



# Social Media Marketing

By Grace Kim, VP of Marketing (SP23 - FA23)

Senior in Hotel Administration (gmk73@cornell.edu)

Over the past few years, the presence of social media has immensely grown in our lives, whether it's through countless hours of scrolling on Tik Tok or Instagram reels. But what I find fascinating is how brands have utilized the growth of social media to their benefit through a myriad of strategies such as inserting seamless ads in between reels or a carousel of products that we can purchase with just two clicks. Scary yet fascinating, the impact of social media marketing has become one of the strong assets a company can utilize to expedite their growth and reach new customers.

One type of social media marketing that has risen in popularity is using micro-influencers. These influencers can be seen as having a fewer follower count compared to major accounts, yet holding a stronger, more personal relationship with their fanbase. According to TRIBE, micro-influencers are “everyday people with a decent following.” And because they're considered “everyday people”, us scrollers are more inclined to trust their opinions and recommendations. And companies have exactly picked up on this by using more micro-influencers to promote their products. From food to beauty companies, a majority of advertisements are framed as a casual, friend-to-friend reviews that don't have flashy display or audio we might see on TVs. Rather, they're casual “try-ons” or “hauls” filmed on a smart phone. Adapting this type of advertising has shown to be immensely successful. Forbes states that consumers are 82% more likely to follow a recommendation made by a micro-influencer. Furthermore, these advertisements increase engagement by nearly 60%. With these successful stats and customer base growth, companies are projected to continue to embed micro-influencers within their marketing strategy.

As the presence of social media continues to dominate our everyday lives, I look forward to seeing how small and big companies' marketing strategies will evolve over the following years.