

"WITH A LITTLE HELP FROM MY FRIENDS": THE ROLE OF MARKETING ASSETS  
FOR PROJECTS LAUNCHED BY INFLUENCERS

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## **Abstract**

this research focuses on the key success factors when a human brand launches a new project in a digital context. More specifically, we study projects launched by influencers (brand, book, movie, podcast, ...) and we investigate which resources and capabilities lead to their success. Using resource-based theory, 9 semi-directive interviews with influencers lead us to highlight the key role of marketing assets in such launches (relational and reputational resources). We also identify three key capabilities influencers must possess: the ability to transfer their community to their new project, the ability to educate their community and the ability to deal with the dependence between the new project and themselves. Our findings contribute to resource-based literature by shedding light on the role of marketing assets in the specific context of human brands on social media.

**Keywords:** *Influencers; Resources; Capabilities*

**Track:** Digital Marketing & Social Media