Social Media Influencer Recommendation

Yuvraj N N, Alok Ranjan, Manikant Sangam, Shubham Gujar

Department Of Computer Engineering,

DYPSOEA, Savitribai Phule Pune University, India

Abstract: This notion emphasises on the importance of social media marketing in the context of a company. It begins with an overview of how many people use social media, how businesses have begun to recognise this trend, and how to incorporate this trend into a successful marketing strategy.

Online commercials, influencer marketing, and a strong social media presence can all be used to demonstrate this technique. All of these tactics will be identified and examined in this idea. The second half of this theory is based on a public online survey to see if the conclusions in the literature study are accurate. According to the report, consumers spend an average of two and a half hours every day on social media. They also use a variety of social media channels on a daily basis. People are more impacted by things they see on social media because they trust those opinions than by other forms of marketing, according to one of the study's most surprising findings. Commercials, billboards, and print ads have all been supplanted by social media marketing.

Keywords: Social Media Platform, Influencer, Marketing Strategy, Business, Return On Investment, Company, Brand

I. INTRODUCTION

In terms of marketing, the world has evolved dramatically in recent years. Such marketing strategies that were formerly successful, such as television and print, no longer function as well because people no longer spend as much time with those media.

People are spending more time on social media, and studies show that influencer marketing, in which a person endorses a product, is the most trustworthy kind of marketing.

A company or brand that wants to promote its goods on social media no longer has to rely solely on its own professional profile or page. They now require social influencers, who are persons with the power to influence others' purchasing decisions due to their authority, knowledge, position, or relationship.

Influencers not only bring their own following, but also their network of followers. The company will be able to reach larger networks in very particular niches as a result of this strategy. And, more crucially, it does not "taste" like a commercial in the receiver's mouth. Some followers aren't even aware that the social influencer is promoting a product in the image he or she sees; instead, they believe the social influencer is actually suggesting it.

II. LITERATURE SURVEY

1. Using Big Data and AI to Examine Product Engagement in Social Media Influencer Posts

Author Name: Stuart Barnes, Richard Rutter

Description: Influencer marketing has rapidly grown into an important element of digital marketing strategy. A recent report from the Influencer Marketing Hub shows that in the last 4 years, the number of dedicated influencer marketing platforms has grown by 289%, and the industry as a whole is soon expected to reach value of $6.5 billion. Influencers can command rates of more than $200,000 per endorsement due to their powerful ability to affect consumer behaviour.

2. Analysis of the Role of Digital Influencers and Their Impact on the Functioning of the Contemporary On-Line Promotional System and Its Sustainable Development

Author Name: Janusz Wielki
Description: Along with the increasingly high level of digital media consumption, organizations' expenditure on online promotional activities is constantly and dynamically growing. At the same time, together with the growing expenditures on digital promotion, it can be clearly seen that the effectiveness of activities carried out in the electronic space in its current form is decreasing.

3. Identification of Influencers in Social Media Using Social Network Analysis (SNA)

Author Name: Andre Maureen Pudjajana, Danny Manongga, Ade Iriani

Description: Social media is a communication media that is often used to connect many people around the world. The inappropriate use of social media will have a negative impact. The example is the spread of hoaxes. Hoax is a topic that shared by many accounts on social media. These accounts are referred as influencers. Influencers in social media can be traced using Social Network Analysis (SNA) [7,8,13]. SNA provides some measurements such as Degree Centrality, Closeness Centrality,and Betweenness Centrality to know about influencers. Determination of influencers on the Facebook network is supported by number of share, like, and comment on status.

**4.** Influencer marketing in a social media context

Author Name: Slavica Cicvaric Kostic

Description: The expansion of the use of social networks has led to changes in the communication of brands and companies with consumers. Currently, the leading trend in marketing, according to the magazine Forbes, is influencer marketing. The paper examines this new trend in a social media context. The purpose of the paper is to explain the concept of influencer marketing in a marketing concept known as word of mouth and by setting the same concept in the digital era and in a world connected by social media.
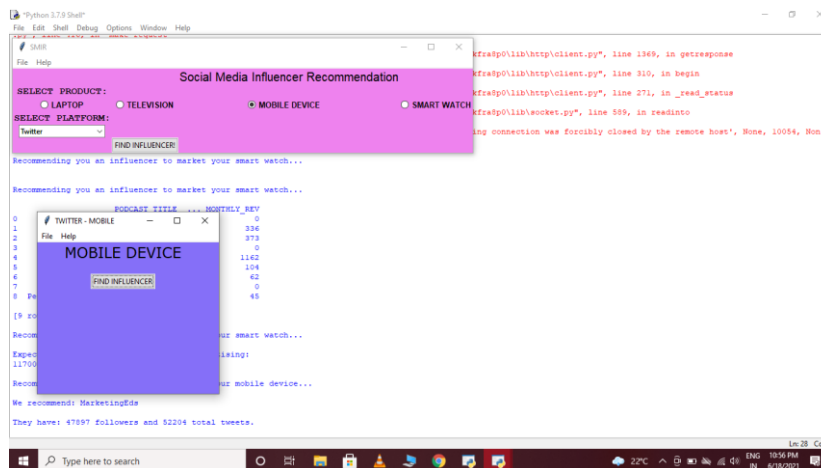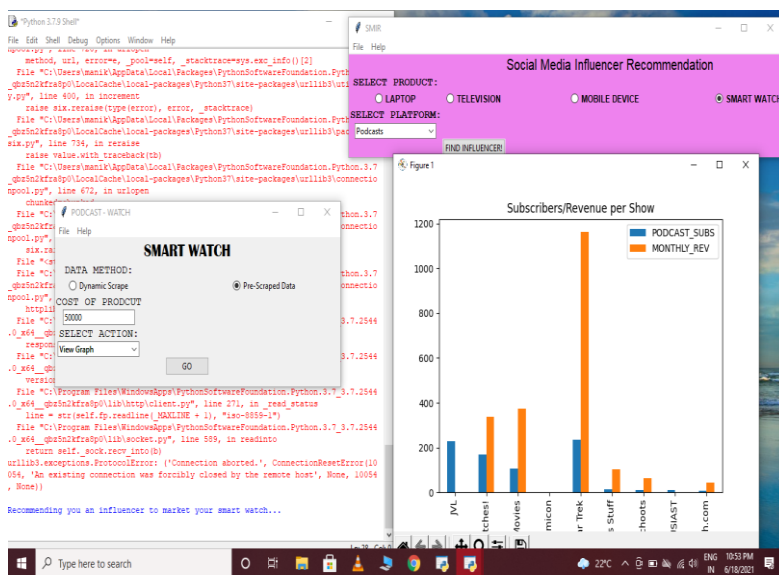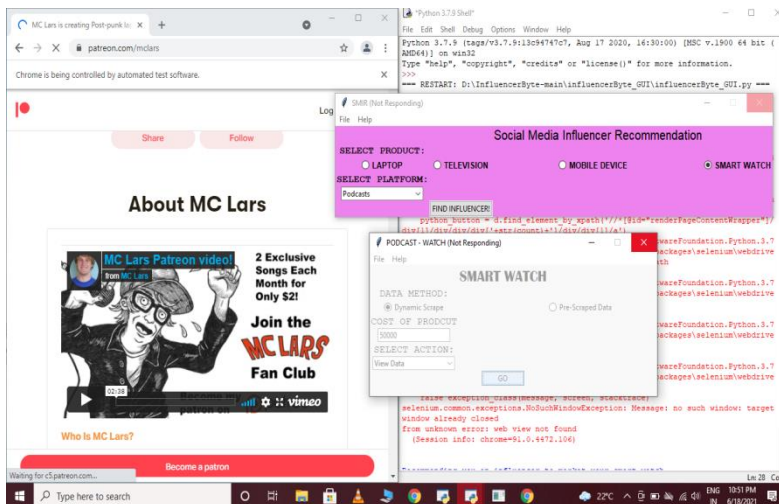
III. MOTIVATION

There are so many fake id's which are being used on the social media platform, they can be same as the name of the influencers, so they need to be identified. Here we are detecting those fake id's and then we are recommending the list of influencers the company can reach to advertise their products accordingly

IV. RESULT
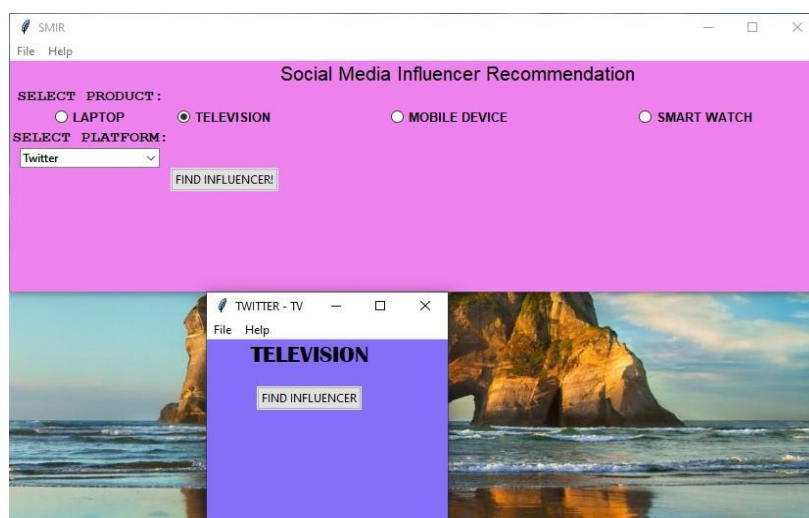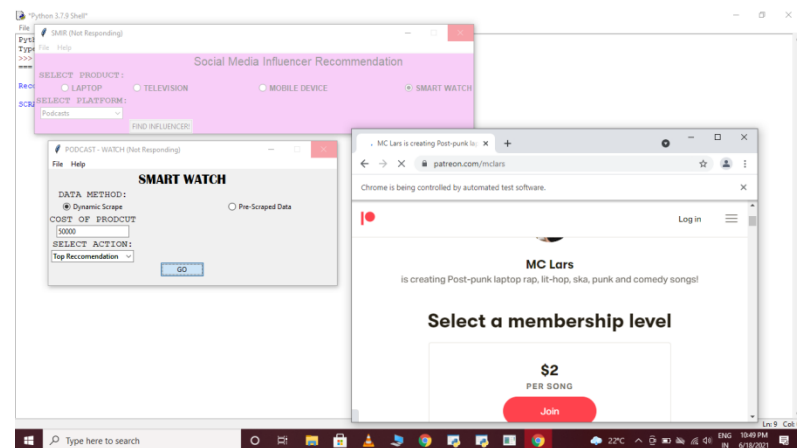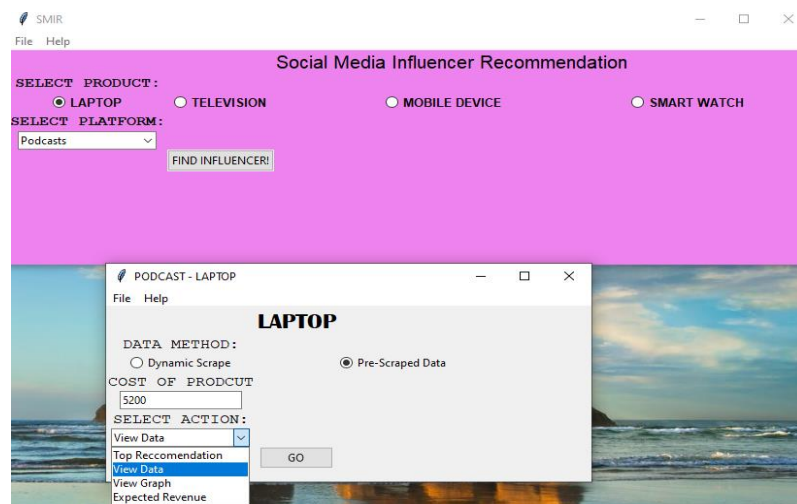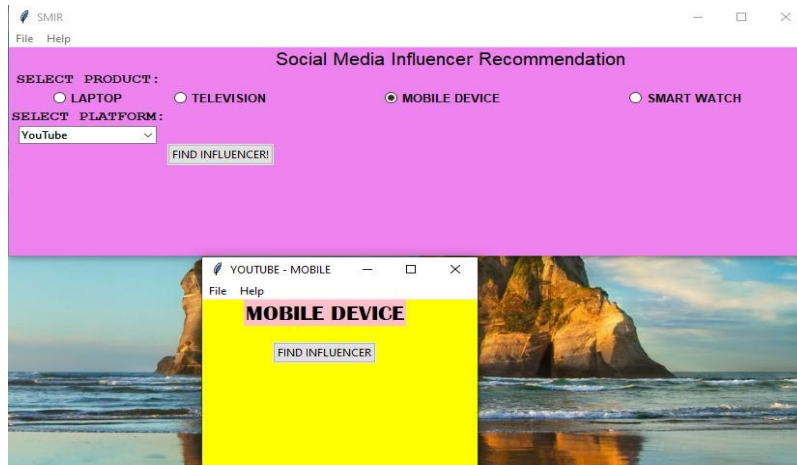
V. CONCLUSION

General influencers are clearly a powerful conduit for product messages, while specialist influencers play important roles in niche product areas. Personalized product placement campaigns that target niche audiences are the cornerstone of influencer marketing. A carefully planned influencer-brand collaboration can enhance the scope of product placement strategies, creating impactful campaigns that grow revenues brand loyalty. The research demonstrates the importance of brands selecting the appropriate influencer category for their product types in order to create impact and generate ROI.

VI. REFERENCES

1.   Influencer marketing as a modern phenomenon creating a new frontier of virtual opportunities
By
        Zdenka Kadekova and Mária Holotová Holienčinová
2.   Who are the social media influencers ?
By
Karen Freberg, Karen Mcgaughey, Laura A. Freberg

3.   Using Big Data and AI to Examine Product Engagement in Social Media Influencer Posts
By
Stuart Barnes, Richard Rutter

4.   Analysis of the Role of Digital Influencers and Their Impact on the Functioning of the Contemporary On-Line Promotional System and Its Sustainable Development
By
Janusz Wielki

5.   Identification of Influencers in Social Media Using Social Network Analysis (SNA)
By
Andre Maureen Pudjajana, Danny Manongga, Ade Iriani

6.   Influencer marketing in a social media context
By
Slavica Cicvaric Kostic

7.   Vinod Bharat et al. "Study of Detection of Various types of Cancers by using Deep Learning: A Survey", International Journal of Advanced Trends in Computer Science and Engineering, 2019, Volume 8 Issue 4,pp 1228-1233
8.   Vinod Bharat et al. "A review paper on data mining techniques", International Journal of Engineering Science and Computing (IJESC), 2016, Volume 6 Issue 5, pp 6268-6271.
9.   www.influencemarketing.com
10.   www.sproutsocial.com
11.   www.smartinsights.com