

Who is the influencer?

Influencer is a term commonly used on social networks and is also one of the terms that often appear in marketing. So what is Influencer?

The form of social media (social media) has become popular in the world and the form of advertising is also constantly changing, among which is the combination with the influencer in business and product promotion. A new term in business when combined with Influencer is Influencer Marketing, with the purpose of helping the public come closer to the brand. So what does the Influencer mean?

What does the influencer mean?

Influencer when translated into English means that influential people can change the behavior or even the lifestyles of many others. Influencer has global coverage across the Internet, especially on social networks, so there is no limit. This is different from KOL (Key Opinion Leader) when influencers are experts in a specific field.

Influencers can be stars, hot Instagram, beauty bloggers, vloggers, . or even prominent individuals in certain communities. These people have a large number of followers and posts on social media platforms such as Facebook, YouTube, Twitter, etc.They will use social networks to spread meaningful messages, or introduce labels. certain product. This is Influencer Marketing.



What is Influencer Marketing?

Influencer Marketing is a form of marketing products through people who have social influence, especially affecting the specific audience that manufacturers want to influence. Influencer helps customers have more

confidence in the brand that they are PR, making the item more popular in the community. This is considered one of the effective marketing ways to reach products with customers.



See more:

1. What is fashionista?
2. What is Cameo?

You finished reading the article "**Who is the influencer?**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.