

A Theoretical Perspective to the Future of Influencer Marketing: A Sequential Map to Industry 6.0

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Abstract

There is a rising tendencies in influencer marketing activities on social media channels whereas utilising other mass-media channels are dwindling, which is forcing organisations to find alternative tools through which they can effectively communicate with their target. The idea of influencer marketing has been very straightforward since the meagre beginnings of influencer marketing; Brands share an experience or message with a creator who they believe is more valuable than conventional advertising is. The industry has changed radically as the influencer culture has gone off. Then, quite suddenly, the number of creators and advertisers exceeds the number of impressions at which to strike. Since the different social media platforms have expanded they require brands to monetize them to reach their target markets and beyond and in effect, limit the likelihood of organic reach. This research tries to find out how an organisation is ensuring brand fit with an influencer in industry 6,0 and the role of influencer in organisation strategic communication in industry 6.0.

Keywords: Influencer marketing · Industry 6.0 · Brand fit

1. Introduction

The widespread use of social media has become an observable phenomenon of modern-day communication that is gaining strength rapidly as the traditional mass media, such as print journalism and TV, are losing popularity among viewers. This recession has encouraged organisations to find new avenues of accessing their target groups (Bakker, 2018; Colliander and Erlandsson, 2015; Sundermann and Raabe, 2019). It happens that in this shift, organisations are getting more involved with social-media influencers that create and publish promotional content on their platform on a brand partnership basis (Sundermann and Raabe, 2019). Consumers tend to be dependent on the content and the statements that the influencers they follow provide in such digital ecosystems (Kapitan and Silvera, 2016). The images that people create about such influencers have a significant influence on their behavioural reactions (Djafarova & Rushworth, 2016).

Influencer marketing has increased significantly in

the past few years. Borchers (2019) writes about this tendency, and Statista (2022) states that influence marketing in the U.S. expanded as USD 1.7 billion in 2016 up to USD 16.4 billion in 2022. The influencers are viewed as credible, authentic, trustful, and expert communicators (Poyry et al., 2019; Sundermann and Raabe, 2019). Their large audiences make them have large coverage and very high persuasive power (Sundermann & Raabe, 2019). The technologies have legitimised the influencers as useful agents in organisational communication, enabling the brands to engage with consumers directly without any mediator on the digital platforms (Bakker, 2018). Such significant platforms as Facebook, Instagram, and Twitter have therefore become areas of focus in communication strategies and consequently drive the advancement of the practices of influencer-based promotions.

Bakker (2018) suggests that influencer marketing involves identifying opinion leaders and including them in an online communication process of a

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brand. This type of partnership helps in achieving marketing and PR goals (Borchers, 2019). The influencers will be able to post sponsored updates, share branded content, design original media, document, give advice in a strategic manner, or host organisational events (Borchers, 2019; Evans et al., 2017). Traditionally, such roles were handled by different internalization teams, but the ability of an influencer to unify them provides new strategic communications skills (Borchers, 2019). As such, influencer communication has become one of the key elements in assisting organisations to realise their social media communication objectives (Bakker, 2018). A study by Pöyry et al. (2019) highlights the aspect of influencer collaborations in marketing operations whereas Sundermann and Raabe (2019) focus on the interactions among influencers, brands, and customers.

Influencer messages have a greater impact on people since they sound really like relatable peers who use words that people can relate to. Through trust, influencers gain relevant relations to their followers and stand out in the wake of too much advertising. One of the basic components of their persuasive power is trustworthiness, as it should affect the changing of attitudes and buying choices (Bakker, 2018; Ohanian, 1990). As the purpose of improper collaboration with the influencers is to instigate consumer behavior, it is essential to choose the influencers who are aligned to the brand (Bakker, 2018). The audience also believes that when the relationship between a product and an influencer seems unnatural, it can lead to scepticism, and thus explains the harm to the engagement and the brand image (Pöyry et al., 2019). The influencers may act as content creators, as figures of the symbolic brand, or as disseminators of the content based on the organisational needs (Enke and Borchers, 2019). The strategic communication objectives of the organisation are related to these roles (Enke & Borchers, 2019).

The aim of the current research is to examine influencer selection procedures within

organisations and how influencer communication can be incorporated in the overall communication strategy. The paper works on a qualitative research method in order to determine how the brand fit can be provided, and what strategic functions influencers can play in the organisational communication in new times of Industry 6.0. The study research questions will be:

RQ1: What does an organisation do to fit the brand with an Industry 6.0 influencer?

RQ2: What is an influencer as a strategic communication contributor in the Industry 6.0 strategic communication of an organisation?

The paper has five sections, namely, introduction, literature review, research findings, discussion, and conclusion with references and appendix. In line with Malhotra et al. (2012), the study uses three critical steps of qualitative inquiry namely; identifying purpose and theory, presenting and analysing qualitative results and discussing implications of the qualitative results.

2. Review of Past Literature

Brand Fit

The theory of origin brand fit is based on the match-up hypothesis, which reflects on the effect of various categories of endorsers on any product (Till and Busler, 2000). This is with the aim of determining the fit between an endorser and a product (Till & Busler, 1998). Visualization Influencers simply use language that resembles the language of their audience, and business organizations favor the use of storytellers who are close to their consumers and who are able to market their brands and messages in a credible and natural way. Therefore, companies are not simply trying to find people who would give a name to a product (Hou, 2018). There is match-up hypothesis, which states that the more the product and the endorser match each other, the more competent the endorser becomes, as Kahle and Homer have indicated. An adequate match between the product and endorser also brings about increased endorser plausibility as compared

to lack of fit. In this regard, an organization must identify an influencer that has the right brand fit i.e. the personality, the brand and content of the influencer align with the need of the organization, and audience fit i.e. the influencer has the right audience accordingly (Bakker, 2018, p.81).

In case when an organisation chooses an influencer, it is crucial that the features, which the target demographic is attracted and is influenced by, are understood (Bakker, 2018). In order to achieve brand awareness, the influencer selected has to be a famous and credible individual that serves to reinforce positive brand attitudes (Bakker, 2018). The influencer also needs to be knowledgeable in areas of interest to the audience, and the category of products must be in his or her area of authority (Bakker, 2018). Sponsored content should be aligned with the content and stylistic norms that the influencer usually follows so that the strategic agenda of the organisation could be achieved (Pöyry et al., 2019). Higher results can be explained by the existence of an inherent brand congruence between influencer and organisation (Till and Busler, 1998). The peer-to-peer phenomenon on audience communication is due to the perception of the influencer as a peer who is close to the audience (Bakker, 2018). Furthermore, brand attitudes can better be improved when the influencers are likable and attractive (Bakker, 2018). The influence power can be thought of as the ability of an influencer to affect the purchase intention to purchase decision. There must also be logical alignment of the product and the influencer with the audience (Johnstone and Lindh, 2018; Keel and Nataraajan, 2012; Poyry et al., 2019). The authors argue that the influencer should choose the organisation in which he/she wants to cooperate with a product attentively and consider the consequences of sponsored content (Colliander and Erlandsson, 2015).

The mismatch between the influencer and the promoted item may negatively influence the popularity of a brand image by reducing the authenticity and credibility of the communication

that an influencer does (Poyry et al., 2019). Moreover, false or unproven claims of products increase the presence of negative attitudes towards both the brand and the influencer (Djafarova and Rushworth, 2016; Kumar, 2024). Effective product promotion requires the consideration of certain attributes of influencers by the organizations, and such attributes should be in line with the organizational goals (Bakker, 2018). The number of followers leads to influencer reach; the more followers a person has, the bigger the potential coverage in terms of social media platforms (Bakker, 2018). Nevertheless, Neuendorf (as cited by Bakker, 2018) in 2018 reported that influencers with fewer followers achieved more intimate relations with their followers, thus, a higher quality score and growth rate; consequently, the quality and growth rate measures are more significant (Bakker, 2018, p. 83). In particular, growth rate represents the number of people who join the ranks monthly, quality score represents the rates of interactions; the two indicators allow organisations to create a profile of audiences and define overlaps across several social media networks (Bakker, 2018). Besides, Deges (cited by Bakker, 2018, p.) conducted a study. 83) added another dimension, the four Rs that include reach, relevance, resonance, and reputation, which is further explained in this discussion. These measurements also help organizations to assess the possible worth of partnering with a specific influencer.

Finally, organisations ought to carefully do the selection of the influencers in line with the goals of influencer marketing. The four R's are the methodological principles that guide the selection process to help identify the key aspects that must be considered and allow to align the brand and the target audience as optimally as possible (Bakker, 2018). Congruence between that person influencing and the product is a necessity because without it, there will be no basis to authenticate whatever the influencer is saying in the eyes of the audience and to enable the influencer to easily create attitude in the minds of the audience.

Table 1 The 4 R's (Deges, 2018)

The 4 R's	Metric type	Description
Reach	Quantitative	The number of followers
Relevance	Qualitative	The fit of the influencer in regard to different segments that the organisation has defined: brand, target audience, content and personality
Resonance	Qualitative	The average interaction between the influencer and the audience measured by, for example, 'like follower rate' or 'comments per post'
Reputation	Qualitative	Is the influencer an expert in the field? How is the influencer's personality characterised, and is it compatible with the brand?

(Source: Own Compilation)

Strategic Communication

Through social media, organisations can create brand image, contact with the audience and drive traffic to on-line and offline stores. Is social media measured using marketing metrics, i.e., reach, rate of click-through, and sales? Nonetheless, Macnamara (2018) argues that it is hard to prove engagement and the development of brand image by organisations. According to the existing literature, organisations use the vanity metrics, including reach, clicks, and likes, to determine social media communication effectiveness even when the role of social media and analytical tools have changed; thus, the communication activity related to social media is still evaluated using the metrics that do not carry much substance (Macnamara, 2018; Kumar, S., 2023). Since these metrics do not show how communication work affects organisational goals, the communication experts have challenges when it comes to evaluating strategic communication (Macnamara, 2018; Kumar, S., 2023). To change the basis of analysis to the communication strategy, evaluation models may assist in understanding the mentalities that drive strategic communication; furthermore, Macnamara (2018) suggested an integrated evaluation model that would synthesise communication aspects with the bidirectional interaction between the stakeholders and the rest of the community. The model appreciates presence of and need to be dependent on the reciprocal phases of communication assessment (inputs, activities, outputs, outcomes, and impact). Analyzing the two-way circulation of this model, the outputs that are specified to the stakeholders and the wider population are interpreted to be generated by the organisation whereas the

outcomes and the impact are considered as reversed to the organisation (Macnamara, 2018). Based on this, Macnamara (2018, p. 193) claimed that the communication evaluation models unveil what to be done, who to, and whose interests are fulfilled in the communication strategy process. In addition, influencer-marketing communication transforms the conventional organisational communication practices where organisations are invited to gain trust by consumers; also, influencer marketing is an effective way to reach fragmented audiences (Bakker, 2018). When it comes to organisations, influencer partnerships can provide opportunities to build trust in case brand fit is correct; therefore, organisational communication can be viewed as authentic communication instead of advertising (Bakker, 2018).

Influencers in Marketing Strategy

As most organisations regard influencers as channels to reach inaccessible stakeholders through their channels, the research on strategic communication placed strategic influencer marketing on the theme list (Enke and Borchers, 2019). Along with that, Enke and Borchers (2019) make it clear that the issue of strategic communication that concerns scholars is not the presence of influencers in communication strategies as a person. They defined influencers as secondary stakeholders who can influence primary stakeholders; influencers may also be primary stakeholders, in case they make material on behalf of organisations (Enke & Borchers, 2019, p. 263). Influencers also offer a possibility to change brand images in systemic communication, especially when the organisation has the long-term and not a singular partnership with the influencer

(Borchers, 2019). Also, Enke and Borchers (2019) indicated that organisations ought to take into consideration the role played by the influencer in communication and organisational value creation processes. They also reported that communication and measurement models allow organisations to strategically align organizational goals with influencer partnerships and the different phases of the impact made by the partnership on communication processes (Enke & Borchers, 2019).

The initial section of the communication process, that is the input stage, is associated with the influencer and the communication strategy; the

influencer may bring (a) material resources including technical equipments, manufacturing resources, expert influence, and relationships and (b) internal or external organisational resources. According to Enke and Borchers (2019, p. 263), the external resources which the influencer might be offering were found to be seven external resources that organisations attempt to tap into by collaborating with influencers as content production competences, content distribution competences, interaction competences, a public persona, a large number of relevant relationship, a particular relationship quality, and the capability to influence.

Table 2 visualises the roles and outputs the influencer then can provide for the organisation from these resources they have. Below the influencer roles are described:

Table 2 An influencer's resources in strategic communication (Enke & Borchers, 2019)

Roles	Output
Content creator	Content
Multiplicator	Reach
Moderator	Interaction
Protagonist	Personalisation
–	Relevant contacts
–	Peer effect
–	Influence

(Source: Own Compilation)

Content creator: This refers to the content creation role of influencers, which can be executed individually by the influencer or in collaboration with the organisation. The organisation relies on the influencer's content creation role and acquires the content for the organisation's channels (Enke & Borchers, 2019).

Multiplicator: In this role, the influencer distributes the organisational messages on his or her platform (Enke & Borchers, 2019).

Moderator: In this role, the influencer can engage with topics that are relevant for the organisation, for example, he or she can interact in public discussions and influencer gatherings (Enke & Borchers, 2019) (Kumar, S., 2024).

Protagonist: In this role, the influencer, a main character for the organisation, can perform at events as a host, expert or discussant (Enke & Borchers, 2019). Thus, the organisation chooses the number and nature of the roles that are included in the collaboration; they may decide on the influencer having one role or multiple roles (Enke & Borchers, 2019). Other inputs that do not involve direct activity enhance the effectiveness of the influencer and should not be ignored (Enke & Borchers, 2019).

The outputs resulting from the role of the influencer in collaboration follow:

Content: This can consist of text, pictures and videos, depending on the influencer's competence and agreed role as a content creator.

Reach: This involves the views of content in which the influencer shares the organisation's content.

Interaction: This includes, for example, likes, shares and comments in social media channels. The influencer's role here is to initiate and direct conversations as well as to keep them going (Enke & Borchers, 2019).

Personalisation: The influencer personalises the message; organisations benefit from the authentic content. Personalisation can have an effect on brand image and organisations are advised to consider the content style of the influencer before starting the collaboration (Enke & Borchers, 2019).

Relevant contact: The organisation can attempt to gain an audience who will follow it directly rather than only reaching the audience through the influencer (Enke & Borchers, 2019).

Peer effect: The influencer's authenticity and credibility can lead to a peer-to-peer effect between the influencer and the audience; in strategic communication, this could be instrumental in achieving the objectives of the collaboration (Enke & Borchers, 2019).

Influence: The main goal of strategic influencer communication is to influence the target audience in such a way that the objectives of the collaboration with the influencer are accomplished (Enke & Borchers, 2019) (Kumar, S., 2024). The outcome for a collaboration is effected by combination of the roles and outputs which are selected to support the collaboration objectives (Enke & Borchers, 2019). The objectives for collaboration could be changes in brand awareness, attitudes or behaviour. Enke and Borchers (2019) mentioned that the mix of these different roles and outputs results in effective outcomes on strategic influencer communication. For the same reason, Borchers (2019) suggested using influencers on various platforms and with

different content formats, such as text, pictures, videos and live streaming.

3. Literature of Industry 6.0

Industry is defined as the production of goods and services through the transformation of raw materials and resources into valuable products. It involves the creation of finished products or services through various stages of production that may include manufacturing, processing, assembly, packaging, and distribution. Industries have played a significant role in the economic growth and development of nations throughout history. They have contributed to the creation of employment opportunities, the development of new technologies, and the improvement of living standards. Over the years, the industrial sector has gone through numerous changes, and each of these changes has been termed as an "**Industry Revolution.**"

Industry 1.0: The Era of the Industrial Revolution:

The first industrial revolution, also known as Industry 1.0, started in the late eighteenth century and continued until the mid-nineteenth century. It was marked by the extensive use of mechanized production, exploitation of such sources of energy like coal and steam, and the rise of the first industrial factories. This period made mass production possible and led to the appearance of industrial conglomerates, in particular cotton mills and ironworks.

Industry 2.0: The Age of Mass Production.

Industry 2.0 is characterized by use of electrical power and other new inventions like assembly line. The move led to increased productivity, efficiency and quality of production in the production of goods and also led to the emergence of new industries among them the automobile industry.

Industry 3.0: The Automation Awakening

Industry 3.0, also referred to as the digital revolution, featured electronic technologies to be

used in building computer based systems, robotized production lines, and automated factories. The stage enabled the creation of the internet and stimulated the creation of new technologies like 3D printing, big data analytics, and cloud computing.

The Industry 4.0: Automation and Digitization

The fourth industrial revolution, which is also called Industry 4.0, started at the beginning of the twenty-first century and is characterized by the combination of automation and information exchange. The revolution has facilitated the advancement of the Internet of Things (IoT), artificial intelligence as well as machine learning technologies, and has also allowed the use of 3D printing, big data and cloud computing.

Various factors drive the development of Industry 4.0, among them being the need to be more productive and efficient, the mass production of new technologies, such as AI and machine learning, as well as the mainstream adoption of the IoT. The speed and accuracy in operational efficiency in manufacturing are set up by automation and data exchange. Moreover, AI and machine learning will improve decision-making and solving of problems, and the IoT will improve communication and information exchange between its interconnected devices.

Possibility of the future working of Harder Solutions: The Evolution of Industry 5.0

The so-called Human-Tech partnership, Industry 5.0 aims at harmonizing the strengths of Industry 4.0 and human labour. It emphasizes the importance of creativity, innovation, and problem-solving capabilities of humans and takes advantage of such innovative technologies like AI, robotics, and the Internet of Things. Industry 5.0 promises a workplace that will be both machine-human, this means that machines perform repetitive and dangerous jobs, humans will be engaged in multi-dimensional and innovative work. Such collaborative strategy will likely bring benefit in terms of efficiency, productivity, and job

satisfaction, as well as social responsibility and sustainability.

The necessity of Industry 5.0 is explained by the necessity to stay a competitive company in the global market and increase the demand of increased efficiency, productivity, and quality. Moreover, advanced technologies with the use of cognitive computing, AI, and machine learning enhance skills in making decisions and solving problems and provide opportunities to develop new business models.

Industry 5.0 has Particular Features

Collaboration: Industry 5.0 additionally gives a focus to collaboration between human beings and machinery, which will enhance mutual complementation of both strengths and weaknesses.

Customization: This stage can be characterized by product and service customization that guarantees that goods are designed and manufactured in order to fulfill the needs of a particular customer.

Sustainability: Industry 5.0 puts a focus on sustainability such that manufacturing processes are designed to produce minimal waste and less damage to the environment.

Decentralization: Focus on decentralization promotes distributed production and manufactures, as well as, bringing production nearer to alcohol exhibition and minimizing transportation and logistical overheads.

Flexibility: Industry 5.0 will emphasized on flexibility so that manufacturing processes can be quickly re-configured and adjusted to the changing market conditions and demands of the customers.

Industry 5.0 is a revolutionary improvement in the industry sector and has a potential of significantly enhancing productivity, efficiency and quality within various industries. AI, machine learning, and the IoT are all technologies that support this revolution. The future of Industry 5.0 is bright because automated processes and technological systems are consistently improving business

performance and creating new business prospects. Opportunities of innovation and product development are also increased by the introduction of new technologies like blockchain, quantum computing, and state-of-the-art robotics. Altogether, Industry 5.0 is supposed to be more sustainable, collaborative, and customer-centric manufacturing environment making use of the complementary advantages of humans and machines.

Industry 6.0: Developments and Difficulties

The concept of Industry 6.0, which can be generally defined as the sixth industrial revolution in the future, is one that uses modern technology, including quantum computing and nanotechnology, as a part of the already existing Industry 5.0. The innovations would produce more effective and efficient solutions to the complex problems and open up more business models.

Implementation of Industry 6.0 technologies, also allow evolution of more sophisticated robotics, and can enhance safety and security during production and manufacturing operations, and secure and reliable sharing and communication of data with the help of blockchain technologies. However, any development in technology can have certain disadvantages or negative effects as well.

Addressing the Drawbacks of Industry 6.0: Strategies and Solutions.

Industry 6.0 brings about numerous challenges, which require major investments in the advancement of technological, social, and economic frameworks to enable easy integration into the society. The emergence of new technologies and automation is likely to have a significant impact on the field of employment, and many occupations will become redundant or will also change. Such a situation can enhance the existing disparities in society and can trigger job displacement especially to those who are not highly educated or trained. Furthermore, the popularization of Industry 6.0 technologies can trigger positive deterioration of the environment,

depletion of resources, and pollution that can have drastic effects on the generations to come. In tackling these issues, policy makers should go on the offensive to make sure Industry 6.0 is ushered in in a socially and environmentally friendly way (Kumar, 2024). These measures can involve passing new laws and policies aimed at having negative effects of automation reduced, and trial to ensure that the accrued benefits due to technological advances are evenly distributed in society.

Possible directions of Industry 6.0 may include improvement in the following directions:

Biotechnology Integration: Addition of further biotechnology to industrial processes, such as bioengineering, bio-manufacturing as well as bio-informatics.

Sustainable and Circular Economy Practices: The focus on sustainability in manufacturing practices, resource impact, and circular economy models to reduce the waste and environmental effects should be considered more.

Quantum Computing and Quantum Technologies: The quantum computing and other quantum technologies can be used to resolve sophisticated optimization issues, improve data security, and transform the possibilities of computing.

High level of Robotics and Autonomous systems: The system of more advanced robotics and auto systems that will be sturdy enough to perform control of complicated jobs in various industrial settings.

Another area is **Augmented Reality (AR) and Virtual Reality (VR):** More training and maintenance, design, and collaboration with AR and VR.

Advanced Materials and Nanotechnology: The future of advanced materials and nanotechnology in manufacturing, energy, healthcare and more.

Decentralized Manufacturing and 3D printing: More extensive use of decentralized manufacturing schemes is made possible by the

innovations in additive manufacturing (3D printing) and distributed production systems.

Cyber-Physical Systems and Digital Twins:

Refusing doing without the use of cyber-physical systems and a wide use of digital twin technologies to observe, maximize, and predict maintenance in the real-time.

To conclude, Industry 6.0 is a bold vision of the future of technology in industrialization who go beyond the historic revolutions and focuses on sustainability, intelligence, and holistic integration. Its effects will be far reaching and how we will work, relate with each other and even live in the next few decades.

The true value of the Metaverse is its Social Dimension

Certain activities one do alone in a virtual environment might be better than on the 2D internet. For instance, shopping in a virtual store can be more vivid than on a website. Other experiences, while somewhat less impressive, are substantially cheaper than in the physical world, like riding a rollercoaster in VR versus in a theme park. But the real value of the metaverse is neither of these things: It is the environment's social component. The 2D internet certainly has a lot of strengths, but it also carries one fundamental limitation: It is not designed for doing things together with others. Have one tried to shop at Amazon together with a friend when being at different places? Or to jointly watch a movie when being away via Apple's Share Play? Doing so over the internet is a pale copycat of doing it together in the physical world. The metaverse, particularly when we experience it via virtual reality, is a distinctly different ballgame when it comes to hosting social behaviors than the 2D internet. Companies can harvest its potentials to create such social value in various contexts.

The Future of Customer Experience: Fusing Physical and Digital for Complete Immersion

Among marketers, there is a tendency of shifting the focus away from producing and selling goods and providing customers with a lot of outstanding customer experience. The change here elevates the concept of marketing to a multi-faceted instead of a multi-faceted operation in that the customer experience entails all the contacts and touch points that a customer has with a firm. It can encompass multiple touch points which can include exposure to advert, search with Google, aisle browsing, product usage, warranty claims, talking about the product with social media. The influence of every touch point is dependent on the circumstance of other touch points, which makes the customer experience complete and integrated. Therefore, the customer experience is a complex phenomenon, which goes beyond the aggregate total of its components.

The trend towards the competition on the customer experience arena can be credited to a number of issues. First, internet transparency would allow acceleration in commoditization of products since comparison of product specifications is easily done between customers and competitors. This allows the customers to make an informed decision and the competitors to imitate the best products in the market fast. Companies cannot afford to use tangible differentiation as much, since the distinction between tangible characteristics continues to shrink. It is not just about producing and introducing a new product; the customer experience, being the discovery process to the purchase of the good and its further use, has become as equally important as the product itself. Data Customer experience is subjective in contrast to fixed specifications of the products, which uses a unique and personal dimension to a given customer, therefore, making it less vulnerable to commoditization.

The other factor is the reduction in the life cycle of the products. The social media also effects immediate product change in the tastes of younger generations hence shortening life cycle. The social media tends to determine what is fashionable and desirable. Having products that go out of favor

very fast, businesses face a reduced revenue margin, and they have to launch new products rather frequently, which is a tasking idea. Nevertheless, this could be a long process in provisioning a unique customer experience, which could prolong the product life cycle. Customer experience holds a plea on marketers because of increased commoditization and shorter product life cycles and when this happens, it does not just deal with the issues mentioned, but also enhances more revenue. The high level of customer experience leads to increased engagement because customers spend a lot of time interacting with products, thus, enhancing the likelihood that the customers will become more willing to pay, buy more units of the same product and discuss their experiences with their friends and family.

An example of this is the Coca-Cola which is a heritage across the world. Though its flagship product has never been changed since the first 130 years, Coca-Cola continues to reinvent the customer experience of obtaining and drinking this particular product to maintain the relevance with younger generations. Advertisements exploit the modern trends methodically. An example is the global Share a Coke campaign whereby the campaign took advantage of the trend of personalization as 250 of the most popular names of each country were displayed on the bottles. Under Friendly Twist campaign, Coca-Cola opened sellers booths in campuses and stocked them with specially designed bottles which could

be opened only using a lock-and-twist system that links identical bottles.

This new design promoted socialization- an antidote to the massive loneliness created by mobile phone addiction.

4. Results & Findings

Currently, the leading platforms provide self-service partnership ad programs that align with brands and creators, such as Spark Ads on TikTok, Brand Connect on YouTube, and Partnership Ads on Meta. Brands pay these platforms to run ads associated with native creator accounts. This allows the brand to benefit from engaging creator content that appears natural but receives platform support to increase visibility, encourage brand interaction, and expand reach. The content stays true to the creator's voice, while the brand uses it to connect with the creator's audience, who can follow the brand instantly with a single click on the creator's post. This strategy has been highly effective for helping several well-known brands grow their influence. As these in-platform services continue to develop and introduce new features, it will be interesting to see how they further strengthen the value of collaborations between brands and creators. A key advantage of these platform ad programs is that they function as official creator marketplaces, giving brands the ability to search for in-app influencers who best match their criteria in terms of identity, content and performance metrics.

Key questions to find the best applications and to create value in the metaverse



> At work

Which teams are suffering most from a lack of social presence?
Which employees are most weary of video conferences?
Which meetings are the most expensive ones in terms of travel costs?
Which employees are most metaverse-prone?



> When consuming

Which of your offerings are valuable enough for consumers to spend their sparse time with friends?
Which products have sufficient "drawing power" so that a virtual shop would be a worthwhile travel destination for customers?
What other virtual venues can be metaverse attractions and have a high fit with our brand?



> At the frontline

Which services can be provided more effectively in virtual worlds?
Which customer segments are most excited about this new servicing channel?
Which products are destined to be presented in the metaverse?
Is there demand for virtual versions of our products?
(Global revenues for virtual goods are already \$54 billion as of 2021!)

5. Conclusion

For an influencer campaign to be successful, brands must clearly define their target audience and then find creators who truly believe in the brand and share its creative and analytical goals. This could involve reviewing all posts under a specific hashtag to identify individuals who discuss the topic in a genuine and authentic manner. Conducting this kind of research personally on the platform is the most effective way to assess how relevant a creator is. Typically, influencers develop personas that reflect their identity and interests. Brands should also understand that influencer content should not be treated like traditional advertising or commercials. Creators should have the freedom to guide the message in a way that feels natural to them. For instance, you can plan ways to connect your research with their content and agree on a theme that works for both. As long as they remain within that theme, you should allow them the space to present it in a manner that feels most authentic and effective for their style. Alongside blending organic and paid content smoothly, platforms are now rewarding live content more than before. When an influential creator promotes live content,

they can attract viewers to their stream and interact directly with their audience without needing a moderator. This trend is especially appealing to Gen-Z, who prefer real, unpolished interactions over highly produced content. At the moment, live content is still relatively new and may feel a bit intimidating, but this combination of novelty and authenticity often helps brands that are willing to take risks and experiment with it to gain an early advantage.

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