

# Influencer marketing campaigns along the funnel: A social capital theory perspective and a multiple-case study analysis

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Cite as:

Peggiani Gloria, Lamberti Lucio (2025), Influencer marketing campaigns along the funnel: A social capital theory perspective and a multiple-case study analysis.

*Proceedings of the European Marketing Academy, 54th, (126374)*

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



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## **Abstract:**

Evermore companies leverage influencer marketing campaigns to reach their objectives. Yet, existing research has predominantly explored the effectiveness of this marketing tool at the post level rather than the campaign level. To fill this gap, this research examines the strategy underlying influencer marketing campaigns, particularly focusing on four critical decisions: content strategy, creator portfolio, control level, and communication tone. Grounded in social capital theory, we present a set of propositions linking the campaign strategy to the target funnel stage and the primary brand personality dimension highlighted through the campaign. A multiple case study of a set of influencer marketing campaigns validates these propositions and leads to the identification of recurring patterns of strategies. The results advance the literature on the topic and provide insights for practitioners to optimize the strategic deployment of their influencer marketing campaigns.

*Keywords: Influencer marketing campaign, social capital, brand personality*

*Track: Digital Marketing & Social Media*