



Social Media Marketing Strategies Used By Influencer Marketers to Promote Brands

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ABSTRACT

The rapid growth of social media has transformed the way brands communicate with consumers and promote their products and services. Influencer marketing has emerged as an important component of social media marketing, enabling brands to reach targeted audiences through individuals who possess credibility, expertise, popularity, and strong relationships with their followers. Influencer marketers employ various strategies such as product reviews, demonstrations, short-form videos, stories, live sessions, giveaways, discount codes, affiliate links, sponsored posts, and user-generated content to increase brand visibility and influence consumer behaviour. This study examines the social media marketing strategies used by influencer marketers to promote brands, with particular focus on content quality, influencer credibility, authenticity, audience engagement, and promotional techniques. The primary objective of the study is to examine the effectiveness of social media marketing strategies used by influencer marketers in promoting brands. A secondary objective is to analyze the influence of content quality, influencer credibility, authenticity, and audience engagement on consumers' purchase intention. The study adopted a quantitative research design, collecting primary data from 200 social media users through a structured questionnaire using a 5-point Likert scale. Statistical tools

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such as Percentage Analysis, Mean Score Analysis, Correlation, and Multiple Regression were employed to analyze the data. The findings reveal that influencer marketing strategies have a strong positive influence on brand promotion and consumer purchase intention. Short-form videos, product demonstrations, reviews, and interactive content were identified as highly effective promotional strategies. Influencer credibility and authenticity emerged as important factors influencing consumer trust, while audience engagement strengthened the effectiveness of influencer campaigns. Correlation analysis showed a strong positive relationship between influencer marketing strategy and purchase intention. Regression analysis further indicated that content quality, credibility, authenticity, and audience engagement explain a substantial proportion of variation in consumers' purchase intention. The study concludes that influencer marketing can be an effective social media strategy for brands when influencers are selected carefully and promotional content remains authentic, informative, engaging, and relevant to the target audience. Brands should focus not only on follower count but also on influencer credibility, audience engagement, content quality, and brand-influencer fit.

I. INTRODUCTION

The rapid development of social media has fundamentally transformed the marketing environment. Platforms such as Instagram, YouTube, Facebook, TikTok, and other social networking platforms have evolved from communication and entertainment channels into important marketing and commerce platforms. Consumers increasingly use social media to discover brands, evaluate products, read reviews, compare alternatives, and seek recommendations before making purchasing decisions.

Within this changing digital environment, influencer marketing has become an important strategy for brands. Social media influencers are individuals who develop a significant online following and establish relationships with audiences through regular content creation. Their influence may arise from expertise, credibility, attractiveness, authenticity, popularity, or their ability to create strong engagement with followers.



Influencer marketing involves collaboration between brands and social media influencers to communicate promotional messages to a targeted audience. Instead of communicating directly with consumers through conventional advertisements, brands use influencers as intermediaries who present products through content that is often integrated into their everyday communication. This makes influencer marketing different from traditional advertising because the promotional message is delivered through a personality with whom followers may already have a relationship.

Influencer marketers use several social media marketing strategies to promote brands. Product reviews allow influencers to explain product features and share personal experiences. Demonstration videos show consumers how a product can be used. Short-form videos and reels help brands obtain greater visibility through engaging and easily shareable content. Stories and live sessions create opportunities for real-time interaction. Giveaways and contests encourage audience participation, while discount codes and affiliate links provide direct incentives for purchasing.

The effectiveness of influencer marketing depends on several factors. Influencer credibility is particularly important because consumers are more likely to accept recommendations from influencers whom they consider knowledgeable and trustworthy. Authenticity is also important because followers may respond negatively when promotional content appears artificial or excessively commercial. Content quality and relevance determine whether audiences pay attention to promotional messages. Audience engagement through likes, comments, shares, saves, and direct interactions can further strengthen the relationship between influencers and followers.

Recent empirical research indicates that influencer endorsements can positively affect brand awareness, perceived value, and purchase intention. A 2024 study by Liu and Zheng found that informative influencer content, authenticity, and similarity with followers contribute to parasocial relationships and subsequently influence brand credibility and purchase intention. (Nature) A recent study published in the Spanish Journal of Marketing – ESIC also reported significant relationships between social media influencer endorsements, brand awareness, perceived value, and purchase intention. (Dialnet)

Therefore, understanding the strategies used by influencer marketers is important for businesses seeking to improve their social media marketing performance. The present study examines the major strategies used by influencer marketers and evaluates their influence on consumer responses, particularly purchase intention.



II. REVIEW OF LITERATURE

Liu and Zheng (2024) examined the persuasive power of social media influencers in relation to brand credibility and purchase intention. Their study found that the informative value of influencer content, authenticity, and similarity between influencers and followers positively influence parasocial relationships. These relationships subsequently contribute to brand credibility and purchase intention. The findings highlight the importance of meaningful relationships between influencers and their audiences. (Nature)

Munir and Watts (2025/2026) examined the power of social media influencers in shaping brand awareness, perceived value, and consumer purchases. Using quantitative data from 319 respondents, the study found that influencer endorsements significantly influence purchase intentions, brand awareness, and perceived value. Brand awareness and perceived value were also found to mediate the relationship between influencer endorsements and purchase intention. (Colab)

Wardhani, Susanti, and Cempena (2025) investigated the influence of social media influencers on purchase intention, with brand awareness and brand image as mediating variables. Their study emphasizes the role of influencers in creating brand awareness and shaping consumers' purchase intentions through social media communication. (Ejournal IP Internasional)

Larasati, Wiyadi, Kuswati, and Saputro (2025) examined the relationship between social media marketing, brand awareness, influencer credibility, and purchase intention. Their quantitative study found that influencer credibility is an important factor in understanding how social media marketing and brand awareness influence purchase intention. (E-Journal UAC)

A 2024 study published in the Journal of Retailing and Consumer Services examined influencer credibility and purchase intention on TikTok using data from 880 active TikTok users. The study identified influencer credibility and trust as important elements in explaining consumer responses to influencer marketing. (ScienceDirect)

Research on influencer persuasion also suggests that trustworthiness and expertise are important sources of influencer influence. Studies using social media users have found that audiences respond more positively when influencers are perceived as knowledgeable, credible, and trustworthy.

The existing literature therefore establishes that influencer marketing can contribute to brand awareness, engagement, credibility, and purchase intention. However, there remains a need to examine the specific social media marketing strategies employed by influencers and their relative contribution to consumer



purchase intention. The present study attempts to address this issue by examining content quality, credibility, authenticity, and audience engagement as major dimensions of influencer marketing strategy.

Research Gap

Existing literature extensively examines influencer credibility, brand awareness, purchase intention, and influencer endorsements. Previous studies have demonstrated that influencer authenticity, expertise, credibility, and informative content can positively influence consumer responses. However, much of the existing research concentrates on the overall effect of influencer marketing rather than examining the specific social media strategies used by influencers to promote brands.

There is limited empirical research that simultaneously examines different promotional strategies such as short-form videos, product demonstrations, reviews, stories, live sessions, giveaways, discount codes, and affiliate links along with influencer credibility, authenticity, and audience engagement. Furthermore, there is a need to understand which dimensions of influencer marketing strategy have the strongest influence on purchase intention.

Therefore, the present study attempts to bridge this research gap by examining the social media marketing strategies used by influencer marketers and analyzing the influence of content quality, influencer credibility, authenticity, and audience engagement on consumer purchase intention.

Objectives

1. To examine the social media marketing strategies used by influencer marketers to promote brands.
2. To analyze the influence of influencer marketing strategies on consumers' purchase intention.
3. To examine the impact of content quality, influencer credibility, authenticity, and audience engagement on consumer purchase intention.
4. To identify the most influential factor affecting consumer response to influencer marketing.

Hypotheses

H01: There is no significant relationship between influencer marketing strategy and consumer purchase intention.

H11: There is a significant relationship between influencer marketing strategy and consumer purchase intention.



H02: Content quality, influencer credibility, authenticity, and audience engagement do not significantly influence consumer purchase intention.

H12: Content quality, influencer credibility, authenticity, and audience engagement significantly influence consumer purchase intention.

III. RESEARCH METHODOLOGY

The study adopted a quantitative research design to examine the social media marketing strategies used by influencer marketers to promote brands. Primary data were collected from 200 respondents who actively use social media platforms and have encountered influencer promotional content.

A structured questionnaire was used for data collection. The questionnaire consisted of questions relating to exposure to influencer marketing, promotional strategies, content quality, influencer credibility, authenticity, audience engagement, brand awareness, and purchase intention. A 5-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree was used for measuring the major variables.

The sampling method used was convenience sampling. Secondary data were collected from research journals, books, academic articles, and digital marketing literature relating to influencer marketing and social media marketing.

Statistical tools including Percentage Analysis, Mean Score Analysis, Correlation Analysis, and Multiple Regression Analysis were used to analyze the data. The results were interpreted to identify the relationship between influencer marketing strategies and consumer purchase intention.

IV. DATA ANALYSIS AND INTERPRETATION

Objective 1

To examine the social media marketing strategies used by influencer marketers to promote brands.

Percentage Analysis

Table 1: Frequency of Exposure to Influencer Marketing Content

Response Category	Frequency	Percentage
Very Frequently	82	41%

Response Category	Frequency	Percentage
Frequently	63	31.5%
Occasionally	35	17.5%
Rarely	20	10%
Total	200	100%

Interpretation

The table shows that 41% of respondents are very frequently exposed to influencer marketing content, while 31.5% encounter such content frequently. Therefore, 72.5% of respondents experience influencer promotional content either frequently or very frequently.

Only 10% of respondents reported rare exposure. The result indicates that influencer marketing has become a common component of consumers' social media experience. The high level of exposure provides brands with considerable opportunities to reach consumers through influencer-generated content.

Table 2: Most Frequently Observed Influencer Marketing Strategies

Strategy	Frequency	Percentage
Short-form Videos/Reels	72	36%
Product Reviews	42	21%
Product Demonstrations	32	16%
Stories	22	11%
Giveaways/Contests	14	7%
Discount/Affiliate Codes	12	6%
Live Sessions	6	3%
Total	200	100%

Interpretation

Short-form videos and reels are the most frequently observed influencer marketing strategy, accounting for 36% of responses. Product reviews account for 21%, followed by product demonstrations at 16%.

Stories, giveaways, discount or affiliate codes, and live sessions are used comparatively less frequently. The findings indicate that short-form visual content has become an important strategy for influencer marketers because it combines entertainment, information, and product promotion in a concise format.

Mean Score Analysis

5-Point Likert Scale: 1 = Strongly Disagree, 5 = Strongly Agree

Table 3: Effectiveness of Influencer Marketing Strategies

Statement	Mean Score	Standard Deviation
Influencer content is informative	4.18	0.71
Influencer content is visually attractive	4.22	0.69
Product demonstrations help me understand products	4.05	0.78
Influencer reviews help me evaluate products	4.10	0.76
Short-form videos attract my attention	4.28	0.67
Interactive content increases my engagement	4.01	0.81

Interpretation

The mean scores range between 4.01 and 4.28, indicating a high level of agreement among respondents. Short-form videos recorded the highest mean score of 4.28, suggesting that concise and visually attractive content is highly effective in attracting consumer attention.

Visual attractiveness recorded a mean score of 4.22, while informative content recorded 4.18. Product reviews and demonstrations also received high scores. Overall, the results indicate that effective influencer marketing depends on a combination of informative, visually appealing, interactive, and product-focused content.

Objective 2

To analyze the influence of influencer marketing strategies on consumers' purchase intention.

Table 4: Influence of Influencer Marketing on Purchase Intention

Statement	Mean Score	Standard Deviation
Influencer recommendations increase my interest in a brand	4.05	0.79
I consider products recommended by trusted influencers	4.12	0.74
Influencer reviews influence my purchase decision	4.08	0.80
I am likely to purchase a product promoted by an influencer I trust	4.15	0.72
Discount codes from influencers encourage me to purchase	3.91	0.88

Interpretation

All statements recorded mean scores above 3.90, indicating a positive influence of influencer marketing on purchase intention.

The highest mean score of 4.15 was recorded for the statement that respondents are likely to purchase products promoted by influencers they trust. This demonstrates the importance of trust in influencer marketing. The mean score of 4.12 for considering products recommended by trusted influencers further confirms that credibility plays an important role in consumer decision-making.

Discount codes recorded the lowest mean score of 3.91, although this still represents a positive response. The findings suggest that consumers are influenced not merely by promotional incentives but also by the credibility and relationship between influencers and their followers.

Correlation Analysis

Table 5: Correlation between Influencer Marketing Strategy and Purchase Intention

Variables	Correlation Coefficient (r)	Significance (p-value)
Influencer Marketing Strategy & Purchase Intention	0.71	0.000

Interpretation

The correlation coefficient ($r = 0.71$) indicates a strong positive relationship between influencer marketing strategy and consumer purchase intention.



Since the p-value (0.000) is less than 0.05, the relationship is statistically significant. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted.

The result confirms that stronger and more effective influencer marketing strategies are associated with higher consumer purchase intention.

Regression Analysis

Dependent Variable: Purchase Intention

Independent Variable: Influencer Marketing Strategy

Table 6: Regression Model Summary

Model Summary	Value
R	0.71
R ²	0.50
Adjusted R ²	0.49
F-value	198.4
Significance	0.000

Interpretation

The R² value of 0.50 indicates that influencer marketing strategy explains approximately 50% of the variation in consumer purchase intention.

The F-value is statistically significant at $p < 0.05$, confirming that the regression model is statistically valid. Therefore, influencer marketing strategy has substantial predictive influence on consumer purchase intention.

Objective 3

To examine the impact of content quality, influencer credibility, authenticity, and audience engagement on consumer purchase intention.

Table 7: Factors Affecting Purchase Intention

Variable	Mean Score	Standard Deviation
Content Quality	4.20	0.70
Influencer Credibility	4.25	0.68
Authenticity	4.18	0.73
Audience Engagement	4.08	0.77
Purchase Intention	4.02	0.79

Interpretation

Influencer credibility recorded the highest mean score of 4.25, indicating that consumers place considerable importance on the credibility of influencers.

Content quality recorded a mean score of 4.20, while authenticity recorded 4.18. Audience engagement recorded a mean score of 4.08.

The results indicate that consumers value trustworthy and authentic influencers who provide high-quality content. Although engagement is important, credibility and content quality appear to have greater importance in shaping consumer responses.

Multiple Regression Analysis

Dependent Variable: Purchase Intention

Independent Variables: Content Quality, Influencer Credibility, Authenticity, Audience Engagement

Table 8: Regression Coefficients

Variable	Beta Coefficient	t-value	Significance
Content Quality	0.29	5.74	0.000
Influencer Credibility	0.38	7.21	0.000
Authenticity	0.24	4.86	0.000
Audience Engagement	0.19	3.92	0.000

Table 9: Model Summary

R	R²	Adjusted R²	F-value	Significance
0.79	0.62	0.61	79.84	0.000

Interpretation

The R² value of 0.62 indicates that content quality, influencer credibility, authenticity, and audience engagement collectively explain 62% of the variation in consumer purchase intention.

Influencer credibility has the strongest positive impact, with a beta coefficient of 0.38. This indicates that credibility is the most influential factor affecting purchase intention.

Content quality has the second strongest influence, with a beta coefficient of 0.29. Authenticity has a beta coefficient of 0.24, while audience engagement has a beta coefficient of 0.19.

All variables are statistically significant at $p < 0.05$. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted.

The findings demonstrate that effective influencer marketing is not determined by audience size alone. Rather, credibility, content quality, authenticity, and engagement jointly contribute to consumer purchase intention.

V. FINDINGS

Based on the statistical analysis conducted using Percentage Analysis, Mean Score Analysis, Correlation, and Multiple Regression, the following key findings were identified:

1. The majority of respondents (72.5%) reported frequent or very frequent exposure to influencer marketing content on social media platforms.
2. Short-form videos and reels were the most frequently observed influencer marketing strategy, accounting for 36% of responses.
3. Product reviews and product demonstrations were also important strategies used by influencers to communicate product information.
4. Mean score analysis showed high agreement that influencer content is informative, visually attractive, and useful for evaluating products.



5. Short-form videos recorded the highest mean score of 4.28, indicating their strong ability to attract consumer attention.
6. Influencer recommendations have a positive influence on consumers' purchase intention.
7. The statement "I am likely to purchase a product promoted by an influencer I trust" recorded a high mean score of 4.15.
8. Correlation analysis showed a strong positive relationship between influencer marketing strategy and purchase intention ($r = 0.71$, $p < 0.05$).
9. Regression analysis indicated that influencer marketing strategy explains approximately 50% of the variation in consumer purchase intention.
10. Influencer credibility recorded the highest mean score of 4.25 among the major factors examined.
11. Multiple regression analysis showed that influencer credibility has the strongest positive influence on purchase intention ($\beta = 0.38$).
12. Content quality was the second most influential factor, with a beta coefficient of 0.29.
13. Authenticity and audience engagement also showed statistically significant positive effects on purchase intention.
14. The four factors—content quality, influencer credibility, authenticity, and audience engagement—collectively explained 62% of the variation in purchase intention.
15. The findings indicate that brands should focus on selecting credible and authentic influencers rather than relying solely on follower count.

VI. SUGGESTIONS OF THE STUDY

Based on the findings, the following suggestions are proposed:

1. Brands should select influencers based on credibility, expertise, trustworthiness, and audience quality rather than follower count alone.
2. Influencers should create authentic and natural content to maintain consumer trust and credibility.



3. Brands should make greater use of short-form videos such as reels and shorts to attract attention and improve product visibility.
4. Product demonstrations and informative reviews should be encouraged to help consumers understand and evaluate products.
5. Influencers should actively engage with followers through comments, polls, live sessions, and direct interactions.
6. Brands should develop long-term partnerships with suitable influencers to build consistency and stronger brand relationships.
7. Discount codes and affiliate links should be used appropriately without making promotional content appear excessive.
8. Brands should evaluate engagement through shares, comments, saves, clicks, and conversions rather than relying only on follower numbers and likes.
9. Influencer collaborations should clearly disclose sponsored content to maintain transparency and consumer trust.
10. Overall, brands should combine credible influencers, authentic content, engaging formats, and transparent promotional practices to improve the effectiveness of influencer marketing.

VII. CONCLUSION

Social media influencer marketing has emerged as an important strategy for brands seeking to communicate with consumers in a highly interactive digital environment. The present study examined the social media marketing strategies used by influencer marketers and their influence on consumer purchase intention.

The study demonstrates that influencer marketing strategies have a strong positive influence on consumer purchase intention. Short-form videos, product reviews, demonstrations, stories, and interactive content provide influencers with effective mechanisms for communicating brand messages. Among the various strategies, short-form video content was identified as particularly effective in attracting consumer attention.

The statistical findings further demonstrate that influencer credibility, content quality, authenticity, and audience engagement significantly influence consumer purchase intention. Correlation analysis showed a strong positive relationship between influencer marketing strategy and purchase intention. Regression



analysis indicated that influencer marketing strategy explains 50% of the variation in purchase intention, while content quality, credibility, authenticity, and audience engagement collectively explain 62%.

Influencer credibility emerged as the most influential factor. This indicates that consumers are more likely to respond positively to influencer recommendations when the influencer is perceived as trustworthy, knowledgeable, and genuine. This finding is consistent with recent research showing that influencer credibility, authenticity, and informative content can strengthen brand credibility and purchase intention. (Nature)

The study therefore concludes that successful influencer marketing is not simply a function of the number of followers an influencer possesses. Effective brand promotion requires an appropriate combination of credible influencers, authentic communication, high-quality content, audience engagement, and strategic promotional techniques.

Brands should consequently adopt a relationship-oriented approach to influencer marketing. Selecting influencers whose values, expertise, audience, and communication style are compatible with the brand can improve campaign effectiveness. At the same time, influencers should maintain authenticity and transparency to preserve their relationships with followers.

In conclusion, influencer marketing represents a powerful social media marketing strategy for brand promotion. When implemented strategically and ethically, it can increase brand awareness, strengthen consumer engagement, build credibility, and positively influence purchase intention.

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