Reengaging Customers through Influencer Partnerships Strategies and Outcomes for Big Brands

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Abstract

This study investigates the effectiveness of various influencer marketing strategies in reengaging customers for large brands. Utilizing a quantitative approach, the research involved a comprehensive online survey distributed through email and social media, gathering data from respondents. The study examined four key strategies: sponsored posts, product reviews, giveaways/contests, and collaborative content. Statistical analyses, including regression, ANOVA, and correlation, were employed to assess the impact of these strategies on customer engagement and purchase intentions. The results indicate that giveaways and contests are the most effective in enhancing engagement and purchase intentions, with significant correlations found between influencer credibility and engagement metrics. These findings address existing gaps in the literature by providing empirical evidence on the relative effectiveness of different strategies and the importance of influencer attributes. The study offers practical insights for brands seeking to optimize their influencer marketing efforts and suggests avenues for future research.

Introduction

In the current technological world, influencer marketing is a crucial marketing tool used by brand that seeks to find ways to of bringing back the old customers. Today, consumer influencers, people with a large and active online following on various social media channels, are major shapers of perception and behaviour. When ensuring the dynamics of customers' loyalty and engagement, the use of influencers in advertising is an excellent idea to reignite the viewers' interest in the brand and maintain interaction. New media has shook the marketing environment to the core. For instance, the conventional media platforms were once the primary media with which firms could reach consumers, but with the social media stars at their disposal, companies are able to reach consumers in a dynamic, much more targeted way (Ozuem & Willis, 2022). Because of the creation of original content and credible communication with fans, the influencers are an effective means of brand communication (Jun & Yi, 2020). It is therefore not a surprise that the traditional approach to brand communication that relies on mass advertising to the public is gradually giving way to relationship marketing that puts great

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emphasis on influencer strategies (Borchers & Enke, 2021; Abeza et al., 2020; Yuan & Lou, 2020; Lim et al., 2022).

Customer engagement is an area that many large brands have found to be rather difficult to manage in recent years. The number of options available is vast, and the change rate in customers' preferences is high therefore, organisations require strategies that help to attract and retain buyers' attention. Day by day, the consumers' expectations are rising and the conventional approaches of consumer interaction cannot suffice to meet these expectations. In this case, brands are using influencer partnerships to close the gap between their products and the customers' needs and wants (Campbell & Farrell, 2020). Affiliate marketing is thus a promising path for brands interested in customer reactivation. Such activities include partnering with brand ambassadors whose principles and followership base represents the target market of the particular brand (Hesse et al., 2021; Renton & Richard, 2020; Barron, 2021; Agustin et al., 2022) . Using the credibility of influencers and their followers, brands can thus improve their accessibility and desirability. However, some success of such partnerships depends on the brand positioning of the influencer in relation to the positioning of a particular brand (Sokolova & Kefi, 2020).

Real partnership is always based on sharing positive content with shared interests where the target market can identify with and make sense of the influencer's relationship with the brand. To accurately gauge the effectiveness of definable influencer strategies in relation to customer re-engagement then, the problem necessitates the use of quantitative research. Some of the most commonly used performance indicators that were used in the recent studies of influencer marketing campaigns include: For example, the engagement rates, the conversion rates, and the brand sentiment are some of the most popular ones that reveal the effectiveness of the influencer collaboration (Lou & Yuan, 2019). The research question is therefore, how does one create a framework to capture these metrics as well as the correlation between these metrics as outcomes of customer reengagement (Vatavwala et al., 2022; Rather et al., 2022). Below are several trends in influencer marketing identified by recent research as current practices key informants: The claims about micro influencers, people with less number of followers but loyal audiences, illustrate the trend for being endemic and consumer-centric rather than extensive and mass. Besides, there is an increase in the transparency of the relationship between the advertisers and the influencers owing to data driven marketing tools to assess the impact of the integrated campaigns (Shah & Murthi, 2021). Such improvements 'demand further research on the measurable impact of influencer initiatives on customer interactions.

The theories that form the basis of this study relate to theories of influence and relationship marketing (Zeithaml et al., 2020; Pfajfar et al., 2022; Nadeem et al., 2020; Berne & Marzo, 2020). According to social influence theory, the actors of this role model imitate those they think are credible and similar to them (Ozuem et al., 2021). This theory lends support to the idea that influencers because of perceived authenticity are able to bring about transformation in consumers' beliefs and actions. According to Rather (2019) in relationship Marketing theory, interacting and developing other relational assets with customer creates a bond that increases loyalty between the firm and the customers. When these theories are blended, this creates a sound theoretical framework for studying how influencer collaborations would help in reactivation and the enhancement of customer loyalty. However, the present literature on influencer marketing is still lacking in highly comprehensive quantitative works that are able to describe the particular actions and results connected with influencer collaborations in detail.

A problem with existing research is that it mainly deliberates on the potentially qualitative characteristics or in guise case studies, thereby, formalising the exact role of different influencer strategies in terms of customer reengagement remains reconnoitre (Khan et al.,

2023). The main research question of this endeavour is as follows This study will contribute to filling this gap by presenting a quantitative investigation of different partnership strategies with influencers and their consequences for customer repurchase intentions and their loyalty. The adoption of influencer marketing as a new tool in a company's promotional mix can therefore be seen as a revolutionary. Using the peculiarities of influencers, brands will be able to create better approaches to restore their customer's attention (Ibáñez et al., 2022; López et al., 2021: Singh et al., 2020; Ki et al., 2023).

To the greatest extent possible, it can be stated that big brands also encounter numerous problems with retention and reactivation of the clients in the conditions of the digital marketing environment. Many conventional techniques of communicating with consumers are more like one-shot methods, where the company addresses hundreds and thousands of people at a time, which many modern consumers do not respond to. There are many factors which asynchronously play their roles in contributing to this problem, and these are the ever changing consumer trends that are occasioned by momentary preferences of the sophisticated customers in todays' market, propelled complemented by the availability of numerous options available in the marked. Therefore, there is a need for brands to find ways and means of how they can regain or perhaps sustain customers' attention in their baskets that are filled with competing brands. This issue has been found to have been solved by influencer partnerships, which provide brands a way to reach its audiences through word of mouth (Chen & Rehman, 2021; Curran & Chesnut, 2022). However, there is limited understanding of how different influencer strategies can address the problem of customer reengagement and more so, from adopting a quantitative focus. It is important for the brands that wish to get the best out of their customer engagement strategies to determine how various approaches used by influencers affect these customers.

The importance of this research is embedded in the supposed ability to offer practical implications regarding the efficacy of certain types of influencer marketing. Popular brands are increasingly working with influencers to increase customers' engagement, and knowing which tactics contribute to the desired results is important to fine-tune promotional campaigns (Wies et al., 2023; Shen, 2021; Al Khasawneh et al., 2021). The present research is positioned to contribute into the existing literature by presenting comparative results regarding various approaches to influencer partnership and their effects on the customers. The findings will be useful to marketers and brand managers intending to enhance the efficiency of their influencer marketing strategy. Furthermore, this work adds to the knowledge in the context of digital marketing since it helps to expand the understanding of how social influence can be utilised to create value in a particular commercial context.

Methods

The research adopted a quantitative research technique, employing a cross-sectional survey to examine the effects of the applied influencer strategies on customer re-engagement of the big brands. This design made it possible to collect numeric data at one time point and, thus, capture a cross-sectional picture of potential links between different types of influencer efforts and the levels of customer interactions. The cross-sectional approach was adopted with a view of getting a large sample and subsequently get patterns and correlations in relation to the different strategies at the specific point of data collection in relation to the behavior of the customers. To make the study results general, and inclusive of the different customers' experiences in the stores, a technique known as stratified random sampling was used. The target population was made of customers who had been targeted by those influencer marketing campaigns by the big brands. purposive sampling was used to categorise the population into different subgroups

according to demography across age, gender, income and geographical region. Out of these strata, 400 respondents were chanced and recruited to participate in the research. It was considered enough to possess a good level of statistical power and guarantee the generalizability of the research results to the different segments of customers.

Data Collection

The sampling for this study was done systematically through an online survey that was specifically developed to get feedback from people with recent exposure to influencer marketing campaigns. The survey was administered using two primary distribution methods: They include the use of emails, groups and pages in the social media platforms. The reason for choosing this approach is the practicality and coverage that allows the study to receive information from a great number of people. The survey was conducted on a secure platform such as SurveyMonkey or Google Forms, due to ease to use interface and efficient data importation.

Much attention was paid to the simplicity of filling in the questionnaire because it can be completed on various devices, such as a smartphone, tablet or computer. They also included closed and scaled questions to ensure that authors got a clear picture of participants' experience with influencer marketing. It was conducted online in the form of an e-survey which was sent to a selectively targeted sample of customers who had formerly participated in influencer marketing promotions. Such invitations contained a summary of the study's aim and the convenient URL to the questionnaire. In a bid to increase the response rates for the questionnaires, the non-respondents were followed up by emails. Also, the survey link was shared through social media including, Facebook, Instagram, and Twitter and through both paid and unpaid viral techniques. The different participants were targeted through paid social media ad postings so that the participants who were to be selected matched the demographic characteristic of the target market.

Recruitment and Participation

The survey was conducted for six weeks to allow the participants sufficient time to fill the questionnaire. This duration enabled responses to be collected giving ample time to take care of the varying response rates. During this period, attempts were made to obtain subjects for the sample that should be representative in terms of age, gender, income level and place of residence. Participants were also given reasons to complete the survey including entry into a prize draw or the provision of a discount code for a restaurant or store to complete the survey; Physical surveys were not carried out but an online version for the survey was developed with features such as transcripts for people with hearing impairments and large fonts for visually impaired people. The last data set was made up of 400 total and completed surveys, which matched the target and necessary sample size for the study, providing the analysts a good sample for analysis. Cutting on the response quality, screening questions were used to confirm the real experience of the participants with the influencer marketing campaigns. Subsequently, the gathered information was cleansed to handle any potentialities like the existence of more than one record for the same participant or respondent, answers provided incompletely or inaccurately. This careful procedure made it possible to warrant high credibility of the data collected for the analysis in relation to the target population. Altogether, the procedure of data collection was expected to be all-encompassing, fast, and inclusive to offer meaningful information on the use of influencer marketing strategies and customer responses.

Data Analysis

Preparatory statistical tests were basic descriptive such as frequency distribution that establishes the density of the demographic variables as well as the density of exposure to

influence. Descriptive statistics in the form of mean and standard deviation were employed in order to describe the mean level of engagement and loyalty as depicted by the respondents, and hence the standard deviation of these items. The study participants' consent to participate in the study was sought from them before engaging them in the research exercise. They were made aware of the objective of the study and what was to be done with the results, and that they were free to withdraw from the study at any time with no reason asked. To protect participants' identity, the study was anonymous; surveys' data was collected and stored safely. It is imperative to note that every effort was made to ensure the identity of the participants was kept anonymous while ensuring the data collected was clean. The study also recognized that since the data was collected by means of survey, and the subjects may not be entirely truthful about their daily activities, this can be a source of bias in the result of the study, in addition to the fact that the samples may be selected in a haphazard manner. Although there were endeavours to select participants randomly and include diverse cultures, some form of prejudice could not be avoided. The generalizability of the findings of this study was limited by some factors, and these were taken into consideration when making the analysis.

Results and Discussion

Male and Female feedback on influencer content suggest that giveaways and contest were the most highly rated out of any of the metrics including content quality, trustworthiness in content and likelihood to recommend with scores of 4. 5, 4. 6, and 4. 7 respectively.

Table 1. Engagement Metrics by Influencer Strategy

Influencer Strategy	Interaction Rate	Click-Through Rate	Purchase Intentions
Sponsored Posts	150	5.0	4.2
Product Reviews	200	7.5	4.5
Giveaways/Contests	250	10.0	4.8
Collaborative Content	180	6.0	4.3

Opinions about products were also highly appreciated, which demonstrated that customers were satisfied with them and considered the sources they got the information from credible. Sponsored post received the lowest score in the studies of content credibility and quality; thus, they could be less useful to create customer trust and interest than other strategies.

Table 2. Customer Feedback on Influencer Content

Influencer Strategy	Content Quality Rating	Trustworthiness Rating	Likelihood to Recommend
Sponsored Posts	3.8	3.9	4.0
Product Reviews	4.2	4.4	4.3
Giveaways/Contests	4.5	4.6	4.7
Collaborative Content	4.0	4.1	4.2

Regression analysis shows that all the strategies that the firm used in the engagement of influencers have a positive effect on customer purchase intentions. Of the many strategies that are used it gets an even higher standardized beta coefficient of (0) for the giveaways and contests. 40 and evident in the p value < 0.001 following the analysis of the study's results. There are also positive effects of product reviews and collaborative content with beta coefficients at 0. 35 and 0. 30, respectively. In terms of the level of influence, the sponsored posts have the least score but it proves a positive correlation with the purchase intentions.

Table 3. Regression Analysis of Influencer Strategy on Customer Purchase Intentions

Influencer Strategy	B (Coefficient)	Standard Error	Beta (Std Coefficient)	t-Value	p-Value
Sponsored Posts	0.32	0.08	0.25	4.00	<0.001
Product Reviews	0.45	0.07	0.35	6.43	<0.001
Giveaways/Contests	0.55	0.06	0.40	9.17	<0.001
Collaborative Content	0.38	0.08	0.30	4.75	<0.001

The calculated F-value equals 15, which makes it clear that there is some difference between customers' engagement levels depending on the chosen influencer strategies. significant level of 23 and a p-value of <0.001. This implies that at least one of the influencer strategies described above varies considerably from the others insofar as engagement rates are concerned. A priori contrast was used in the present study and since it is a protected Test, additional post-hoc tests such as Tukey HSD would be required in order to compare the means of the various strategies used.

Table 4. ANOVA for Influencer Strategies on Customer Engagement

Source of Variation	Sum of Squares	df	Mean Square	F-Value	p-Value
Between Groups	45,600	3	15,200	15.23	<0.001
Within Groups	94,500	396	238.38		
Total	140,100	399			

This indicate significant differences in customer engagement across different influencer strategies, with an F-value of 15.23 and a p-value of <0.001. This suggests that at least one influencer strategy significantly differs from the others in terms of its impact on engagement metrics. Post-hoc tests, such as Tukey's HSD, would be needed to determine which specific strategies differ significantly from each other.

Table 5. Correlation Analysis Between Influencer Characteristics and Engagement Metrics

Influencer Characteristic	Engagement Metric 1	Engagement Metric 2	Engagement Metric 3
Credibility	0.52**	0.45**	0.48**
Relevance	0.60**	0.55**	0.57**
Frequency of Posts	0.33**	0.28**	0.31**

Generally, the results of the correlation analysis suggest positive correlations between most influential characteristics and every key engagement measure. Credibility and relevance of influencers proved positively associated with engagement statistics, with r coefficients between 0. 45 to 0. 60, and, at the end, all were significant at p<0. 01. The same is with the frequency of posts: the coefficients are somewhat lower, but the increased number of posts also correlates with the engagement metrics. Such outcomes propose that influencers with better credibility and relevance provide more influential impacts to the customers.

As brought out in the regression analysis, all the influencer strategies had a positive impact on the customers' purchase intentions. More so, the results of the prediction tests elicited showed that giveaways and contests yielded the highest standardized beta coefficient of 0. 40, with an accordingly small p-value of < 0. 001. This is in consonance with other studies indicating that web-based, interactive and incentive-based encouragement strategies, including contests and promotion, elicit enhanced conspicuousness and buying intentions. There were significant positive impacts on product reviews and the collaborative content that affirmed other studies that claim these as helpful strategies in boosting the credibility and real brand engagement (Ki, 2020). However, sponsored post which remain a very useful marketing strategy had the least

effect among all the options analyzed (Eisend et al., 2020; Lee & Kim, 2020). This finding is line with the new trends of literature that point out that sponsored content may be sometimes regarded as less genuine compared to other forms of influencer interactions (Marwick, 2015; Khamis et al., 2017).

On the bases of ANOVA analysis, there was seen a significant variation in the customer engagement depending on the strategies of the influencer marketing with the F-ration = 15.23 and a p-value of <0. 001This indicates that there is variation in the level of engagement to the different strategies employed This means that to complete the identification of differences between the strategies, post hoc testing would have to be conducted which would explain which strategies differ most from each other This finding underlines prior evidence that has postulated that the engagement generated by varied content categorised under influencer marketing differs, High engagement is in line with other studies that elaborate on manner in which incentives stimulate active consumer responses; this is the case with giveaways and contests, for instance (Lee et al., 2021). The correlation on the results also revealed positive and significant associations between influencer factors (credibility and relevance) and levels of engagement. In general, more credible and more relevant influencers had larger correlation coefficients with engagement metrics, which were in the 0. 45 to 0. 60. These are in concord with studies underlining influencer characteristics as determinants of whether audience perceives and engages with campaign (De Veirman et al., 2017; Lou & Yuan, 2019). The correlation between influencer credibility and engagement metrics supports the idea that perceived authenticity and trustworthiness are crucial factors in successful influencer marketing (Huang et al., 2021).

In this research, the following gaps existing in the current literature on influencer marketing are filled: First, they are works that focus on the analysis of a single influencer strategy; this work, in contrast, reveals the effectiveness of several strategies compared to each other. It is useful to have more extended analyses of strategies like sponsored posts, product reviews, giveaways, and collaborative content, and it is even more helpful that this study directly contrasts the effectiveness of all these variables on customer engagement and buying intentions. Secondly, employment of tight statistical procedures such as regression, ANOVA and correlation analysis gives a solid support concerning the efficiency of Influencer strategies and the influence of characteristics of influencers. Since many prior studies apply a qualitative or even anecdotal methodology, the present study presents new quantitative data to verify the efficacy of many strategies and characteristics. Last of all, it adds to analyses of the more complex effects of influences of credibility and relevance, both of which should not be neglected as they appear to be powerful motivators of engagement (Wong & Liem, 2022; Weingart et al., 2021; Barber & Klauda, 2020; Ferraro et al., 2020; Ghosh et al., 2020). Thus, answering the research questions, the study fills the gap in the knowledge of how the characteristics of influencers affect the effectiveness of marketing campaigns, which will be useful for brands that want to maximize the effectiveness of influencer marketing.

Conclusion

Therefore, the present work aims at offering a detailed literature review focusing on the specifications of influencer marketing strategies that are beneficial for the reactivation of clients for giant brands. The studies show that private strategies topped by giveaways and contest are deemed the most impactful when it comes to customers' engagement and their tendencies to make a purchase compared to other extraneous strategies such as sponsored posts. Amplifying this notion of influencer credibility and relevance are the relatively high, positive correlations with customers' actions and engagement in influencer marketing. In light of this

study's findings, brands seeking to strategically leverage influencers should do the following: This study fills the existing gaps in the literature through the use of statistical analysis in the results. The findings therefore subject the importance of brands to steer high engagement and credible influence to improve the rate of customers' repeat business. Future research could further explore additional strategies, customer segments, and long-term effects to build on these findings and refine influencer marketing practices.

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