

MARKETING

Influencer marketing must remain consumer-centric: Open Influence

February 11, 2022



The relationship between luxury and fashion influencers is changing. Image credit: Open Influence

By SARAH RAMIREZ

The fashion influencer marketing space continues to evolve, with video-sharing platform TikTok becoming the latest hotbed for influencers.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

According to a new [whitepaper](#) from Open Influence, marketers need to balance demographics with psychographics for the most effective campaigns. The best influencer relationships, however, give brands an opportunity to humanize themselves.

"It's incredible to witness the evolution of the fashion influencer, and how brands adapted to meet this cultural shift," said Eric Dahan, cofounder/CEO of [Open Influence](#), Los Angeles. "There was once a time when models and celebs wielded unthinkable power.

"Fashion influencers lead the pack in drawing attention to luxury fashion items by swirling them into their content through things like what's in my luxury handbag' videos and designer try-on hauls," he said. "Now it's become normal to see luxury brands working with influencers too."

Influencer handbook

The fashion influencer market is forecast to have a value of \$17.2 billion by 2027 and as of 2017, 73 percent of luxury brands had already worked with influencers. The latter is a figure that has almost certainly grown since, particularly as consumers increasingly spend on investment pieces.

Tapping into the influencer marketing space allows brands to work with more diverse demographics than those seen in traditional campaigns.



Italian influencer Chiara Ferragni is a global ambassador for Bulgari. Image credit: Bulgari

For these campaigns to truly resonate with consumers, however, marketers must also consider influencers' psychographics such as personalities, style, subculture, values and attitudes.

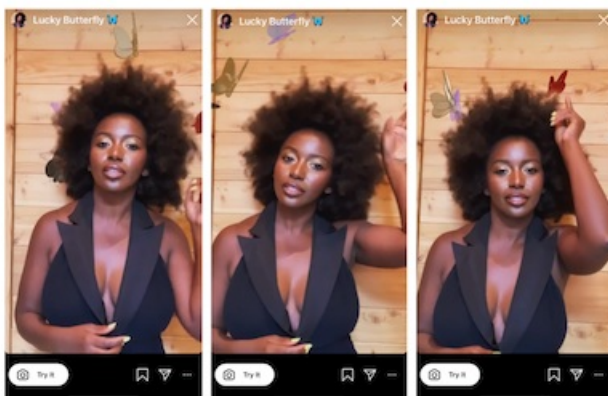
"There are so many new things possible within the realm of social, and luxury brands have an opportunity to be on the cutting edge of that," Mr. Dahan said. "But to ensure your fashion influencer marketing campaigns resonate with your target audience, it's vital you meet people where they are mentally rather than situationally."

Keeping this in mind, luxury brands should not restrict themselves to only working with influencers who reach high earners. This could alienate other consumers who would save or use installment payment options to invest in luxury goods.

In particular, TikTok has ushered in the emergence of subcultures and trends, such as cottage core, that brands may not want to overlook.

As brands work with influencers, the goal should be creating customer-centric efforts that drive engagement and humanize the brand by informing, inspiring and entertaining audiences. The emphasis should be on embodying a brand or lifestyle, as opposed to hawking a particular product.

Marketers can also leverage technology such as augmented reality (AR) to further boost social media engagement. Luxury brands including Prada and Gucci have already used AR filters in several ways, which can encourage brands to show off purchases or create a certain look, often tagging the brand in the process.



The Lucky Butterfly Instagram AR filter from Baccarat. Image credit: Baccarat/Instagram

Influencers can play a role here as well, promoting these brand initiatives alongside products to drive awareness for their audiences.

Other social media features brands can experiment with include VR, Instagram Guides for Business, live commerce and Instagram Reels.

Social shopping

Social commerce is also an untapped opportunity for many brands, with only a quarter of brands using this avenue in 2020.

Offerings include livestreaming shopping events to influencer suggestions and unboxings.

According to a recent survey, 57 percent of consumers reported purchasing something during a livestream shopping

event, while 39 percent strongly agree that they enjoy discovering new products during live shopping events ([see story](#)).

Platforms including TikTok and Pinterest have recently expanded their social commerce offerings for brands.

For instance, TikTok Shopping will allow merchants to manage a full ecommerce experience, from uploading products to handling shipping, point-of-sale, shipping and fulfillment.

Additionally, brands will be able to highlight one or several products directly from organic TikTok videos, further leveraging the creator community. With Collection Ads, brands can add custom, swipeable product cards to in-feed video ads ([see story](#)).

"Luxury brands needs to be willing to be more experimental," Mr. Dahan said. "In order to resonate with Gen Z, use features like AR filters, look at social selling and live commerce events."

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.