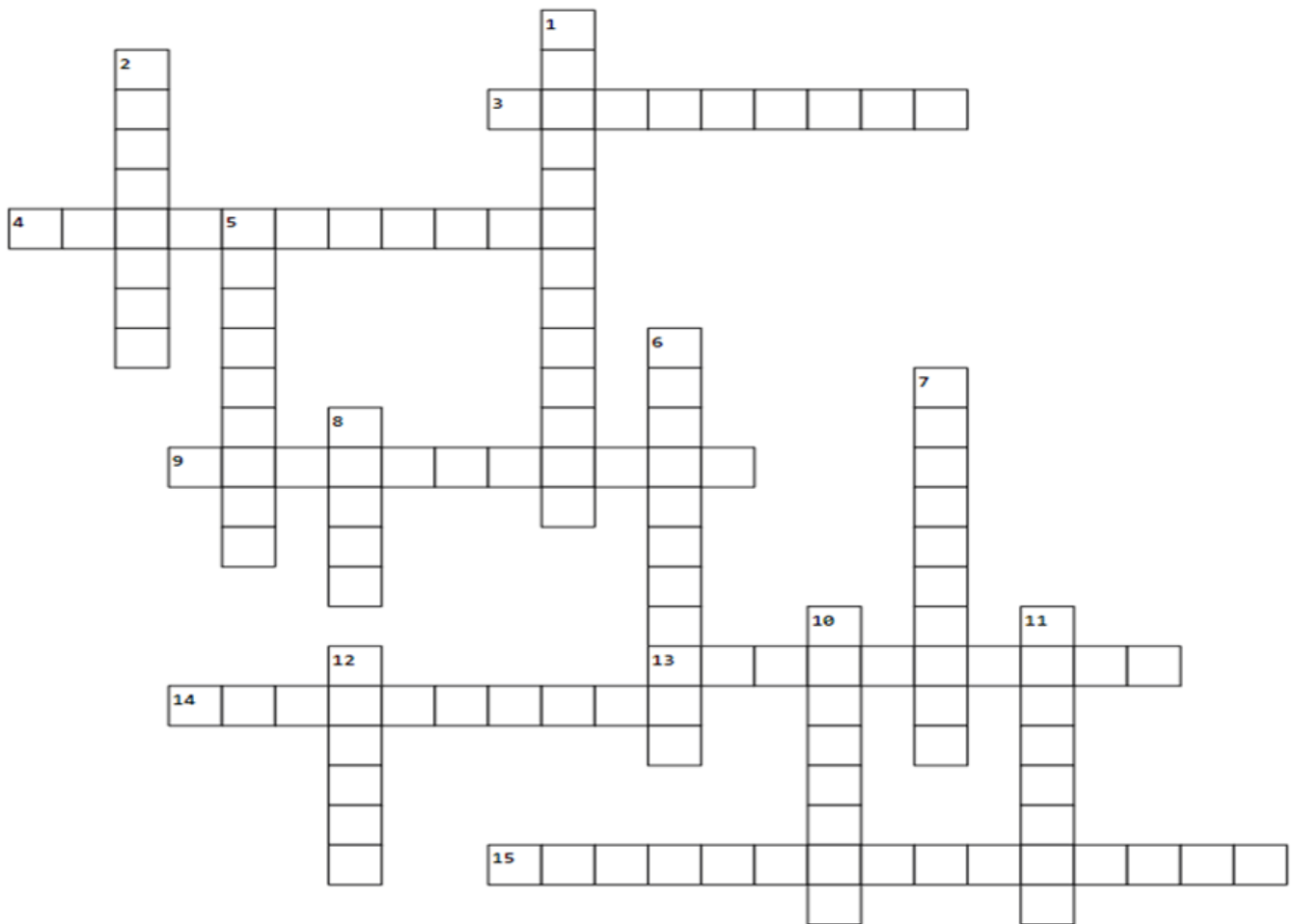
More than half of 18-24s have their first contact with social media each day on smartphones.

According to the Reuters 2018 Digital News Report, 57% of 18-24-year-old Americans make their first daily contact with news on their smartphones via social media. This statistic changes as people age, with only 29% of people aged 35 first encountering news via social (their main means is going direct to news sites)



Kenneth Tony George
2027620

CROSSWORD



Across

3. Process of communicating a company's values to customers.
4. Users may produce and share information on websites and apps, as well as engage in social networking.
9. These people are compensated and formally endorse a brand
13. A person with a strong influence in his or her particular field of expertise
14. Quality of brand coverage from the influencer community
15. The professional upkeep of a positive public image by a company, other organization, or a famous individual.

Down

1. Individual customer's perception of the Brand
2. People who support your cause and defend your product or service but are not affiliated with your brand
5. Volume of brand mentions from influencer community
6. Process of promoting a product or service by connecting with prospective consumers
7. Post Interaction
8. Number of people going to see the post
10. Social media products and services may be developed, deployed, and managed using web-based technologies.
11. Volume outreach to influencers
12. Site traffic generated by influencer community

Answers:

- 1.Brand Affinity
2. Advocate
3. Marketing
4. Social Media
5. Awareness
6. Advertising
7. Engagement
8. Reach
9. Celebrities
10. Platform
11. Activity
12. Action
13. Influencer
14. Perception
15. Public Relations



Nayana S._ 2028511



Mouna Das_2027753

QUIZ

1. Influence Marketing drives awareness while Brand Advocacy drives action.

True

False

2. _____ is the ability to cause or contribute to a change in opinion or behavior

Influencer

Getting Influenced

Influence

All of the above

3. Consumer opinions matter, but recommendations from people you know matter most.

True

False

4. _____ show support for your cause, defend your product or service but does not have an alliance with your brand.

Celebrities

Advocates

Ambassadors

5. _____ are compensated and formally endorsing your brand

Celebrities

Advocates

Ambassadors

6. Influence Marketing is a sustained effort and entails a lot of manual work.

True

False

7. _____ individuals whose name recognition commands a great deal of fascination and has the ability to use their status to communicate with a broad effect

Celebrities

Advocates

Ambassadors

QUIZ

Answers:

1. **True**
2. **All of the above**
3. **True**
4. **Advocates**
5. **Ambassadors**
6. **False**
7. **Celebrities**



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2028226



Carol Sebastian Baby
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Tapping into the consumer's brain with Mr. Ataz!

Mr. Aymaan Ataz, a consumer neuromarketing professional currently working at Reliance Retail shared his vast experience and knowledge with the final year MBA neuromarketing students. The session started with an overview of what and why Neuromarketing is the upcoming trend in the market. Then, followed by a description of the different methods and tools used in Neuromarketing like EEG, Tobii class, Eye-tracking, and brain scans, and what these tools help to measure and understand.

The session then moved towards how Mr. Ataz used neuromarketing tools during his professional career in the neuromarketing domain. The main example shared during the session was about the usage of eye-tracking in understanding the efficiency of window displays at the Reliance Retail store. Mr. Ataz shared many instances from his work experience along with the theoretical knowledge that follows it. The interesting session was then followed by an inquisitive Q and A session, wherein the students discussed their neuromarketing-related doubts or even questions related to their future potential careers in the neuromarketing domain.



Sneha Sivakumar

GLIMPSE OF ALUMINI DAY - 2022



ADIEU TO SENIOR M-ASK TEAM

"There are no goodbyes to us, wherever you are, you will always be in our heart"

It had been a wonderful and unique journey as faculty coordinators of the newsletter with this team. Unique as we connected remotely yet bonded very well. There was never ever an iota of disconnect with this team. A wonderful journey to cherish as the team had a lot of creativity, an eye for detail, and above all the spirit of zeal and passion to offer...every issue was unique with a plethora of fresh ideas and content. Donning many hats in a trimester mode is not a cakewalk, the amount of commitment and dedication with which this team worked burning many days of midnight oil to ensure the timely release of the newsletter is commendable. Thank you, co-ordinators, editors, and designers, of both the campuses for your immense contribution to our marketing newsletter. We wish you all the very best in your future endeavors.

You are truly a team that believed in each other's strength! Good luck.

*Faculty co-ordinators
TEAM -M-ASK*



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