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## **THE ROLE OF INFLUENTIAL PERSONALITIES IN PRODUCT PROMOTION AND BRAND IMAGE FORMATION**

*In recent years, influencer marketing has become an important tool for product promotion and brand image formation. This paper examines the role of influential personalities in the modern marketing landscape, as well as their impact on consumer behavior. It explores how bloggers, celebrities and experts in various fields use their platforms to build trust and engagement among the audience. The strategies of selecting influential personalities corresponding to the target audience of the brand and methods of evaluating their effectiveness are analyzed. Particular attention is paid to how the influence of social media and changes in consumer preferences contribute to the growing popularity of this approach.*

**Keywords:** *image formation, the role of celebrities, social media, branding, target audience*

Using influential personalities in network marketing and social media promotion is one of the most effective strategies that allows you to quickly and effectively attract the attention of your target audience. In today's world, where social media is an integral part of our lives, many companies and brands cannot afford to ignore this powerful tool.

Marketing focused on using influential people to promote products is a topic that is This is an orientation towards different age groups, penetration into everyday conversation, so that the company's budget grows instantly. It is assumed that companies must make a certain choice between several recommendation proposals which the leaders intend to distribute. The desired goal is to increase the internal stock.

New influential personalities are recognized for their importance in a certain area of life, covering various topics (makeup, video games, cooking, travel, pets, etc.) by introducing an innovative method of brand promotion and bringing it to the global digital market [1].

However, the use of influential personalities in promotion requires a special approach and attention to the choice of partners, as well as to the presentation of a product or service. After all, the reputation and authority of an influential person can greatly affect the audience's perception of a proposed product or service. Therefore, in order to achieve the greatest efficiency, it is important to carefully select partners whose values and lifestyle correspond to the target audience and brand.

There are several ratings of influencers based on any measurable indicator of their popularity and success, although two variables are the most influential: the number of subscribers and their content.

The first thing to understand is who the influencers are in the context of social media. They can be defined as people who have a large number of followers and fans on various social networks. These people have significant influence and are able to influence the behavior and opinions of their audience. The problem is how to choose the right influential personalities to cooperate in the promotion. It is necessary to take into account not only the number of subscribers, but also their quality, compliance with the target audience, reputation and adequacy of the content created by an influential person. Insufficient research and the wrong choice of an influential person can lead to inefficiency and inappropriate promotion [1].

More and more brands are trying to rely on a branding strategy with influencers. Each brand strives to advertise itself so that the attractive and bright advertising with which it promotes its product will encourage people to improve or change their opinion about the product and stimulate

its purchase. The inclusion of an influencer in your marketing ensures that this message is received by a certain part of the audience, but with which the brand must interact based on preferences that match those represented by this influencer. The choice of this influencer plays a crucial role, because neither the influencer intends to jeopardize the trust and authority shown by his audience by advertising a product that does not fit his "editorial line", nor does the brand have to risk its reputation by integrating someone who does not fit his "editorial line", and A brand should not risk its reputation by collaborating with a person who does not meet its "editorial line". In addition, the use of reputable personalities in promotion allows you to establish a more trusting relationship with the target audience. Consumers always trust the responses and recommendations of bloggers and celebrities more than the advertising provided by the company itself. Actually, based on this fact, attracting influential personalities to the promotion may be able to support the brand and increase its awareness, in some cases, the brand's audience coverage becomes much larger due to the arrival of previously uninterested in the product, and in addition increase product sales and customer loyalty. However, when considering hiring an influencer, it should be considered whether this profile covers the following needs: a) Achieve greater brand awareness; b) represent brand values; c) reach a wider audience d) generate more traffic on social networks and on brand websites; e) generate an offline conversation about a product or service; f) create a broader community of subscribers around the brand; g) to achieve an increase in sales [2].

Based on these requirements, we can identify the advantages that the brand takes into account most when choosing a branding strategy with the participation of influencers:

- Authenticity and trust of the audience: When using influential personalities in promotion, there is a problem of maintaining authenticity and trust of the audience. Some influential personalities may be included in the collaboration only for financial gain, which negatively affects their trust and commitment to the audience. It is necessary to take into account the reputation of an influential person, be careful when signing contracts and providing control over content in order to maintain the authenticity and trust of your target audience.

- Effectiveness and content control: One of the problems of using influential personalities in SMM promotion is the lack of control over the content being created. In addition to authenticity, it is necessary to ensure that the content is consistent with the strategy and goals of promotion. Influential personalities may not always pay enough attention to the quality and relevance of the content, which may affect the effectiveness of the promotion. It is important to establish clear rules, provide detailed instructions, and establish regular content monitoring to ensure that your goals are achieved.

However, in order for the use of influential personalities in SMM promotion to be effective, several rules must be followed.

First, choose influential personalities whose interests and values coincide with your brand or product. Their recommendations should look natural and sincere, there should be no pretense or sneer when advertising your product, otherwise they may not only lose the trust of their audience, but also worsen the reputation of the brand.

Secondly, make sure that influencers have an active and engaged audience. Subscribers or fans of these people should actively comment on their posts, like and share them. This suggests that the audience is responding to the content, which in turn allows you to achieve greater reach. If subscribers simply view the content of an influential person without a response or, conversely, react negatively to it, then this will not only not give more coverage, but may reduce it.

The third rule is to be creative and explore different content formats. Of course, regular posts with recommendations from influential personalities can be effective, but adding diversity to the

content will help attract more attention. It can be a video review, an active detail tool, or even a competition with prizes, because the audience will be more involved in the same competition, will participate and constantly browse the brand's website in anticipation of the disclosure of the results of the competition than in reading the text, which in turn may not arouse any interest and many users will not pay attention to it.

Fourth, attractiveness. Many people first pay attention to the appearance of a person in advertising various products, and only then to the product itself, based on this, you need to choose a well-groomed person who looks after himself. Aesthetically attractive images and people can quickly attract the attention of the audience, which is especially important in conditions of information saturation. Appearance can form associations with certain qualities of a product or service. For example, attractive models can be associated with luxury and high quality. Different cultures have their own standards of beauty, and advertising often uses these norms to better resonate with local audiences.

The fifth is the experience of a celebrity, because the skills, knowledge and competencies, because it also requires a lot of work and long training to be able to present products. The celebrity must present the product in such a way that the viewer or reader wants to buy the product and that the purchase causes him only positive emotions. If there are no positive emotions when buying, then people may become disappointed in the product and start writing negative reviews about the product on social networks, which will negatively affect sales [3].

There can be listed the group of specific advantages while there can be hidden disadvantages in promotion. Influencer marketing traits of influential figures are appealing to a wider range of the audience, building brand trust relations and enhancing visibility and transparency. Established influencers are rarely observe under insufficient reputation, consequently making the endorsements more credible and impactful in influencing customers behavior. Mutual collaboration of influential personalities on social media platforms increases brand awareness resulting in a more positive brand image.

In conclusion, using influential personalities in promotion is an effective way to attract the attention of the audience, increase reach and trust in your brand. However, in order for the use of this tool to be successful, it is necessary to choose influential personalities correctly, observe the naturalness and sincerity of recommendations, and explore various content formats.

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