

# The 5 Terrific Reasons Why 'Influencer Marketing' Is Losing Its Appeal



Source: <https://www.thedrum.com/news/2020/01/27/do-brands-need-change-the-way-they-work-with-influencers>

Some girls look like models in social media, even when they have no idea of modeling! You can't stop looking at them in awe, staring at their stunning beauty. You get many more if you scroll up and down. Some scantily dressed, others semi-nude. Those in pint-size covers and the bare bones, you meet them all.

Some product's image next to them with a message on how useful it is. The girl has over 1'000,000 likes, 80,000 comments, and 50,000 shares.

Welcome to the world of influencer marketing. These likes, shares, and comments are supposed to show her influence to buy the product; and not the girl, of course. Influencer marketing is surely in vogue. However, its rate of conversion is declining, albeit slowly, due to the following issues.

## **1.Using Fake Followers**

When some celebrities can't get the numbers, they buy followers while others use internet bots to increase them. The paying companies are duped into paying for the fake traffic and the paid multiple accounts. One UK study discovered that 12% of influencers had paid followers, causing huge business losses.

## **2. Influencer Character is Double-Edged**

When a company depends on a person's character for branding, it has hung its reputation and sales on the conduct of the influencer. What happens then, if the idol becomes a devil while still using and promoting your brand? The sales tumble fast. Companies must change their marketing strategies to mitigate such occurrences.

## **3. Most businesses use it everywhere**

A great figure with a pretty face in flimsy clothing, excellence in a sports discipline, blogging, art, or something similar is all you need to get several followers. You qualify to be an influencer. Such people are used almost everywhere, so their influence on branding is diluted. Companies must look at other forms of marketing that require special skills.

## **4. Difficult to Measure the Return On Investment**

A million likes, shares, or comments may not translate into a billion in earnings. The 50,000 likes may convert more than 100,000 likes. Yet the person with more likes will earn more. How do you tell the likes and clicks resulted in sales?

The visitors might just be admiring the personality without a connection between the idol and the product. Most followers don't even read the content and that's why people will like a page, even when you announce the death of a person or you are appealing for help.

## **5. Multi-Branding Without Brand Attachment**

An Instagram page pops up. It's appealing and you pause a bit to ogle the photo. You look closely. The doll is in a cap, a shirt, sweat pants, and shoes from different brands. No problem maybe, but if you read the content on the promotion, you find messages on four shoe brands, three on sweat pants and five for

caps; all different from what she is wearing. This confuses her followers, shows she has no attachment to what she's promoting, and optimization is therefore difficult.

## ***Final Take***

Businesses should take such compelling issues seriously. It's a fraud to buy followers' likes and comments. It's unacceptable to use fake bots and accounts. To brand many products at once confuses users. An overnight character dip will eat into the brands' image.

Most people use influencer marketing as it's easy to start. But I'm still waiting for the accountants to provide an answer on how they calculate the investment returns in such circumstances.

If these and more issues are left alone, then influencer marketing will lose its appeal.

