

Chapter 12

Influencer Marketing and Micro-Influencers in Internationalization Strategies

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ABSTRACT

In today's digital landscape, influencer marketing has become a key driver of brand internationalization. The chapter explores the strategic role of micro-influencers in engaging niche audiences, fostering trust, and adapting brand messaging to diverse cultural contexts. Through empirical research and case studies, the chapter examines best practices for selecting influencers, tailoring content for regional markets, and measuring campaign effectiveness. Special attention is given to performance metrics, AI-driven influencer selection, and cross-cultural marketing strategies. By leveraging micro-influencers, brands can enhance their presence in global markets, overcome consumer skepticism, and drive engagement more effectively than traditional advertising. The chapter provides practical insights for academics, marketers, and business professionals aiming to develop data-driven, culturally adaptive influencer marketing strategies.

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INTRODUCTION

The rise of digital communication has transformed the way businesses approach international expansion. Traditional advertising methods, such as television and print, have given way to more interactive and personalized marketing approaches. Among these, influencer marketing has become a key tool for brands seeking to penetrate new markets (Abidin, 2021). Unlike traditional celebrity endorsements, modern influencer marketing leverages individuals with strong social media presence who cultivate trust within niche communities.

As social media platforms such as Instagram, TikTok, and YouTube continue to shape global consumer behavior, influencer partnerships have become a strategic necessity. Research shows that consumers trust influencers more than traditional advertisements, with 78% of global consumers preferring influencer recommendations over corporate messaging (Statista, 2022). This shift underscores the growing importance of influencer marketing as an essential driver of consumer engagement and purchasing behavior in international markets.

This chapter examines the impact of influencer marketing and micro-influencers on internationalization strategies. It explores how businesses can use these digital personalities to enhance brand awareness, foster engagement, and create localized content strategies. Through case studies and theoretical insights, this work aims to provide a framework for integrating influencer marketing into global expansion initiatives.

Objectives of the Chapter:

- Provide an in-depth analysis of the role of influencer marketing in international business strategies.
- Highlight the strategic advantages of using micro-influencers in global campaigns.
- Examine cross-cultural considerations in influencer marketing, such as communication styles and content localization.
- Offer a step-by-step framework for designing and implementing influencer-driven internationalization campaigns.
- Address challenges and propose solutions for ethical concerns, cultural missteps, and ROI measurement.

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