

-RESEARCH ARTICLE-

DEVELOPING ISEA STRATEGY FOR BUILDING ONLINE INFLUENCERS

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—Abstract—

In the contemporary landscape characterized by advanced technologies, online influencers have emerged as prominent figures across various sectors. Therefore, it is imperative to develop and analyse the ISEA (Influencer Strategy for Enhancing Authenticity) framework to gain comprehensive insights into its efficacy. This study aims to explore innovative concepts and identify key success factors associated with this strategy. The research employs a mixed-methods approach, integrating qualitative analysis from 21 experts using fuzzy logic techniques with quantitative analysis of 10,000 Thai online influencer profiles, representing 800 unique users. The findings reveal that the ISEA strategy encompasses four crucial components: Influencer Marketing, Social Media Management, Endorsers, and Audience. Hypothesis testing indicates that all four components significantly impact the effectiveness of online influencers, with Influencer Marketing emerging as the most influential, followed by Social Media Management, Endorsers, and Audience in descending order of impact. These results underscore the significance of each component in the successful development of online influencers, offering valuable insights for marketers and prospective influencers. Furthermore, the study emphasizes the necessity of a holistic approach that integrates all four components to establish a distinguished and impactful online influencer presence.

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INTRODUCTION

The integration of social media into digital marketing has profoundly altered the dynamics of business-audience interactions and the execution of marketing strategies in the contemporary digital landscape (Punjabi et al., 2024). With the advent of digital technologies, influencer marketing has emerged as a pivotal element of social media strategies, increasingly adopted by entrepreneurs across diverse industries. Influencer marketing has evolved in both scope and efficacy, enhancing product promotion through heightened engagement between influencers and their audiences. Influencers now exert a substantial influence on consumer attitudes, perceptions, preferences, decisions, and choices. By leveraging social media platforms, influencers establish and maintain relationships with their followers, thereby significantly impacting follower behaviours and decision-making processes. They have the capacity to inform, entertain, and shape the opinions and actions of their audience (Ge & Gretzel, 2018).

In the contemporary digital landscape, where the Internet and social networks are in constant flux, becoming an influencer has emerged as one of the most sought-after professions. To achieve success in this field, individuals must comprehend and effectively navigate four key factors. Firstly, Influencer Marketing necessitates the continuous generation of innovative content to capture audience attention and enhance engagement. A distinctive personality and unique style further contribute to the appeal of an influencer's platform, facilitating the attraction of new followers (Azkiah & Hartono, 2023). Secondly, Follower Retention is crucial. Although it may be challenging to satisfy all followers, attentiveness to constructive feedback and suggestions can significantly aid in creating content that resonates with the audience. This practice is essential for maintaining a loyal follower base, particularly for emerging artists or musicians. Thirdly, Influencer Collaboration can substantially expand an influencer's reach and offer additional benefits. While influencers initially created content independently, increased collaboration has become a common strategy, enhancing their personal brand and follower count. Lastly, Authenticity is paramount. Maintaining originality and staying true to one's values is vital for sustaining long-term trust and loyalty from followers (Looi & Kahlor, 2024). Together, these factors underscore the multifaceted approach required for aspiring influencers to thrive in the dynamic digital environment.

Social Media Management encompasses several critical aspects for influencers aiming to maximize their impact. Firstly, platform selection is vital as different social media platforms attract distinct audience demographics. Influencers must strategically choose the platform that aligns best with their content and target audience to effectively exert

their influence. Secondly, content planning involves creating a consistent content schedule to maintain an active presence and ongoing engagement with followers. The content must be timely, relevant, and varied to cater to diverse interests and keep the audience engaged. Thirdly, community engagement is crucial for fostering a robust social connection with followers. Building strong relationships through interactive elements such as responding to comments, initiating discussions, and creating a sense of community enhances positive engagement and strengthens the influencer's connection with their audience (Alexander, 2024). Lastly, data analytics provides valuable insights into the behaviour, preferences, and trends of the target audience. By analysing this data, influencers can make informed adjustments to optimize their content and enhance its reach and impact (Shen, 2021). These components collectively enable influencers to effectively manage their social media presence and influence.

Endorsers play a significant role in the effectiveness of influencer marketing. Firstly, alignment with brand values is crucial. Influencers, such as Terry Crews, must ensure that the products or brands they endorse align with their personal values and identity to provide a credible endorsement to the public. Secondly, credibility is essential. Endorsers, whether individuals or corporations, should enhance the influencer's credibility and reputation. Associating with reputable influencers can positively impact the endorser's image and amplify the influencer's authority in their field. Thirdly, long-term partnerships are beneficial. Establishing sustained relationships with endorsers helps build trust with the audience, which in turn enhances the influencer's credibility and effectiveness (Mabkhot & Al-Ameryeen, 2023). Understanding audience needs is also critical. Influencers must be attuned to their audience's preferences and concerns to effectively engage their target market. Engagement and interaction, such as live responses, polls, and live sessions, foster greater loyalty among viewers by making them feel involved in the content. Lastly, utilizing feedback is important for maintaining audience attention. In the digital age, where audiences have numerous options, adapting content based on feedback helps retain their interest and prevent them from shifting their attention to alternative content.

Marketing strategies must adapt to remain competitive. Utilizing advanced digital marketing technologies allows businesses to offer superior options compared to competitors. The shift from traditional stores to virtual shopping has expanded consumer reach and increased online sales (Azkiah & Hartono, 2023). Virtual influencers, powered by AI, provide brands with enhanced control over engaging and creative content compared to traditional influencers, effectively meeting contemporary market needs (Choi & Lee, 2024; Shen, 2021). This shift reflects a broader trend towards online purchasing, emphasizing the importance of sustainable business models and strategic digital marketing in response to evolving consumer attitudes in developed countries (Kim, 2024; Lou & Yuan, 2019).

The role and evolution of influencers and influencer marketing will continue to play a significant role in the expanding digital landscape, presenting both new challenges and valuable opportunities for managers and content creators. Businesses can effectively utilize the ISEA framework, which encompasses Influencer Marketing, Social Media Management, Endorsers, and Audience engagement, to achieve success in the dynamic social media environment (Muthuswamy & Murthy, 2023). This study aims to provide critical insights into the generation and maintenance of online influence, particularly benefiting digital marketers, content creators, and organizations aiming to leverage influencers for strategic objectives. As a result, key stakeholders must capitalize on the opportunities presented by online influencers, given the profound impact of the evolving digital environment on consumer behaviour.

LITERATURE REVIEW

Becoming an influencer in today's swiftly changing internet and social networking landscape has gained immense popularity. In the context of social media, achieving influencer status necessitates expertise in four key areas, as highlighted by (Alexander, 2024).

Influencer Marketing

New Followers Aspect: Pittman and Abell (2021) assert that influencers must consistently produce innovative content to attract attention and foster engagement. Additionally, possessing a distinctive personality and style further enhances their appeal and aids in acquiring new followers (Belanche et al., 2020; Wies et al., 2023).

Follower Retention: Although it may be impractical to address every individual comment, heeding constructive criticism and feedback from followers enables influencers to adjust their content to better align with audience expectations and interests (Hafiz et al., 2024; Siera et al., 2024). This approach is advantageous in the long term for maintaining a loyal follower base, underscoring the significance of such efforts in cultivating a dedicated audience (Ibáñez-Sánchez et al., 2022).

Influencer Collaboration: Collaborating with other influencers can significantly enhance subscriber growth and offer mutual benefits (Alshehri, 2024). Historically, influencers primarily posted content on their individual accounts, but there has been a growing trend towards collaboration (Ghaleb & Sundram, 2024). Each influencer contributes their unique perspective, which not only expands the reach of their content but also nurtures a sense of community among their followers. This strategy effectively increases the followership of both parties and supports their overall growth and expansion (Aripin et al., 2024; Góme, 2024).

Social Media Management

Strategists play a crucial role in monitoring and evaluating influencer performance to assess the effectiveness of marketing objectives and identify areas for improvement (Jacobson et al., 2023). Metrics such as Reach, Engagement, and Revenue are utilized to gauge performance and ensure that influencers are effectively generating income for companies while attracting and retaining followers.

Brand content must align with both the brand's messaging and the interests of its target audience. Understanding user preferences across various platforms is essential for tailoring content accordingly (Lanz et al., 2023; Muñoz et al., 2022). Additionally, developing multi-sensory content that incorporates familiar experiences or elements (Ferreira et al., 2024; Lyu & Huang, 2024) can evoke specific memories or connections within the audience.

Community Managers are tasked with building brand communities to effectively disseminate marketing messages. Engaging content is more likely to be shared within these communities (Belanche et al., 2020; Punjabi et al., 2024). Facilitating real-time interactions, feedback, and sharing contributes to a more dynamic and responsive marketing environment (Zainalabideen et al., 2022).

Endorsers

Celebrity influencers possess a significant fan base, typically ranging from hundreds of thousands to millions of followers. Their extensive reach makes them particularly effective at enhancing brand or product visibility (Pramesthi et al., 2024). By sharing personal narratives, experiences, and viewpoints through various forms of content—such as text posts, photos, videos, hashtags, and location check-ins—celebrity influencers facilitate a deeper consumer understanding of a company (Zhou et al., 2023).

Expert influencers are recognized for their specialization in particular subjects and are considered credible sources within their areas of expertise (AlFarraj et al., 2021; Chiu et al., 2024; Kim & Yoon, 2024). Their specialized knowledge enables them to effectively influence their followers' opinions on related topics.

Commentators are knowledgeable individuals who analyze and critique a range of subjects based on established principles, striving to minimize bias or personal preference (Huang et al., 2024). They serve as intermediaries between media and audiences, fostering the exchange of ideas through online comments and sharing, thereby facilitating a dialogue between content creators and consumers (Chattopadhyay et al., 2022).

Audience

Reach pertains to the capacity to engage an audience through captivating content and a compelling voice, thereby fostering interaction between influencers and their followers. Developing marketing materials with organic reach [Jose et al. \(2024\)](#); [Nguyen and Park \(2024\)](#) provides direct access to a broad customer base, effectively expanding the brand's presence and message across a wider market.

Targeting involves a comprehensive understanding of the brand and its intended audience ([Unkind, 2023](#)). Effective targeting necessitates research into the types of content that resonate with the target demographic and the channels they frequently utilize ([Kitsawad & Boonchoo, 2024](#)). This approach enables the creation of content that accurately addresses the audience's needs and ensures efficient outreach ([Salahat et al., 2023](#)).

Influencer attractiveness and persuasive power encompass the ability to capture attention and sway individuals to engage with product advertising based on the influencer's appeal ([Taillon et al., 2020](#)). Influencers can leverage their distinct charm and perspectives to transform their actions into viral content, seamlessly integrating products or services into their narratives ([Chiu et al., 2024](#)).

CONCEPTUAL FRAMEWORKS OF THE RESEARCH

This study has garnered comprehensive insights from successful social media influencers regarding the techniques they employ, drawing on the conceptual frameworks established by [Campbell and Farrell \(2020\)](#) and the marketing theory principles outlined by ([Cartwright et al., 2022](#)). [Figure 1](#) illustrates the data obtained from interviews with industry professionals and key figures in Thailand.

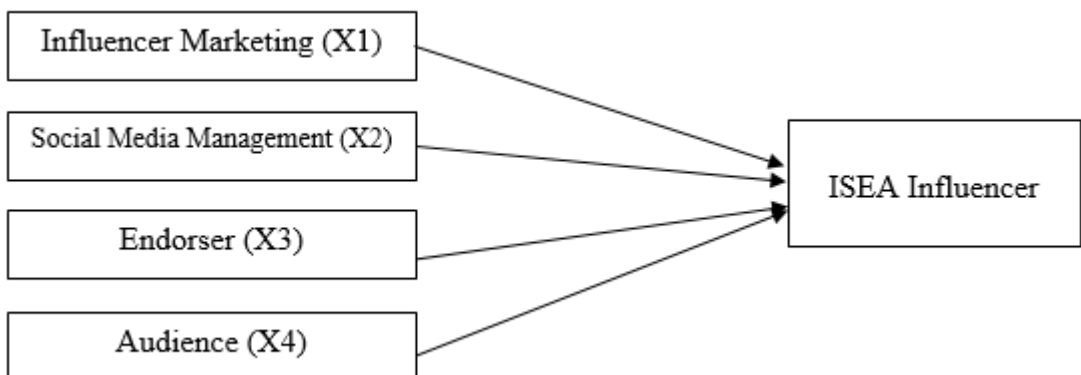


Figure 1: Techniques Applied by Effective Social Media Influencers in Thailand, Incorporating Concepts from [Campbell and Farrell \(2020\)](#) and [Cartwright et al. \(2022\)](#)

Research Hypothesis

Based on the aforementioned conceptual framework, the hypothesis tested for validity in this study posits that influencer marketing, social media management, endorsers, and audience engagement significantly influence the ISEA strategy for developing online influencers.

Research Methodology

This research employs a mixed-methods approach, integrating both qualitative and quantitative analyses, with the aim of developing the ISEA strategy for constructing online in Thailand, under COA number RSUERB2023-122. Data were gathered through in-depth interviews using predetermined questions and an online survey utilizing a 7-point Likert scale. Subsequently, the data were analysed qualitatively and quantitatively. The research employed a range of qualitative and fuzzy logic techniques to analyse data and develop the ISEA strategy for constructing online influencers. Thematic analysis, content analysis, descriptive analysis, and Grounded Theory were utilized to identify patterns, explore information, and interpret how participants perceive their experiences. The Fuzzy Delphi Method facilitated consensus among experts, leveraging Fuzzy Set Theory to categorize factors using a 7-point Likert scale and the Fuzzy Analytic Hierarchy Process to prioritize strategic components. Additionally, the fuzzy inference system was applied to model the relationships between variables, translating qualitative insights into quantitative data for a thorough analysis. The application of these methods in the study is detailed as follows:

1. The quantitative research component involves converting qualitative data into numerical form for multiple regression analysis, employing both descriptive data analysis techniques and various linear regression methods. Data were collected through in-depth interviews with 21 experts and an online survey utilizing a 7-point Likert scale. Thematic analysis was used to identify key patterns from the interviews. Additionally, fuzzy logic techniques were applied, including the Fuzzy Delphi Method to achieve expert consensus, Fuzzy Set Theory for scale conversion, and the Fuzzy Inference System to model variable relationships.
2. The quantitative analysis utilized a sample of 10,000 Thai online influencers, representing a total of 800 users for data collection purposes.

DATA COLLECTION

The researcher employed the e-Delphi method to gather data from 21 qualified experts through in-depth interviews and online questionnaires over a period of two months (August to September 2023). For the quantitative component, a sample of 10,000 Thai

online influencers was utilized, with data representing 800 users. Data collection for this component also spanned two months.

DATA ANALYSIS

In the qualitative research component, the researcher employed Fuzzy Set Theory to analyse data from 21 qualified experts by categorizing and converting factors and indicators into a 7-point Likert Scale, with a minimum selection criterion of 0.75. For the quantitative research, multiple regression analysis was conducted, incorporating both descriptive data analysis techniques and multiple linear regression methods (Liana & Oktafani, 2020). The formulation of multiple linear regression analysis is as follows:

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Y = Influencer Marketing

b_0 = Constant Number

b_1, b_2, b_3, b_4 = Regression Coefficient

X_1 = Influencer Marketing

X_2 = Social Media Management

X_3 = Endorser

X_4 = Audience

e = Epsilon, the Influence of other Factors.

RESULTS

In the qualitative research, the researcher established a minimum fuzzy membership threshold value of 0.75 (Meedach & Lekcharoen, 2023). Factors and indicators with a fuzzy membership value of 0.75 or higher were deemed to meet the criteria (del Río, 2023). The data analysis identified that the ISEA strategy for building online influencers comprises four components and 36 indicators.

Correlations Analysis

Correlation analysis was conducted to examine the relationships between influencer characteristics, including influencer marketing, social media management, endorser-audience interactions, external environment variables, and influencer success. The results indicated that all components had significant associations at the 5% level. Notably, no p-values exceeded 0.80. Table 1 presents the findings of the correlation analysis. Moreover, table 1 presents the findings from the analysis of effective social media influencer strategies. The indicators identified were systematically reviewed and classified into four primary areas: Influencer Marketing, Social Media Management, Endorser, and Audience. This categorization facilitates a deeper understanding of the

intricate relationships among the various factors contributing to influencer effectiveness. Additionally, these main categories were further subdivided into 12 distinct variables.

Factors Affecting Online Influencers

Multiple regression analysis was utilized to examine the impact of four independent variables—namely, influencer marketing characteristics, social media management, endorser, and audience—on the development of the ISEA strategy for establishing online influencers. The results are detailed in [Table 1](#).

Table 1: Demonstrates the ISEA Strategy and Factors Impacting Online Influencers.

Construct	NF	FR	IC	ST	PD	CM	CL	EP	CMT	RE	TGT	ATT
IM	NF	1										
	FR	.659**										
	IC	.613**	.627**									
SM	ST	.631**	.608**	.670**								
	PD	.657**	.680**	.669**	.693**							
	CM	.618**	.612**	.662**	.655**	.720**						
ED	CL	.599**	.555**	.599**	.600**	.581**	.550**					
	EP	.630**	.606**	.678**	.667**	.652**	.608**	.663**				
	CMT	.624**	.584**	.652**	.720**	.659**	.655**	.594**	.646**			
AD	RE	.565**	.610**	.630**	.572**	.561**	.537**	.522**	.550**	.582**		
	TGT	.599**	.555**	.599**	.600**	.581**	.550**	.669**	.663**	.594**	.522**	
	ATT	.600**	.640**	.554**	.537**	.537**	.518**	.556**	.538**	.570**	.719**	.566**

Dependent Variable: ISEA Influencer

The regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

$$Y = 0.202 + 0.466*X_1 + 0.404*X_2 + 0.315*X_3 + 0.283*X_4$$

$$Y = 0.202 + 0.466*\text{Influencer Marketing} + 0.404*\text{Social Media Management} + 0.315*\text{Endorser} + 0.283*\text{Audience}$$

The regression equation above can be interpreted as follows:

Constant Value (a) = A coefficient of 0.202 indicates that, assuming all independent variables—namely Influencer Marketing, Social Media Management, Endorser, and Audience—are held constant or set to zero, the ISEA Influencer (Y) will have a constant value of 0.202.

Influencer Marketing (X1) = 0.466 indicates that an increase in the Influencer Marketing variable is associated with an increase of 0.466 in the ISEA Influencer (Y).

Social Media Management (X2) = 0.404 suggests that an increase in the Social Media Management variable results in an increase of 0.404 in the ISEA Influencer (Y).

Endorser (X3) = 0.315 implies that a rise in the Endorser variable leads to an increase of 0.315 in the ISEA Influencer (Y).

Audience (X4) = 0.283 indicates that an increase in the Audience variable corresponds to an increase of 0.283 in the ISEA Influencer (Y).

Overall, the study's findings reveal that the characteristics and developmental guidelines of influencers significantly affect an individual's capacity to become an influencer. However, the analysis also demonstrates that factors such as understanding influencer marketing, social media management, endorsers, and audiences have not shown a substantial impact on influencer success. The regression analysis results demonstrate that the model is robust and accurately represents the selected variables. As shown in [Table 2](#), the regression summary indicates an R-squared value of 0.984, suggesting that the four variables—Influencer Marketing Characteristics, Social Media Management, Endorser, and Audience—account for 98.4% of the variance in the effectiveness of the ISEA strategy for developing online influencers. The Durbin-Watson (DW) statistic of 1.977 falls within the acceptable range of 1.5 to 2.5, indicating the absence of autocorrelation in the data. The histogram confirms a normal distribution of the data, and the F-value is significant at the 1% level (sig. F = 0.000). These findings affirm that the regression model employed in this study is both adequate and appropriate.

Table 2: Regression Analysis on ISEA Strategy for Building Online Influencers of Results.

Model	Unstandardized Coefficients		Standardized Coefficients	t-Ratio	Sig. t	F	Sig.	R ²	(DW)
	B	Std. Error	Beta						
(Constant)	.202	.045		4.466	.000	11.4	0.000	0.984	1.98
Influencer Marketing	.466	.013	0.337	4.466	.000				
Social Media Management	.404	.013	0.288	34.753	.000				
Endorser	.315	.014	0.227	31.446	.000				
Audience	.283	.011	0.222	23.175	.000				

DISCUSSION

Influencer Marketing encompasses three core dimensions: the acquisition of new followers, influencer collaborations, and follower retention. Influencer collaborations

are crucial, as they attract new audiences and enhance reach, thereby aligning with broader marketing objectives. Influencers build deep psychological connections with their followers, creating lasting relationships and dynamic communities. Although commercial partnerships can achieve immediate goals, they must be managed carefully to maintain the positive perceptions of both the influencer and the brand among followers. Social media management involves three critical roles: strategists, content managers, and community managers. Strategists are essential for developing plans to enhance brand identity and awareness.

Social network management platforms play a significant role in community management by focusing on social interactions and fostering engagement. A comprehensive understanding of cognitive, psychological, and social factors influencing user participation is vital for effective online community management. Proficiency in social networking and emotional intelligence is crucial, as these platforms provide unique opportunities to boost community engagement. Endorsers, including celebrities, experts, and commentators, play a significant role in influencing audience perceptions through their persuasive abilities and established credibility. Experts and commentators, in particular, have a pronounced impact due to their recognized expertise, which engages the audience and enhances the effectiveness of brand recommendations. The credibility, expertise, and appeal of endorsers are pivotal for persuasive communication and influencing consumer purchase decisions. The audience comprises three aspects: Reach, Targeting, and Attentiveness. Reach is paramount for influencers as it boosts audience engagement and guides content preparation. In the entertainment sector, engagement reflects the audience's favourable responses to content, with media items serving as a medium for psychological connection. The stronger the audience's connection with the media product, the more involved they feel, transforming their interaction from mere consumption to active engagement.

Recently, there has been a significant advancement in the application of digital marketing strategies, particularly through the use of social media influencers. This trend has become increasingly prominent as multinational enterprises (MNEs) and content creators are compelled to re-evaluate their digital presence and recognize influencers as pivotal assets. This discussion explores various dimensions of online influencer strategies, including critical factors and recommendations that characterize successful influencer marketing campaigns. With the rise of social media and digital influence, marketers have encountered a new category of influential personalities known as online influencers. Initially identified by their substantial follower counts on platforms such as Instagram, YouTube, and TikTok, influencers are not merely notable for their large subscriber bases but also for their ability to shape consumer perceptions and behaviours. Influencers have become essential to brands and companies, leveraging the internet as a powerful tool for client engagement, interaction, and communication of information

and objectives. The ISEA marketing strategy introduces four key elements of social media influence as guidelines for strategists aiming to build and maintain the prominence and stability of online endorsers. This strategy encompasses a range of factors necessary for evaluating the effectiveness and success of influencer marketing campaigns, providing valuable insights for brands and content creators interested in harnessing the power of online influence.

Influencer marketing hinges on the reliability and engagement influencers bring to brand collaborations. They act as authentic advertisers, using personal stories to highlight brands and products. Key aspects include acquiring new followers, maintaining consumer interest, partnering with influencers, and upholding credibility. Trust, interaction, and relevance are central to these campaigns. Influencers manage their roles by selecting platforms, planning content, engaging with audiences, and evaluating outcomes. They stay attuned to trends, adapt to platform changes, and use data-driven insights to refine their strategies. Collaborations with endorsers enhance credibility, increase followers, and strengthen partnerships. Endorsements in daily practice involve selecting brand values, establishing credibility, and fostering enduring relationships. Endorsers play a pivotal role in shaping an influencer's brand image and in forming meaningful partnerships that resonate with their audience while promoting brands authentically. These endorsers contribute significantly to enhancing the influencer's brand, underscoring the importance of cultivating positive and strong connections with the audience to effectively capture their attention during brand promotions. Sustaining these partnerships is essential for long-term success in influencer marketing.

The audience is central to influencer marketing, as the effectiveness of this strategy hinges on understanding audience preferences, garnering their support, and cultivating a dedicated and engaged following. Consequently, an audience-centric approach is crucial for maintaining and expanding an influencer's online impact. Influencers must address the needs and interests of their audience, capture their attention, and incorporate their feedback into marketing strategies. This feedback is essential, as it can significantly influence the direction of influencer marketing efforts. By promoting a positive community environment, influencers can ensure that their audience feels valued and impactful, thereby enhancing both their relationship with the audience and the overall effectiveness of their marketing strategy. Thus, engaging the audience, acknowledging their preferences, and making them feel important are key factors in strengthening the influencer-audience relationship and boosting credibility among followers.

The ISEA framework forms the foundation of influencer marketing strategies, encompassing four essential components: Influencer Marketing, Social Media Management, Endorsers, and Audience. These elements enable businesses, brands, and

content creators to strategically navigate the complex marketing communications landscape, where online influencers act as pivotal agents of change. Through these efforts, influencers can achieve specific objectives, foster brand associations, and engage with secondary consumer audiences. As influencer marketing evolves, it is crucial that these strategies remain authentic, ethical, and grounded in value to ensure their long-term effectiveness and positive impact. Maintaining high ethical standards, truthful engagement, and diverse audience interaction are vital for sustained success. In a rapidly changing digital environment influenced by technological advancements and shifting consumer behaviours, innovation in influencer marketing practices is imperative. This includes adapting to new media platforms, content formats, and analytical techniques. Both influencers and brands must remain adaptable and progressive to effectively target diverse audiences and drive meaningful changes in the dynamic digital landscape.

The study employed a concurrent mixed-method research design, integrating quantitative data from 10,000 Thai influencer profiles encompassing 800 unique users, alongside textual data from 21 experts analysed through fuzzy logic techniques. The analysis of key sources identified that the ISEA strategy for cultivating online influencers encompasses four critical components: Influencer Marketing, Social Media Management, Endorsers, and Audience. This multifaceted approach elucidates the interrelationships among these elements and their collective impact on online influencer effectiveness. The findings revealed that Influencer Marketing exerts the most significant influence, followed by Social Media Management, Endorsers, and Audience. This highlights the central role of Influencer Marketing as a fundamental element in achieving a substantial online presence. The study confirms that all four components of the ISEA model are interrelated and collectively contribute to the success of online influencer strategies, underscoring their integrated role in enhancing influencer performance and outcomes.

The study further elucidated findings on the impact of fake news and the dynamics of audience engagement and collaboration with endorsers in the realm of online influence. It emphasized that credibility is a pivotal attribute, highlighting the necessity for influencers to maintain authenticity and naturalness in their interactions with followers. The research also underscored the significance of active engagement and the strategic steps required to cultivate and sustain an audience for shows and programs. Additionally, the study noted the importance of selecting endorsers who align with the brand's values, exhibit credibility, and foster positive relationships with the companies they represent. Given the study's focus, its findings offer valuable insights for marketers, content producers, and businesses seeking to leverage influencer marketing in the rapidly evolving digital landscape. The study demonstrates the substantial impact of the elements within the ISEA strategy, emphasizing the importance of authenticity, targeted audience engagement, and credible endorsements. These insights provide crucial

recommendations for stakeholders aiming to effectively utilize influencers to achieve specific strategic objectives in the dynamic digital environment.

CONCLUSIONS

The development of the ISEA Strategy for Building Online Influencers has introduced novel insights into influencer marketing. This strategy is structured around four key elements: influencer marketing, social media management, endorsers, and audience engagement. Influencer marketing focuses on acquiring new followers, retaining existing ones, and collaborating with prominent social media figures. Social media management involves roles such as strategists, content managers, and community managers. Endorsers include celebrities, experts, and commentators, while audience engagement addresses reach, targeting, and attentiveness. The study highlights the crucial role of influencers in promoting brands, as consumers increasingly rely on their recommendations. Influencer marketing is identified as a more precise and effective method compared to traditional marketing strategies. Influencers' credibility, their ability to set examples, and the quality of their content significantly impact customer perceptions, purchase intentions, and engagement levels. Overall, integrating influencers into modern marketing approaches can enhance a brand's visibility, credibility, and customer interaction.

RECOMMENDATIONS AND SCOPE FOR FUTURE RESEARCH

Future research should focus on optimizing influencer marketing and engagement strategies, particularly in the realms of social media management and endorser utilization. Specifically, research should aim to develop methods for creating compelling content that resonates with audiences and fosters enduring, loyal followings. Collaboration with other bloggers, entrepreneurs, or businesses can amplify visibility and build trust. Additionally, implementing effective content gating and attentiveness checks is crucial to ensure that content reaches the appropriate audience.

To enhance efficacy, further investigation should prioritize skill development for strategists, content managers, and community managers. This includes applying influencer concepts, leveraging comprehensive social media coverage, and strategically deploying endorsers to create a cohesive and adaptable plan. Regular review and adjustment of these strategies based on performance metrics are essential for continuous improvement.

Additionally, future studies could explore the impact of cross-platform collaborations between influencers. Analysing how such collaborations affect audience reach, engagement, and brand associations could provide valuable insights for marketers and influencers. Given the critical role of authenticity in influencer marketing, future research should also investigate methods to mitigate the effects of fake news and

misinformation. This could involve examining the efficacy of fact-checking initiatives, transparency measures, and strategies designed to prevent audience manipulation.

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