International Journal of Creative and Open Research in Engineering and Management
ISSN: 3108-1754 (Online)
Volume 02 Issue 11 November-2026 | Impact Factor: 3.5



Operationalizing Influencer-Led Digital Marketing for Brand Visibility: An Exploratory Case Study of Desi Farms, India

SHALINI KUMARI

How to Cite this Article:

KUMARI, S. (2026). Operationalizing Influencer-Led Digital Marketing for Brand Visibility: An Exploratory Case Study of Desi Farms, India. International Journal of Creative and Open Research in Engineering and Management, 02(11), 1-9. https://doi.org/10.55041/ijcope.v2i11.059

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.v2i11.059

Abstract

Digital platforms have expanded the ways in which food and dairy brands communicate product value, develop familiarity and reach geographically dispersed audiences. Yet, for many regional brands, the practical challenge is not simply selecting digital channels but coordinating creator acquisition, content production, product fulfilment and performance review as a connected process. This paper examines the operationalisation of influencer-led digital marketing at Desi Farms, a dairy brand of SNA Milk & Milk Products Pvt. Ltd., in Maharashtra, India, using an exploratory single-case study based on a two-month internship period (22 May–22 July 2026). Evidence comprised internship activity records, influencer coordination records, campaign-related work, publicly visible digital content and qualitative competitor observations. No consumer survey was conducted, and complete platform analytics, conversion data and verified sales outcomes were unavailable. The case records 76 influencer collaborations coordinated and 132 videos contributed against an initial target of 50 videos. Two short-duration Meta advertisements were used to attract potential creators; approximately 500–600 enquiries or responses were reported, of which around 100 suitable respondents were personally contacted. Four separate advertising strategies for product videos were prepared for management review but were not independently executed by the researcher. The findings describe a practical workflow linking creator screening, product-based barter negotiation, perishable-product delivery, content briefing, draft coordination and Instagram collaboration publication. The paper argues that such operational integration can create repeatable opportunities for digital brand exposure, while emphasising that content volume and enquiry generation are not equivalent to consumer awareness, engagement quality, purchase intention or sales. The study contributes a process-oriented account of influencer programme execution in a regional food-brand context and proposes a measurement framework for future evaluation.

Keywords: Influencer marketing; digital brand visibility; dairy marketing; social media; creator collaboration; India; case study

1. Introduction

Digital channels have become an important part of how consumer brands present products, interact with audiences and support product discovery. Social networking platforms enable brands to combine owned communication, paid promotion and creator-led content. In food categories, short-form video can demonstrate product use, recipes and consumption occasions in ways that static product descriptions may not. However, the existence of digital activity does not by itself establish that a brand has become more recognisable, that consumers have changed their attitudes, or that sales have increased.

Influencer marketing is particularly relevant to this distinction. Creators can provide a human voice, demonstrate products in everyday settings and distribute brand-related messages to audiences that may not otherwise encounter the brand. Research identifies source credibility, content characteristics, audience fit and platform context as important conditions shaping influencer effectiveness (Joshi et al., 2025; Pan et al., 2025). Food-specific experimental evidence also suggests that follower size and content type interact: for informational content, smaller creators may be



competitive with larger creators, while entertainment-oriented content can produce a different pattern (Misra et al., 2024). These findings caution against selecting creators solely by follower count.

For a regional dairy brand, influencer activity also involves operational constraints. Dairy products may be perishable; product dispatch must be coordinated; content needs to represent product information accurately; and creator deliverables need to be aligned with the brand's publishing schedule. The marketing task therefore extends beyond identifying influencers. It includes acquisition, screening, negotiation, fulfilment, briefing, content review, publication and measurement.

This paper examines these operational dimensions through an exploratory case study of a regional dairy brand operating in Maharashtra. The case is drawn from internship records covering 22 May to 22 July 2026. The study focuses on the organisation of influencer collaborations and related digital marketing work, rather than attempting to estimate causal effects on consumer behaviour or sales. This distinction is important because the available records document activity outputs but do not include a complete set of reach, impression, engagement-rate, website conversion or sales data.

The paper addresses three questions: (1) How were influencer collaborations acquired and coordinated in the case organisation? (2) What digital communication activities accompanied influencer collaborations? (3) What can the available operational evidence establish about brand visibility, and what remains unmeasured? The contribution is a process-level account of influencer programme execution in a regional dairy context, together with a measurement framework to support more rigorous future evaluation.

2. Literature Review and Conceptual Background

2.1 Digital brand visibility and brand knowledge

Brand visibility concerns the opportunities for a target audience to encounter a brand across communication touchpoints. It is related to, but not interchangeable with, brand awareness. Brand awareness concerns consumers' ability to recognise or recall a brand; brand equity involves a broader set of brand knowledge and response effects. Keller's (1993) customer-based brand equity framework treats brand knowledge as a combination of brand awareness and brand image. Aaker (1991) similarly identifies awareness as one dimension of brand equity. Accordingly, digital impressions, views or published posts may indicate exposure opportunities, but they do not directly demonstrate recognition, recall or favourable brand associations.

Digital marketing can combine owned, paid and earned communication. Social media allows users to create, share and interact with content, changing the relationship between organisations and audiences (Kaplan & Haenlein, 2010). For a food brand, product demonstrations, recipes and everyday consumption stories can make product attributes more concrete. Nevertheless, the communication outcome depends on whether the content reaches relevant audiences, is understood, is credible and is remembered.

2.2 Influencer marketing and creator selection

Influencer marketing involves using individuals who have an audience and a recognised presence on social media to communicate brand-related messages. A systematic review by Joshi et al. (2025) maps research themes including authenticity, sponsorship, parasocial relationships and engagement. Pan et al. (2025), in a meta-analytic review of 251 papers and 1,531 effect sizes, identify influencer, follower and post characteristics as relevant antecedents of marketing outcomes. Their synthesis also highlights source credibility and persuasion knowledge as mechanisms through which influencer-related characteristics can shape responses.

The implications for practice are that creator selection should consider more than follower totals. Audience relevance, content quality, communication style, consistency, average views and fit with the product category are useful screening dimensions. Misra et al. (2024) find that the effect of influencer size is contingent on the type of food content, reinforcing the need to align creator characteristics with the communication objective. A creator suited to recipe education may not be the best choice for entertainment-led reach, and neither role should be assumed to generate sales without conversion evidence.



2.3 Content strategy and integrated communication

Content marketing involves planning and distributing material that is relevant to an intended audience and supports an identifiable communication objective. In a dairy context, potentially useful formats include product demonstrations, recipes, family-oriented content, lifestyle videos and occasion-based communication. Integrated marketing communication emphasises consistency across channels and touchpoints. In the case examined here, content briefs, scripts, captions, hashtags and product information were used to coordinate creator content with the brand's product communication. These mechanisms are operational controls; their presence does not independently prove that every published item achieved message consistency or consumer impact.

2.4 Paid promotion, search discoverability and measurement

Paid social advertising can serve different purposes, including awareness, traffic, video views, engagement or lead generation. The campaign objective determines the relevant performance indicators. Enquiries generated by an advertisement should not be treated as qualified leads, completed collaborations or purchases unless subsequent stages are tracked. Similarly, search engine optimisation supports discoverability through technically sound and relevant pages, titles and descriptions. Google's Search Central guidance recommends creating helpful, accessible content and making page information understandable to search systems and users (Google, n.d.). Preparing metadata is one activity within SEO; it is not evidence of improved rankings or organic traffic.

2.5 Research gap

The literature offers substantial evidence on influencer effectiveness and consumer response, including meta-analytic and experimental findings. However, a managerially useful gap remains between evidence about consumer outcomes and descriptions of the operational work required to run creator programmes in small or regional food businesses. The present case addresses this process gap by documenting creator acquisition, barter coordination, fulfilment and content output, while explicitly identifying the outcome measures that were not available. It is not designed to test a causal model or generalise statistically to the dairy industry.

3. Research Objectives and Questions

The primary objective is to examine how influencer-led and supporting digital marketing activities were operationalised to create opportunities for brand visibility at a regional dairy brand.

The specific objectives are: (a) to describe the creator identification, outreach, screening and collaboration process; (b) to document the content formats and coordination practices used to communicate dairy products; (c) to examine the role of paid advertising and SEO-related activities within the broader digital workflow; and (d) to distinguish recorded operational outputs from consumer and business outcomes that could not be verified.

The study is guided by the following research questions: RQ1: What stages and coordination mechanisms characterised the influencer collaboration process? RQ2: How were influencer content, creative communication, paid promotion and SEO-related tasks combined? RQ3: Which indicators were available to assess activity and visibility, and what evidence gaps limit claims about brand awareness or sales?

4. Methodology

4.1 Research design

The study adopts an exploratory, descriptive single-case study design. A case study is appropriate where a contemporary organisational process is examined in its real-world context and where the boundaries between the process and its context are not easily separated (Yin, 2018). The case is bounded by the internship period from 22 May to 22 July 2026 and by the digital marketing activities directly observed or coordinated during that period. The unit of analysis is the influencer-led digital marketing workflow, with supporting attention to creative development, paid advertising planning, SEO-related work and qualitative competitor observation.

4.2 Case context and confidentiality

The case organisation is Desi Farms, a dairy brand of SNA Milk & Milk Products Pvt. Ltd., operating in Maharashtra, India. The author completed an internship with Desi Farms from 22 May to 22 July 2026 in a digital marketing role. The company name is used because the study is presented as an internship-based case study of the organisation's



digital marketing practices. Before journal submission, the author should obtain written organisational approval for the use of internal internship records, campaign information and any non-public business details. The use of a company name does not, by itself, grant permission to reproduce confidential records, logos, photographs, creator content or other protected materials.

4.3 Sources of evidence

The evidence base comprised: (1) internship activity and collaboration records; (2) recorded counts of outreach, enquiries, collaborations and video deliverables; (3) observations of Instagram content and available engagement indicators such as views, likes, comments and shares; (4) records of two short-duration Meta advertisements used for creator acquisition; (5) advertising strategies prepared for four product videos; (6) team-based work on product Meta Titles and Meta Descriptions; and (7) qualitative observations of publicly available competitor websites and social media content. The internship report also records discussions and work-related guidance received from managers and team members. These discussions are treated as contextual observations, not as a formal interview dataset.

4.4 Data analysis

Descriptive analysis was used to organise the available evidence into process stages and output categories. Numerical counts were reported as recorded in the internship report. Where source records used approximate language, the paper retains approximate qualifiers. No inferential statistics, regression analysis, consumer segmentation or causal attribution was undertaken. Qualitative observations were grouped into themes relating to creator selection, content coordination, fulfilment, paid acquisition, search discoverability and measurement limitations.

4.5 Research ethics and data protection

No consumer questionnaire, experiment or direct consumer interview was conducted for this project. The study therefore does not report consumer-level personal data. Nevertheless, the source material concerns an identifiable business and creator relationships. Before submission, the author must confirm that the use of internship records is permitted by the organisation and that no confidential creator contact details, personal information, unpublished campaign credentials or commercially sensitive records are disclosed. Any creator names, handles, screenshots or identifiable content should be omitted unless the relevant rights and permissions have been obtained. The journal and the author's institution should be consulted regarding whether retrospective review or an ethics exemption is required for this form of organisational case study.

4.6 Methodological limitations

The evidence is bounded by a two-month internship and by the records available to the intern. Complete Instagram Insights, campaign-level reach and impression data, click-through rates, cost per result, conversion records, website analytics and verified sales data were unavailable. Competitor analysis was qualitative and based on publicly visible material, not a systematic content sample. Consequently, the design supports an account of activities and outputs but not a causal evaluation of marketing effectiveness.

5. Case Findings

5.1 Creator identification and direct outreach

Instagram was the principal platform used for creator discovery and communication, supported by messaging and telephone follow-up. Approximately 60 creators were approached directly. Around 20 responded, and approximately 10 expressed interest in product-based barter collaborations. The selection process considered video quality, content consistency, storytelling, audience relevance, engagement, average views and suitability for dairy and food products. Follower count was considered but was not the only selection criterion. The records indicate approximately 10 confirmed collaborations through direct outreach.

This pattern shows the practical importance of screening and follow-up. Direct outreach created a manageable initial pool, but responses and expressed interest did not automatically translate into confirmed collaborations. Creator fit and willingness to accept barter terms were additional filters. The available records do not provide a complete denominator of all creators considered or a verified response-rate calculation for the full programme, so the figures should be treated as approximate operational counts rather than a formal funnel conversion study.



5.2 Paid creator acquisition

Two Meta advertisements were independently created and run to attract potential influencers. Each advertisement ran for approximately one day with an approximate budget of ₹200 per day. Together, they were reported to have generated approximately 500–600 or more enquiries or responses. Around 100 suitable respondents were personally reviewed and contacted. These figures indicate that paid promotion was used as a creator-acquisition mechanism, not as a consumer sales campaign. The source records do not contain a complete breakdown of impressions, reach, cost per enquiry, qualified-lead rate or subsequent collaboration conversion. The reported enquiry volume therefore cannot be interpreted as 500–600 confirmed influencers or customers.

5.3 Barter negotiation and fulfilment coordination

The brand primarily used a product-based barter arrangement rather than monetary payment for the collaborations documented in the internship report. After a creator expressed interest, the workflow involved confirming requirements, agreeing product selection and expected deliverables, collecting delivery details, coordinating orders with the sales team, following up on delivery, sharing product information and content suggestions, reviewing drafts where available, and coordinating publication through the brand's Instagram account team. In some cases, creators requested products with an approximate value of ₹2,000; deliverables were negotiated at two, three or four videos depending on the arrangement.

Perishability made delivery timing operationally important. The records indicate that same-day delivery was coordinated wherever possible and that creators were generally expected to submit content within three to four days, with a maximum of about one week. This illustrates how the product characteristics of dairy goods influence creator programme design: collaboration management must coordinate marketing schedules with fulfilment capacity and product freshness. The report does not provide a measured rate of late deliveries, content rejection or collaboration cancellation.

5.4 Collaboration and video output

Across direct outreach and advertisement-generated enquiries, 76 influencer collaborations were coordinated, contributing to 132 videos. The initial target was 50 videos; the recorded output was therefore 82 videos above target. This is a meaningful operational output, but it is not an effectiveness measure by itself. A video count does not reveal unique reach, frequency, audience quality, watch time, saves, shares, sentiment, brand recall or purchase behaviour. The case records content themes including product demonstrations, recipes, family-oriented content, healthy food ideas, breakfast suggestions, fitness themes and festive occasions.

5.5 Content briefing and creative communication

The coordination process included sharing video ideas, product information, scripts, captions and hashtags. Content formats were matched to different communication purposes: product showcases introduced products and features; recipe videos demonstrated usage; family-oriented videos connected products with everyday occasions; lifestyle and fitness content linked products with broader routines; and festive creatives connected selected products with celebrations. The internship also involved promotional creative concepts for International Yoga Day, World Food Safety Day, World Environment Day and Guru Purnima.

The evidence suggests that content coordination was used to balance message consistency with creator-specific presentation. Product information and communication suggestions were provided, while creators retained their own storytelling styles. This is consistent with the literature's emphasis on both source characteristics and message characteristics in influencer effectiveness (Pan et al., 2025). However, the study did not code a representative sample of final videos for message accuracy, brand prominence, disclosure compliance or creative quality. Such an assessment would be a useful extension.

5.6 Product-video advertising strategies

In addition to the two creator-acquisition advertisements, four advertising strategies were prepared for product videos intended for the brand's main Instagram page and website-related promotion. These plans considered campaign objectives, audience age, geographic coverage, interests and desired audience actions. Objectives included website traffic, profile visits, video views, reach and engagement. The report records that the strategies were submitted to the



manager or team for consideration and execution. They were not independently launched by the researcher and must not be reported as completed campaigns.

5.7 SEO-related work and competitor observation

Three interns collaboratively prepared product-specific Meta Titles and Meta Descriptions after reviewing product information and competitor websites. The activity provided exposure to on-page metadata and search presentation. It was not a full technical SEO audit, formal keyword research project or longitudinal ranking study. The final decision on whether to use the suggested metadata rested with the company. Competitor observations considered publicly visible content formats, product presentation, influencer collaborations and promotional communication. The analysis was qualitative and did not measure competitor budgets, conversion rates or market shares.

5.8 Summary of recorded outputs

Activity / indicator	Recorded evidence	Interpretation / boundary
Direct creator outreach	Approx. 60 approached; around 20 responded; about 10 expressed barter interest; about 10 direct collaborations confirmed	Approximate outreach funnel; not a complete audited conversion dataset
Paid creator acquisition	2 Meta advertisements; approx. ₹200/day each; about one day each; approx. 500–600+ enquiries/responses	Enquiries are not confirmed creators, consumers or sales
Screening	Around 100 suitable respondents personally contacted	Screening output; qualification criteria were qualitative
Total collaborations	76 coordinated	Operational coordination count
Video output	132 videos; initial target 50; 82 above target	Content volume, not a direct measure of awareness or sales
Product-video promotion	4 advertising strategies submitted to manager/team	Planned strategies; not campaigns independently executed by researcher
SEO-related work	Meta Titles and Meta Descriptions prepared collaboratively by 3 interns	Metadata suggestions; no ranking or traffic effect measured
Performance monitoring	Views, likes, comments and shares observed	No complete numerical dataset or consistent engagement-rate calculation available

Table 1. Recorded operational outputs and evidentiary boundaries.

Table 1 consolidates the principal outputs and clarifies the evidentiary status of each item.

6. Discussion

6.1 Influencer programmes as coordinated operating systems

The case indicates that influencer marketing was not a single promotional event but a multi-stage operating process. Creator identification was followed by screening, negotiation, product allocation, fulfilment, briefing, draft coordination and publication. Each stage created dependencies for the next. For a perishable category, delivery timing was not an administrative detail; it was part of the campaign's feasibility. This process view extends the practical application of influencer marketing literature by showing how brand-side coordination supports the production of creator content.

The reported 76 collaborations and 132 videos show that the workflow produced substantial content volume relative to the initial target. However, the relationship between volume and impact is not linear or guaranteed. A high volume



of low-relevance content could produce limited consumer value, while fewer highly relevant creator partnerships may be more effective for a defined objective. The literature supports assessing creator fit, content value and credibility rather than using follower count as the sole criterion (Joshi et al., 2025; Misra et al., 2024; Pan et al., 2025).

6.2 Barter as a resource and governance choice

Product-based barter can lower direct cash expenditure and make collaborations possible where a brand has products available for sampling. At the same time, barter does not mean that a collaboration is cost-free. Product cost, packing, delivery, staff time, coordination and opportunity cost remain relevant. Negotiating expected deliverables against product value also creates a need for clear written terms. The case suggests that a standardised creator brief and collaboration record can reduce ambiguity about deliverables, timelines, usage rights, review processes and publication requirements.

An additional governance issue concerns advertising disclosure. The Advertising Standards Council of India states that a material connection can include free or discounted products and that disclosure is required where such a connection exists. Thus, barter-based influencer content should not be treated as an ordinary unpaid personal recommendation. The brand and creator should ensure that disclosures are clear and prominent in accordance with applicable guidance and platform rules (ASCI, 2021; ASCI, n.d.). The internship report does not provide enough evidence to assess whether every published collaboration used the required disclosure; this paper therefore identifies compliance as a control requirement rather than claiming either compliance or non-compliance.

6.3 Separating activity metrics from outcome metrics

The case highlights a common measurement problem: operational outputs are often more readily available than consumer outcomes. Collaboration counts, videos delivered and enquiries received are activity or output measures. Views, reach and impressions are exposure indicators. Likes, comments, shares and saves are forms of observable interaction. Brand recall, brand attitude, purchase intention, conversion, repeat purchase and incremental sales are more distal outcomes requiring different data and research designs. These categories should not be collapsed into one measure of success.

A robust evaluation would begin with baseline measures and define the campaign objective before launch. Awareness-oriented activity should be assessed through unique reach, frequency, completed views and brand-lift or recall measures where feasible. Engagement objectives require consistent definitions and denominator choices. Traffic objectives require tagged links and analytics. Sales objectives require conversion tracking, order-level attribution or a carefully designed incrementality method. The current case cannot establish whether influencer activity caused changes in awareness, traffic or sales because these outcome data were not available.

6.4 Integrating owned, paid and creator-led communication

The case combined creator-led videos, brand-page creative content, paid creator acquisition, planned product-video advertising and SEO-related metadata work. These activities can be understood as complementary rather than interchangeable. Creator content can provide demonstrations and social proof; brand-owned content can maintain message continuity; paid media can distribute selected content or acquire creators; and SEO can support search-based product discovery. Integration requires a shared content calendar, consistent product information, defined audience segments and common performance reporting.

6.5 Implications for regional food and dairy brands

Regional dairy brands operate in a context where product freshness, geographic availability and fulfilment reliability influence the consumer experience. Digital marketing should therefore be aligned with the locations in which products can actually be supplied. Product claims, nutritional descriptions and quality statements should be accurate and substantiated. For creator partnerships, product-specific briefs should distinguish factual product information from optional creative expression. A practical creator scorecard can include audience fit, average views, content quality, engagement authenticity, prior brand fit, location, disclosure readiness and fulfilment feasibility.

7. Managerial Implications and Proposed Measurement Framework

The case supports five practical actions. First, maintain a central creator database with source of acquisition, audience category, location, contact status, negotiation terms, product value, deliverables, delivery status, publication link and



performance results. Second, use a standard collaboration brief that specifies factual product information, deliverables, posting deadlines, disclosure requirements, content usage rights and approval boundaries. Third, align creator selection with campaign purpose rather than follower count alone. Fourth, distinguish creator-acquisition advertising from consumer-facing product advertising in campaign reporting. Fifth, establish baseline and post-campaign measures before making claims about brand awareness or sales.

Table 2 proposes a measurement structure. It is a recommendation derived from the case and is not a report of metrics already collected.

Objective	Recommended indicators	Data collection
Awareness / exposure	Unique reach, impressions, frequency, video views, completed-view rate, aided/unaided recall	Platform analytics; pre/post consumer survey
Engagement	Likes, comments, shares, saves, meaningful comment quality, engagement rate with stated denominator	Post-level analytics and content coding
Traffic / discovery	Link clicks, landing-page sessions, product-page visits, organic search impressions and clicks	UTM links; website and search analytics
Creator programme efficiency	Qualified creator rate, acceptance rate, on-time delivery, cost per usable video, content approval rate	Central creator tracker and fulfilment records
Commercial outcomes	Enquiries, conversion rate, orders, average order value, repeat purchase, incremental sales where estimable	CRM, order data, creator codes and comparison design

Table 2. Proposed measurement framework for future campaigns.

For future evaluation, the organisation could use unique campaign links or creator-specific codes where appropriate, platform analytics exports, website analytics, and a short consumer awareness survey before and after a campaign. If the objective is sales impact, a comparison design involving matched locations, time periods or audience groups would be stronger than relying on managerial impressions. Such a design should account for seasonality, promotions, distribution availability and other concurrent marketing activities.

8. Limitations and Future Research

This study has several limitations. First, it is a single-case study bounded by a two-month internship, so findings are context-specific and cannot be statistically generalised to all dairy brands. Second, the numerical evidence consists largely of approximate activity counts recorded in internship materials. Third, complete platform analytics and conversion data were not available. Fourth, no consumer survey or experiment was conducted; therefore, the study cannot measure brand recognition, recall, attitudes or purchase intention. Fifth, the competitor review was qualitative and did not use a predefined sample of posts or a formal coding protocol. Sixth, some tasks were collaborative, including SEO metadata preparation, and not all outputs can be attributed to one individual. Finally, the case concerns one organisation and the evidence is bounded by the internship records made available to the author.

Future research could examine multiple regional dairy brands and compare creator acquisition models, including direct outreach, agency sourcing and paid lead generation. A content analysis could code creator videos for product prominence, information quality, disclosure, storytelling and calls to action. A consumer survey or controlled experiment could test whether creator credibility, content format and product involvement influence brand recall or



purchase intention. Longitudinal analytics could connect exposure and engagement indicators to website visits, enquiries, orders and repeat purchases. Research designs should predefine outcomes, collect baseline data and distinguish correlation from causal impact.

9. Conclusion

This exploratory case study documents how influencer-led digital marketing was operationalised at a regional dairy brand in Maharashtra. The workflow linked creator identification and screening with barter negotiation, product fulfilment, content briefing, video coordination and Instagram publication. Supporting activities included creative development, two short-duration advertisements for creator acquisition, four proposed product-video advertising strategies, collaborative metadata preparation and qualitative competitor observation. The records report 76 influencer collaborations and 132 videos against an initial target of 50, alongside approximately 500–600 or more enquiries or responses from two creator-acquisition advertisements.

The principal contribution is a process-level account of how creator programmes can be organised in a regional food-brand context, particularly where product perishability and cross-functional coordination matter. The evidence supports the conclusion that the activities created opportunities for digital exposure and expanded the brand's pool of creator content. It does not establish a measured increase in consumer awareness, engagement quality, website traffic or sales. The next step for both practice and research is to connect operational records with consistent platform, website and consumer outcome measures. Such discipline is necessary for converting visible marketing activity into credible evidence of marketing effectiveness.

References

Aaker, D. A. (1991). Managing brand equity: Capitalizing on the value of a brand name. Free Press.

Advertising Standards Council of India. (2022). Guidelines for influencer advertising in digital media. https://www.ascionline.in/the-asci-code-guidelines/

Advertising Standards Council of India. (n.d.). Influencer disclosure tool and guidance. https://www.ascionline.in/social/tools/

Google. (n.d.). SEO starter guide. Google Search Central. https://developers.google.com/search/docs/fundamentals/seo-starter-guide

Joshi, Y., Lim, W. M., Jagani, K., & Kumar, S. (2025). Social media influencer marketing: Foundations, trends, and ways forward. Electronic Commerce Research, 25, 1199–1253. https://doi.org/10.1007/s10660-023-09719-z

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. Business Horizons, 53(1), 59–68. https://doi.org/10.1016/j.bushor.2009.09.003

Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. Journal of Marketing, 57(1), 1–22. https://doi.org/10.1177/002224299305700101

Misra, A., Dinh, T. D., & Ewe, S. Y. (2024). The more followers the better? The impact of food influencers on consumer behaviour in the social media context. British Food Journal, 126(12), 4018–4035. https://doi.org/10.1108/BFJ-01-2024-0096

Pan, M., Blut, M., Ghiassaleh, A., & Lee, Z. W. Y. (2025). Influencer marketing effectiveness: A meta-analytic review. Journal of the Academy of Marketing Science, 53, 52–78. https://doi.org/10.1007/s11747-024-01052-7

Yin, R. K. (2018). Case study research and applications: Design and methods (6th ed.). SAGE Publications.