

Chapter 3

How Influencers Can Leverage Performance in Business

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ABSTRACT

Influencers can indeed use their influence to boost business performance. Influencers and businesses can work together to market a company's goods or services to their subscriber base. Influencers can significantly affect sales and performance by endorsing goods or services and including their affiliate links in their content. Influencers and businesses can collaborate to produce sponsored content, in which the influencers create interesting and genuine posts or videos showcasing the brand's goods or services. By doing so, businesses can connect with the influencer's audience and use their power and inventive storytelling abilities. Businesses can benefit from this tactic by expanding their reach, increasing engagement, and boosting traffic to their websites and physical stores. For influencers to continue earning the trust of their audience, they must always be genuine and transparent in their collaborations. Influencers can influence business performance, so this study aims to review the bibliometrics literature using the Scopus database.

INTRODUCTION

With the increasing competition in global marketplaces, marketers are fighting for attention by placing advertisements everywhere. They are developing marketing techniques based on the best ways to influence modern consumers. Influencer marketing has emerged as one way of achieving this goal (Tanwar et al., 2022). This technique enables businesses to use “normal people” with a large online presence to drive brand messages and promote their products and services. In this case, influencers are paid to create posts and publish them on their social media platforms, thus creating brand awareness and recommending specific products and services to their audiences (Edwards et al., 2022). For this marketing technique to work, the influencers must seamlessly include the sponsored products or services in their editorial content and encourage their audiences to engage with the content (Amaro & Scheepers, 2023). The ef-

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fectiveness of influencer marketing is often based on these opinion leaders' relatability with their target audiences. For instance, unlike celebrities, influencers are more accessible and live a life their audiences relate to or admire. They often share most aspects of their lives with their audiences, thus building loyal and highly-engaged followers. This enables them to promote products, services, or places, often based on their experiences and interests. As a result, influencers can help improve business performance.

The influencer marketing industry has seen significant growth in recent years. For instance, Tanwar et al. (2022) found that this sector has grown by US\$3.2 billion since 2019, with more than 60 influencer marketing agencies entering the market within a year. In addition, influencer marketing has been associated with a higher return on investment (ROI) than traditional marketing strategies. For example, Johansen and Guldvik (2017) indicate that influencer marketing ROI is 11 times higher than other forms of traditional digital marketing. Similarly, Tanwar et al.'s (2022) research suggests that the ROI for every \$1 spent on influencer marketing is \$5.78. Moreover, the researchers suggest that 80% of marketers find influencer marketing effective, while 60% expected an increase in influencer marketing in 2019. Similarly, Johansen and Guldvik (2017) indicate that 82% of consumers are more likely to purchase products or services based on influencer advice. In addition, 92% of consumers nowadays trust recommendations from people more than brands, contributing to the success of influencer marketing and electronic word of mouth (e-WOM). Besides, most people find influencers more knowledgeable, credible, and believable. Collaborating with influencers helps marketing managers leverage their reach and audience through valuable content to sell and promote products and services to targeted audiences more likely to purchase. This study aims to review the bibliometrics literature using the Scopus database to demonstrate how influencers can improve business performance.

The article is structured as follows: The introduction tells us about the topic and its importance, as well as the objective of the investigation. In the methodology approach of the methodological process, in the distribution of publications, we analyze their nature from a theoretical perspective; they embroider the subjects and results found in the articles, and, finally, the main conclusions, theoretical implications, and future lines of investigation are presented.

METHODOLOGICAL APPROACH

The researcher employed a systematic bibliometric literature review (LRSB) methodology to identify relevant resources and integrate findings. The LRSB method was selected since it enables researchers to identify, collect, and analyze a vast amount of scholarly literature on how influencers can improve business performance. It encourages the researcher to employ rigorous search strategies, including pre-defined search terms and inclusion/exclusion criteria. In addition, LRSB helps identify emerging research trends, key concepts, and topics within a specific field or research area, thus providing valuable insights into the evolution of knowledge and developments in the particular field of study.

The search process began with identifying the database. In this study, the Scopus database was selected based on Baas et al. (2020) description of the database as a trustworthy platform for accessing high-quality, curated content.

The LRSB greatly aided in filtering the most pertinent and high-quality sources for analysis and reporting. As a result, this methodology can be effectively employed to decipher and map the accumulated scientific knowledge and emerging variations within a well-established subject (Rosário, et al., 2023; Rosário & Dias, 2023; Rosário & Dias, 2022; Rosário, et al., 2021).

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