

The separate and joint effect of influencer marketing and giveaways

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Abstract

This study examines whether a synergetic effect is generated when brands in social media use influencer marketing and giveaways. Thus, we investigate the separate and joint effect of using these promotional tools on Instagram with message credibility as a mediator. Giveaways are a type of brand activation that gives participants a chance at winning something. Often, practitioners combine giveaways with influencer marketing to convey the promotional message more authentically and organically to the influencer's followers. A quantitative survey was distributed via an online panel on a US-based sample of social media users (N=522). Their results confirm the existence of a negative synergetic effect on consumers' viral behavioral intentions when combining both tools. Also, we identify positive direct effects of using giveaways and influencers. Furthermore, we confirm the mediation role of advertisement credibility. Finally, the results suggest when and why to use influencer marketing and/or giveaways and recommendations for future research.

Keywords: *Influencer Marketing; Giveaway; Synergetic effect*

Track: Advertising & Marketing Communications