

Influencer Marketing: Understanding value creation and value destruction of an eco-system

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Abstract

This paper explores the dynamics of influencer marketing (IM) within the Follower-Influencer-Company ecosystem through a comprehensive study based on 29 interviews with key stakeholders. Employing the practice theory and service-dominant logic perspectives, the research addresses questions on stakeholder commonalities, collaboration dynamics, and value creation mechanisms. Methodologically, two rounds of semi-structured interviews were conducted. Findings reveal IM as a practice with distinct elements—understandings, rules, artifacts, and emotions—where different stakeholders contribute unique skills and motivations. Notably, IM agencies emerge as facilitators, providing expertise and structure. Value creation is intricately linked to adherence to rules, with value destruction noted in ethical oversights. The study contributes a comprehensive model of IM, highlighting its self-adjusting nature as a service ecosystem, and expands the understanding of IM and its facilitating agencies.

Subject Areas: *Inter-organizational Collaboration, Marketing Strategy, Organization Behavior*

Track: Digital Marketing & Social Media