

Construction of a conceptual framework on Influencer Marketing based on a literature review

Construcción de un marco conceptual sobre el Influencer Marketing a partir de revisión de literatura

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ABSTRACT

A result of the research project "Innovative Strategies in Influencer Marketing: Development and Application to Drive Business Competitiveness" is presented. It responds to a framework of essential concepts and principles on influencer marketing, based on the review and analysis of academic works; the main objective is to create a comprehensive conceptual framework that provides guidance on objectives, strategies, performance metrics and best practices in the field. A mixed type of research was carried out, where the sample was theses and scientific papers related to the topic, literature review and bibliographic analysis were used as a technique, the instrument was the bibliographic record for data collection that allowed the creation of a conceptual framework. The conclusion of this study allows us to establish a solid conceptual framework for influencer marketing, providing a guide that will lead us to meet the general objective.

Keywords: Marketing, Influencer, Conceptual, Guidance, Performance

RESUMEN

Se presenta un resultado del proyecto de investigación "Estrategias innovadoras en Influencer Marketing: Desarrollo y aplicación para impulsar la competitividad empresarial". El mismo responde a un marco de conceptos y principios esenciales sobre el marketing de influencers, basándose en la revisión y análisis de trabajos académicos; el objetivo principal es crear un marco conceptual completo que proporcione una guía sobre los objetivos, estrategias, métricas de rendimiento y mejores prácticas en el ámbito. Se realizó un tipo de investigación mixta,

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donde la muestra fueron tesis y documentos científicos que guardan relación con el tema, se utilizó la revisión literaria y análisis bibliográfico como técnica, el instrumento fue la ficha bibliográfica para la recolección de datos que permitieron la creación de un marco conceptual. La conclusión, de este estudio permite establecer un marco conceptual sólido para el influencer marketing, brindando una guía que nos lleven a cumplir con el objetivo general.

Palabras clave: Marketing, Influencer, Conceptual, Guía, Rendimiento

INTRODUCTION

A set of fundamental concepts and principles about influencer marketing is being constructed, using as a basis the review and study of previously published academic works and literature on the subject. This process involves identifying, synthesising and organising relevant information found in research, articles, books and other written resources to establish a solid, grounded understanding of the influencer marketing field. The difficulty that brands may have in evaluating the success of influencer marketing campaigns arises due to the lack of a solid conceptual framework that provides the basis for identifying and measuring relevant performance metrics. Evaluating the success of influencer marketing campaigns is critical for brands looking to maximise their return on investment and adjust future strategies.

The lack of a solid conceptual framework creates a gap in understanding what metrics are truly relevant and how they should be interpreted. This lack of clarity can result in a superficial assessment of campaign performance, where brands may rely solely on superficial metrics such as number of followers or likes, without taking into account more meaningful factors such as audience engagement or impact on sales.

The absence of a structured approach to performance evaluation can also make it difficult to compare different campaigns and identify trends over time, limiting brands' ability to learn and continually improve their influencer marketing strategies. To address this issue, brands need to develop a robust conceptual framework that clearly defines campaign objectives, identifies relevant performance metrics and establishes effective evaluation methods.

This conceptual framework should consider not only quantitative, but also qualitative indicators that reflect the authenticity, relevance and long-term impact of influencer partnerships. In addition, brands need to invest in tools and technologies that enable them to effectively collect, analyse and visualise data to gain a deeper understanding of their campaign performance. By adopting a more structured, data-driven approach to evaluating influencer marketing success, brands can improve their ability to make informed decisions, optimise ROI and build stronger relationships with their target audiences.

The main objective will be to create a comprehensive conceptual framework that provides clear guidance on influencer marketing objectives, strategies, performance metrics and best practices. This conceptual framework can be adaptable to different industries and business contexts.

Creating a solid conceptual framework is critical to providing clear and consistent direction for influencer marketing strategies. In an ever-evolving digital landscape, where competition is fierce and consumer attention spans are limited, having a structured guide becomes crucial to making the most of the opportunities that influencer marketing offers. Without a defined conceptual framework, brands run the risk of getting lost in a sea of scattered and ineffective tactics, which can result in an investment of resources with no clear return.

The relevance of having a solid conceptual framework in influencer marketing lies in its ability to provide guidance and coherence to marketing actions. By having clear guidance on objectives, strategies and performance metrics, brands can make informed and strategic decisions that maximise the impact of their influencer campaigns (Espinoza, R. 2023).

A comprehensive conceptual framework allows for greater efficiency in planning and executing strategies, while providing a reference point for continuous evaluation and improvement. Ultimately, having a solid conceptual framework helps brands stay competitive, adapt to changes in the market and build strong relationships with their target audiences through influencer marketing.

Developing a comprehensive conceptual framework involves a careful process of research, analysis and synthesis (Ascona, J., & Mencia, A., 2023). This involves studying market trends, analysing relevant case studies and consulting experts in the field of influencer marketing. Through this process, the key objectives that brands wish to achieve with their influencer campaigns can be identified, as well as the most effective strategies to achieve those objectives. In addition, relevant performance metrics can be defined to enable accurate assessment of campaign success and establish best practices based on past experience and fundamental marketing principles.

The emergence of digital marketing is a response to the growing trend of technology influencing society worldwide. It has become an essential tool to access wider markets in terms of reach and quantity, thanks to the wide availability of communication channels with customers (Pitre, R., et al., 2021).

Defining the term influencer is fundamental to understand the development of a conceptual framework based on Marketing, authors such as Quintana, E. (2023), mention that influencers are individuals who, through mass communication channels, have the ability to affect the purchasing decisions of a specific group of people, either through their reputation, experience or presence in a specific field. These individuals can range from celebrity figures to lesser-known but respected profiles in their area of expertise. Their ability to generate engagement, encourage interaction and/or influence product or service purchase decisions among their target audience is the basis of their influence.

Sardon, J., & Vela, C. (2020), in contrast to the previous author, tell us that a connection can be established between influencer marketing and consumer behaviour, since it seeks to establish a direct and beneficial relationship that companies can take advantage of to promote their brand, product or service among different consumers. To achieve this, the creation of clear and specific marketing objectives is essential.

Objectives are developed by identifying the business and marketing goals of the company, considering the needs and preferences of the target audience, and establishing measurable and achievable performance indicators. In this way, a solid strategy is created that directs marketing actions towards achieving concrete results and maximising impact on consumer behaviour.

Influencer marketing has emerged as an effective strategy for brands to establish links with consumers by collaborating with influencers on social media platforms (Jiménez, MP, et al., 2024). Such marketing has positioned itself as a fundamental tool in modern marketing strategies due to its ability to directly connect brands with their audiences through influencers on social media.

The author Cabarique, Y. (2023), states that the marketing team can use tools such as Google Search Console to detect opportunities for improvement in a company's website, with the aim of implementing marketing strategies (...). The author acknowledged that the information is useless if no action is taken.

In a digital environment saturated with advertising messages, authenticity and credibility are increasingly valued by consumers. Influencers, with their loyal and engaged follower base, offer brands a way to reach their target audience in a more organic and effective way. In addition, influencer marketing allows brands to harness the power of user-generated content, which increases the visibility of their products or services and generates greater trust among consumers.

According to Jiménez, D., et al., (2022). They mention that the objective of influencer marketing is to boost sales and strengthen support for the product or brand through the transmission of messages among consumers. Subsequently, it could be argued that influencer marketing has emerged as a powerful strategy for brands in the digital age, as it allows them to reach consumers in a more authentic and persuasive way. By collaborating with influencers who have a genuine connection with their audience, brands can leverage digital word of mouth to promote their products or services.

Through personal recommendations and relevant content, influencers can influence their followers' purchasing decisions in a way that traditional ads cannot. Not only does this drive sales by generating interest and trust in the products or services being promoted, but it also reinforces product or brand endorsement, as the messages come from sources seen as ordinary and trusted by consumers. In essence, influencer marketing capitalises on the power of word-of-mouth marketing in the digital world, allowing brands to connect more authentically and effectively with their target audience.

MATERIALS AND METHODS

The research process of this article is established through a mixed type of research that combines qualitative and quantitative elements. Firstly, a representative sample of studies, theses and scientific documents related to the topic of influencer marketing is identified and selected. Muñoz, E., & Solís, B. (2021). They mention that it is important to ensure that the sample is representative and encompasses a variety of approaches and opinions, as these materials will constitute the database on which the research will be conducted.

Techniques employed include literature review and bibliographic analysis, which allow existing literature to be critically examined and key concepts, trends and gaps in knowledge to be extracted (Trejo, M. 2022). For data collection, bibliographic sheets are used as instruments that facilitate the systematisation and organisation of relevant information extracted from the reviewed studies. Each bibliographic record contains essential details about the authors, the year of publication, the objectives of the study, the methods used and the main findings, which allows for a subsequent evaluation and analysis of the information collected.

Finally, based on the data obtained through the bibliographic records and the analysis of the literature reviewed, the conceptual framework on influencer marketing is constructed, thus providing a solid theoretical structure to guide understanding and practice in this field. This meticulous and rigorous process ensures that the conceptual framework developed is grounded in the evidence available in the scientific literature, contributing significantly to the advancement of knowledge in the field of influencer marketing.

Based on the findings of the literature review and data analysis, the conceptual framework on influencer marketing is constructed. This conceptual framework will provide a sound theoretical structure to guide the understanding and practice of influencer marketing, including objectives, strategies, performance metrics and best practices.

RESULTS

Armendariz, C., et al., (2022), in their systematic review of literature on educational marketing, observed a different perception of marketing, which requires a deep understanding of a particularly complex sector. It is crucial to recognise that marketing strategies and techniques are not universal and must be adapted according to the industry. Therefore, what works for a consumer or manufacturing company will not necessarily be appropriate for an educational institution.

Undoubtedly, the strategies that must be implemented in a conceptual framework related to influencer marketing are related to the digital world, authors such as López, E. (2020). He mentions that the use of electronic media and the Internet, lower cost technologies that eliminate the restrictions of time and space, facilitates the adoption of practices that in the past required significant technical and financial resources.

When we speak of a performance metric based on literary search results, we find that

it implies the relationship between the investment made in a marketing campaign and the revenue generated as a result of that investment. According to Radah, N. (2022), this ratio can be determined by formulas that divide the revenue generated by the costs of the investment. This data, along with other performance metrics, provides objective information that allows marketers and companies to assess the impact of their actions and make informed decisions to improve their performance in the future.

The research carried out by Cadena, Y. (2020) in his thesis entitled "Influence marketing in Ecuador: an exploratory approach" provides a detailed perspective on the formulation of objectives in the field of marketing, as well as its contribution to the creation of a conceptual framework. The main objective of these strategies is to promote brand recognition, leverage audience preferences and increase sales through the implementation of various tactics specifically designed for digital environments. In addition, there are several recognised terms for digital marketing, such as online marketing, internet marketing or web marketing.

In quoted by Huyhua, R., & Uscamayta, L. (2022), from their systematic review on the Mediation of influencer marketing on consumer behaviour, they found that The findings indicate that the field of influencer marketing is largely unknown and has a significant impact on strategic decisions, which demands an adaptation in agency procedures for successful implementation. It was suggested that influencers can offer the potential to extend brand reach through a distinctive approach, building trust and credibility with new or potential audiences.

Several authors have contributed significantly to building a solid conceptual framework for influencer marketing, addressing several key aspects of the topic. For example, studies have provided valuable insights on how to set effective influencer marketing objectives, highlighting the importance of aligning these objectives with the brand's broader business objectives. In addition, research explored specific strategies for engaging with influencers, identifying best practices for targeting, engaging and measuring campaign success. The findings provided a detailed analysis of the most relevant performance metrics in the context of influencer marketing, providing guidance on how to measure and evaluate the impact of influencer marketing activities.

DISCUSSION

Research by Armendáriz, et al., (2022), highlights the importance of understanding the specificity of marketing in different sectors, including education. This perspective underlines the need to adapt marketing strategies to the particularities of each industry. In the context of influencer marketing, this idea becomes relevant when considering that the effectiveness of strategies varies according to the type of product, service or sector. When engaging with influencers in education, brands and institutions must take into account the unique characteristics of this sector, such as ethical sensitivity, the need to transmit knowledge and specific educational objectives. It is therefore crucial that brands develop influencer marketing strategies that align with the values and objectives of educational institutions, recognising the complexity and uniqueness of the field.

The strategies needed to implement a conceptual framework for influencer marketing are closely linked to the digital environment and the tools available in the Internet age. As López (2020) points out, the use of electronic media and the Internet has democratised access to these technologies, considerably reducing the associated costs and eliminating the time and space constraints that used to exist in traditional marketing practices. This means that brands can leverage digital platforms and social networks to engage with influencers in a more efficient and cost-effective way, compared to conventional methods that required significant financial investments in traditional advertising.

The conceptual framework for influencer marketing must take into account these digital transformations and leverage the opportunities offered by the online world to effectively reach target audiences, generate engagement and achieve measurable results in terms of reach, engagement and conversion.

The relationship between the investment made in a marketing campaign and the revenue generated as a result of that investment is a critical metric in analysing the performance of marketing strategies. As mentioned by Radah, N. (2022), these metrics, along with others, provide marketers and businesses with objective data that allows them to evaluate the impact of their actions and make informed decisions to optimise future performance. Essentially, these metrics provide a tangible measure of a marketing campaign's effectiveness and return on investment, which is critical for strategic decision-making and continuous improvement of marketing practices.

Analysing the study by Cadena, Y. (2020), we can infer that the research highlights the importance of driving brand recognition, capitalising on audience preferences and increasing sales through strategies specifically designed for digital environments. These objectives are not only fundamental to the success of influencer marketing campaigns, but can also serve as a basis for the creation of a sound conceptual framework in this area. Furthermore, by recognising the multiple names for digital marketing, such as online marketing, internet marketing or web marketing, it highlights the diversity and continuous evolution of this discipline in today's digital context. Furthermore, the study provides a deeper understanding of the goals and practices of influencer marketing, as well as its relevance in the digital marketing landscape in Ecuador and beyond.

The results obtained by Huyhua, R., & Uscamayta, L. (2022), highlight the growing importance of influencer marketing in today's marketing landscape. As a largely unexplored terrain, this approach significantly influences the strategic decisions of companies, which demands an adaptation in the processes of marketing agencies to ensure effective implementation. The recommendation to leverage influencers as an opportunity to expand brand reach is crucial, as these individuals have the potential to connect with new or potential audiences in an authentic and persuasive way.

The authors agree that by building trust and credibility among these audiences, influencers can play a critical role in strengthening a brand's market presence and achieving its business objectives. In short, influencer marketing offers a promising avenue for brands looking to stand out in an increasingly competitive and digitised environment.

These studies and analyses have laid the groundwork for the creation of a comprehensive conceptual framework for influencer marketing. By integrating the findings and recommendations of different authors, a holistic approach has been developed, from defining clear and achievable objectives, to implementing effective strategies, selecting relevant performance metrics and tracking best practices in influencer engagement. This conceptual framework provides brands and marketers with a solid framework and strategic guidance to maximise the potential of influencer marketing and achieve successful results in today's digital and competitive world.

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