

The study of influential marketing in promotion of products through bloggers and social media influencers

Sumeet Kumar Banchariya¹, Shivang Sharma²

¹Student- Marketing Department, Symbiosis Institute of Management Studies, Range Hills Road, Khadki, Pune, Maharashtra-411020, India.

²Student- Marketing Department, Symbiosis Institute of Management Studies, Range Hills Road, Khadki, Pune, Maharashtra-411020 India.

¹sumeet.banchariya2021@sims.edu, ²shivang.sharma2021@sims.edu

ABSTRACT

Influencer marketing, the practise of recognising, influencing and promoting individuals who participate in interactions with the consumers of a company, is a growing technique utilised in public relations campaigns. In recent years, this approach has been primarily focused on social networking, providing possibilities for advertisers to compete through social media influencers. In order to explore this effect, the author carried out both a pentadic study and a qualitative examination of the quality of the messages by social media influencers. Findings showed that the usage of social media influencer marketing in public relations campaigns has breached the barriers between the customer and the company, transforming the way they communicate

Keywords

influential marketing, promotion, brands, consumer

Article Received: 10 August 2020, Revised: 25 October 2020, Accepted: 18 November 2020

Introduction

For all the social media hysteria surrounding us, it can be argued that people's buying choices are increasingly influenced by the views of their fellow customers. There was a time when customers would actually glance at the labels and their goods before they made a decision. But it was in the past. Currently, they look to their colleagues and their preferred celebrities for their specific feedback and promotions before ordering a product / service.

This is how influencer marketing came into being, and it's all ready to become the next huge trend. If employed properly, social media influencers will build a landscape of opportunity for your company. Influencer marketing is increasing increasingly as it offers a stronger option to conventional types of advertisement. It's proven to be one of the easiest ways to generate positive outcomes from the social network advertisement strategies. SMEs are constantly leveraging influencer channels such as Famebit and TapInfluence to interact more actively and organically with their target audiences. Social media influencers will perform well for your company by adding their genuine identity to your marketing campaign and drawing customers.

Influential marketing is not a modern phenomenon but one that has gained further publicity with the rise of social media. The usage of prominent customers or lobbyists is to assist small enterprises in creating enthusiasm about their goods or services. Companies of all types ought to learn who they are and establish ties with. They, in essence, discover innovative forms of rendering their deals wildly popular, allowing consumers to easily and massively purchase their goods.

As a consequence of digitalisation, audiences are profoundly informed and suspicious of marketing advertisements as

internet viewers (Perrey et al , 2013). brands can not stick out for marketers, which is why many became influencers (Newman, 2015). It is almost difficult to achieve this. Everyday, whether we are conscious of it or not, we are subject to impact ads due to digitisation. Marketing influencers is both a very strong, leading instrument and a fascinating phenomena when it comes to marketing (Perrey et al , 2013). For influencer marketing, there are many avenues and platforms to use. Bloggers in particular are becoming powerful influencers since they are deemed credible and obey loyally. If an author or other influence mentions a commodity, it seems to be more trustworthy than conventional coverage (www.marketing-schools.org, 2012). According to Fashionista.com's Brannigan publisher, you no longer need a profile to be an influencer of popularity, but just a huge presence in Instagram. Today, from the marketing perspective, there is no need for bloggers to have a blog, but a smart presence is more important than ever before on Instagram, which excludes the need for a blog (Brannigan, 2016).

Why Influencer Marketing?

If you're always questioning whether or not to engage in influencer marketing, remember the reality that it's on the bandwagon these days. Not only are a growing array of organisations integrating it into their marketing strategy, but the budgets for influencer marketing are also that. Online advertising company Tomoson reported that "businesses are earning \$6.50 for every \$1 invested on influencer marketing." This 2015 report also showed that 59 percent of advertisers are expected to boost their influencer marketing budgets.

There is a good explanation for the constant excitement around the promotion of influencers. People , particularly

modern young viewers, trust social media stars on television celebrities. A study commissioned by Variety magazine showed that YouTube stars are more common with U.S. adolescents than conventional celebrities. According to the report, the most three prominent groups are:

- Smosh is an online humour squad made up of Ian Anthony Padilla and Andrew Hecox.
- The Great Bros., a sitcom starring Benny and Rafi.
- PewDiePie, a Swedish online player with more than 34 million subscribers.

These YouTube stars have currently outperformed several famous Hollywood actors, including Seth Rogen, Jennifer Lawrence, Johnny Depp, Daniel Radcliffe, and Leonardo DiCaprio. DEFY Media's Acumen Report: Constant Material further reinforces the results of Variety. This study shows that 62% of young people (13-24 years of age) will consider the products / brands suggested by a YouTube celebrity, although just 47% of participants said the same thing regarding the suggestions provided by popular celebrities. There is an explanation that these social media personalities have such a strong impact over young people. DEFY Media explains: "YouTubers are defined as: just like me, they understand me, somebody I trust, they have the greatest tips, they're not pretending to be flawless, they're sincere."

In the other side, Hollywood actors are known with their otherworldly elegance, rendering them comparable to the common citizens. And when it comes to 'who to trust,' younger customers obviously placed their confidence in individuals who are more sincere and trustworthy, even though they have less wealth, popularity and glamour than movie stars.

Another factor to suggest influencer marketing is because young people choose social media to tv. They devote more time on Twitter, Instagram and Facebook than on TV. According to research undertaken by Crowdtap and Ipsos MediaCT, people between 12 and 32 years of age spend 30 per cent of their regular media time on 'peer-to-peer' or user-generated material, 13 per cent of their media time on live tv, and just 10 per cent of their broadcast time.

Efficient and Motivating Influencer Marketing tales

20th Century Fox utilised influencer marketing to support their new film 'The Flaw in Our Lives' in 2014. While 20th Century Fox was confident that the film would draw teen girls, they were afraid of losing out on the 'dating' audience. In specific, they employed influencer agency Speaker to cater to teen people. The business came into communication with numerous male influencers, including Nickelodeon star Josh Peck of Drake and Josh of fame.

Sometimes, influencers are writers who have hundreds of thousands of viewers viewing them on social networking platforms. In addition, surveys reveal that 1 in 3 bloggers are mothers. It is also reported that almost 36% of moms have made an online order on advice from other moms. It makes sense, then, that Tyson Foods, a global pioneer in the food business, has welcomed mom bloggers over the holidays to transform basic chicken nuggets into entertaining and enjoyable holiday creations for their

children. It's hard to be heard on social media these days. For any company, marketer, and influencer competing for exposure on this digital platform, social media marketing now needs a lot of imagination and networking to make the marketing activities worth it. In a true influencer partnership.

Until you give urgent tweets to possible influencers, take some time and build an airtight influencer marketing plan. In this article, we're going to teach you how to do it. At the conclusion of this post, you will be able to build your own effective marketing influencer strategy and set up social media as a powerful communication platform for your company.

Unfortunately, you can't have been more mistaken.

Usually, manufacturing influencers get the same kind of publicity in their own way. For eg, Michelle Phan, a famous American makeup demonstrator and a phenomenal YouTuber with more than 8.4 million followers, already has the confidence and admiration of her followers without your support. This refers to every other influencer you have in mind. When contacting influencers, make sure that the platform is important to their community. If you are a beauty or cosmetic brand, for example, asking an influencer like Michelle Phan or some other makeup artist to promote the product / company makes common sense since it is important to their audience.

According to Crowdtap's State of Influencer Marketing Report, 44% of influencers said that they choose to partner for a brand only if "the potential is important to their audience." The second most significant driving force for the influencers (17 per cent of them), as the study showed, is that the potential of the company to offer the influencers and/or their viewers a unique or fresh experience. However, just 14 percent of the influencers claimed that they just support the company because they personally like it. Ideally, this should have been the biggest inspiration.

4. Be versatile in your strategy

As already stated, you need to handle influencers with dignity. This refers to them as allies in the venture, but also to their innovative contributions. You might decide what you expect from the plan, and you may want the influencer to adhere to your idea. The influencer, though, is likely to decide what will resonate well for his audience.

They are specialists in their profession and a reliable source. Perhaps notably, their material is resonating with the viewer. No, don't let the influencers know how to do their work. Only give them a template along with the guidance and let them unleash their artistic creativity to produce a great message. Crowdtap research showed that 77 per cent of influencers agree that artistic expression is important for building a long-term partnership with brands. When collaborating with Travel Channel to support the Booze Traveler series, Ry Doon, a comedian with 3.5 million Vine followers and well recognised for his Jay-Z impressions, said that the skit for his character "Cathy" didn't look humorous on screen. He was confident, though, that his viewers would enjoy it. And it was discovered that Doon wasn't mistaken at all since the Vine video was looped about 2.3 million times. Be agile and let the influencers do their jobs. They support not only the company, but also themselves. Rest assured, they're going to give their best shot to attract their viewers.

Objectives of the study

The study of the objectives are as follows-

- To study and understand about the influential marketing
- To study about the promotion of products
- To understand the influence of the bloggers and social media influencers
- To study and understand about influential marketing in promotion of products through bloggers and social media influencers

Review of literature

According to Augure (2015), 85% of U.S. businesses are actually using influencer marketing in their business campaign. 600 marketing and communication practitioners in 30 countries and 30 sectors were surveyed for the "Quality of Influencer Interaction Survey 2015" study. Another research in the Fashion & Beauty Monitor survey, in collaboration with Econsultancy, focuses on the retail industry and reveals that 60 per cent of fashion and beauty companies have an influencer marketing campaign in place, while 21 per cent expect to invest in it during the next 12 months (Fashion & Beauty Monitor, 2015). Although, considering that this problem is definitely unique to advertisers and not equivalent to their daily PR job, they pose different obstacles. Because Instagram does not yet have apps or functionality, such as philtres where advertisers can identify their quest in terms of geography and categories to reach their customers, it is very challenging for brands to locate the right influencers to answer their customer audience. That is why 75% of marketers believe that finding the best influencer is the greatest obstacle (Augure, 2015).

Wang, Xiong, and Yang (2019) analyse native advertising and reveal how their usefulness varies through serial roles by examining a broad data set. Wu et al . (2016) explores how source reputation plays a key role in the understanding of native ads. Other study has looked at the phenomena of social dollars or the impact of online social interactions on consumers' transactions of goods in the online environment. Park et al . (2018) reveal that social dollars differ based on the form of product (hedonic vs. functional), user interface and network scale. Together, these results shed light on the important position of influencers, especially those on social networks, customer preference and buying behaviour.

Hollebeek (2011) describes involvement as "consumer 's cognitive, mental, and behavioural behaviours." More precisely, our emphasis is on indirect consumer interaction, which involves incentivized recommendations, product / brand social networking interactions, and corporate customer input (Pansari and Kumar 2017). This forms of acts add to the company's sales, since the consumers alluded to are usually more successful than those not listed (Palmatier, Kumar, and Harmeling 2017; Van den Bulte et al . 2018). This effect of dedication on profitability has also obtained empirical evidence through business-to - business (Kumar, Petersen, and Leone 2010) and business-to - consumer (Lee and Grewal 2004) contexts, and its effects may be extracted from both cost-reduction and revenue-enhancing (Harmeling et al . 2017).

Karal and Kokoc (2010) argue that the primary reason for Facebook use is to acquire awareness, create new contacts and improve established relationships. An explicitly commercial purpose, as in the case of a lawsuit, may conflict with the planned usage of the forum and, thus, may be met with frustration by consumers. Since researching and sharing ideas and knowledge are grounds for utilising Facebook, they are more in line with the aim of awareness-raising. The object of awareness-raising is more of a helping motive connected with WOM connectivity in the network. Facebook users can distribute awareness campaigns to WOM, as this creates positive feelings and reinforces social relations (Hennig-Thurau et al . 2004)

Boerman, Willemson, and Van Der Aa (2017) claim that when people perceive a Facebook post as an advertising, they create feelings of mistrust, which can pose a danger to the partnership. In this situation, this danger may be mitigated by an extremely hedonistic message. Heuristic processing is likely to occur when a individual finds the knowledge to be in accordance with his or her values (Giner-Sorolila and Chaiken 1997). Taken together, this would suggest that, for the sake of a tribunal, a post with strong hedonic importance could transcend the tendency to work more efficiently. This implies that the hedonic aspect of the post would be important while promotions require spending (e.g., a trial).

According to the 2013 Digital Impact survey by Technorati Media, 60% of businesses are interested in influencer-based marketing, which is a common, powerful tactic utilised by many bloggers. 86% of influencers are bloggers according to the same study (Technorati, 2013).

According to Matthews' article The definite driving theory of influencer marketing (2013), customer trust in third-party recommendations is more probable than a company itself (e.g. a writer or an Instagrammer). However, the influencer can connect a brand with its destination consumers as a friend. The influencer gives not just his own following, but also the allies. If an influencer has loyal supporters it may even carry traffic to the company's website, boost accessibility to social media, and advertise the commodity to the company via its guidance or familiarity with the commodity / service of the company (Matthews, 2013). With issues like ad theft and ad banning, businesses are shifting toward earned advertising, because they want delivery options that won't be blocked and that they believe will target the right audience. Contents of controlling influences can not be blocked, outside influencers are generated each day and by matching consumers ' trust to someone is the easiest way to win consumer trust. A brand can not create trust between the consumer and influencer in esencia (Hall, 2016). (Hall, 2016)

For all practitioners who lead in buying choices, influencer marketing is the most relevant modern strategy to marketing in a decade. The term 'influence' can be commonly interpreted as the power to influence a person, a thing or an event course (Brown & Hayes 2008). A third entity that shape a buying choice of a consumer dramatically, but may never be accountable for it, describes Brown and Hayes as an influencer (Brown & Hayes, 2008, p. 50). Influencers are people whose authority, experience, place, or connexion (businessdictionary.com-influencer) has the potential to impact purchasing decisions of others." Social influencers

are common individuals who affect the buying choice of customers. Everyone can affect the affinity of a brand and the buying choice of someone else (Singh et al , 2012). Singh et al. defined social marketing as "a technique that uses the media (contact created by people of everyday use with highly accessible and scalable technologies such as blogs, message boards, podcast boards, microblogs, bookmarks, social network, communities, wikis and vlogs).

In 2011, a global advertisement confidence study was carried out by Nielsen Holdings, the intelligence and analysis organisation of over 28,000 internet respondents in 59 countries worldwide. 92 per cent of the world 's customers claim they trust media received between 31 August and 16 September 2011, a rise of 18 per cent from 2007, according to the report. Randall Beard, the global boss, and Advertiser Solutions at Nielsen, claims that customers across the world already regard online customer recommendations as a most reliable source of publicity. As the findings of the report on "Global Confidence in Ads" shows. Thereby, active brand marketers can search for ways to connect customer reviews and interactions best with customers (Nielsen, 2012).

Research methodology

There are two forms of data collection existing in study design: main and secondary data (Shukla, 2008, p. 30). The material for this thesis is collected partly through secondary data from existing digital and literary sources, but primary data obtained by qualitative methods is also collected: survey on the questionnaire.

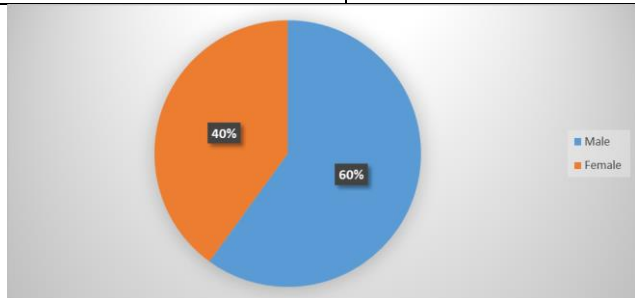
The study is focused largely on current evidence, which is contained in journals and online books on the Internet, but also on the subject from the textbooks. The researcher is provided with a vast volume of information for this study from Brown and Fiorella (2013) 's book Influence Marketing – How to create, handle and calculate influencers of brands in social media marketing, since few theoretical resources are accessible on influence marketing and several things in that book are covered.

Data analysis

Name:

Sex

Male	60
Female	40

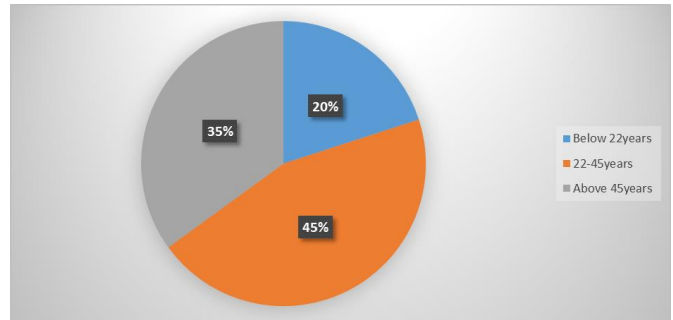


Data interpretation

According to the survey that was carried out to complete study, out of all respondents 60 respondents are male while 40 respondents are female.

Age group

Below 22years	20
22-45years	45
Above 45years	35

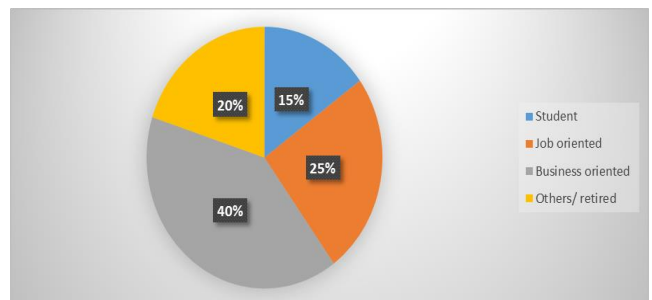


Data interpretation

According to the survey that was carried out to complete study, out of all respondents 20 respondents have age below 22 years while 45 respondents have below age group 22-45years. The remaining 35 respondents have age above 45years.

Occupation

Student	15
Job oriented	25
Business oriented	40
Others/ retired	20

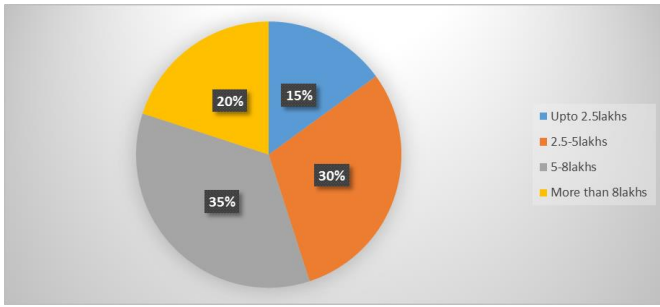


Data interpretation

According to the survey that was carried out to complete study, out of all respondents 15 respondents are students while 25 respondents are job oriented and 40 respondents are business oriented. The remaining 20 respondents are of others category or retired.

Annual income

Upto 2.5lakhs	15
2.5-5lakhs	30
5-8lakhs	35
More than 8lakhs	20

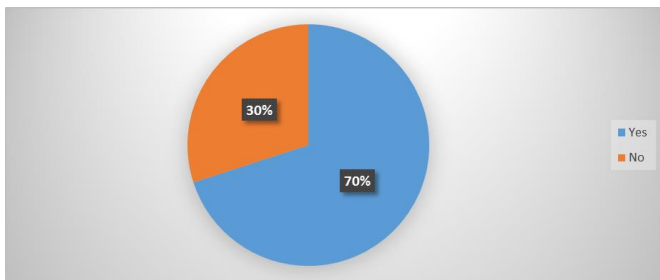


Data interpretation

According to the survey that was carried out to complete study, out of all respondents' 15 respondents have their annual income upto 2.5lakhs while 30 respondents have their annual income between 2.5-5lakhs and other 35 respondents responded with that their annual income is in between 5-8lakhs. The remaining 20 respondents have their annual income above 8lakhs.

Q5. Do you follow any influencer?

Yes	70
No	30

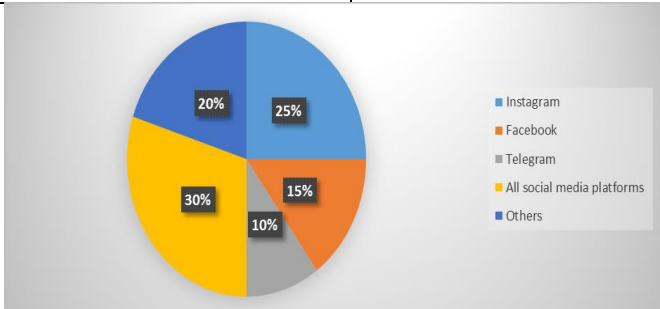


Data interpretation

According to the survey that was carried out to complete study, out of all respondents 70 respondents responded that they follow one or other influencer and remaining 30 respondents denied with this fact.

Q6. On which social media platforms do you follow these influencers?

Instagram	25
Facebook	15
Telegram	10
All social media platforms	30
Others	20



Data interpretation

According to the survey that was carried out to complete study, out of all respondents 25 respondents responded that they follow influencers on instagram while 15 respondents responded that they follow their influencers on Facebook

and other 10 respondents responded with Telegram. There are another 30 respondents who responded that they follow their favourite influencer on all social platforms while remaining 20 respondents responded with others.

Limitations

This study is subject to some limits, which may contribute to new avenues for future analysis. We analysed only a small range of performance indicators correlated with a specific blog post and did not explicitly assess the effect on the return on investment (ROI). However, Kumar et al. (2013) indicate that both social networking and WOM consumers are growing ROI, and Kumar and Pansari (2016) indicate the connexion between interaction and ROI. Further analysis may expand the collection of outcome indicators of the initiative by considering the immediate effect of the blog post on the subsequent results, such as revenue and ROI.

Further analysis on whether consumer interaction may have an effect on these success metrics is worth exploring and will expand the Harmeling et al. (2017) construct. Our evaluation of core structures, such as emotion, depended on post-hoc metrics focused on judges assessing each blog post on criteria such as creativity / uniqueness and personal relevance. A more straightforward approach might include making a blogger's community score his or her articles on different facets of opinion.

In addition, study may provide a field trial of preference for bloggers educated by this study vs existing approaches for choosing bloggers for campaigns. In comparison, this study utilises the scale of the network of bloggers at the time of comments, but does not explicitly take into consideration the actual historical success or duration of bloggers' careers. This could be a significant element to include in potential study. Finally, we understand the intensely competitive existence of social networking sites.

Therefore, when investigating the impact of initiative, source and hedonic appeal on two social networking channels, we suggest understanding these results in terms of site features and individual channels. In addition, funded blogging and influencer marketing have been the subject of ethical controversy in recent years. Some opponents claim that social influencers should not announce their patronage of businesses, thus generating an illusion that their funded roles are organic WOMs. In recent years, this form of manipulative advertisement activity has been at the centre of numerous Federal Trade Commission inquiries into Instagram posts (Ingram and Bartz 2017).

The Federal Trade Commission (2017) has approached the influencers specifically and repeated its criteria for the identification of all endorser and advertiser ties. As stated, all funded blogs in the current study contained a funding pledge at the beginning of the blog article. There is also space for studies into how funded blogging as an advertisement platform varies from other types of advertising that users specifically perceive as paid ads.

Findings and discussion

The major conclusions of the report are as follows:

1. The way the promotional practises of modern companies are performed and the way that the Online promotional

mechanism operates are increasingly affected by digital impact.

2. The following groups are focused on four major styles of digital influencers: number of fans, incentive to take action, contact channels and type of behaviour.

3. The key criteria for effective digital influencers activities include faith in a particular person as an authority, the credibility of the communicated message and the relationship between the message and the particular person.

4. The major consequences of digital influencers' actions involve the flow of knowledge regarding a particular product or service and its affect on the enhanced recognition of products.

5. At the cost of traditional ads, traditional influencer will grow in the immediate future.

6. Due to the progress of suppressing digital ads, companies can utilise digital influencers in their online promotional efforts more broadly.

Commerce advertising on social networks that are clearly aimed at sustainability are not the most popular but must still be maintained for corporate sustainability. It is therefore necessary to define influencer characteristics which help achieve certain ends and make it possible to classify and pick the influencer accordingly. In this sense, this study analyses pleasancy, reputation and emotions in micro and macro-influencing situations viewed by attention receivers and comes up with significant conclusions. The findings of means tests reveal that the macro influencer is viewed to be more admirable and trustworthy in a more sophisticated skilled frame, while the micro influencer is viewed by closeness, friendliness and naturalness which are all paired with a slimmer appearance and a closer connexion to the co-person. The micro scenario indicates higher engagement, sharing and comment mean values.

Thus, although less people can minimise the ability of micro influencers to pull stakeholders into the funded business, it can contribute to a more specialised, potentially committed audience. It is also conceivable. The two examples display both discrepancies and correlations with regard to the capacity of the three criteria as determinants of consumer interaction. In both samples, feelings are in line with Sashi,[88] and Gustaffsson et al.[90] as optimistic determinants of loyalty, whereas reputation is combined and appears. This classification is not the same as Ohanian, which is not shocking because of the various contexts of the sample and their distinction. The author advises against extending or changing this current size. But engagement reveals two components in the macro scenario: calculative and emotional in conjunction with the Gustaffsson et al., and engagement in the micro scenario only reveals one component. This is a major difference and reinforcing the belief of various leaders, various supporters, (micro and macro influencers).

Conclusion

Influencers are here to remain, but how the landscape of influencer marketing works and functions has evolved a lot in a short period, and in five years, it could be dramatically different from today. This guide will help you start developing your plan, but like any social strategy, it's crucial to be ready for change. Even, though there are certain

special factors about dealing with influencers, setting up a strategy is the same as other ad campaigns: analysis, budgeting, establishing targets, identifying the influencers, and updating and revising. If you've got the groove down, you may find yourself developing alternate forms of influencer marketing strategies. Quality ranges between labels, so don't give up if the first one is a disappointment. You may notice that integrating influencers into your marketing campaign is really helpful to all. Acting with social media influencers implies gaining exclusive links to their faithful follow-up. But, know way ahead of time what you intend to do for them. Creating brand recognition by social network experiences is very easy to do. So why not take the interest of millions of citizens (through the influencers) to create something more tangible? Rewards the influencers for their contributions. Over all, they bring value to the current digital marketing plan. Perhaps most relevant of all, let them be imaginative. This is the only way that you would link up with the right kind of influencers for a long-term relationship.

The paper examined digital influencers and the concept of influencer marketing as a new and ever more important trend in the online marketing sector. Influencer marketing has been the fastest rising trend in contact with consumers, transforming the working of whole companies and constituting a vital aspect of performance for all of them. However, the issue is still being studied, despite the growing role of digital influencers in organisational marketing and company expenditures in this form of marketing. The aim of the research was to assess the role, position and significance, as well as how influencing marketing influences its sustained development, of digital players in the entire on-line promotion system. The primary research addressed respondents from Generation Z; i.e. the consumer group for which this form of marketing is especially important. Generation Z is an increasingly important and influential group of consumers every year.

References

- [1] Booth, N., & Matic, J. A. (2011). Mapping and leveraging influencers in social media to shape corporate brand perceptions. *Corporate Communications : An International Journal*, 16(3), 184-191.
- [2] Burgess, Eric. "11 Essential Stats for Influencer Marketing in 2016." ION. N.p., 23 Jan. 2017. Web. 29 Apr. 2017.
- [3] Buyer, Lisa. "PR Under the Influence: Why Influencer Marketing is all the Buzz." #SocialPR Chat. N.p., 18 Jan. 2016. Web. 28 Mar. 2017.
- [4] Fink, Lucie/Try Living with Lucie. "5 Days of New Experiences." Online video clip. YouTube. Refinery29, July 8, 2016. Web. April 23, 2017.

- [5] Forbes, Kristin . “Examining the Beauty Industry’s Use of Social Influencers.” *Elon Communications Journal* 7 (Fall 2016): n. pag. Web.
- [6] Freberg, K., et al. Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review* (2010), doi:10.1016/j.pubrev.2010.11.001 Fink. Lucie. Personal Interview. April 29, 2017.
- [7] Gillin, P. (2008). New Media, New Influencers and Implications for the Public Relations Profession. *Journal of New Communications Research*, 2(2).
- [8] Ledbetter, Erin. “The Change in Influencer Marketing from PR Strategy to Media Strategy.” *Carusele*. N.p., 03 Nov. 2016. Web. 28 Mar. 2017.
- [9] Lee, M., & Yuon, S. (2009). Electronic Word of Mouth (eWOM). *International Journal of Advertising*, 28(3), 473-499. “Our Story.” *Refinery29 Corporate*. N.p., n.d. Web. 30 Apr. 2017.
- [10] “10 Reasons Why Influencer Marketing is the Next Big Thing.” *Adweek*. N.p., 14 July 2015. Web. 28 Mar. 2017.
- [11] Rival IQ (2018), “2018 Social Media Industry Benchmark Report,” (accessed February 28, 2019), <https://www.rivaliq.com/blog/2018-social-media-industry-benchmark-report/>.
- [12] Rooderkerk, Robert P. and Koen H. Pauwels (2016), “No Comment?! The Drivers of Reactions to Online Posts in Professional Groups,” *Journal of Interactive Marketing*, 35, 1–15.
- [13] GlobalWebIndex. Digital vs. Traditional Media Consumption. Trend Report 2019. Available online: https://www.globalwebindex.com/hubfs/Downloads/Digital_vs_Traditional_Media_Consumption2019.pdf (accessed on 5 October 2019).
- [14] eMarketer. Digital Marketing Trends 2019 Roundup. Available online: https://on.emarketer.com/rs/867-SLG-901/images/eMarketerRoundup_igitalMarketingTrends2019_SponsoredbyMoxie.pdf (accessed on 30 May 2019).
- [15] Statista. Mobile Advertising Spending worldwide from 2007 to 2021 (in million U.S. dollars). Available online: <https://www.statista.com/statistics/303817/mobile-internet-advertising-revenue-worldwide/> (accessed on 19 July 2019).
- [16] Enberg, J. Digital Ad Spending 2019 Global. Digital Accounts for Half of Total Media Ad Spending Worldwide. *eMarketer* 2019. Available online: <https://www.emarketer.com/content/global-digital-ad-spending-2019> (accessed on 28 March 2019).
- [17] Wielki, J. The social and ethical aspects connected with e-space development. *J. Inf. Commun. Ethics Soc.* 2007, 5, 321–333. [CrossRef]
- [18] Wielki, J.; Grabara, J. The Impact of Ad-Blocking on the Sustainable Development of the Digital Advertising Ecosystem. *Sustainability* 2018, 10, 4039. [CrossRef]
- [19] Jerath, K.; Sarvary, M. A Primer on Programmatic Advertising. *Columbia CaseWorks* 2017, 180, 1–23.
- [20] Wielki, J. The Impact of the Internet of Things Concept Development on Changes in the Operations of Modern Enterprises. *Pol. J. Manag. Stud.* 2017, 15, 262–274. [CrossRef]
- [21] TapInfluence. The Ultimate Influencer Marketing Guide. Available online: <https://www.tapinfluence.com/the-ultimate-influencer-marketing-guide/> (accessed on 3 March 2019).