

Social Commerce and Influencer Marketing: Emerging Trends and Innovations in E- Business

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Abstract: Social commerce and influencer marketing are increasingly transforming e-commerce, changing the way brands communicate with consumers and influence their purchasing decisions. This paper explores the evolution of e-commerce and the rise of social commerce platforms. Influencers are also having a major impact on consumer decisions using new technologies.

Keywords—*social commerce, influencer marketing, e-business, digital marketing, consumer behavior*

Introduction

Today, e-commerce is increasingly developing with the daily use of advanced technologies and marketing strategies. Social commerce and influencer marketing are becoming increasingly important. Influencers are increasingly influencing consumers in their product choices and purchasing decisions, and at the same time, companies are investing in collaborations with influencers using their marketing capabilities.

Purpose of Study

This paper is going to define differences between traditional marketing and influencer marketing. Also, contemporary marketing trends and innovation in e-business are also going to be considered, as well as the role of influencers and key strategies for influencer marketing.

Research Methods

Case studies of successful campaigns such as Instagram, Tik Tok and Facebook are going to be shown. Strong and well-known companies are increasingly advertising on Instagram, Tik Tok is aimed at younger consumers, while Facebook is used by everyone from the smallest to the largest companies because this network is the most widespread.

Conclusions and Recommendations

Social commerce is becoming a very important part of e-commerce as more people use social networks where they can make purchases directly. Social media is becoming a place where users simultaneously view content and make purchases. Consumers are increasingly guided by recommendations from influencers and content they see online, rather than by classic advertisements, when deciding what to buy.

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