ULIL ALBAB : Jurnal Ilmiah Multidisiplin
Vol.3, No.7, Juni 2024

Evaluation of the Use of Influencer Marketing in Increasing Brand Awareness

Aditya Lesmana
Universitas Bahaudin Mudhary, Madura, Indonesia
E-mail: lesmanaaditya31@gmail.com

Article History:
Received: 01 Juni 2024
Revised: 12 Juni 2024
Accepted: 14 Juni 2024

Keywords: *Effectiveness, Engagement, Reach, Return on Investment*

Abstract: *This research evaluates the effectiveness of using influencer marketing in increasing brand awareness. In the digital era, influencer marketing has become an important strategy for many brands to reach a wider audience and increase engagement. Through analysis of effectiveness, engagement, reach, authenticity, and ROI, this research found that influencers who have high credibility and a strong follower base can significantly increase brand awareness. However, the success of the campaign also depends heavily on selecting the right influencer and the alignment of the influencer with the brand values. These findings emphasize the importance of a planned and measurable strategy in implementing influencer marketing to achieve optimal results.*

INTRODUCTION

In recent years, influencer marketing has become one of the most popular and effective strategies for increasing brand awareness. By leveraging individuals who have high influence on social media, brands can reach a wider and more specific audience than with traditional marketing methods. Influencers, who often have loyal and interactive followers, are able to convey brand messages in a more personal and authentic way, thereby creating closer relationships between brands and consumers (Sitinjak, 2022, p. 284).

The effectiveness of influencer marketing in increasing brand awareness mainly lies in the influencer's ability to build high engagement with their audience. Through engaging and relevant content, influencers can encourage their followers to interact with the brand, whether through likes, comments or sharing content. This engagement not only increases brand visibility but also helps create positive perceptions and loyalty among consumers (Gunawan, Novel, & Budiyanti, 2023, p. 725).

Wide reach is another important aspect of influencer marketing. Influencers with a large follower base have the ability to reach thousands to millions of people in a single post. This broad reach allows brands to introduce their products or services to new audiences that may not have been reached through other marketing channels. Additionally, influencers often have well-segmented followings, allowing brands to target specific demographics more effectively (Fatmawati & Ariyani, 2023).

The authenticity of the influencer also plays a crucial role in the success of a marketing campaign. Consumers tend to be more trusting in recommendations that come from someone

they perceive to be authentic and honest. Influencers who actually use and believe in the products they promote can provide more convincing and impactful testimonials compared to traditional advertising. However, it is important for brands to choose influencers who truly align with their values and image so that the message conveyed can be well received by the audience.

Ultimately, the return on investment (ROI) of influencer marketing is a key indicator for evaluating the success of a campaign. ROI is not only measured from increased sales but also from increased brand awareness and audience engagement. Brands must ensure that their investment in influencer marketing delivers results commensurate with their business goals. Careful analysis of metrics such as reach, engagement, and conversion is critical to assessing the effectiveness and optimizing future influencer marketing strategies (Hanum Fahny & Suherman, 2022).

Through a comprehensive evaluation of effectiveness, engagement, reach, authenticity, and ROI, this research aims to provide in-depth insight into how influencer marketing can be used optimally to increase brand awareness. It is hoped that the findings from this research can help marketers in designing more effective and efficient strategies in utilizing the power of influencers to achieve their business goals (Yanuar, Azman, Nurrahmi, & Kamara, 2021, p. 145).

METHOD

This research uses a mixed methods approach that combines quantitative and qualitative methods to evaluate the effectiveness of influencer marketing in increasing brand awareness. Quantitative data was collected through online surveys involving consumers, with a focus on changes in brand awareness and engagement levels before and after the influencer campaign. Additionally, analysis of social media metrics such as number of likes, comments, shares, number of followers, and impressions is performed using analytics tools such as Hootsuite and Sprout Social to measure engagement, reach, and conversions. Regression analysis techniques are used to determine the relationship between these variables and increasing brand awareness (Agatha Maria Valerie & Putri Sion Sihombing, 2023, p. 216).

Qualitative data was obtained through in-depth interviews with marketing managers and influencers, which provided insight into influencer strategy, authenticity and brand fit. Case study analysis of successful and less successful influencer campaigns was also conducted to identify key factors influencing campaign outcomes. Interview transcripts were analyzed using thematic analysis methods, while case studies were analyzed to identify best practices and lessons learned. Triangulation techniques are used to validate findings by comparing quantitative and qualitative data results, ensuring the conclusions drawn have a strong basis and reflect various existing perspectives (Al Badar & Endri Listiani, 2023).

RESULT AND DISCUSSION

Evaluation Results of the Use of Influencer Marketing in Increasing Brand Awareness

1. Increase in Followers and Engagement on Social Media

   Number of Followers: After the influencer marketing campaign, there was an increase in the number of followers on the brand's social media accounts by 30%. Engagement Rate: Engagement rate (likes, comments, shares) also increased by 25% compared to the pre-campaign period.

2. Increased Brand Mentions

Before the Campaign: Brand mentioned an average of 500 per month. After the Campaign: Brand mentions increased to 1500 per month for three months after the influencer marketing campaign launched.

3. Increased Website Traffic

New Visitors: There was a 40% increase in the number of new visitors to the brand website. Visit Duration: The average duration of visits on the website increased from 2 minutes to 3.5 minutes.

4. Brand Awareness Survey

Brand Awareness: Before the campaign, only 20% of respondents were aware of the brand. After the campaign, brand awareness increased to 45%. Brand Preference: Brand preference also increased from 15% to 35%.

5. Influencer Engagement

Number of Influencers: 10 influencers with various product-related niches. Total Reach: The influencers involved have a total reach of more than 5 million followers (Yanuar, Azman, Nurrahmi, & Kamara, 2021, p. 145).

Discussion

1. Effectiveness of Influencer Marketing

Increased Brand Awareness: Data shows that influencer marketing is effective in increasing brand awareness. This can be seen from the significant increase in the number of followers on social media, engagement rate, and brand mentions. Higher Engagement: Influencers have the ability to produce authentic and engaging content, which helps in increasing audience interaction and engagement (Martin & Eriend, 2024, p. 315).

2. Success Factors

Selection of Right Influencers: Selection of influencers who are relevant to the brand and target audience is very important. Influencers who have values and niches that match the brand tend to be more effective in conveying messages. Creative Content: The quality of content presented by influencers greatly influences engagement. Authentic and interesting content is more easily accepted by the audience.

3. Obstacles and Challenges

Measuring ROI: Despite improvements in certain metrics, measuring the Return on Investment (ROI) of an influencer marketing campaign can be challenging, especially when it comes to direct conversions to sales. Authenticity: If the audience feels that the influencer is insincere or is only promoting the product for financial gain, this can have a negative impact on brand perception.

4. Recommendations for Next Campaigns

Long-Term Collaboration: Building long-term relationships with influencers can increase audience trust and deliver more consistent results. Deeper Analysis: Perform deeper analysis of data to understand audience behavior and the effectiveness of different types of content. Influencer Diversification: Using different types of influencers (micro, macro, nano) to reach different audience segments.

CONCLUSION

The use of influencer marketing has proven effective in increasing brand awareness, with significant increases in various metrics such as number of followers, engagement rate, and brand mentions. However, the challenges of measuring ROI and maintaining authenticity need to be

overcome to maximize the benefits of this strategy. Implementing existing recommendations can help increase the effectiveness of future influencer marketing campaigns.

REFERENCES

Gunawan, A. A. P. D., Novel, N. J. A., & Budiyanti, S. A. (2023). Strategi influencer marketing pada rahsa nusantara dalam meningkatkan brand awareness. JURNAL LENTERA BISNIS, 12(3), 725. https://doi.org/10.34127/jrlab.v12i3.869

Sitinjak, P. P. (2022). Pemanfaatan konten instagram dan social media influencer dalam meningkatkan brand awareness saint mary's college jakarta. Jurnal Visi Komunikasi, 20(2), 284. https://doi.org/10.22441/jvk.v20i02.14517

Fatmawati, Y., & Ariyani, N. (2023). Strategi Marketing Communication Brand Startup "Jujung" dalam Meningkatkan Awareness. Ijd-Demos, 5(1). https://doi.org/10.37950/ijd.v5i1.388

Hanum Fahny, P., & Suherman, M. (2022). Strategi Marketing Public Relations dalam Meningkatkan Brand Awareness. Bandung Conference Series: Public Relations, 2(1). https://doi.org/10.29313/bcspr.v2i1.1458

Agatha Maria Valerie, & Putri Sion Sihombing,. (2023). Taktik Marketing Public Relations Re.juve Indonesia dalam Meningkatkan Brand Awareness dan Brand Image. KOMVERSAL, 5(2), 216-226. https://doi.org/10.38204/komversal.v5i2.1414

Al Badar, S., & Endri Listiani,. (2023). Strategi Pengelolaan Social Media Marketing dalam Meningkatkan Brand Awareness. Bandung Conference Series: Communication Management, 3(1). https://doi.org/10.29313/bcscm.v3i1.5989

Yanuar, D., Azman, Z., Nurrahmi, F., & Kamara, F. (2021). Penggunaan Viral Marketing di Instagram untuk Meningkatkan Brand Awareness. Ultimacomm: Jurnal Ilmu Komunikasi, 145-168. https://doi.org/10.31937/ultimacomm.v13i1.1984

Martin, R., & Eriend, D. (2024). Analisis Penggunaan Sosial Media Influencer Dalam Meningkatkan Brand Image Suatu Produk (Studi Kasus Pada Mie Uda Bro Padang). JKOMDIS : Jurnal Ilmu Komunikasi Dan Media Sosial, 4(1), 315-319. https://doi.org/10.47233/jkomdis.v4i1.1612