



The Role of Social Media Influencers in Advertising Cosmetic Brands: A Study on Instagram

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Abstract

Instagram is a social media network where product and services-based businesses, influencers, celebrities, and coaches can flourish and excel. It is a multi-media driven social media platform that involves various techniques and methods to advertise various products and services. One such method is Influencer advertising on Instagram. Influencer advertising on Instagram is a type of social media marketing that uses influencers – (individuals who have a dedicated social following and are considered as experts in their area of interest) to endorse and advertise various products and services. Influencer advertising involves a brand collaborating with an influencer to endorse or advertise its products and services. This kind of advertising works because of the amount of trust and accountability the influencers have built up with their followers. Influencer advertising allows brands to locate and advertise directly to their target audience. Influencers are effective at generating higher ROI and value for their brand. There are majorly four types of influencers based on number of followers – Mega Influencers (1M+ Followers), Macro Influencers (100K – 1 M), Micro Influencers (10K - 100K Followers) and Nano Influencers (less than 10K Followers). According to Influencer Marketing Hub, the influencer industry reached \$16.4 billion in 2022, this figure will exponentially grow to \$21.1 billion in 2023. The main aim of the research is to understand and analyze the importance and role of social media influencers on Instagram in Advertising cosmetic brands with the help of primary research (questionnaire) and analyzing data from previous studies and reports. The major objective of this research is to comprehensively examine, conduct a study of social media influencer advertising and check its effectiveness in promoting cosmetic brands. The research also tries to study and analyze different types and strategies used by social media influencers to endorse cosmetic brands on Instagram.

Keywords: social media, social media advertising, social media influencers, Instagram, Instagram advertising, cosmetic brands, Instagram influencers, advertising.

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