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**BBA (HONS) MARKETING  
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**MKT672  
INDUSTRIAL TRAINING PROJECT PAPER**

**PROPOSAL REPORT FOR:  
Influencer Marketing as a Marketing Tool: The process of creating an  
Influencer Marketing Campaign on Instagram and Successful the Influencer  
Marketing Campaign by Nuren Group ( Enlinea Sdn Bhd).**

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## CHAPTER 1 : INTRODUCTION

### 1.0 Introduction

In this chapter, the researcher will discuss about the background of research, problem statement, research objective, research question and significance of research.

#### 1.1 Background of study

With the rapid growth and adoption of internet connectivity, the long-established advertising norms have been move. As the world has shifted to social media, consumers look at fellow consumers to inform their purchasing decisions. Instead of looking at companies, as they did in the past, they now look at each other and at their favorite personalities (Adweek, 2015). By creating branded content with social media influencers, brands can amplify their message while seducing their target audience.

According to Forbes, influencer marketing can be defined as a form of marketing in which focus is placed on specific key individuals rather than the target market as a whole (Forbes.com). Influencer marketing is when a business collaborates with an influential person on social media to promote a product, service, or campaign. These people, known as "social media influencers," have dedicated and engaged followings. As reported by eMarketer, a survey from WhoSay found that 70 percent of U.S. agency and brand marketers agreed that influencer marketing budgets would increase in 2018 and 89 percent said influencer marketing can positively impact how people feel about a brand. Social media led to a more interactive environment among consumers mutually and between the brand and the consumer (De Vries, Gensler & LeeFlang, 2012).

According to Morgan Glucksman social media brand influencers are on the rise, becoming one of the biggest marketing and public relations trends of 2017, especially those who promote lifestyle brands. Lifestyle influencers focus on working with companies whose products non-celebrity individuals use in their everyday lives. By working alongside social media influencers, public relations agencies can capture the attention of brand consumers and promote relevant and relatable content to clients (Morgan, 2017).

This study examined why company should use influencer marketing as a marketing tool and why use Instagram for the purpose, what does the process of creating an influencer marketing

campaign on Instagram look like and how successful the influencer marketing campaign that can create an engagement with the company target audience.

## 1.2 Background of the company



**Figure 1.1 Nuren Group (Enlinea Sdn Bhd) logo**

Nuren Group is a content, community and commerce platform which includes Wedding.com.my, Motherhood.com.my, Nuren.sg, Mamahood.com.sg, Risawedding.com and Motherhood.co.th. Founded in Sep-2013 by 4 co-founders & key management – Petrina, Kelvin, Stacey & Alice. Nuren Group works closely with brand on improving their marketing strategy and sales campaign. Category leader in Malaysia and Singapore. Nuren Group creates and executes customized campaigns on Instagram, and together with influencers they spread brand messages to the brands' targeted customers in an effective and genuine manner (monochrome.fi, 2016).

## 2.0 Problem Statement/ Problem Identification

The statistic in Malaysia shows that the users of the social network are increase year by year. According to the Statistics Portal 2018, the number of the social network user are increase from 17.56 million in 2015 to 19.05 million in 2018 and is expected to expand until 2022 (The Statistics Portal, 2018). Based on the view, the marketer moves to the influencers marketing that are the most recent developments in the world of digital influence. According to a new survey from the ANA, a full 75 percent of marketers are using influencers as a marketing tool and many plans to increase spending 43 percent on it in the next 12 months (Patty Odell, 2018). It's clear that the popularity of influencer marketing has increased among marketers in recent years, largely due to the growth and evolution of social media. Influencers are social leaders who build large followings and communities, often online. Their social value and followings allow them to sway the opinions of others. Influencers and thought leaders can inspire others to buy from a particular brand. The success of Influencer Marketing comes from building relationships and providing

social benefits to consumers (SIS International Research, 2018). Hence, today's social media influencers can more rapidly and cost effectively build a following than the celebrities of yesterday. There are many different ways and channels to use for influencer marketing. Based on the, starnpage.com (2018) the top 12 most active social platforms in Malaysia is YouTube (68%), Facebook (67%), WhatsApp (60%), Instagram (47%), Facebook Messenger (45%), WeChat (42%), Google+ (41%), Twitter (41%), LinkedIn (30%) and Pinterest (26%), LINE (25%), Tumblr (23%). Facebook and Instagram are the fastest growing social media platform in Malaysia from 2015 to 2017. According to Phua, Jin and Kim (2016) Instagram is the social media platform with the highest engagement measured as comments and likes per post. The researcher will explain the concept of both earned and paid influencer marketing, but will focus on paid influencer marketing because that's where the company becomes actively involved in the marketing process. The interview will give a qualitative and detailed insight in how to conduct an Influencer marketing campaign in practice. The information that is gathered from the interviews can be generalized to some extent, and the secondary data can be applied to different cases. Researchers are also use the company data as a primary data and also do an observation on the past and the present influencer marketing campaign by the company in order to investigate the successful of using the Opinion leader in order to create the engagement with the company target audience.

### **3.0 Research Objectives and Research Question**

The main aim of this research is to explore the concept of influencer marketing. The researcher investigates in why companies should use influencer marketing as a marketing tool, and wants to know process of creating an influencer marketing campaign on Instagram. The researcher also investigates in how companies should go about to find the most suitable and profitable influencer to market their products. The study will mainly focus on using Instagram as a channel for influencer marketing, and the researcher will try to get a deeper understanding of the campaign process with the help of the Itify social media influencer marketing agency that help Nuren Group company in contacting the influencer. The researcher has decided to make the study about influencer marketing with interesting the power of using inspirational people for providing product context, expertise and trustworthiness to consumers.

The aim of this research is to give an answer to the following two questions:

Q1 Why should a company use influencer marketing as a marketing tool and why use Instagram for the purpose?

Q2 What does the process of creating an influencer marketing campaign on Instagram look like?

Q3 How successful the influencer marketing campaign that can create an engagement with the company target audience?

#### **4.0 Scope and limitation of the study**

The scope of this study is limited to influencer marketing on Instagram, because it is only platforms that have been used by the Nuren Group. The researcher must securing permission from company to carry out the study by generating the information because some of the information is confidential information for the company. The study will be covering few campaigns that the company has been carries out for the past few months.

#### **5.0 Significant of the study**

##### **a) Contribution to the organization**

With this research can give an insight to the company to identify the effectiveness of their influencer marketing program because this research will provide the data on the engagement between the influencer with the company target audience and can help the company to improve their strategy in implementing the influencer marketing in the future. Other than that, the company can also use this research as their reference in order to develop a good marketing strategy.

##### **b) Contribution to the researcher**

By doing this research the researcher have more understanding about how important of the influencer marketing to be implement by the company. Moreover, the researcher will also be able to improve its skill in marketing to implement this study and will provide a guide for the researcher to conduct better research in the future.

#### **6.0 Definition of terms**

Influencer = Typically a noncustomer or business incentivized to recommend/create content about a business brand or product (Brown & Fiorella, 2013. p. 195).

Instagram = A social media platform with an community of more than 600 million users,