

## **THE MAIN CONCEPTS OF INFLUENCE MARKETING**

Among the many advertising tools companies are increasingly resorting to the use of influence marketing. This method of promoting their brand or product is a type of nonintrusive advertising that helps to stimulate sales and increase audience engagement. By applying influence marketing, the company gets the opportunity to reach out through an opinion leader to the target audience, maximally interested in the product. In this article we would like to look at influence marketing and its impact on advertising in more detail.

So, the most important element in influence marketing is the influencer himself. It is through his mouth and for his fans that the company will be able to broadcast about its product. Therefore, the most important stage is the choice of an opinion leader for cooperation. Companies face several options - celebrities, bloggers with millions of subscribers, macrobloggers with an audience of 100 thousand subscribers, microbloggers - from 10 to 100 thousand and nanobloggers with an audience of up to 10 thousand [1]. And, of course, many companies are dreaming of advertising integration with world stars, mistakenly believing that then their brand will be noticed and promoted faster. This was the opinion of the luxury american fashion brand St. John, which in 2005 signed a contract with Angelina Jolie. A couple of years later, the company regretted it and the contract was terminated. This is explained by the fact that in commercials and banners, potential customers saw only the star and often did not remember at all what she was advertising. «Jolie overshadowed us», - said the executive. Based on this it is clear that an influencer does not have to be a global star to do well - the volume of his audience is not as important as the reach and degree of trust and engagement of the audience.

Recently, brands have been focusing mostly on microbloggers as part of influencer marketing. They are considered to be the best category in terms of budget to result ratio. Collaboration with them gives access to a different cross-section of the audience and will require less money than advertising with macrobloggers. Sometimes it is possible to barter with microbloggers, which means even lower costs. Thus, 100 microbloggers will bring you more coverage than one celebrity. This is the basic concept of influence marketing - the larger the blogger's audience, the less engagement on average.

An equally important concept is matching the tone of voice. It is not what we say, but how exactly we convey information. When deciding to cooperate with a blogger, companies carry out a thorough analysis of his activities. They pay attention to the blogger's style of communication with the audience, the presence of foul language in his content and the subject matter of the products or services he advertises. Inconsistency of the blogger's tone with the brandbook, positioning or ethical principles of the advertising company requires special attention. At the same time, a personalized communication style often helps a blogger to interact effectively with their audience. Therefore, companies tend to prioritize quantitative metrics such as reach and engagement instead of focusing on specific features of content. For example, provocative streamers may not be acceptable

to advertisers, while the use of slang, unconventional expressions or eccentric behavior of a blogger will most likely not be an obstacle for cooperation. It is important to note that many brands prefer to work with bloggers who do not advertise competitors or promote dubious services such as pyramid schemes or online casinos [2].

To sum up, influence marketing differs from other marketing tools by its transparency and close interaction with the audience. And most importantly, this type of marketing “talks” to its customers through the mouths of their idols, which cannot fail to attract attention. The most important thing here is to choose the right speaker and make sure that the way he speaks corresponds to the company's requirements.

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#### **FROM LITERAL TO LOCALIZED: EXPLORING THE IMPACT OF CULTURAL ADAPTATION IN COSMETICS ADVERTISING**

In the beauty industry, advertising heavily relies on visual elements, as they directly showcase how a product appears on the skin, its texture, and finish [1]. However, as students of linguistic support in international business communication, we believe that the words used in advertisements are just as important as visuals, if not more so. In beauty advertising, textual elements do more than describe a product – they create an emotional connection, reinforce aspirational messaging, and influence purchasing decisions [2].

In the first part of the study, we examined theories on linguistic techniques in advertising, drawing on the works of scholars such as van Dijk, Fairclough, and McQuail. For example, Fairclough highlights the use of implicature, repetition, and metaphor in shaping consumer behavior [3]. But as anticipated, research on the variation of these linguistic techniques across cultures is limited. To fill this gap, we aimed to develop and validate a strategy for culturally customizing linguistic techniques and values in advertising. Our hypothesis: Adapted advertisements that consider cultural linguistic differences are more effective than direct translation, potentially increasing consumer engagement and sales.

In the second phase, we analyzed over 200 commercials to identify common linguistic techniques and cultural values in advertising. For deeper analysis, we examined the Estée Lauder Double Wear foundation ad adapted for India [4], South Africa [5], the United Kingdom [6], and Russia [7]. Despite consistent imagery and language, the