


# Chapter 9

## Artificial Intelligence and Influencer Marketing: Strategies for Brand Building

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### **ABSTRACT**

*In an increasingly digital world, more and more organizations attribute their organizational success to how they study and explore the behavioural dynamics of their consumers. Consumers in different countries have their own cognitive ways of perceiving a product. Most of the time, consumers link their purchase intention to how the product is marketed via an individual or, as we call them, the digital influencers. Governments, institutional investors, and enterprises are all adopting AI to streamline their processes and further to stay competitive. Researching the role of AI and influencer marketing in brand growth can uncover valuable insights for gaining a competitive edge. The present study will shed light on the following: 1. the talismanic role of AI in influencer marketing and how they are expanding prodigiously 2. To examine the role of influencers in different sectors of the economy 3. The traction force of influencers in brand success.*

### **1. INTRODUCTION**

In the era of a digital revolution, brand building is an important endeavour that uses innovative strategies to captivate and engage customers worldwide. Artificial Intelligence (AI) and influencer marketing are shaping this landscape. These tools have redefined how marketers communicate with potential customers and help enhance the ability to strategically change brand identities in the marketplace.

Influencer marketing has gained prominence as an opportunity for brand promotion. Influencer marketing capitalizes on influencers' connection with their audiences, making brand endorsements more authentic and impactful. The Influencer Marketing Benchmark Report 2023 predicts the Influencer

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Marketing Industry will grow significantly, reaching approximately \$24.1 billion in 2024. Influencers who command large social media followings and retain connections with their followers /audiences offer marketers an authentic and effective means to build trust and credibility (Freberg et al., 2011).

This development is crucial in advocating products to a market with strong customer loyalty, particularly in a celebrity-centric culture. This Artificial intelligence and influencer marketing synthesis presents a potential combination for digital brand building.

Equivalent to this, Artificial intelligence has undoubtedly revolutionized how companies design marketing strategies with predictive analytics, real-time data analysis, and personalization. Today, companies harness the power of Artificial intelligence. AI-driven tools enable marketers to gain insights from vast consumer data, tailor content to individual preferences, and improve real-time campaign performance (Chaffey, 2023). This ability of AI to analyze patterns and forecast trends empowers marketers to create highly targeted and efficient strategies to help companies enhance their brand awareness among consumers. (Davenport & Ronanki, 2018). Brands strengthen their outreach efforts, tailor messages to individual preferences, and predict market trends while strengthening their market presence and consumer relationships (Chui et al., 2018). Furthermore, AI allows for effective utilization of data from social media, customer transactions, and market trends to design and build products (Jelonek, 2017; Liu, Gao, 2021; Pawełoszek, Korczak, 2023).

Against this background, this present chapter explores the growth of influencer marketing and artificial intelligence in organizational strategy, brand success, and their role across multiple sectors.

## **1.1 Need For The Study**

The evolution of influencer marketing and the rise of artificial intelligence has led to a dynamic shift and a new era for companies to thrive. Understanding the various interactions between artificial intelligence and influencer marketing in brand building is key for organizations looking forward to synthesizing the synergy of influencers to manifest efficiency and effectiveness into their brand's visibility, credibility, and customer relationships. Researching the role of these interactions will provide valuable insights for having a competitive edge over rivals. Understanding these interactions also conditions brand perception, and reputation and drives consumers' behavior, Thus helping companies to build strong, resilient brands in an ever-ongoing competitive landscape.

## **1.2 Objectives of the Study**

1. To understand the role and interactions of AI and influencer marketing.
2. To examine the role of influencers in different sectors of the economy.
3. To Analyse the traction force of artificial intelligence in brand success.

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