

Analysis of the Impact of Spokesperson Marketing on Brand Influence in the Context of Social Media

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Abstract: With the increasingly fierce market competition, brand marketing and spokesperson marketing have become important means for enterprises to enhance competitiveness. However, how to choose the right spokesperson, formulate effective marketing strategies and avoid potential risks are important issues facing enterprises. By using the methods of literature research and case analysis, this paper deeply studies the type segmentation and operation mechanism of spokesperson marketing, and analyzes the marketing methods, effects and potential risks of spokesperson combined with specific cases. The results show that selecting the right spokesperson and formulating effective marketing strategies are important to enhance brand awareness and reputation. Enterprises need to establish a sound spokesperson management system and effect evaluation system to ensure the standardization and effectiveness of spokesperson marketing activities. At the same time, this study also takes X and W as examples to explore the huge commercial value they bring to the brand as popular artists, as well as the operation mechanism and characteristics behind them. Through in-depth analysis of the types and effects of its endorsement activities, the study found that the spokesperson played an effective role as a bridge between the brand and consumers, transmitting brand information and promoting the promotion of sales and brand image. In addition, this study also discusses the strategies and potential risks of selecting spokesmen, which provides wise decision guidance for enterprises.

Keywords: Brand marketing, celebrity endorsements, social media, influencers, spokesperson marketing

1. Introduction

In today's business environment, brand marketing has become more and more important. Through various strategies, the brand strives to attract consumers and improve brand awareness, reputation and loyalty. Among them, spokesperson marketing is a very effective means. Spokesmen can serve as a bridge between brands and consumers, convey brand information through their influence, further promote sales and enhance brand image [1]. Endorsement refers to a form of business cooperation in which a brand or company hires celebrities or high-profile people to endorse its products or services to improve its brand image and attract more consumers [1]. Spokesperson marketing is a marketing strategy that promotes brand awareness and influence by signing stars, celebrities or industry experts to speak for the brand. Spokesmen usually appear in advertisements, posters, TV programs and other

media to convey brand or product information to the public and show the characteristics and advantages of the brand or product [2].

The choice of spokesperson is crucial to the success of brand marketing [3]. Brands or companies usually choose spokesmen related to their products or services. For example, clothing brands may choose fashion experts or famous actors to speak for them, while cosmetics brands may choose beauty experts or famous models to speak for them. At the same time, the spokesperson's image and public image must also be consistent with the brand image, so as to better convey the brand information and improve the brand recognition and reputation.

Spokesperson marketing has become an indispensable part of modern commercial marketing. By cooperating with appropriate spokesmen, brands or companies can better communicate with target consumers, improve brand awareness, awareness and loyalty, and expand market share and sales [4].

This paper will take X and W as examples to explore the evolution of spokesperson marketing, from traditional celebrity endorsement to modern social media influencer marketing, and use real data to analyze its effect.

2. Type Segmentation and Operation Mechanism of Spokesperson Marketing

2.1. Type of Spokesperson

The role of spokesperson in brand marketing is diverse, and its selection and application become the key link of strategy formulation [5]. Various spokesmen not only represent the image of the brand, but also are important media to convey the brand value [5]. From image spokesperson to product spokesperson, each type has its unique role and influence.

Image spokesmen mainly rely on their personal image and temperament to convey the core value of the brand [5]. They often appear on large billboards and posters, becoming the focus of public attention and attracting a lot of attention for the brand [5]. In this way, the image spokesperson creates an emotional connection for the brand, making it easier for consumers to have a sense of identity and loyalty to the brand.

At the same time, product spokesmen are more focused on the specific products of the brand [6]. Through actual use and experience, they convey the unique features and advantages of the product to consumers and further stimulate their desire to buy. This endorsement method usually focuses more on the function and practicability of the product, providing consumers with a more intuitive and in-depth understanding window [6].

With the rise of digital marketing, social media influencer marketing has gradually emerged. These individuals with a large number of fans on the social media platform establish deep emotional connection with fans by sharing daily life and experience. Their words, deeds and recommendations have a huge influence on fans, and can easily influence their consumption choices [7]. Therefore, cooperating with social media influencers can bring more extensive dissemination and recognition to the brand.

In addition, brand ambassadors, corporate spokespersons and public welfare spokespersons are all selected according to the specific needs of the brand and the target audience. They represent the partners of the brand, the core values of the enterprise and the public welfare concept of the society, and improve the recognition and reputation of the brand through various ways [8].

Of course, with the progress of the times, new types of spokesmen are also emerging. Online celebrity spokesmen and KOL spokesmen have brought more exposure and attention to the brand with their huge influence on social media. While the celebrity spokesperson creates greater commercial value for the brand by using its wide popularity and fan base. At the same time, the appearance of virtual spokesmen also provides a brand-new marketing perspective for the brand, attracting the attention and love of the younger generation.

2.2. Operation Mechanism

The operation mechanism and strategy selection behind spokesperson marketing play a vital role in brand success. First, improving brand awareness is one of the core objectives of spokesperson marketing. When a brand cooperates with spokesmen with high popularity and public image, this association naturally attracts the public's attention to the brand, thereby enhancing the brand's popularity and exposure [9].

The spokesperson is not just a name or a face, their image and temperament actually shape a specific image and characteristics for the brand. This image may be high-end, young, fashionable or any other characteristics consistent with the brand positioning. Through the cooperation with the spokesperson, the brand hopes that when consumers see the spokesperson, they can immediately associate with the brand, and have a positive evaluation and emotional connection to the brand.

In addition, stimulating purchase intention is another important function of spokesperson marketing [3]. The appeal and influence of spokesmen, especially when they recommend or share brands on social media, can often trigger a buying boom for fans and followers. This influence is not only limited to product sales, but also creates an emotional connection and identity for the brand.

But the success of spokesperson marketing is not just to choose a well-known spokesperson. When a brand or company makes a strategy, it must carefully consider many factors. The consistency of spokesmen and brand positioning, the matching of their influence with the target audience of the brand, and the correlation of spokesmen's image and brand image are the key points that need in-depth research and strategic thinking.

At the same time, innovation is also an indispensable part of spokesperson marketing. Whether it is the creativity of advertising content, or the interactive activities cooperated with the spokesperson, it needs to be innovative and attractive enough to continue to attract the attention of consumers.

Finally, spokesperson marketing is not isolated. It needs to be closely combined with other marketing strategies to form an integrated marketing strategy. Only in this way, can the brand ensure to transmit consistent and powerful brand information in various marketing channels and maximize the effect of spokesperson marketing.

3. Introduction to the Marketing Method of the Spokesperson of the Selected Case Brand

Recently, the release of the brand sales report has attracted widespread attention, among which the NARS brand endorsed by X, the LINSY Furniture where W's same sofa is located, and the domestic giant ANTA sports have achieved particularly outstanding performance.

On the day of X endorsing NARS, the sales soared to 80 million yuan, while the gap between the sales of NARS before and after X endorsing was as high as 207 times, which highlighted the huge effect of spokesperson marketing. NARS increased by 22%, far more than other similar brands. In addition, NARS has also successfully driven the growth of the Americas, continued to expand its market share, and the ranking of high-end cosmetics has risen by four places. In the second half of this year, NARS will officially enter the Indian market to show its strategic vision of globalization.

At the same time, w has sold more than 47000 sofas of the same model since its launch, and the sales may be close to 100million. LINSY felt W's strong "ability to carry goods", and repeatedly mentioned the huge purchasing power brought by the spokesperson to the brand at the press conference. This is enough to prove that a suitable spokesperson can bring immeasurable commercial value to the brand.

ANTA Sports' profit attributable to shareholders in the first half of the year reached 4.748 billion yuan, a year-on-year increase of 32.3%, and its revenue was 29.645 billion yuan, a year-on-year increase of 14.2%. This impressive performance proves the strong performance of ANTA Sports in

the domestic market. The continuous investment in brand marketing and product innovation over the years has created today's glory for ANTA sports.

In the 618 e-commerce war in China this year, the mobile phone brand Xiaomi became the biggest winner, with the total amount of Omni channel payment exceeding 19.4 billion yuan. This figure reflects Xiaomi's strong strength in the field of e-commerce and consumers' firm trust in Xiaomi's brand. Xiaomi has implemented precise product positioning and pricing strategies for different consumer groups to keep it in a leading position in the competition. The impact of online channels on mobile phone sales is also increasingly important. Xiaomi's voice and influence on the Internet are still very large, which undoubtedly provides a strong guarantee for the future development of Xiaomi.

To sum up, both NARS, a cosmetics brand, ANTA sports, a sports brand, and Xiaomi, a technology giant, have achieved remarkable results in their respective fields through different strategies and methods. Among them, spokesperson marketing, product quality and marketing strategy have played a key role. In the future, with the increasingly fierce market competition and the changing consumer demand, all brands need to innovate and keep pace with the times in order to remain invincible in the market.

In addition, from these successful cases, it can be seen that a suitable spokesperson can bring great commercial value to the brand. When choosing a spokesperson, a brand needs to consider such factors as the spokesperson's popularity, public image, image characteristics and the matching degree with the target audience. At the same time, the brand also needs to establish a good cooperative relationship with the spokesperson to ensure that the spokesperson can fully understand the characteristics of the brand or product, so as to better convey the brand value. When choosing spokesperson marketing, the brand also needs to pay attention to creativity and innovation to attract consumers' attention and interest.

4. Analysis of Influencing Factors of Spokesperson Marketing Effect

In recent years, with the increasingly fierce market competition, more and more enterprises began to adopt this strategy. However, the effect of spokesperson marketing is affected by many factors, and several main factors will be analyzed in detail below.

Choosing the right spokesperson is the key to the success of spokesperson marketing. When choosing a spokesperson, a brand should consider its popularity, public image and its fit with the brand or product [10]. A spokesperson with high popularity and good public image can attract more attention and enhance the popularity of the brand. At the same time, the image of the spokesperson should be consistent with the image of the brand or product to ensure the consistency and credibility of the information transmitted.

The fit between the spokesperson and the brand is one of the important factors affecting the marketing effect of the spokesperson. A brand needs to find a spokesperson who matches its image, values and target market [11]. If the spokesperson is highly compatible with the brand, it is easier for consumers to associate the spokesperson with the brand, so as to improve the recognition and goodwill of the brand.

When formulating spokesperson marketing strategies, enterprises need to clarify marketing objectives, communication channels and budgets. Clear marketing objectives help enterprises formulate targeted strategies, so as to improve the marketing effect [12]. The choice of communication channels should be determined according to the characteristics of the target audience to ensure that the information can be accurately conveyed to the target audience. In addition, enterprises also need to consider the budget when formulating marketing strategies to ensure the rational allocation of resources.

Consumers' awareness of the spokesperson will also affect the effect of spokesperson marketing. Generally speaking, the higher the familiarity and trust of consumers to the spokesperson, the easier

it is to generate purchase intention. Therefore, when selecting spokesmen, enterprises should pay attention to their popularity and influence in the target market to improve the marketing effect.

Market environment and competitive situation are also important factors affecting the marketing effect of spokesmen. In the highly competitive market environment, enterprises need to pay more attention to the choice of spokesmen and the formulation of marketing strategies in order to stand out [13]. In addition, enterprises also need to pay close attention to the dynamics of competitors and adjust strategies in time to deal with market changes.

In spokesperson marketing, laws and regulations and moral hazard are also factors to be considered. When selecting spokesmen, enterprises should ensure that they have legal endorsement qualifications to avoid negative impact on brand image due to illegal acts. At the same time, enterprises also need to pay attention to the spokesperson's moral quality and social responsibility to ensure that it can bring positive impact to the brand.

To sum up, the effect of spokesperson marketing is affected by many factors, including the choice of spokesperson, the fit with the brand, the formulation of marketing strategy, consumers' awareness of spokesperson, market environment and competition situation, laws and regulations and moral hazard. When implementing the spokesperson marketing strategy, enterprises should comprehensively consider these factors to improve the marketing effect.

5. Implementation Measures of Spokesperson Marketing

As a popular marketing method at present, the core goal of spokesperson marketing is to maximize the mining and utilization of spokesperson's influence, so as to strengthen the brand's recognition in the target market and ultimately drive the significant growth of sales. In order to achieve this grand goal, enterprises must carry out refined planning and firm implementation in the whole marketing process.

First of all, enterprises must clearly recognize their brand positioning and the specific goals they expect to achieve through spokesperson marketing [14]. This is the starting point of any marketing strategy and the key factor to determine the strategic direction. Only after clarifying their market positioning and expected effect, can enterprises choose the appropriate spokesperson more pertinently.

The choice of spokesperson is undoubtedly the key link in this strategy. Stars, industry experts or leaders may become ideal spokesmen for brands. However, enterprises should not only pay attention to the popularity of the spokesperson, but also pay more attention to the fit between the spokesperson and the brand. A spokesperson who is highly compatible with the brand can better convey the core values of the brand and win the trust and favor of the target audience [15].

With the right spokesperson, the next focus is to design specific marketing strategies. This includes determining the channel of information dissemination, designing attractive publicity content and planning a reasonable event timeline. Different communication channels have their unique audience groups and communication effects. Enterprises must choose the most appropriate channel according to their target audience. At the same time, close cooperation with the spokesperson is also the key to ensure the accuracy of information and communication effect.

In the process of cooperation with the spokesperson, signing a detailed cooperation contract is an indispensable step. The rights and obligations of both parties need to be specified in the contract, including the specific duration, cost and work content of endorsement, so as to ensure the smooth progress of cooperation and avoid subsequent disputes.

Subsequently, the production and release of various publicity materials became the focus of marketing activities. Whether it is television advertising, publicity posters or social media content, enterprises need to carefully plan and produce them to ensure that they can attract the wide attention of the target audience. At the same time, the choice of release time and mode is also an important factor affecting the communication effect, which must be considered strategically.

In addition to traditional advertising methods, it is also worth trying to cooperate with spokesmen to carry out various online and offline activities. This not only helps to deepen consumers' impression of the brand, but also is more likely to transform the spokesperson's fans into loyal fans of the brand.

6. Potential Risks and Coping Strategies of Spokesmen for Brand Marketing

Spokesmen not only play a positive role in promoting brand marketing, but also may bring potential risks. Brand image is closely related to the image of the spokesperson. Once the image of the spokesperson is damaged, the brand is likely to be affected. For example, improper words and deeds of spokesmen or scandals may have a negative impact on the credibility of the brand. Therefore, when choosing a spokesperson, the brand must have a deep understanding of their background to ensure that their behavior is consistent with the brand's values.

In addition, the matching degree between the spokesperson and the brand is also the key. If the image of the spokesperson is inconsistent with the brand image, this mismatch may lead to confusion in consumers' cognition of the brand. For example, if a youthful brand chooses a steady spokesperson, it may be difficult to achieve the desired effect. Therefore, when choosing spokesmen, the brand must ensure that their image, temperament and values are highly consistent with the brand.

At the same time, overexposure is also a common risk in endorsement activities. Spokesmen frequently appear in various occasions and advertisements, which may make consumers feel bored or even disgusted with the brand. Therefore, the brand should grasp the degree in the endorsement activities and ensure the moderate exposure of the spokesperson.

In order to effectively deal with these risks, the brand should adopt a series of strategies when cooperating with KOL or stars. First of all, it is very important to choose the right spokesperson. The brand should choose KOL or stars that match the brand in terms of field and influence according to its own positioning and target audience. In this way, the spokesperson can better convey the core values and characteristics of the brand.

Secondly, it is also crucial to ensure that the spokesperson's professional knowledge and image are consistent with the brand. The spokesperson's professional knowledge and image should be highly consistent with the brand's positioning and values, so as to improve the credibility and recognition of the brand. If there are obvious differences between the two, it may have a negative impact on the image and recognition of the brand.

In addition, when the brand cooperates with the spokesperson, it should also formulate a reasonable cooperation plan and budget, and clarify the time, content, channel and cost of cooperation. The cooperation plan should be consistent with the long-term strategy and short-term objectives of the brand, and the budget should be matched with the cooperation plan and market scale.

In order to maintain a good cooperative relationship, the brand should fully communicate and coordinate with the spokesperson to ensure that both parties have a common understanding and expectation of the cooperation scheme and plan. At the same time, the brand should also timely monitor the cooperation effect of the spokesperson in the process of cooperation, including exposure rate, interaction rate, sales performance and other indicators, and make necessary adjustments and optimization according to the monitoring results.

In short, the brand must be careful when selecting spokesmen to ensure that the spokesperson's image, professional knowledge and values are highly consistent with the brand. Only in this way can the spokesperson really become a powerful promoter of brand marketing and bring more recognition and reputation to the brand.

7. Conclusion

The close combination of brand marketing and spokesperson has become a market trend, and the value and influence of spokesperson for brand cannot be ignored. After in-depth study, the research results of this paper have more clearly defined the core position of spokesperson in brand marketing and its far-reaching impact. When choosing a spokesperson, a brand must recognize that this is not only a choice of image, but also a bridge between the brand and consumers.

In order to ensure a high degree of fit between the spokesperson and the brand, the brand should take comprehensive and in-depth consideration when selecting the spokesperson, including the spokesperson's image, values, professionalism and the matching degree with the brand's target audience. Only in this way can the brand ensure that the spokesperson can bring positive influence to it, further improve the recognition and reputation of the brand, and achieve in-depth interaction with consumers.

Of course, the brand should also clearly recognize the potential risks brought by spokesperson marketing and formulate corresponding prevention and response strategies. When choosing a spokesperson, people should not only pay attention to its current popularity and influence, but also fully predict and evaluate its future development path and possible risks.

With the continuous change of market environment and the continuous innovation of technology, the strategies and methods of brand in spokesperson marketing also need to be constantly innovated and adjusted.

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