

# Using Online Influencers is Key to the Success of New Product or Brand Launches

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**Abstract:** In this article, I introduced the development of the network opinion leaders. this article illustrates how a brand with the help of opinion leaders to promote new products. in addition, this paper introduced some of the limitations of using online influencers to make brand promotion. in the end, this paper analyzed how to maximize the strength of use online influencers.

**Keywords :** Online Influencer; Social Media; Brand; Person Relationship

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## 1. Introduction

When it comes to the forthcoming of social media, online influencers marketing is generally bringing up by media professional. (Voorveld, 2019) Nowadays, with the developing number of social media users, more and more new products and new brands will choose to use social media for promotion. With the appearance and development of some social networking software, for instance Facebook, Instagram, YouTube, Sina Microblog in China etc. Due to these apps, People have a platform to share and exchange their views on any product. It is because of this, social networking has changed the traditional commercial mode, a large number of enterprises to use online influencers—bloggers or online celebrities, enforce their new products. (Zeljko, et al., 2018)

An examination by Forrester in 2010 shows that online influencer responsible for more than 80 percent of the posts that are authentic influential to the brand. This is because compared with the traditional advertisers advertising, many consumers are more likely to believe their trust people's perception of one brand. (Chrysoula, 2019) As Tracy Tuten use the term "advertising 2.0" illustrate some momentous role change of advertising. One of the main ideas is that the most valuable advertising is regularly no charged or paid indirectly. These advertisements are often reflected in the product experience pushed by online celebrities on social media or inadvertently revealing that they are using a certain brand of goods. (Diza, 2018)

But nonetheless a recently research suggest that social media and online influencers can be overused by some corporate managers for promote their new products or brands. (Rohan Miller, 2010) This raises the question of whether online influencers can have a sustaining efficient influence. Nevertheless, through social media marketing is still a very high cost performance and quite effective method to promote the brand. The point is how to make full use of online influencers.

## 2. The significance for online influencer

As Andrew Davis said relationships built by content, relationships are built on trust, and trust drives revenue. According to the research, there are 40% people bought a product after seeing some online influencers use that good. There are 72% of client more trust a enterprise which was recommended by online celebrities, while Relying on the influential people recommended products consumers accounted for 49%. (Saleh, 2019) With the explosion of a good deal of social apps and shopping experience sharing apps, people are getting closer to their favorite celebrities. Netizens are closely keeping an eye on their favorite actors, singers, sports star, or even a blogger on social software what sent every day. (Singh, 2018) Pure commercial advertisement is easy to be automatically blocked by people, but some bloggers hair soft advertising is very not

easy to be found by people, and people are often willing to accept the soft advertising.

According to a 2016 study shows that 94 percent of sellers agree that use of the online influencers is a very efficient way for product promotion. This study indicated the importance of online influencers. (Singh, 2018)

Brands are always interested in online influencers such as Instafamous. For the reason that they always be regarded as private, reliable, evocative resource. (Boerman, 2019) Using the most popular network of China in 2019, only 27 years old beauty makeup blogger who has nearly fifty million fans Jiaqi li for example, due to the experience of being a BA in l'oreal counters bring his beauty makeup professional knowledge , coupled with his simple and impressive marketing slogan "Oh My God ,it is Amazing", he quickly known to people who use social media platform in China. The point is, it is no exaggeration to say he's "OMG" slogan can let any lipstick immediately sold out of stock. At 2018, he also launched a lipstick sales war with the China's richest man Jack Ma and eventually beat jack ma. (Tencent news, 2019) The essence of online influencers is not only in the beauty industry, it is also reflect on other aspect.

It's easy to see, the power of online influencers is very strong and mighty, which make the online influences stand on an irreplaceable and unshakable important position in the modern society. Using online influencers for new product or brand marketing is a very worth and very essential to do thing.

### **3. How online influencers impact on new products or brand launches**

Those effects can be achieved by online information sharing behavior, and constantly interact with the audience, let people feel have an affectionate person relationship with media person's character, this kind of intimacy is similar to a real relationship, even make people fully trust the blogger. Once brand using blogger to advertising, are more likely to get echo brand, let marketers know more about the public's attitude toward the brand and purchase intention. (Boerman, 2019) Due to the influential people more convincing, they will be able to transfer brand information in the form of advertisers can't do it. Intercept the use of software, and people's distrust in the hard to exaggerate the advertised publicity result make the soft advertising has a powerful force, soft advertising is never blocked by blocking software, can subtly impressively increase people's desire.

Using a new Irish Skincare brand Pestle and Mortar as an example, they were not only never sent any obvious advertisement in China on TV or on a web page, but also use Chinese celebrity to promote their brand. But nonetheless a large number of products of this brand was shared by very large Numbers of Chinese users in "little red book" an experience sharing software app which have more than 200 million users, and have gained a lot of praise. (shu, 2019) By doing research, it can be seen that the brand on Chinese twitter called Weibo by some have ten thousand followers bloggers or tens thousands followers bloggers shared their using experience of this brand production.

Is not just some brand will use a celebrity, and some celebrities will use their reputation promote their brands. Prominent beauty bloggers Huda Kattan use her fame launched a cosmetic brand called Huda beauty, after six years going, this brand has become a pretty well-known brand which is extremely active in the international stage. (Mediakix, 2018)

By these examples, it can be seen that how a new brand using online influencer to advocate for their brand, and how to promote their brand. Using the social media online influencers in the online promotion for a brand to develop overseas market is a very economical, practical and revenue-generating thing. (Gao, et al., 2018) Influential people are more convincing, because they have the best marketing strategy which is honest. (Kramer, 2018) Based on study some web celebrity in Instagram or Facebook who have a mass of followers. It is easy to see that they understand and respect their followers, they promote a product or a brand often before his trial, and provide some real experience to people. In this way, they will not lie for earn money, but by the true for brands and their followers to bring the real value.

### **4. Some limitation of using online influencers**

Even if using the online influencers promotion product can bring a mass of benefits, but there are still severe challenges associated with it.

The first disadvantage of using online influencers is the competitions between a large number of enterprises. (BRAND24, 2019) Using beauty makeup blogger as an example, a successful blogger tends to receive a large number of

similar beauty makeup an invitation to the promotion of the brand. In this case, it cannot be guaranteed a certain brand will be listed.

Moreover, data fraud is also worth to be seen. Many beauty makeup bloggers for bring to brand the marketing effect which they commitment before, often through post purchase amount of fake data about thumb up, ,comments to show their blog have a mass of followers. (BRAND24, 2019)

In addition, the online influencer of not familiar with a brand is also a very big hidden trouble. (Henry, 2018) If a blogger does not have a certain understanding for the brand that she/he is going to promote, they may simply just promote the product for the sake of money, this can lead to people can easily find she/he is not expert for the product/brand. People may assume that is an advertising or even think that is a fake news. This not only can't help brand win customers, may let the customer off.

Furthermore, it is hard to record the progress, A brand is unable to control the online influencers social media accounts. So, after the bloggers to promote the brand or product, it is hard to understand how the public accept the brand, and their reactions to this brand. (Henry, 2018)

## **5. How to maximize the strength of online influencer**

Since using online influencers has some limitations, so brand party should take some measures, to maximize the avoid the lack of it and make use of its strengths. In order to seek the best publicity effect. In the use of online influencers, a brand is should be considered in motivating users to buy the product at the same time explore potential customers, maintain the brand reputation, increase brand influence. (Gao, et al., 2018)

The first point is, using some bloggers or Instagram celebrities that you can afford. Invite some bloggers who have large Numbers of followers to help promote products are usually need to spend a lot of costs. And brand also can't control how they will evaluate your product. And turn the volume is not so much when you use, but also to have certain fixed fan bloggers, they charge are often limited, and in order to accumulate fans, compared to the celebrities who have many followers they will pay more attention to mining the connotation of your brand.

On the other hand, never trend to do any false advertising. Social media creates a anyone can share any information to anyone's environment, consumer to a certain extent, control how to develop and distribute information. (Voorveld, 2019) Regardless of the brand to find any online advertising influencers, they should get to know the blogger's fans group, do a research on this blogger's fans to see whether accord with the requirement of brand promotion. Only by people forward comments, word of mouth, the influence of the brand to really get to expand. If exaggerated publicity, people's expectations will be too high, when it was found that the product's actual effect as well as propaganda, the brand image in the consumers' mind will be discounted. So be sure to attach importance to every customer, not to make any false advertising.

Besides, brands should be their most lucrative online influencer for themselves. Brand should open their own social media account and interacting with customers, to create a friendly image. Forward at the same time can also launch some online sweepstakes, increase some followers for their account. Regularly update their social media content is also worth to be concerned.

## **6. Conclusion**

Use of social media has become an integral part of people's life, study, social media advertising is most in all appeared on the Internet advertising won't annoy people. (Zeljko, et al., 2018) Global brands are used to influence the marketing budget is growing rapidly, this is due to the enterprise marketing personnel are sure to be richly rewarded. (Singh, 2018) Although using online influencers in brand promotion as a marketing strategy, which emerged in recent years. Using social media for brand launches has become indispensable key link in the brand marketing. Some brands even have their long-term cooperation bloggers. As anything has pros and cons, using the online influencers is not an exception.

But using online influencers for new products or brand launches is the highest cost-effective method. It can make the brand with minimal investment to maximize the benefits. (Singh, 2018) Enterprises should grasp the dividend influencer marketing, quickly promote their own products, at the same time of expand brand awareness, accumulation of a number of

brand loyal users. In a short word, when doing brand promotion, a brand should absolutely never ignore the power of online influencers.

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