

## INFLUENCE MARKETING AS AN EFFECTIVE TOOL FOR ATTRACTING CONSUMERS

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**DOI: 10.32342/2074-5362-2023-2-35-10**

**Keywords:** *influence marketing, consumers, partner program, communications, loyalty, efficiency*

**JEL classification:** *L21, M31, M37, M39*

The purpose of the article is to justify the importance of the company's implementation of the partner program as an influencer marketing tool aimed at improving the company's marketing communication system.

The conducted analysis showed that the current state of companies' marketing communications requires greater use of influencer marketing as an effective tool for influencing consumer purchase decisions, namely through the implementation of partnership programs that contribute to the formation of consumer trust in a specific brand, their retention and the creation of long-term relationships with them.

On the basis of the conducted research devoted to the use of influencer marketing by the domestic drogerie chain "EVA", the article justifies that the key to a successful and effective affiliate program is not only the organization of this process, but also the correct selection of bloggers. In the article a list of criteria that they must meet is represented. These criteria will help "EVA" to select bloggers for effective cooperation and positive influence on the brand.

In the article 7 steps of implementation of the affiliate program for influencers from "EVA" are proposed. The introduction of an affiliate program will contribute an effective communication with bloggers and allow to create a base of influencers who can independently promote "EVA" without additional agreements. That is, it optimizes the working process for two company divisions: the marketing promotion of the Internet store "EVA", and the influencer direction. In addition, the implementation of the program will allow to optimize the budget, since the funds will be planned as an investment in long-term partnership relations that are beneficial to both parties. This will help to provide continuous exposure for "EVA" and its online store, so the company will get more exposure to the audience for a relatively small cost. Using a specific example in the article, it is justified that the company can afford to implement a partner program not just as an ordinary one with commissions, but as affiliate program in the format of building a bloggers community. When implementing the program, the involved bloggers will be the face of the brand as well as additional marketing channel of communication through which "EVA" new marketing communications can be transmitted. Moreover, since influencers will be brand representatives, they will also build the positioning of the company for

the audience, contribute the increase of loyalty, which will positively affect the further development of the company.

In further research, it will be appropriate to consider the effectiveness of the implementation of partner programs and the spread of their use in other industries.

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*Одержано 29.07.2023.*