

Influencer marketing in Ukraine

It is no secret that today one of the most effective methods of promoting a brand in the market is its advertising on social media platforms - on Instagram, YouTube, Facebook, Twitter, etc. If earlier brands preferred to sign advertising contracts with show business stars, now contracts are signed preferably with bloggers - the so-called "influencers" in the modern digital world.

This topic is interesting to me since I am an active user of social networks, and I myself am part of the audience of influencers. Influence advertising is an innovation in the field of product promotion. Interaction with the audience by recommending a particular product has been used in the history of advertising before, but we still did not have a clear understanding of its huge impact on the audience. An example would be an advertisement for Coca-Cola and their Santa Claus who loves to drink the advertised drink.

Influencer marketing is a form of the social media marketing that involves the recommendation by influencers and product placement in their blogs. In other words, Influencer Marketing is a way to promote products or services through influencers.

We can criticize bloggers and opinion leaders as much as we want, but the fact is that people tend to believe them. According to the **Influencer Marketing Hub*** 82% of consumers are more likely to pay attention to advertised products or services if they receive information about them from influencers.

The relevance of bloggers was also highlighted by the coronavirus pandemic. Due to quarantine, people were locked at home. Along with the growth of Internet traffic around the world, they began to interact with influencers more often. Bloggers advertise everything on all kinds of platforms. In the past few years, the influence-marketing market has been growing exponentially, and by 2022 it is predicted that its volume will account for half of the global digital spending.

More than 800 thousand bloggers in Ukraine are influencers. Influencer marketing in Ukraine is only gaining momentum and is gradually becoming an integral part of the marketing mix of an increasing number of companies.