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Influencer-Based Marketing Strategies For Increasing Consumer Engagement

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ABSTRACT

Influencer-based marketing has become one of the main strategies for increasing consumer engagement. With the rise of social media, influencers play a significant role in shaping consumer opinions and preferences toward a product or brand. This study aims to analyze the effectiveness of influencer-based marketing in enhancing consumer engagement, as well as the strategies companies use to optimize the benefits of collaborating with influencers. The research method used is a literature review by examining various relevant scholarly sources. The findings indicate that influencer-based marketing can increase engagement by up to 60% compared to conventional marketing strategies through mechanisms of trust, emotional connection, and credible recommendations.

A. INTRODUCTION

Along with the development of digital technology and social media, the way companies market their products has undergone significant changes. Social media has created substantial opportunities for companies to reach consumers in a more interactive and personalized manner. One increasingly popular strategy is influencer-based marketing, in which individuals with a large number of followers on social media platforms collaborate with brands to promote products or services (Kaplan & Haenlein, 2010). The development of influencer marketing has also attracted increasing academic attention because it encompasses various aspects, including consumer engagement, authenticity, parasocial relationships, sponsorship, and influencer- and audience-related characteristics (Joshi et al., 2025).

Digital marketing strategies should begin with a situation analysis, which involves an in-depth understanding of market conditions, industry trends, consumer behavior, and competitors' positions. This step serves as the foundation for formulating specific, measurable, and realistic objectives. Subsequently, the strategy is developed by determining the target market segment, establishing appropriate positioning, and developing a unique selling proposition (USP) that differentiates the brand from its competitors (Amrita et al., 2024).

Influencer marketing is considered to have advantages over traditional marketing because it is capable of creating more personal relationships with audiences. Consumers tend to be more interested in recommendations from individuals whom they perceive as credible and relatable. These characteristics make influencer marketing one of the approaches that companies can use to establish closer marketing communication with consumers.

Consumers tend to place trust in recommendations provided by influencers compared with conventional promotional approaches (Kuzminov, 2024). The credibility and closeness established between influencers and their followers play an important role in shaping consumers' responses toward products or brands. Such trust can be developed through various forms of content created by influencers, including product reviews, tutorials, and direct product-use experiences.

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In addition to building trust, influencer marketing can also increase consumer engagement with brands. When influencers share experiences or information about a particular product, audiences may respond through comments, likes, content sharing, and other forms of interaction. A meta-analysis of previous research found that various influencer characteristics are associated with customer engagement, with entertainment value demonstrating the strongest association with customer engagement among the characteristics examined (Ao et al., 2023).

Influencer-based marketing strategies have been widely adopted by companies to increase consumer engagement and encourage purchasing decisions. The use of influencers is not limited to large-scale brands but is also increasingly relevant for businesses seeking to reach specific consumer segments. The development of the influencer marketing industry indicates that this strategy has become increasingly integrated into companies' marketing activities rather than being viewed merely as an additional promotional tool. An industry report by Linqia also indicates increasing investment in influencer marketing and the broader use of influencer content across various marketing channels (Linqia, 2023).

To optimize this strategy, companies need to conduct an in-depth analysis when selecting the appropriate influencers. Factors such as follower size, engagement rate, and the alignment between influencers and target markets should be considered when selecting suitable partners. Selecting influencers whose values and audience characteristics are aligned with the brand can help companies obtain higher-quality engagement. Long-term collaborations can also provide opportunities for influencers and brands to establish more consistent relationships with audiences.

The type of content created by influencers also affects the success of marketing campaigns. Content that is authentic and relevant to audiences is more likely to attract attention and encourage interaction than content that is overly promotional. Therefore, companies should provide influencers with sufficient flexibility to communicate marketing messages in a manner that is consistent with their personal communication style and audience expectations.

Influencer-based marketing is not limited to a single social media platform but can also be integrated with various other digital channels. Integration with other marketing strategies, such as email marketing and digital advertising, can help expand audience reach and improve campaign effectiveness. The use of influencer content across multiple channels also demonstrates that influencer marketing can become an integrated component of a company's broader digital marketing strategy.

Overall, influencer-based marketing has become an important component of modern digital marketing strategies. With the right approach, companies can leverage the influence of social media personalities to increase consumer engagement, build relationships with consumers, and strengthen brand image. Therefore, companies need to continuously adapt to technological developments, audience characteristics, and changing social media trends to ensure that influencer marketing strategies are implemented effectively and sustainably.

B. THEORETICAL STUDY

Influencer Marketing

Influencer marketing is a digital marketing approach that has developed alongside the increasing use of social media as a communication space between brands and consumers. Social media enables users not only to receive information but also to create, share, and interact with content directly. This condition creates a more interactive marketing environment than conventional media, as consumers can respond to marketing messages and establish relationships with the individuals delivering those messages. Kaplan & Haenlein (2010) explain that social media consists of internet-based applications that enable the creation and exchange of User Generated Content, allowing users to play an active role in the communication process.

Within this context, influencer marketing has emerged as a strategy that utilizes individuals who have the ability to influence audience perceptions, attitudes, and behaviors through social media. Influencers do not merely function as promotional message transmitters

but can also serve as sources of information that shape audiences' perceptions of brands or products. Tanwar et al. (2021) demonstrate that influencer marketing has become an increasingly developed area of research in digital marketing literature, with academic attention covering influencer characteristics, credibility, relationships with audiences, parasocial interactions, and the use of various social media platforms.

The development of influencer marketing also indicates that the strategy is not limited to direct promotional activities. Influencers can communicate experiences, opinions, recommendations, and product-related information through content that is adapted to the characteristics of their audiences. Joshi et al. (2025) explain that influencer marketing is an evolving field involving various aspects, including influencer characteristics, content characteristics, influencer–follower relationships, and consumer responses to marketing activities conducted through social media. Therefore, the effectiveness of influencer marketing does not depend solely on the presence of an influencer but also on how the influencer establishes communication with the audience.

One form of influencer marketing that has increasingly developed is the use of narrative and personalized content. Such content enables influencers to deliver marketing messages in a manner that is more closely connected to the audience's everyday experiences. Atiq et al. (2022) demonstrate that storytelling content in influencer marketing can contribute to audience engagement through perceptions of relatability and trust. This finding indicates that the way a message is delivered is an important component of influencer marketing, as audiences consider not only information about a product but also how the information is communicated by the influencer.

In addition to content characteristics, influencer selection is an important component of implementing an influencer marketing strategy. The selected influencer should possess characteristics that are compatible with the target audience and marketing objectives. Such compatibility can help create more relevant communication, making the message feel less like conventional advertising. In marketing practice, companies are also increasingly incorporating influencers into broader marketing strategies, including the use of influencer-generated content across multiple marketing channels. Linqia (2023) indicates that the use of influencer marketing by brands and agencies continues to develop, including the use of influencer content beyond organic social media posts.

Therefore, influencer marketing can be understood as a digital marketing strategy that utilizes individuals' ability to communicate with and influence audiences through social media. The strategy is not solely concerned with the number of followers an influencer has but also involves credibility, audience fit, content quality, relationship-building ability, and message delivery. Understanding these aspects provides an important foundation for examining how influencer marketing can encourage consumer engagement with a brand or product.

Consumer Engagement

Consumer engagement is an important concept in digital marketing because it represents the extent to which consumers become involved with a brand, product, or content communicated through social media. The development of social media has transformed marketing communication from a one-way process into an interactive process in which consumers can respond to and actively participate in marketing activities. Within this environment, consumer engagement is not limited to purchasing decisions but also includes various forms of interaction with brand-related content and activities.

Trunfio & Rossi (2021) explain that social media engagement is multidimensional and can be understood through various forms of user involvement. Their review indicates that the behavioral dimension is one of the most frequently used approaches to represent users' level of engagement on social media. Such engagement can be observed through activities such as liking, commenting, sharing content, and other forms of interaction. Therefore, consumer engagement is not limited to the final outcome of a purchase but also encompasses consumer behaviors that occur while interacting with content available on social media.

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In the social media context, consumer involvement can vary according to the level of activity performed by users. Consumers may demonstrate a relatively basic level of engagement by simply viewing or consuming content. A higher level of engagement occurs when consumers react to content, write comments, share posts, or create new content in response to the information they receive. Trunfio & Rossi (2021) demonstrate that research on social media engagement employs various categories of metrics, ranging from quantitative metrics to qualitative metrics. This indicates that engagement is a broader construct than merely counting the number of interactions generated by a social media post.

In influencer marketing, consumer engagement becomes increasingly important because relationships between influencers and audiences enable more personal forms of interaction. Influencers actively communicate with their followers through content, comments, and other forms of interaction, providing audiences with opportunities to respond to the messages being delivered. Gu & Duan (2024) explain that consumer engagement in influencer marketing involves consumers' active participation in disseminating advertisements and creating value. Therefore, engagement can serve as an indicator of the extent to which marketing messages delivered by influencers encourage consumer participation.

Consumer engagement does not always produce the same response under every circumstance. The characteristics of marketing messages and the manner in which information is presented can influence consumers' responses to influencer content. Waltenrath (2024) found that advertising content tends to receive lower engagement than non-advertising content. However, transparency in disclosing that content is advertising can generate positive effects on engagement with subsequent content produced by the influencer. This finding indicates that engagement is influenced not only by the presence of promotional content but also by consumers' perceptions of influencer credibility and transparency.

In practice, consumer engagement can serve as an indicator for evaluating the effectiveness of influencer marketing. High numbers of likes, comments, shares, and other forms of interaction may indicate consumer responses to published content. However, engagement measurement should not focus exclusively on the number of interactions because engagement is a multidimensional construct. Trunfio & Rossi (2021) emphasize that there is still no complete theoretical consensus regarding the measurement of engagement on social media. Therefore, engagement measurement should be aligned with marketing objectives, platform characteristics, and the specific forms of consumer involvement being examined.

Based on the discussion above, consumer engagement can be understood as consumers' active involvement in responding to, interacting with, disseminating, or creating content related to a brand, product, or marketing activity on social media. Within influencer marketing, engagement is important because it demonstrates audience responses to communication delivered by influencers. Therefore, understanding the forms, levels, and indicators of engagement provides an important foundation for evaluating the effectiveness of influencer marketing strategies in developing relationships between brands and consumers.

Influencer Credibility

Influencer credibility is an important aspect of influencer marketing because it determines the extent to which audiences perceive influencers as trustworthy sources of information who are capable of delivering persuasive messages. Influencers do not merely communicate information about products or brands but also function as information sources that can shape audience perceptions, attitudes, and responses. Joshi et al. (2025) identify credibility as an important aspect of influencer marketing research, particularly because relationships between influencers and followers can influence how consumers receive and respond to marketing messages communicated through social media.

Influencer credibility is associated with audiences' perceptions of the quality of the information source they follow. An influencer may be perceived as credible when audiences consider the information provided to be trustworthy and believe that the influencer is capable of providing information that is relevant to their followers. In influencer marketing, this perception is important because influencers frequently communicate personal experiences,

opinions, and product recommendations. Joshi et al. (2025) indicate that social media influencers are generally perceived as credible, personal, and relatable because their popularity develops through relationships with followers on social media.

One factor that can shape influencer credibility is the fit between the influencer and the promoted product. Such congruence can make marketing messages appear more relevant to the influencer's characteristics, making promotional content less likely to be perceived as forced commercial communication. Belanche et al. (2021) found that influencer-product congruence positively affects followers' perceptions of influencer credibility. Their study also indicates that congruence between influencers and promoted products can reduce audiences' perceptions of paid communication.

Credibility is also related to how audiences perceive promotional activities conducted by influencers. Influencers who engage in excessive or highly explicit promotional activities may risk losing audience trust when their content is perceived as being more focused on commercial interests than on providing useful information. Belanche et al. (2021) found that followers' perceptions that influencers are paid to participate in promotional activities can negatively affect influencer credibility. In contrast, when promotional activities are perceived as congruent with both the influencer and the promoted product, negative perceptions of paid communication may be reduced.

In addition to influencer–product congruence, the quality of arguments presented in the content can influence perceptions of credibility. Messages supported by strong arguments and relevant information can provide audiences with stronger reasons to trust the information being communicated. Pozharliev et al. (2022) examined the effects of influencer follower numbers and argument quality on consumers' responses to advertising posts on Instagram. Their study demonstrated that follower numbers and argument quality can interact in shaping consumer responses to influencer content.

The number of followers, therefore, cannot be used as the sole basis for determining an influencer's credibility. Influencers with larger numbers of followers may have greater potential reach, but audience size does not automatically indicate that an influencer is more trusted. Pozharliev et al. (2022) found that micro-influencers could be perceived as more credible sources of information than meso-influencers in a particular context. This finding indicates that audience characteristics and message quality should also be considered alongside follower numbers when evaluating influencer credibility.

Influencer credibility subsequently has implications for audience attitudes and behaviors toward influencers. Influencers perceived as credible are more capable of maintaining positive relationships with their followers because audiences have stronger reasons to accept the information and recommendations they provide. Belanche et al. (2021) demonstrated that influencer credibility plays an important role in generating positive attitudes toward influencers. Such credibility and positive attitudes can subsequently encourage behaviors such as continuing to follow the influencer, imitating the influencer, and recommending the influencer to other users.

Based on the discussion above, influencer credibility can be understood as the audience's perception of the extent to which an influencer can be trusted as an information source and is capable of delivering relevant and persuasive messages. Influencer credibility is not determined solely by the number of followers but can also be influenced by influencer–product congruence, the quality of arguments presented in the content, and the manner in which promotional activities are communicated to audiences. Therefore, credibility represents an important aspect of influencer marketing because it can influence audience acceptance of marketing messages and the relationship established between influencers and their followers.

Influencer–Audience and Brand Fit

Influencer–audience and brand fit represents an important aspect of influencer marketing because the success of a campaign is not determined solely by an influencer's popularity but also by the degree of compatibility between the influencer and followers as well as the promoted product or brand. Such compatibility can influence how audiences perceive

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marketing messages, influencers, and featured products. Belanche et al. (2021) explain that influencer marketing involves three major elements: the influencer, the consumer or follower, and the promoted product or brand. Therefore, the effectiveness of influencer marketing can be understood through the congruence established among these three elements.

Influencer–audience fit refers to the extent to which an influencer is perceived as compatible with the characteristics, interests, needs, and identity of the audience. Influencers who share similarities with their followers may find it easier to establish close relationships with audiences because followers can perceive similarities in lifestyle, interests, or values. Joshi et al. (2025) explain that the relationship between influencers and followers represents an important aspect of influencer marketing because influencers establish their positions through interactions and relationships developed with audiences on social media.

The fit between influencers and audiences can also contribute to the development of parasocial relationships. A parasocial relationship describes a relationship perceived by an audience member with an influencer, even though the relationship primarily occurs through mediated communication. Under certain circumstances, such relationships can make audiences feel close to and personally familiar with influencers. Du et al. (2023) demonstrate that parasocial relationships between audiences and influencers can improve audience attitudes toward product placement and increase purchase intention. This finding indicates that relationships between influencers and audiences can represent an important component in the process through which marketing messages are accepted.

In addition to audience relationships, brand fit, or the compatibility between influencers and brands, represents another important factor in influencer marketing. Brand fit refers to the extent to which an influencer's characteristics, image, values, or capabilities are compatible with the brand and product being promoted. High compatibility can make promotional activities appear more natural because the featured product is perceived as consistent with the influencer's identity. Belanche et al. (2021) found that influencer–product congruence can influence consumers' perceptions of their own congruence with the promoted product. Such congruence can subsequently contribute to more favorable attitudes toward the product.

Influencer–brand fit is not limited to similarities in image but can also be considered in terms of functional compatibility. Functional fit refers to the extent to which an influencer's characteristics or capabilities are suitable for representing the benefits and functions of a promoted product. Image fit, meanwhile, refers to the consistency between the influencer's image and the image or values that a brand seeks to establish. Che et al. (2025) distinguish functional fit and image fit as two major forms of brand-influencer fit. Their findings indicate that both forms of fit can positively influence consumers' attitudes toward brands.

Functional fit and image fit may operate through different mechanisms in shaping consumer responses. Functional fit can help consumers understand the practical benefits of a product through information communicated by the influencer, whereas image fit can establish a more emotional connection among consumers, influencers, and brands. Che et al. (2025) found that functional fit had a stronger effect on brand attitudes than image fit in their research context. Nevertheless, both forms of fit contribute to the development of positive consumer perceptions toward brands.

The fit between influencers and products can also reduce the possibility of negative responses to marketing communication. When a promoted product is inconsistent with an influencer's characteristics, audiences may question the reason why the influencer is promoting the product. Such a condition can make the promotion appear less authentic and increase the possibility that audiences will reject the marketing message. Du et al. (2023) demonstrate that influencer–product congruence can improve audience attitudes and purchase intention, while these effects are associated with lower levels of psychological reactance toward the marketing message.

Therefore, fit does not merely function as a strategy for selecting influencers but also represents part of the process through which audiences form perceptions of marketing communication. Influencers who fit their audiences may find it easier to establish closeness and stronger relationships, while influencers who fit the promoted product or brand can

communicate marketing messages in a more relevant manner. Belanche et al. (2021) demonstrate that when influencer–audience congruence is high, influencer–product congruence can influence how consumers perceive the compatibility between themselves and the promoted product.

Based on the discussion above, influencer–audience and brand fit can be understood as the degree of compatibility between an influencer's characteristics and the audience, as well as between the influencer and the promoted brand or product. Audience fit contributes to the development of closeness and stronger relationships, while brand fit can improve the relevance and acceptance of marketing messages. Therefore, influencer selection should consider not only follower numbers or popularity but also the influencer's compatibility with audience characteristics and the identity of the brand being communicated.

Trust and Authenticity in Influencer Marketing

Trust and authenticity are two important aspects of influencer marketing because they are related to how audiences evaluate the sincerity, honesty, and credibility of influencers when communicating information. Influencers occupy a different position from conventional advertising because their communication generally takes place through personal content and interactions with followers. This condition makes audience perceptions of influencer sincerity important in determining the acceptance of marketing messages. Liu & Zheng (2024) demonstrate that authenticity represents one of the influencer characteristics that can influence relationships between influencers and their followers.

Authenticity in influencer marketing refers to the extent to which an influencer is perceived as genuine, consistent, and capable of expressing opinions that are considered consistent with their personal identity. The perception of authenticity is important because audiences can evaluate influencers' behavior across different situations, including when influencers communicate commercial content. Zniva et al. (2023) explain that authenticity represents an important aspect of relationships between influencers and brands because influencers need to maintain their personal identities and characteristics while engaging in marketing activities.

Influencer authenticity can be reflected in the way influencers communicate their experiences and opinions personally. When a product is relevant to an influencer's content and communication style, the marketing message may appear more natural to audiences. Conversely, when a promotion is perceived as inconsistent with the influencer's characteristics, audiences may question the motivation behind the recommendation. Zniva et al. (2023) demonstrate that influencers face challenges in maintaining authenticity when they must fulfill commercial interests while preserving the personal identity that forms the basis of their relationship with audiences.

Trust subsequently represents an important consequence of perceived authenticity. Audiences who perceive influencers as genuine and consistent may have stronger reasons to trust the information being communicated. Liu & Zheng (2024) demonstrate that authenticity and the informative value of influencer content contribute to the development of parasocial relationships between influencers and followers. Such relationships can subsequently influence audiences' perceptions of the credibility of brands recommended by influencers.

Trust is also related to audiences' perceptions of the commercial intentions underlying influencer content. Audiences are increasingly aware that influencers may receive compensation from brands, making them more critical when evaluating recommendations. Liu & Zheng (2024) demonstrate that persuasion knowledge can influence the relationship between parasocial relationships and perceived brand credibility. This finding indicates that as audiences become more aware of the persuasive nature of influencer communication, it becomes increasingly important for influencers to maintain authenticity and credibility when delivering marketing messages.

Authenticity does not necessarily mean that influencers must avoid all forms of commercial collaboration. Influencers can still engage in promotional activities as long as such collaborations can be appropriately integrated with their identity and communication style.

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Zniva et al. (2023) explain that influencers need to continuously manage authenticity when dealing with brand requirements and the need to maintain relationships with audiences. Therefore, authenticity is not determined solely by whether content is advertising or non-advertising but also by how the content is aligned with the influencer's identity.

Within this context, transparency represents an important component of maintaining trust. Audiences need clear information regarding the commercial relationship between influencers and brands so that they can understand the context of the messages they receive. Transparency does not necessarily eliminate the effectiveness of influencer marketing but can help reduce audience uncertainty regarding influencer motives. Liu & Zheng (2024) demonstrate that audience perceptions of influencer characteristics and persuasion processes play a role in shaping perceptions of recommended brands.

Trust and authenticity can subsequently contribute to the development of long-term relationships between influencers and audiences. When audiences feel that influencers communicate information in a genuine and consistent manner, relationships are not based solely on commercial transactions. Xing et al. (2023) demonstrate that influencer authenticity is a multidimensional construct consisting of passion, interactivity, symbolism, consistency, originality, and transparency. Their research also shows that authenticity can increase consumer engagement through the development of trust.

However, authenticity should not be understood as a completely fixed concept because audience perceptions can change depending on the communication context. Influencers need to adapt their content to brand requirements without losing the characteristics that make them recognizable to their audiences. Zniva et al. (2023) emphasize the importance of continuously managing authenticity because influencers must balance commercial demands with follower expectations.

Based on the discussion above, trust and authenticity in influencer marketing can be understood as aspects related to audience perceptions of an influencer's sincerity, consistency, transparency, and reliability when communicating information and recommendations. Authenticity can provide a foundation for developing trust, while trust can strengthen relationships between influencers and audiences and increase acceptance of marketing messages. Therefore, effective influencer marketing requires not only broad audience reach but also the influencer's ability to maintain authenticity and trust throughout marketing communication.

Content Characteristics in Influencer Marketing

Content characteristics represent an important aspect of influencer marketing because content serves as the primary medium through which influencers communicate information, experiences, opinions, and marketing messages to audiences. The presence of an influencer with a large number of followers does not automatically guarantee the success of a marketing activity. The message must be presented through content that is capable of attracting attention, providing information, and creating relevant experiences for audiences. Joshi et al. (2025) explain that content characteristics represent an important aspect of the development of influencer marketing because influencer marketing activities largely take place through content published on social media.

One important characteristic of influencer content is informative value. Informative content provides knowledge or information perceived as useful by audiences, such as explanations of products, usage experiences, benefits, characteristics, or recommendations. Relevant information can help audiences understand products and provide a basis for evaluating a product or brand. Ao et al. (2023) demonstrate that informative value represents one of the characteristics associated with consumer responses to influencer marketing. This finding indicates that influencer content does not merely function as entertainment but can also serve as a source of information for consumers.

In addition to providing information, influencer content should also provide entertainment value. Entertaining content can create enjoyable experiences, encouraging audiences to remain interested in the content being delivered. Ao et al. (2023) demonstrate that

entertainment value has a strong association with customer engagement. This finding indicates that the ability of content to create enjoyable experiences represents an important characteristic in encouraging audience engagement.

Another important characteristic is originality in content presentation. Influencers operate in a social media environment filled with various types of content, meaning that distinctive content can help attract audience attention. Barta et al. (2023) found that originality represents one of the characteristics that contributes to followers' hedonic experiences and perceptions of influencer opinion leadership on TikTok. Therefore, content containing novel and distinctive elements can provide a more engaging experience for followers.

Content quality is also an important component of influencer marketing. Quality concerns the extent to which content provides value, is well presented, and meets audience needs. High-quality content can help influencers communicate messages more effectively so that audiences can understand the information provided. Barta et al. (2023) found that content quality can influence followers' hedonic experiences. This finding indicates that quality is not only related to information delivery but also to the experience audiences obtain when consuming influencer content.

Content characteristics should also consider the frequency or quantity of publications. Influencers need to maintain their presence on social media to remain connected with their audiences. However, a higher quantity of content does not necessarily produce better responses. Barta et al. (2023) found that a high quantity of publications can actually reduce followers' hedonic experiences in the TikTok context. This finding indicates that content strategy should not focus solely on how frequently influencers publish content but should also consider the quality and relevance of each publication.

One form of content presentation that can increase audience engagement is storytelling. Storytelling allows influencers to communicate information through stories, experiences, or narratives, making marketing messages more personal and easier for audiences to relate to. Atiq et al. (2022) demonstrate that storytelling content can be associated with audience engagement through relatability and trust. This finding indicates that presenting information through stories can help establish a closer relationship between influencers and audiences.

Storytelling also allows influencers to communicate content in a more emotional manner. Information presented through stories enables audiences not only to receive facts about a product but also to understand the influencer's experiences and perspectives. Atiq et al. (2022) demonstrate that relatability and trust play important roles in the relationship between storytelling content and audience engagement. Therefore, content characteristics concern not only what is communicated but also how the message is packaged so that it can be perceived as relevant by audiences.

In addition to storytelling, humor can serve as a content characteristic used to increase message attractiveness, particularly on entertainment-oriented platforms. Humor can create positive experiences and help influencers attract audience attention. Barta et al. (2023) found that humor increases influencer message effectiveness on TikTok through hedonic experience. This finding indicates that platform characteristics should be considered when influencers determine the type of content to produce.

However, the use of humor and entertainment elements should remain aligned with marketing communication objectives. Content that is overly focused on entertainment may lose its relevance to the product or brand when the marketing message is not communicated clearly. Barta et al. (2023) demonstrate that TikTok's short-video and entertainment-oriented characteristics make humor an effective element in shaping followers' experiences. Therefore, platform characteristics can influence which types of content are most appropriate for influencer marketing.

Content characteristics are also associated with audience relevance. Content that corresponds to audiences' needs, interests, and experiences is more likely to attract attention and generate responses. Atiq et al. (2022) demonstrate that relatability represents an important mechanism connecting storytelling content and audience engagement. This finding

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indicates that content enabling audiences to perceive similarities or connections with influencers can create stronger engagement.

Based on the discussion above, content characteristics in influencer marketing can be understood as the characteristics that determine how marketing messages are packaged and communicated through influencer-generated content. These characteristics include informative value, entertainment value, originality, quality, publication frequency, storytelling, humor, and audience relevance. Therefore, the effectiveness of influencer marketing is determined not only by who communicates the message but also by how the message is developed into content that is informative, engaging, relevant, and appropriate for the characteristics of the target platform and audience.

C. RESEARCH METHODS

This study uses a literature review method by collecting and analyzing various journals, books, and industry reports related to influencer-based marketing. A literature review enables the researcher to understand various academic perspectives and industry trends related to the effectiveness of this strategy. Through this approach, the study can identify the main factors that influence the success of influencer marketing. The data collected are derived from academic sources and reliable publications that discuss the effectiveness of influencer marketing in increasing consumer engagement. This review includes an analysis of various collaboration models between companies and influencers, as well as their impacts on consumer behavior. Thus, this study provides a more comprehensive understanding of influencer-based marketing strategies.

D. RESULTS AND DISCUSSION

The Role of Influencers in Increasing Consumer Engagement

Influencers have a significant influence on building consumer engagement through authentic and engaging content. They establish more personal relationships with their audiences, making the messages they deliver feel more natural and convincing. Studies indicate that consumers are more likely to interact with content created by influencers than with direct brand advertisements (Chaffey & Chadwick, 2022).

One of the main reasons why influencers are more effective in increasing engagement is that they are perceived as more relatable by their followers. Consumers perceive influencers as real individuals who share their personal experiences rather than merely as marketing tools. This emotional closeness makes audiences more receptive to product recommendations from influencers than to one-way advertisements delivered by companies.

In addition, influencers have the ability to shape trends and public opinions within a short period. With large numbers of followers and active interactions, they can generate increased awareness of a particular brand or product. Therefore, companies seeking to increase consumer engagement should consider collaborating with influencers whose values and audiences are aligned with their target market.

Mechanism of Trust in Influencer Marketing

Trust is a key factor in the effectiveness of influencer marketing. Consumers tend to trust reviews or recommendations from individuals they follow and admire more than marketing messages delivered directly by companies (Cialdini, 2022). This trust emerges because influencers often share personal experiences, making their recommendations appear more authentic and reliable.

Influencers with a good reputation can build stronger brand loyalty compared with other marketing strategies. High credibility enables influencers to influence consumer preferences and purchasing decisions more effectively. This makes influencers valuable assets for companies seeking to increase consumer engagement and sales conversions.

In addition, transparency and honesty in influencer-generated content are important factors in maintaining audience trust. Consumers tend to be skeptical of excessive promotions or dishonest reviews, meaning that influencers who remain authentic when delivering

marketing messages can have a greater impact on customer loyalty. Therefore, companies need to ensure that partnerships with influencers are based on values of honesty and relevance to their target market.

Optimal Strategies for Collaborating with Influencers

Companies should select influencers who are relevant to their target markets to ensure that marketing campaigns are more effective. Factors such as the number of followers, engagement rate, and alignment with brand values should be considered when selecting influencers (Linqia, 2023). In addition, selecting influencers with active and loyal audiences can significantly improve the effectiveness of marketing strategies.

Long-term collaborations with influencers tend to produce better results than one-time partnerships. Continuous relationships between brands and influencers allow marketing messages to be communicated more consistently to audiences. In this way, consumers not only become familiar with the brand but also begin to develop trust in the promoted products.

In addition, companies should consider the type of content to be created in collaboration with influencers. Content that appears more natural and is not overly promotional is often more effective in attracting audience attention. Therefore, giving influencers greater freedom to communicate messages in their own style can increase the authenticity and engagement of marketing campaigns.

E. CONCLUSION AND SUGGESTIONS

Conclusion

Influencer-based marketing has proven to be an effective strategy for increasing consumer engagement. By leveraging the trust and emotional closeness that influencers have with their followers, companies can create marketing campaigns that are more effective than conventional methods. This approach enables brands to establish more authentic relationships with their audiences.

To achieve optimal results, companies need to select influencers who are well aligned with their brands and establish long-term collaborations. Selecting the right influencers can ensure that marketing messages are effectively received by relevant audiences. Through a sustainable strategy, companies can increase customer loyalty and strengthen their position in the market.

Suggestions

Based on the findings regarding influencer-based marketing strategies for increasing consumer engagement, companies are advised to be more selective when choosing influencers for collaboration. Factors such as credibility, engagement level, and alignment with the target audience should be considered as primary criteria to ensure that promotional messages are communicated effectively.

In addition, companies are encouraged to establish long-term relationships with influencers to create consistent communication and build consumer trust sustainably. Companies should also provide influencers with sufficient freedom to communicate marketing messages in their own authentic style, as natural and relevant content tends to be more appealing to audiences.

Finally, companies need to regularly evaluate and monitor the performance of influencer marketing campaigns using consumer engagement indicators. This enables marketing strategies to be continuously adjusted according to market needs and evolving digital trends.

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