



“AI-Powered Influencer Marketing Strategies and Their Impact on Brand Positioning on Social Media Platforms”

Mrs. GAYATHRI G¹, Dr. BINOY MATHEW²

¹Research Scholar,

Department of Management Studies (MBA), Centre for Post Graduate Studies, Muddenahalli, Chikkaballapur, Visvesvaraya Technological University, Belagavi, Karnataka State, India ,
gayathrigayathri4673gmail.com, <https://orcid.org/0009-0009-6377-3442>

²Associate Professor & Research Supervisor

Department of Management Studies (MBA), Center for Post Graduate Studies, Muddenahalli, Chikkaballapur, Visvesvaraya Technological University, Belagavi, Karnataka State, India,
drbinoymathew@gmail.com, <https://orcid.org/0000-0002-9365-4374>

How to Cite this Article:

G, G. (2026). “AI-Powered Influencer Marketing Strategies and Their Impact on Brand Positioning on Social Media Platforms”. International Journal of Creative and Open Research in Engineering and Management, <i>02</i>(05).
<https://doi.org/10.55041/ijcope.v2i5.404>

License:

This article is published under the terms of the Creative Commons Attribution 4.0 International License (CC BY 4.0), which permits unrestricted use, distribution, and reproduction in any medium, provided the original author(s) and the source are credited.

© The Author(s). Published by International Journal of Creative and Open Research in Engineering and Management.



<https://doi.org/10.55041/ijcope.v2i5.404>

Abstract

The use of Artificial Intelligence (AI) has revolutionized the approach of influencer marketing campaigns on social media platforms. The current study will analyze the effects of AI-based marketing strategies on the positioning of brands in the digital marketing space. This is a descriptive study that relies solely on secondary sources of data obtained from literature published in journals, books, industry reports, and online academic sources pertaining to Artificial Intelligence, influencer marketing, social media marketing, and brand positioning.

According to the study, the technologies like machine learning, predictive analytics, sentiment analysis, and recommendation systems increase the efficiency of influencer identification and influencer marketing. The research demonstrates that influencer marketing strategies based on using AI positively affect consumer engagement, brand awareness, brand trust, consumer interaction, & competitive advantage. In addition, personalized and data-driven marketing campaigns help to form positive brand image and build customer loyalty. Despite that, certain problems exist when implementing influencer marketing through AI, among which are ethical issues, privacy problems, and authenticity of AI-generated content.

Concluding, the research demonstrates that the use of AI technology in influencer marketing has become crucial for successful brand positioning and relationship building in the digital age. Thus, this paper offers essential information for practitioners and researchers about using AI technology in social media influencer marketing.

Keywords: Artificial Intelligence (AI), Influencer Marketing, Social Media Marketing, Brand Positioning, Consumer Engagement, Digital Marketing.



Introduction

The development of Artificial Intelligence has proved to be revolutionary in digital marketing, especially in social media marketing and the application of influencer marketing techniques. As the popularity of social media sites like Instagram, YouTube, Facebook, and TikTok continues to increase among consumers, organizations are finding it increasingly important to employ creative marketing techniques that can improve their presence online and help in reaching out to customers. The use of influencer marketing has turned out to be an extremely effective way for promoting brands through social media influencers who engage their followers in a more personalized manner. But because of stiff competition & the evolving needs of consumers, there is a need for something more advanced than the traditional methods of influencer marketing.

Recently, there have been numerous technological advancements, particularly those based on artificial intelligence that have affected how influencer marketing campaigns are developed, managed, and assessed. With AI technologies, marketers can process huge amounts of consumer information, select appropriate influencers, anticipate audience behavior, generate personalized content, and assess the performance of their campaigns. Examples of AI technologies used by marketing firms include predictive analytics, machine learning algorithms, sentiment analysis, chatbots, and automated recommendation systems. Such technologies assist organizations in making better marketing decisions using available data. They enhance interactions between brands and customers through personalized and meaningful content that is tailored to reach a particular audience.



The term brand positioning can be defined as the process of developing a distinctive image and perception of a brand in the minds of customers. Brand positioning allows companies to distinguish themselves from other players and create customer trust, loyalty, and satisfaction. Influencer marketing initiatives powered by AI play a crucial role in brand positioning as they aid in better audience segmentation, higher levels of engagement, superior customer experience, and improved brand credibility. Contemporary consumers are greatly affected by online content generated by influencers, and hence, influencer marketing initiatives driven by AI are significant in influencing customer purchases and perceptions.



There has been an increase in the use of AI in influencer marketing, which has received much attention from researchers, marketers, and business organizations. Some research works have highlighted the influence of AI on digital marketing, customer engagement, and personalization in advertisement campaigns. Yet, further analysis is required to analyze the effects of AI-driven influencer marketing tactics on improving brand positioning on social media sites. This paper will investigate the effect of artificial intelligence on the development of brand positioning using influencer marketing tactics through the review of secondary sources from journals, articles, reports, and previous literature studies.

Literature Review

Emerging research conducted between 2020 and 2025 has emphasized the rising significance of artificial intelligence in social media marketing and influencing practices. For instance, **Tanwar, Chaudhry, and Srivastava (2021)** noted that influencer marketing has emerged as an important means of digital marketing, which helps improve the level of audience interaction and engagement for brands. This research highlighted the role of influencers in building stronger connections with consumers by posting relatable content. **Likewise, Joshi et al. (2023)** identified the fundamentals and new trends of social media influencer marketing, stating that influencer campaigns play a significant role in impacting consumer behavior and purchasing decisions.

Several scholars have devoted special attention to the application of AI in influencer marketing. For instance, **Pilelienė & Bogoyavlenska (2025)** carried out a bibliometric analysis on AI in influencer marketing and outlined key research themes like AI-based audience targeting, prediction analytics, personalization, and automated campaigns. The authors argued that the use of AI technologies was gradually turning influencer marketing from a conventional technique into a modernized and efficient strategy. Similarly, **Pilelienė, Bakanauskas, & Bendaravičienė (2025)** evaluated the evolution of research on AI and influencer marketing and discovered that AI technologies enhanced the process of selecting influencers, segmenting customers, and measuring campaign effectiveness.

Ng et al. (2025) conducted research on the influence of artificial intelligence-driven influencer strategies on brand engagement and consumer trust. According to their study findings, AI-powered influencer campaigns lead to improved audience engagement, better personalization of communication, and enhanced consumer trust towards brands. Similarly, according to **Gui et al. (2025)**, computational techniques used in influencer marketing allow marketers to find relevant influencers, predict the success of their marketing campaigns, and gain deeper insights into customer behavior.

Other research has concentrated on the impact of AI-generated content on consumer perception. **Hassoun et al. (2024)** investigated the application of generative AI software in generating engaging digital content by influencers and content creators quickly. They discovered that AI content generation makes marketing activities more efficient and increases their reach but simultaneously generates doubts regarding the authenticity of such activities and misinterpretation. **Wang, Liang, and Wei (2025)** conducted research on AI-based content generation and concluded that AI-based writing tools increase online interaction and communication efficiency in digital marketing campaigns.

Moreover, the studies highlighted the impact of influencer marketing on consumer psychology and brand performance. **Bhargava & Pareek (2026)** argued that influencer marketing greatly influences the consumers' buying behavior, their loyalty, and decision making process. **Ekasasi et al. (2025)** also claimed that influencer marketing arouses the interest of consumers and promotes brand and consumer engagement through social media communication. The study conducted in **Acta Psychologica (2025)** emphasized the role of authenticity and ethical marketing in virtual influencer marketing, and suggested that consumer's trust was greatly influenced by their perceptions about credibility.



Additionally, industry reports and business-related studies have been instrumental in supporting the significance of AI in the process of brand positioning. As noted by Unilever (2025), the use of AI technology in the creation of campaigns led by influencers helped increase reachability, engagements, and brand visibility via social media. Nonetheless, Business Insider (2025) and The Australian (2025) raised concerns about the use of artificial intelligence influencers based on the challenges associated with authenticity, consumer confidence, and digital communication.

In summary, previous scholarly studies have established that AI-based influencer marketing strategies have played an essential role in enhancing customer engagement, personalized communication, campaign effectiveness, and consumer confidence. Most studies focus either on the effectiveness of influencers, AI technology, and consumer behavior but fail to investigate the effect of AI-powered influencer marketing strategies in brand positioning on social media platforms. Hence, the current study aims to explore how AI-based influencer marketing can be used for brand positioning.

Research Methodology

The present study adopts a descriptive research design to examine the impact of AI-powered influencer marketing strategies on brand positioning on social media platforms. The study focuses on understanding how Artificial Intelligence technologies support influencer marketing activities such as audience targeting, content personalization, influencer selection, customer engagement, and campaign optimization in the digital marketing environment.

The research is entirely based on secondary data. Relevant information for the study was collected from research articles, journals, books, conference papers, industry reports, websites, and online academic databases related to Artificial Intelligence, influencer marketing, social media marketing, and brand positioning. The collected data were carefully reviewed, organized, and analyzed to understand the relationship between AI-driven influencer marketing strategies and brand positioning.

Qualitative analysis is used to analyze available theories and research findings about the concepts under investigation in the study. Thematic analysis technique was used for identifying key themes like AI-targeting, personalized marketing, consumer engagement, brand awareness, trust, and performance of marketing. Comparison analysis technique was used for identifying commonalities and differences in the findings from other studies concerning the application of AI technology and influencer marketing.

The techniques aid in understanding how artificial intelligence enhances the efficiency of influencer marketing and helps brands to position themselves better on social media. The secondary nature of the study means that the findings are based on existing literature and published information from relevant sources.

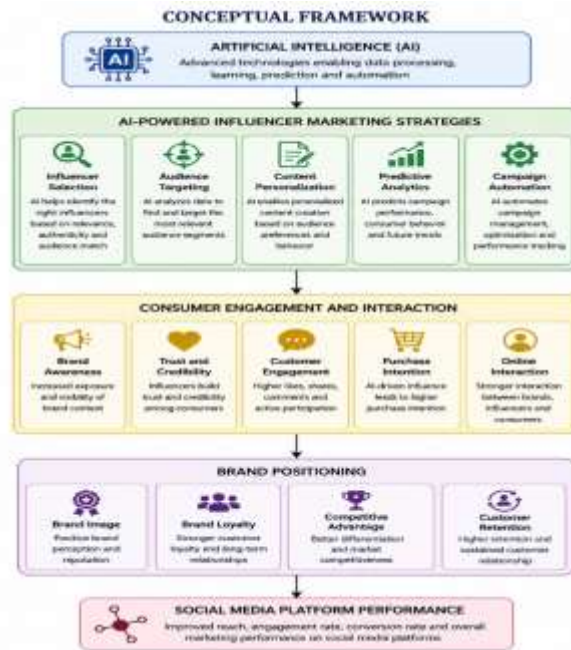
Theoretical Framework

The theoretical framework of the study is founded upon the Resource-Based View Theory and the Social Media Marketing Theory. The Resource-Based View theory claims that competitive advantages can be obtained via the acquisition of resources, capabilities, and technologies. In regard to this study, it should be noted that Artificial Intelligence is regarded as the technological resource that is aimed at enhancing the influence of influencer marketing on the effectiveness of the promotion of the brand, its interaction with customers, and targeted advertisement of goods and services.



The theory of Social Media Marketing backs up the notion that communication on the social media platforms is an interaction between the company and its customers via digital media and influencers. Influence marketing plays an important role in helping companies to build trust and a stronger relationship with their target audience. The implementation of artificial intelligence in influence marketing enables more effective communication with customers. Thus, the application of AI capabilities with the influence marketing approach is significant for successful brand positioning.

Conceptual Framework



As seen from the framework, it is clear that the technology used in influencing the development of marketing strategies is artificial intelligence. Through artificial intelligence, marketers identify influencers, segment consumers, personalize the content for each group of consumers, and optimize marketing campaigns. The use of such strategies enhances consumer interaction, engagement, and involvement in online activities within social networking sites. This has a direct impact on improving the brand position since it enhances the image of the brand, loyalty, and competitive advantage of the brand in the market.

Findings

It was discovered that the utilization of AI-based strategies for influencer marketing contributes greatly to enhancing the positioning of brands on social media. The use of Artificial Intelligence technologies facilitates the process of identifying appropriate influencers, understanding consumer behavior, customizing marketing content, improving the efficiency of marketing campaigns compared to traditional marketing methods.

The results also indicate that AI-backed influencer marketing drives up consumer engagement, brand recognition, consumer trust, and online communication. AI algorithms enable better personalization of influencer campaigns and ensure proper audience targeting, enhancing consumer satisfaction and building strong bonds between brands and consumers. Moreover, AI technologies assist businesses in evaluating marketing performance and analyzing consumer reactions to campaigns.



Furthermore, it was concluded that AI-based influencer marketing promotes brand reputation and competitiveness. Brands implementing AI-based influencer strategies can build up a better digital reputation and increase their communication efficiency on social networks. Additionally, authenticity, transparency, and trust continue playing a crucial role in determining the success of influencer marketing activities, particularly those involving AI-based influencers.

Challenges of applying AI-based influencer marketing include ethical issues, problems related to data privacy, high costs for technology application, and consumers' distrust towards AI-created influencers. Nevertheless, AI technologies still hold much promise regarding promoting marketing efficiency and brand reputation.

Discussion

According to the results of the research, Artificial Intelligence has made influencer marketing a strategic, data-driven, and consumer-centric marketing strategy. The technologies of Artificial Intelligence have allowed companies to know consumers' preferences, predict future market tendencies, and provide a tailored experience, which positively affects consumer involvement and communication on social media platforms. The results confirm the theoretical background, particularly the Resource-Based View Theory, which states that through innovative resources and technologies, firms obtain competitive advantages and gain better market positioning.

Additionally, the use of Artificial Intelligence in influencer marketing facilitates successful brand positioning as it ensures appropriate target audience selection and relevancy of the content for the customers. Consumers engage better with influencer content if it meets their interests and preferences. As a result, AI-based personalization ensures greater brand awareness and purchasing intentions.

Additionally, the article shows that credibility and authenticity of influencers are still crucial for successful brand positioning. Despite the fact that artificial intelligence technology enhances marketing effectiveness, overreliance on virtual influencers' content could undermine consumers' trust in the absence of transparency. Thus, companies need to consider both innovative and traditional approaches when using social media for marketing purposes.

Finally, the article highlights the importance of using AI technology in influencer marketing in modern times. Companies implementing artificial intelligence in marketing strategies will enhance the efficiency of marketing campaigns, customer engagement, and brand loyalty. Nevertheless, issues related to ethical considerations, data protection, and responsible use of artificial intelligence require special attention.

References

- Thomas, V. L., & Fowler, K. (2021). *Close Encounters of the AI Kind: Use of AI Influencers as Brand Endorsers*. *Journal of Advertising*, 50(1), 11–25. DOI: [10.1080/00913367.2020.1810595](https://doi.org/10.1080/00913367.2020.1810595)
- Jin, S. V., & Viswanathan, V. (2025). *Threatened and Empty Selves Following AI-Based Virtual Influencers: Comparison Between Followers and Non-Followers of Virtual Influencers in AI-Driven Digital Marketing*. *AI & Society*, 40, 117–131. DOI: [10.1007/s00146-023-01832-9](https://doi.org/10.1007/s00146-023-01832-9)
- Dutta, A., & Sharma, A. (2025). *Netnography and AI Influencers*. *Journal of Information Science*. DOI: [10.1177/02663821241310374](https://doi.org/10.1177/02663821241310374)
- Lee, S. S., Lee, A. R., & Chun, J. W. (2025). *Human vs. AI Influencer Marketing on Instagram: The Role of Message Appeals and Perceived Humanness*. *Journal of Advertising Research*. DOI: [10.1080/00218499.2025.2593223](https://doi.org/10.1080/00218499.2025.2593223)
- *Artificial Intelligence Influencers' Credibility Effect on Consumer Engagement and Purchase Intention* (2025). *Journal of Theoretical and Applied Electronic Commerce Research*, 20(1). DOI: [10.3390/jtaer20010017](https://doi.org/10.3390/jtaer20010017)
- Gui, H., Bertaglia, T., Goanta, C., & Spanakis, G. (2025). *Computational Studies in Influencer Marketing: A Systematic Literature Review*. DOI: [10.48550/arXiv.2506.14602](https://doi.org/10.48550/arXiv.2506.14602)
- Hassoun, A., Abonizio, A., Osborn, K., Wu, C., & Goldberg, B. (2024). *The Influencer Next Door: How Misinformation Creators Use GenAI*. DOI: [10.48550/arXiv.2405.13554](https://doi.org/10.48550/arXiv.2405.13554)



- Weissburg, I. X., Arora, M., Wang, X., Pan, L., & Wang, W. Y. (2024). *Position: AI/ML Influencers Have a Place in the Academic Process*. DOI: [10.48550/arXiv.2401.13782](https://doi.org/10.48550/arXiv.2401.13782)
- Joshi, Y., Lim, W. M., Jagani, K., & Kumar, S. (2023). *Social Media Influencer Marketing: Foundations, Trends, and Ways Forward*. Electronic Commerce Research. DOI: [10.1007/s10660-023-09719-z](https://doi.org/10.1007/s10660-023-09719-z)
- Gerlich, M. (2025). *Artificial Intelligence and Social Media Marketing: Opportunities and Challenges*. DOI: [10.3390/socsci14010012](https://doi.org/10.3390/socsci14010012)
- Chatterjee, S., Rana, N. P., Tamilmani, K., & Sharma, A. (2021). *The Adoption of AI in Social Media Marketing and Its Impact on Brand Performance*. DOI: [10.1016/j.jbusres.2021.01.018](https://doi.org/10.1016/j.jbusres.2021.01.018)
- Lou, C., & Yuan, S. (2020). *Influencer Marketing: How Message Value and Credibility Affect Consumer Trust*. DOI: [10.1080/15252019.2019.1709515](https://doi.org/10.1080/15252019.2019.1709515)
- Campbell, C., Sands, S., Ferraro, C., Tsao, H. Y., & Mavrommatis, A. (2022). *From Data to Action: AI and Personalization in Digital Marketing*. DOI: [10.1177/00222429211040262](https://doi.org/10.1177/00222429211040262)
- Dwivedi, Y. K., Hughes, L., Ismagilova, E., et al. (2021). *Artificial Intelligence (AI): Multidisciplinary Perspectives on Emerging Challenges and Opportunities*. DOI: [10.1016/j.ijinfomgt.2019.08.002](https://doi.org/10.1016/j.ijinfomgt.2019.08.002)
- Pilelienė, L., & Bogoyavlenska, Y. (2025). *Artificial Intelligence in Influencer Marketing: Current Researchscape, Trends and Insights from a Bibliometric Review*. DOI: [10.13140/RG.2.2.14567.12345](https://doi.org/10.13140/RG.2.2.14567.12345)