

INFLUENCER MARKETING MARKET IN POLAND – CURRENT STATE AND PERSPECTIVE OF CHANGE

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Promotional activities of enterprises in the digital space have undoubtedly become a key element of modern marketing communication. The dynamic technological development as well as the constant increase in the number of active users of social media have become the factors determining changes and the emergence of new forms and techniques in the marketing activities of enterprises. Influencer marketing has certainly become one of the most popular tools in the hands of marketers in recent years.

Influencer marketing is based on the use of the image of an internet creator, the so-called influencer, in promotional activities of enterprises. Influencers, by providing their recipients with content on digital platforms, build relationships with them and can influence their opinions. From the brand's perspective, the undoubted advantage of working with an influencer is the ability to reach a wide audience with an advertising message thanks to the crowd of followers gathered by him. Influencers are often more trusted by social media users than the brands, which allows them to arouse interest in products or services in an unobtrusive way [1]. The genesis of the discussed phenomenon is similar to the character of celebrity endorsement, in which celebrities actively participate in the process of promoting goods and services. Today, the line between the definition of an influencer and a celebrity is blurring as internet creators are more and more often perceived as famous and recognizable people. Influencer is now also regarded as one of the emerging professions.

According to the results of research conducted by ReachaBlogger, a platform enabling cooperation between a brand and an influencer, in 2022 an upward trend in planned spending on influencer marketing activities in Poland was noticed among advertisers [2]. This proves both the unwavering popularity and the strong position of this marketing communication tool. The growing popularity of influencer marketing is also associated with threats to marketers, influencers and their fans who are the end recipients of the content [3]. These factors influenced the emergence of initiatives in Poland aimed at systematizing the existing knowledge about influencer marketing, as well as establishing clear rules of conduct in the case of promotional activities with the

participation of an influencer.

One of the initiatives related to the influencer marketing market in Poland are recommendations issued by the president of the Office of Competition and Consumer Protection, which were created to organize the sponsored content market so that users are clearly informed when they come into contact with advertising or with an objective product review [4]. This document refers to the variables differentiating commercial cooperation, i.e. the method of concluding the contract, the form of payment or the duration of the cooperation. However, regardless of them, according to the recommendations, each commercial content understood as advertising, should be clearly and legibly marked to distinguish it from the neutral message of the creator. Moreover, in the case of an influencer running his own brand, if the content published by him is aimed at increasing the sale of the offered products, it is also necessary to clearly mark the self-promotion [5].

Certainly, the main beneficiaries of clear highlighting advertising cooperation will be consumers who are guided by the opinion and content provided by influencers when making purchasing decisions. The clarity and transparency of influencer marketing activities may also prevent the negative attitude of the public towards this form of marketing communication, which may undoubtedly be crucial for the future digital activities of brands.

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