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Social Media and Influencer Marketing Strategies: A conceptual Review on Contemporary Applications

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‘ABSTRACT’

Growing usage of social media globally has changed the dynamics of marketing and consumer behaviour. Social media has become an important communication strategy for marketers to build their brands. Influencer Marketing (IM) is relatively a new discipline in marketing to interact and engage with stakeholders in social media. The increasing importance of social media influencers (SMIs) has been acknowledged by marketers and gained attention of the academics. Despite the growing relevance of this social media-marketing (SMM) tool, extant literature paid limited attention on the effectiveness of influencer marketing on delivering the outcomes of strategic social media marketing communication. Therefore this paper followed a deductive approach to review extant scholarly work on Influencer marketing and social media marketing literature and researches on its contemporary application. Finally, this paper has proposed a conceptual framework for marketers to evaluate the effectiveness of influencer marketing strategies on social media to drive organizational performance by synthesizing the empirical thoughts and content.

Keywords: *Influencer Marketing, Social Media, Social Media Marketing, Social Media Influencers*

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1.0 INTRODUCTION

4th Industrial revolution has significantly changed the way the businesses engage with consumers (B2C) as well as with businesses (B2B). Birth of computers, networks and data has transformed the entire world to an abundance of opportunities. According to Emilly Green (2010) “The global network will provide unbelievable connectivity and intelligence. It might be the most exciting development in the world. (p.20) It can bring nonlinear change in every economy.” During the last decade an advent of Internet of Things (IoT) has experienced revolutionizing changes in the way consumers extract data, evaluate and make choices and provide feedback on products and services. (Vinerean, 2017)

Social media is one of the yields of IoT and is the most influential online media to date. According to Kaplan and Haenlein (2009) Social media is a network of Internet based applications that enable people to create and exchange user-generated content. (UGC). An empirical literature study conducted by Vinerean (2017) highlighted that many authors have interpreted social media from different perspectives, of those key aspects highlighted were interaction and co-creation of UGC that facilitate for business objectives.

A rapid increase in usage of social media globally and ever rising follower base brought opportunities for marketers to reach customers effectively, interact and leverage word of mouth (WoM) to generate impact for their products and services. (Hewett, Rand, Rust, & Van Heerde, 2016) The dramatic change in social media has impacted the traditional brand communications vehicles such as TV, press etc to join force with online WoM or e-WoM through new channels such as Facebook, Snapchat, YouTube accounts. (Hewett et. al., 2016)

Influencer marketing (IM) is a tool of social media marketing or eWoM marketing (not merely similar) gaining popularity among millennials, Gen Y and Z. IM has gained attention of researchers in the recent years in areas of how influencers can incite behavioural change or affect public opinion and the majority of studies focused on the use of influencers as a commercial marketing tactic. (Liselot, Steffi, & Marijke, 2020)

IM is a marketing strategy that relies on companies to invest in identified influencers to create and/or promote branded content for their followers in an effort to induce brand awareness and purchase intentions. (Lou & Yuan, 2019) IM is an approach that identifies and targets influencers in the market. (Brown & Hayes, 2008) These influencers created a new marketing tool for marketers who need to understand the importance of social media and the significant role it plays in communicating with current and potential customers. (Taillon , Mueller , Kowalczyk , & Jones , 2020)

Social media influencers commonly referred as SMIs are now popularized among the social media followers and for advertisers. Social media influencers may be well-known celebrities; however, not all celebrities are social media influencers. (Taillon et al., 2020) These SMIs have different interests such as entertainment, fashion, food etc. and they share opinion in their personal blogs and then quickly turning to social media platforms such as Facebook, Instagram, YouTube, and more recently TikTok to gain attention of their follower base. (Liselot et al., 2020) Now the world has moved from text to images/pictures and now on videos. With the audience fragmentation in social media it is important for marketers to invest on the right social media platforms and right SMIs on effective social media platform.

Marketing professionals has been deployed IM as a marketing tactic to increase their business and customer engagement and thereby investment on Instagram increased by double to US \$ 2380 million in 2019. (Martínez-López , Anaya-Sánchez , Giordano , & Lopez-Lopez,2020) Marketers use SMIs as message mediators, online brand ambassadors and as storytellers. (Santiago & Castelo, 2020) Through which marketers expect to increase intimacy for their brands and create brand love and loyalty. (Veirman, Cauberghe, & Hudders, 2017) SMIs create content to engage with their followers through

which they bring out the branded content and make followers to test out the products. Not only they bring content, they core-create stories with followers and made it more believable and credible. (Veirman et al., 2017) Therefore IM has contributed to the change in consumer decision-making process and enable marketers to effectively reach their audience through power of WOM. (Santiago & Castelo, 2020)

1.1 Purpose of the Study

Purpose of this study is to provide an empirical review on the impact and importance of Influencer marketing strategies on Social Media Marketing (SMM) using existing literature. Social media has become a basic component of marketing communications and it is a low-cost way to reach customers and build relationships. (Felix, Rauschnabel, & Hinsch, 2016) However studies revealed that organisations are still struggling to manage and effectively use of social media marketing. (Siriwardana & Ismail, 2020) Marketers need to go beyond creating content in social media and increase interactivity and engagement. (Parsons & Lepkowska-White, 2018)

Growing usage of social media has provided marketers a better space to engage customers using new communication tools. (Hasan & Sohail, 2020) Influencer Marketing is relatively a new discipline in marketing to interact and engage with stakeholders in social media. Decade ago organisations used influencers, typically celebrities on traditional media with significant investment to endorse its products and services. However with the birth of social media, organisations have shifted marketing budgets to social media marketing. A recent report indicated that 67% of marketers are intended to increase their IM budget in the next year. (Yemu & Chiang, 2018) Global IM budget estimated to be at a US\$ 15 billion market by 2020. (Liselot et al., 2020) Nearly 90% of all marketers find ROI from IM comparable or better than other marketing channels. (Bailis, 2019)

With an increased popularity and network of followers SMIs can monetize the exposure they can offer for brands and companies. These companies have realized the persuasive power SMIs have over their followers and, as a result, brand managers are investing a growing share of their advertising budgets on SMIs to promote their products and services through influencer marketing. (Hall, 2015) A recent study showed that attributes

of SMIs such as attractiveness and closeness have positive correlation with purchase intentions. (Taillon et al., 2020)

Research on IM has gained popularity in the recent years and most of the studies reviewed the efficacy and appealing nature of SMIs whilst other studies were on conceptualization of SMIs and content strategies. (Liselot et.al., 2020) However limited studies reviewed on the role of IM and its contemporary application on SMM. (Liselot et al., 2020) According to the literature, SMM concentrates brand awareness and IM plays its role to influence potential customer to purchase product or service. (Jashi, 2020) Moreover there is a considerable amount of scholarly work on SMM; barely minimum studies highlight the importance of IM on SMM and how it affects the overall performance of the organization. (Tafesse & Wien , 2018)

Therefore this paper followed a deductive approach and attempts to review extent scholarly work on IM and SMM literature and researches on its contemporary application. Finally, this paper proposed a conceptual framework for marketers to evaluate the effectiveness of IM strategies on social media to drive organizational performance by synthesizing the empirical thoughts and content.

2.0 LITERATURE REVIEW

2.1 Social Media

Social media has disrupted the entire world by liberalizing the way people exchange information. Social media enabled people to share moments, thoughts, exchange of services and perform transactions. Kaplan and Haenlein (2010, p.61) defined social media as ‘a group of internet-based applications that build on the ideological and technological foundations of web 2.0, and that allow the creation and exchange of user generated content’. However with the development and evolvement of social media this definition being challenged by scholars in their recent studies. Mobile is the new way or revolution spreading the wings of social media and ‘Mobile 2.0’ is the new buzzword, which turns all application of social media from desktop PC to a mobile handset. (Lamberton & Stephen , 2016)

Social media is a network of platforms where content and applications are created, modified and published by the users in a participatory and collaborative manner. (Kaplan & Haenlein, 2010) Social media platforms are now scattered from text-based such as Facebook, Twitter etc. to image based such as Instagram, Viber etc. and now video-based content such as YouTube, TikTok etc. Due to the complexity of the development of social media applications, it can be classified by their characteristics into more specific categories such as collaborative projects, blogs, content communities, social networking sites, virtual game worlds, and virtual social worlds. (Kaplan & Haenlein, 2010) (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011)

Kietzmann et al. (2011) introduced a framework that represents seven building blocks of social media (honeycomb of social media); Identity, Conversations, Sharing, Presence, Relationships, Reputation and Groups. However Kaplan & Haenlein (2010) argued that there are two key elements of social media that classifies the type of social media. Media related element (Social presence, media richness) and social processes (social presentation, self disclosure). In terms of media related attributes, Social presence influenced by intimacy or interaction between 2 parties. Media richness on the other hand reduced the uncertainty of the message. In terms of social processes social presentation is how people want to form perception about themselves by others. Self-discourse is on the other hand emphasizes representation of personal information. (Kaplan & Haenlein, 2010) Tafesse and Wien (2018) highlighted that implication for the marketers would therefore be how to activate the key functionality of social media such as monitoring and influencing key conversations, content creation and management and engagement.

Social media has opened up new possibilities for marketers and it is the most influential marketing tool that enables marketers to connect with thousands of connections targeting marketing activities regardless of time bounds or regions. (Lipsman, Mudd, Rich, & Bruich, 2012) Quantitative research study done on effectiveness of social media indicted that that social media performance is positively related to marketing performance.

Moreover it was noted that social media strategy, customer engagement activities and social media analytics have positively associated with social media performance. (Tafesse & Wien, 2018) In this new age of marketing, modern organisations are moving towards

digital business models. Hence, it is crucial to understand how to compete in the digital business domain while improving their social media marketing that would ultimately add value to the organization.

2.2 Social Media Marketing

Social media marketing (SMM) has gained much attention of scholars and many have defined the concept from different point of view. Yadav and Rahman (2017) defined SMM as a facilitator of connectivity and interaction with prospective customers with the intention of selling product and services. They further stated that SMM enhances the stakeholders' value by facilitating interaction, sharing personalized recommendations and enabling electronic word of mouth (eWOM). Felix et al. (2017) examined the strategic level of social media marketing, which reviews an organization's decisions about social media marketing scope, culture, structure, and governance. From marketing perspective, Dwivedi, Kapoor, & Chen, (2015, p.291) highlighted that SMM as an interactive dialogue around a marketing offering that facilitates social media users get to know about organisations' promotional information or learn from other users about their experiences of the marketing offering.

Vinerean (2017, p.31) highlighted that organisations employ SMM to gain insights of prospective customers, acquire and to increase lifetime value of customers by retention strategies. He further stated that strategic importance of SMM for an organisation; Firstly as an advertising potential to reach prospective customers, secondly to increase e-WOM of brand experience through loyal customers as well as related social influencers and eventually to building social relationships with customers as an effort of CRM activity.

Empirical research study done by Kavisekera & Abeysekera (2016) reviewed the effect of SMM on brand equity for online companies. Findings were based on the model introduced by Lee (2014) stages of social media leading up to brand equity model (Figure 1) proved that Brand Exposure, Customer Engagement, Fan Loyalty and Influence on SMM have strong positive effect on brand equity.

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Figure 1: Stages of Social Media Marketing leading to Brand Equity
Source: Lee (2014, p.61) cited in Kavisekara & Abeysekara (2016)

Lee (2014) cited by Kavisekara & Abeseysekara (2016) proved that Exposure of brand online content improved the awareness levels and drove the customer engagement. Organisations need to be actively present on the social media platforms by creating content, different social media campaigns and engage with customers on regular basis. (Kaplan & Haenlein, 2010) Active presence in social media influenced the exposure by driving incremental reach. (Tafesse & Wien, 2018) Brand awareness is consumer's ability to recognise a product or brand and consumer's ability to recall a brand. (Hasan & Sohail, 2020)

Customer Engagement is an outcome of exposure. When customers co-create the brand content online, like or positively comment on social media and share brand content with similar users. (Tafesse & Wien, 2018) It is a motivational state that leads customers to a heightened involvement on brand experiences on exposures online. (Harrigan, Soutar, Choudhury, & Lowe, 2015)

As customer's interaction with branded content deepens organisations form online brand community. (Lee, 2014) A social media-based brand community is the combination of brand community and social media based interactions. (Hasan & Sohail, 2020) Berry and Carbone (2007) stated that high level of satisfaction leads to both emotional and rational

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loyalty which resulted in pay for desired brands or recommend brands to similar audience. Vinerean (2017) empathized that organisation's existing social brand community can influence potential customers through eWOM and instill positive perceptions about the brand experience. Previous scholar work indicated that brand awareness, trust, interaction and brand community on social media have positive effect on purchase intention. (Hasan & Sohail, 2020) (Bailis, 2019) (Cooley & Parks-Yancy, 2019)

2.3 Influencer Marketing Strategies

Influencer marketing (IM) is not an uncommon marketing vocabulary used by marketers. According to Forbes.com, IM is defined as a form of marketing in which focus is given on specific individuals rather than the target market as a whole. Traditionally celebrities such as Movie stars, Sports stars or renowned Musicians etc. were used as influencers by organisations to showcase their products and services expecting potential customers to try it out. (Glucksman, 2017) With the new technological developments and emergence of social media have opened up new avenues for organisations to connect with customers directly and interactively. Therefore previous literature highlighted that IM is an integral part of SMM and SMIs are reshaping the consumer relationships with brands in ways that are changing the today's marketing dynamics. (Taillon et al., 2020)

Many authors have defined IM, argued in the backdrop of social media. Freberg , Graham , McGaughey & Freberg (2010) define influencers as 'a new type of third-party endorsers who shape audience attitudes through blogs, tweets, and the use of other social media.' These individuals are well recognized by thousands of social media followers and build trust and confidence of their followers on their recommendations and experiences. (Saima & Khan, 2020) Agostino, Arnaboldi, and Calissano (2019) added the element of trust in the definition by describing an influencer as 'an active and empowered social media user who is listened to and seen as a trusted source by other social media users.' However influencers are different to celebrities with public figure. They create their own content, engage followers actively on their experiences and interested in specific topics for niche social community. (Guruge, 2018)

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IM is considered to be more authentic and organic sort of marketing tool to reach potential customers. (Lou & Yuan , 2019) IM can take the form of earned or paid media where organisations use influencers for brand mentions, product reviews, event coverage and as brand ambassadors. (Krasniak, 2016) The influencer's fan community follows these authentic and credible content and it can go viral. (Santiago & Castelo, 2020) Previous literature indicated that that SMIs have taken over the role from celebrities of delivering and endorsing branded content. (Linn & Rebecca, 2020)

Popular social media of choice for influencing are Instagram, YouTube, Facebook, Snapchat and latest addition is TikTok. SMIs are mostly specialized in an area of expertise such as leisure, food, entertainment, fitness etc. Kadekova and Holienionva (2018) categorized SMIs into 4 groups that organisations can use in their IM strategy;

- a. Blogger: Owner of a website who shares authentic thoughts and create unique content and disseminate on social media platforms.
- b. Vlogger: An Influencer produces impactful video content of diverse interests on YouTube to engage with audience.
- c. Celebrity: Known personality—an actor, singer, athletes etc. widely became popular due to media and have a follower base in Instagram, Facebook and Youtube.
- d. Instagrammer: Popular among youth, this personality is formed a follower base in Instagram using high quality photo content and followers respond with masses of hearts, emojis and comments.

A latest fad in the influencer marketing landscape is the use of live streaming videos (Twitch Influencers) in which the SMIs stream a live video content to their followers and in which the sponsored content can be promoted. (Woodcock & Johnson, 2018)

Moreover Campbell and Farrell (2020) highlighted five categories of influencers: Celebrity influencers, Mega-influencers, Macro-influencers, Micro-influencers, and Nano-influencers. (Figure 2)

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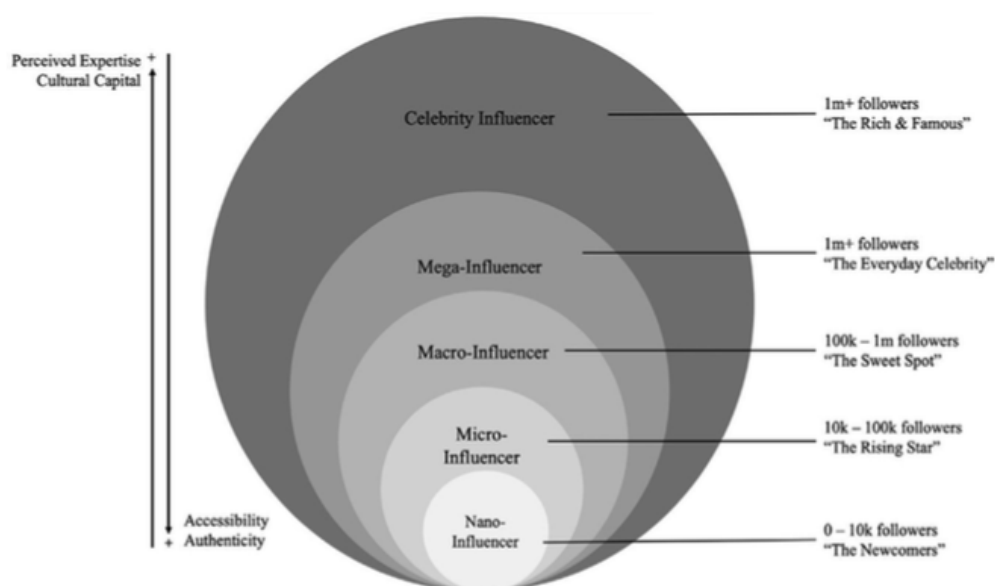


Figure 2: Types of Influencers, cited in Campbell & Farrell (2020)

Further, different in each of above category lies in the number of followers, with mega-influencers having attained over one million followers, macro-influencers between 100,000-1,000,000, micro-influencers between 10,000 and 100,000, and nano-influencers with follower counts smaller than 10,000. (Campbell & Farrell , 2020) Previous literature highlighted three crucial characteristics in obtaining a successful influencer status: expertise, authenticity, and intimacy. These characteristics may be of great importance in generating higher numbers of followers base. (Liselot et al., 2020)

Influencer marketing global consumer survey conducted by Rakuten Marketing (2019) highlighted that 80% of consumers made a purchase recommended by an influencer by clicking on the link or image, which persuades marketers to use IM not merely as a awareness builder but as a conversion marketing strategy. Millennials are more prone to follower influencers and study has showed that IM effects the decision making of millennials when choosing rural tourism destination. (Chatzigeorgiou, 2017)

Branded content generated by influencers (UGC), influencer's attractiveness, trustworthiness and similarity to the follower base affect positively to followers' trust in influencer and subsequently have positive effects on brand awareness and purchase

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intention. (Lou & Yuan , 2019) Therefore, numerous organizations see the benefits of using SMIs as their product endorsers in their marketing strategy as a result of the notable popularity of social media influencers (Linn & Rebecca, 2020)

3.0 DISCUSSION: Role of Social Media Influencers

Extant literature on the role of SMIs on SMM is barely minimum and researchers mainly focused on conceptualizing social media influencers and influencer marketing. (Liselot et al., 2020) Extant literature is however captured the role of SMIs on organizational strategic communication process. Enke and Borchers (2019) sited that there are 4 main roles of SMIs can play for organisations. From the strategic communication perspective, SMIs can add value to business in terms of as Content Creator, Multiplier, Moderator and Protagonist.

SMIs are creating content autonomously or co-create content with the organisation online to meet the organizational requirements. (Linn & Rebecca, 2020) Content may vary depending on the platform characteristics and hence SMIs need to distribute relevant branded content to different platforms based on social community dynamics, platform functionalities and algorithms. (Liselot et al., 2020) SMIs can take the role of Moderator in strategic communication of an organisation by not just being a messenger but actively participating in the organisation's online and offline activities. (Enke & Borchers, 2019) SMIs become participatory in strategic communication content and take part in offline events through public persona are recognized as a protagonist. (Enke & Borchers, 2019)

Based on the integrated model of evaluation for strategic communication introduced by Macnamara (2018) shows the ongoing two-way nature of interaction between organisation and stakeholders which recognizes the inputs, activities, outputs, outcomes and impact are overlapping stages in a program/campaign. (Figure 3)

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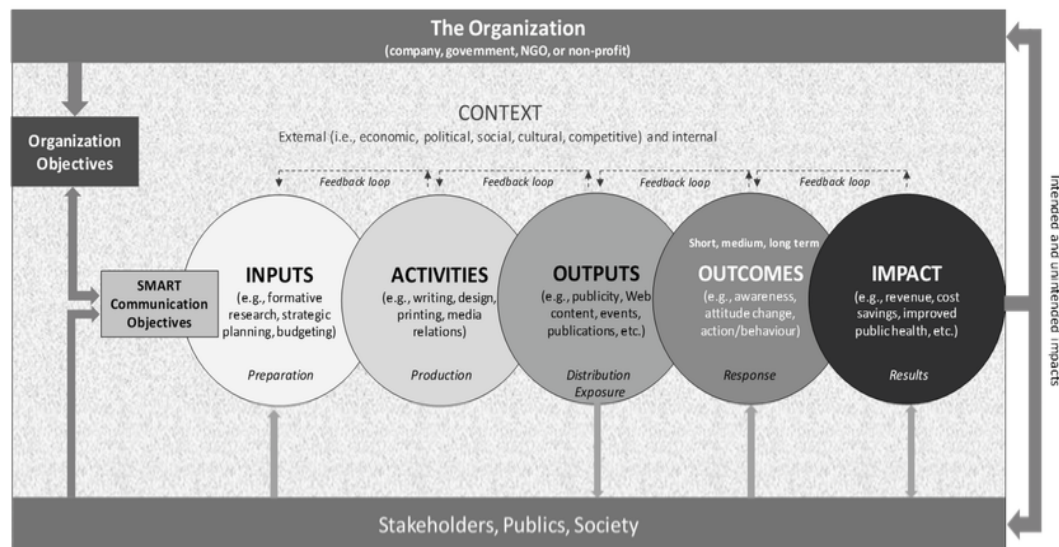


Figure 3: An integrated model of evaluation for strategic communication (Macnamara, 2018)

Based on this model Enke and Borchers (2019) highlighted 7 different outputs and outcomes which can be considered as role of SMIs on strategic SMM.

- I. **Content:** SMIs use their content capabilities to produce content for social media in the form of text, pictures, videos or live streaming in different social media platforms. (Glucksman, 2017)
- II. **Reach:** SMIs distribute branded content in different platforms such as Instagram, Facebook and YouTube to reach specific target audience. Getting through to the right audience is key for outcome and impact level. (Enke & Borchers, 2019)
- III. **Interaction:** SMI as a moderator between the audience and organisation, where audience is engaged with SMI's content by sharing, commenting, likes and real-time interaction. (Santiago & Castelo, 2020)
- IV. **Personalization:** Act SMIs as protagonist facilitate to improve brand association of the organisation by personalizing the branded message. Authenticity and familiarity of the SMIs influence the positive association. (Lou & Yuan, 2019)
- V. **Relevant Contacts:** Relevant followers of the SMIs are an important output factor in persuading the contacts to become organization's contacts. (Enke & Borchers, 2019)
- VI. **Peer Effects:** Authenticity, credibility and familiarity affect the peer-to-peer relationship between SMIs and audience. Using the peer effects organisations

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intend to increase believability of the branded messages and generate positive perceptions. (Guruge, 2018)

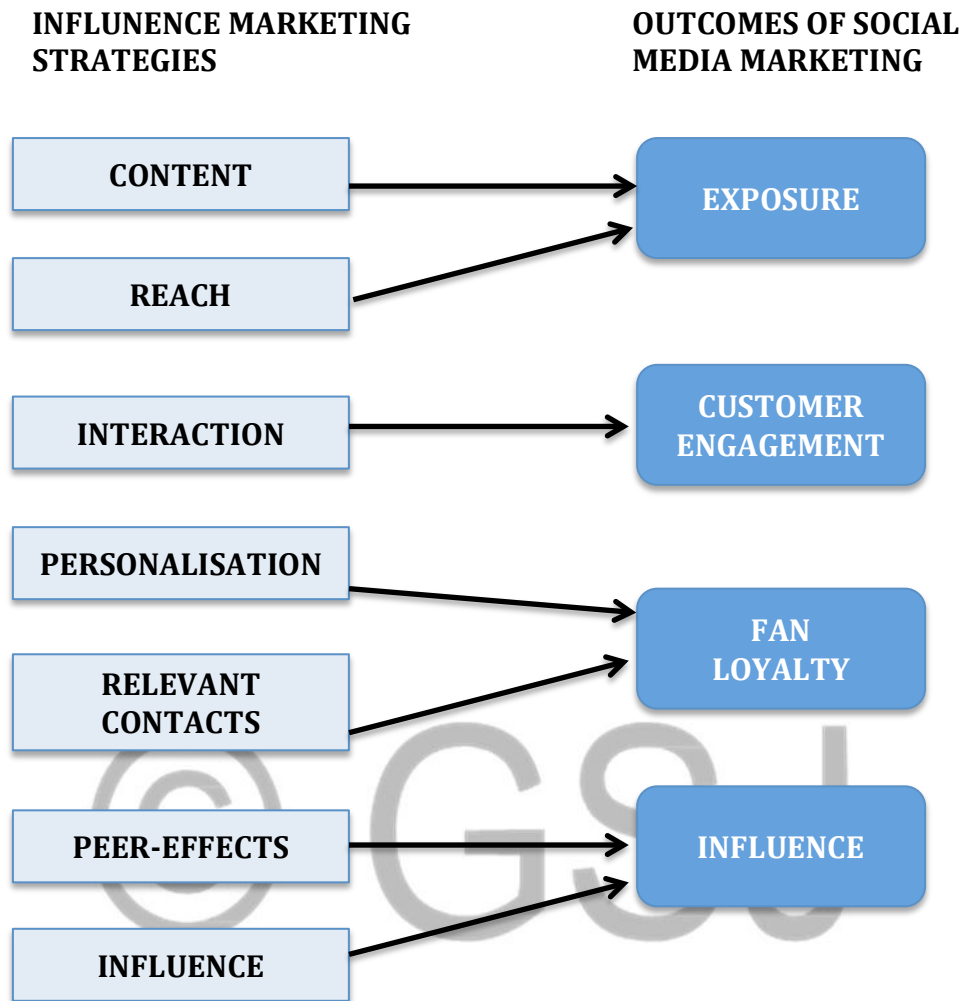
- VII. Influence: SMIs influence target audience to build positive attitudes, knowledge and persuade for behavioural action on organisation's products and services. (Campbell & Farrell , 2020)

Therefore it is conceptually possible to indicate that outputs and outcomes of SMIs through Strategic SMM can affect the organizational impacts using the model of evaluation for strategic communication. (Figure 3) (Enke & Borchers, 2019)

IM is still an emerging topic for research scholars and most scholarly research work conducted from an audience perspective in terms of appeal, efficacy and transparency of IM. (Liselot et al., 2020) SMM on the other hand, gained much attention from scholars, scholarly research work from conceptualization of SMM to application of SMM in the business environment context. (Siriwardana & Ismail, 2020) (Dwivedi et al., 2015) However, Integrated IM strategies on strategic SMM in terms of application and impact are limited in an investigation of scholarly work. Therefore this paper intends to provide a conceptual framework for marketers to assess the impact of contemporary applications of IM strategies on SMM.

Therefore researcher intends to provide a conceptual framework, which facilitates to measure the success of IM as a tool of marketing strategy on SMM based on the model developed by Lee (2014) on stages of SMM leading to brand equity and model introduced by Macnamara (2018) on evaluation for strategic communication. As indicated by Macnamara (2018) outputs and outcomes influence the impact of the strategic goals of the organisations, thereby 7 key outputs and outcomes of SMIs were noted in the study, those would have an effect on the impact. (Enke & Borchers, 2019) Researcher therefore intends to integrate those 7 key attributes of SMIs with SMM model introduced by Lee (2014), where one study proved that Exposure, Customer Engagement, Fan Loyalty and Influence positively associated on brand loyalty. (Kavisekera & Abeysekera, 2016) Therefore researcher has proposed below conceptual model to measure the impact of SMIs on SMM for organizational impacts.

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This conceptual model can be considered as Influencer Social Media Marketing strategy model where it integrates both IM and SMM, where it gauges the efficacy of IM on strategic SMM.

This conceptual model assumes that content capability and ability to access social media community through SMIs would increase exposure of SMM. (Tafesse & Wien , 2018) Interaction between the SMIs and followers by moderating conversations would result in increase in customer engagement of SMM. (Tafesse & Wien , 2018) Personalization of brand content using SMI's authenticity, familiarity and build associations among the SMI's active follower base would increase the fan loyalty of SMM. (Lou & Yuan , 2019) Creating positive attitudes, behaviours through peer-effects of SMIs and persuading the

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followers to make actions through SMIs would result in increasing Influencing power of SMM. (Campbell & Farrell , 2020)

SMM has different tools to increase exposure, engagement, loyalty and influence. IM is one of the tools used by marketers to increase brand loyalty and conversions. (Taillon et al., 2020) Marketers intend to allocate considerable budgets on IM in the future. (Yemu & Chiang, 2018) Therefore this poses questions on marketers to gauge the ROI of IM as a tool of SMM and measure its effectiveness to apply in their SMM strategy. The proposed conceptual model would facilitate to marketers to prove effectiveness of IM in their SMM strategy in pursuit of communication goals.

4.0 CONCLUSION

This paper, researcher developed a conceptual framework to gauge the effectiveness of IM strategies on strategic SMM communications that is based on (1) systematically developed roles of SMIs in Strategic Communication Evaluation model (2) SMM model leading to Brand Equity. By introducing the proposed 'Influencer Social Media Marketing Strategy' model, researcher attempted to address a serious conceptual gap in the research on SMIs from a strategic SMM communication perspective. Previous literature on IM noted that marketers intend to exploit SMIs as credible marketing tool in their SMM communication strategy that would improve business conversion. (Hall, 2015) Also researcher examined the role of SMIs on SMM communication and its contemporary applications as there are limited studies conducted in this area of scope. (Liselot et al., 2020)

The proposed conceptual framework carries three implications for research on the topic. These implications may provide possible direction for future research. Firstly, Significance of each attribute in the conceptual framework needs to be tested empirically to validate which attributes are positively associated with the outcomes of SMM communication. Secondly, it is argued that SMI communication activities are conducted within the broader scope of an organisation's public relations and marketing communication. (Enke & Borchers, 2019) It is one strategic instrument among other communication activities of an organisation. Therefore it is important to integrate this instrument into other communication activities and assess the importance from the overall

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organizational stakeholder perspective. Opportunity for future research studies to assess the significance of conversion of audience through SMI channel to organisation and impact of long-term organisation-SMI cooperation vs. one-off cooperation. (Enke & Borchers, 2019) Thirdly, proposed conceptual framework is limited to the extent of SMM communication. Extent research highlighted concerns regarding social media advertising converting to sales. (Siriwardana & Ismail, 2020) also recommended future research studies should look at interaction with customers via social media and how it influences the sales. Therefore opportunity for future research studies to expand this conceptual framework to gauge the impact of influencer social media marketing on customer conversion and sales.

Research on IM has flourished in recent years and its impact and implications for organizations' growth are yet to be validated. IM has become a global phenomenon and marketers intend to use this tool widely not just as an advertising tool but also as a sustainable strategic communication instrument. (Enke & Borchers, 2019) As the marketing communication is personalizing and IM becomes widely implemented, research on the topic is expected to further expand.

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