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A Study on the Reel-Based Influencer Marketing as an Effective Social Media tool of Brand Promotion

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Abstract

In recent years, social media platforms has emerged as one of the most effective tool of communication with the consumer. Reel- based influencer marketing is one of the powerful digital media platform because of its short and engaging content. The study will try to explore, how reel-based influencer marketing engaging consumers with its short but engaging content which not only attract consumers but it creates an impact on the mind of consumers. This study will highlight the reel-based influencer marketing as an innovative social media tool for brand promotion. This study will also focus on the changed consumer behavior from traditional to modern due to the advancement of technology. The research study also aims to understand the growing importance of making reels which is a short but creative content including the information about a particular product and which influence consumer behavior towards a brand collaboration.

Keywords: *Social media, Reel, Influencer Marketing, Innovative tool, advancement, technology, brand promotion, brand collaboration.*

Introduction

Today's world of marketing has remarkably transformed with the evolution of social media platforms. Now a days customer have shifted their attention from static content to the more engaging short-term video. Among all these different media tool the most famous digital media tool is reel-based marketing which involve brand promotion by making creative content , short and engaging information with the help of influencer. Reel -based influencer marketing is one of the influential tool for communication,
entertainment and brand promotion. It has presented a new age promotional method I which influencers create short but influential as well as impactful videos which integrates product and brand message into one frame. This strategy is completely new and unique in its own way and it is not like traditional technique. This strategy focuses on the authenticity, creativity, and relatability which allows brands to connect with the consumer in more personal and interactive manner. Influencers through their strong online presence and loyal audience play a significant role in shaping consumer preference and buying behavior. As consumers are heavily dependent on social media for information, product choices, as well as lifestyle choices. Reel-based influencer marketing has become a powerful tool of brand promotion and engagement. Now a days different brands are using this platform not only to promote a product but also to built trust and create emotional connection and remain relevant in fast changing market place. This study will try to study the effectiveness of reel-based influencers as a contemporary tool of brand promotion.

Literature Review

- **Patil, S. K., & Narasagondar, M. (2024)** – Study suggested that influencer marketing is one of the strongest way of promoting brands. It is helpful to connect with the people in a real and engaging way. It is helpful to increase the sale because audience trust influencers, if they able to built trustworthy relationships.

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Different brands connect with such influencers to promote brands and increase sale. It is useful to share brand message making easier to stands brand outline.

- **Rathor, S. S. (2025)-** Influencer Marketing is an effective tool for product promotion as well as influencers helps brands to become more popular and attract more customers. Influencers have many followers and they are able to built strong and trustworthy relation with their customer which is again helpful to different brands to connect with the large audience. In short Different brands took the help of influencers who have many followers, to promote their products and to increase the sale of their product. The influencer marketing is depending upon the trust, if followers trust their influencers they are more likely to believe their recommendations to buy the product. The most important part is influencers values and image match the brand. If they don't match the promotion may look fake and people may not trust it. Influencers should clearly mentioned to the followers, if the post is sponsored, to create authentic content and to built trustworthy relation which is important for long term success.
- **Chawla, Y. (2025)-** The study highlights that Instagram reels has greatly affected digital marketing and brand communication since its launch in the year 2020 by shifting traditional, polished adds to more authentic, storytelling content by using reels. Reels are helpful to create fair competition as well as equal opportunities for small and large firms. Study suggested that now a days brand uses Reel instead of traditional add to promote their products as well as to reach wider audience. The content used for reel is real, relatable and engaging which helps brands to connect with the people. Small firms also use reels to promote their products because reels depend on quality content and not only followers. Reels are useful to quickly grab attention, building trust as well as sometimes it leads to impulsive buying and fear of missing out which popularly known as "FOMO". According to the author there are certain challenges, such as it is difficult to reach wider audience because it is based upon Instagrams Algorithms. Constant pressure to create new content can create burnout situation. High reviews doesn't mean high sales ultimately it is difficult to measure success rate. Reels can include AI, AR and advanced shopping features to make content more meaningful and attractive to get the benefit of direct purchase. Brands can use personalized content which is useful to connect with loyal customers. Hence study concluded that reels are not only trend but a powerful tool which is changing the scenarios .
- **Indu, V. (2024)-** Study highlights that how Instagram can be a powerful tool to increase engagement, improve brand visibility, and the most important part to boost sale. Study shows that Instagram has large number of users, study also highlighted that short and interesting content on reels attract more people and grab attention of the consumers. Therefore most of the brands try to promote their products by using social media platform because by using these platforms they are able to connect with the wider audience. Different brands uses features like polls and quizzes in reels to interact with the audience and to encourage them to take action. Instagram promotes engaging reels through its algorithm so that good content can reach wider audience without bearing promotional expenses. Many brands uses sponsored content for product promotion to integrate content into brand promotion. The main purpose of the study is to understand how Instagram Reels could be effective digital marketing tool for product promotion and increased sales.

Objectives-

1. To study the impact of reel-based influencer marketing on brand awareness.
2. To evaluate the effectiveness of influencers in influencing consumer purchasing decision.
3. To assess the role of Instagram Reels in enhancing brand management.

Research Methodology

Sources of data collection

The Secondary data is collected through different Articles, Journals and News Papers.

The Secondary data is collected by exploring different reports .

Significance of the Study

1. **Modern Marketing Trends**
   This study will try to explain how brands are shifting from traditional advertisement to modern digital platform like Instagram, Facebook etc. This shows that such digital platform are becoming more important for promotion.
2. **Algorithm-based visibility**
   Different digital platforms such as Instagram and Facebook promotes reel based content through its algorithm, giving opportunity to each brand to go viral. This study highlights that different brands can reach the wider

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audience by using reel based content which is more engaging and real.

3. **Influencer's Impact**
   Study tries to highlight how influencers can create an impact on audience by providing real and engaging content. Which is helpful to evaluate cost-effective marketing benefits.
4. **Passive to Interactive Marketing**
   Traditional adds were used only for promoting product but there were no active participation from the audience. But Reel based marketing strategies are allowing consumers to participate actively through writing such as reviews and comments .
5. **Helpful to create own brand**
   Influencers can create their own brand while promoting their product. So that they can promote their own business while promoting the other product. Influencers are those people who are able to create trustworthy relation with their customer, this increases authenticity and reliability.
6. **Real-time Marketing Benefit**
   While creating reels, brands are allowed to respond instantly to different trends, memes, and current events. This is helpful to brand stay relevant and connect quickly with the audience.

- **Limitations of the Study**

1. The study focuses on the Instagram Reels, so the findings may not apply to the other platforms such as face-book, twitter or tik-tok
2. Social media trend change rapidly what is effective today may not be relevant in the future
3. The study focuses on the views and comments but the actual purchase behaviour is not observed because of which it is difficult to measure actual business impact.
4. Different influencers have different style and credibility levels, which makes it difficult to measure standardized findings.
5. The study may not measure the impact of algorithm-based purchase behaviour.

Conclusion

Reel based influencer marketing is become one of the powerful tool for brand promotion. It's short and realistic content quickly grabs audience attention. Influencers play an important role in building trust and influencing people for purchase decision. Influencers actively participate in making reels as well as delivering message which can be useful to reach wider audience. Overall study concluded that reel-based influencer marketing can be a cost effective and influencing strategy to reach wider audience.

Recommendations

Brands should focus on the collaborations with influencers whose value matches with the brand and their content creation, audience connectivity should be real to match with the brand image. Content used in the videos should be real; it should not be over promotional because consumer prefer genuine relatable content. Regular posting is helpful for building trustworthy relation with consumers as well as it is useful for making future strategies.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper

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