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Influencer relations: the new paradigm of public relations

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Abstract Digitalisation has become an integral part of people's daily lives, particularly with the significant impact of the COVID-19 pandemic. In the past, Public Relations (PR) primarily focused on public branding, catering mostly to a select audience. However, the rise of Digital Uses and Gratifications has led to a transformation in media dynamics, giving rise to a new paradigm known as Corporate Communications and Influencer Marketing. In this research, AI Machine learning and Pattern Analysis was employed to examine the patterns of the Influencer aspect within Public Relations. This emerging PR paradigm demonstrates the dynamic nature of the field as it expands to encompass new dimensions. Incorporating Influencer Relations to promote products requires integrating Corporate Communications skills to establish a thriving Influencer Relations industry. This highlights the evolving nature of PR in response to the changing media landscape, indicating the need for a comprehensive approach to harnessing the potential of digitalisation and Influencer Marketing in modern Public Relations practices.

Keywords: corporate communication; influencer relations; uses and gratification theory

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INTRODUCTION

Public relations (PR) is an ever-evolving industry that has recently undergone remarkable transformations. These developments encompass the integration of novel technologies, the broader reach of globalisation, and an increased emphasis on openness and authenticity (Allagui & Breslow, 2016; Brunner & Smallwood, 2019; Santoso & Negoro, 2019; Van Heerden & Rensburg, 2005). In this discourse, we shall delve into several pivotal changes that have shaped the landscape of public relations, namely the ascent of social media, the growing significance of corporate social responsibility (CSR), and the imperative of personalised communication.

A prominent transformation in public relations is the advent of social media (Susilo, 2022). Social media platforms like Facebook, Twitter, and Instagram have emerged as powerful tools for organisations to connect with their stakeholders. Through these platforms, companies can engage in direct communication, disseminate information, address feedback, and cultivate relationships (Bazarova & Choi, 2014; Nations, 2017; Tuten, 2020; Weng, 2018).

Moreover, social media has revolutionised crisis management approaches in public relations (Akdeniz, 2020; Coombs, 2007; Sriramesh et al., 2020). While traditional crisis communication relied on channels such as press releases and interviews, the contemporary landscape allows for swift and direct responses via social media. This enables companies to engage with their stakeholders in real-time during crises.

Another pivotal development is the growing significance of corporate social responsibility (CSR) in public relations. CSR pertains to an organisation's commitment to operate ethically and sustainably, encompassing actions like reducing environmental impact, supporting social causes, and engaging in philanthropy. In today's society, consumers are increasingly cognizant of businesses' impact on the world and are more inclined to support companies that align with their values and contribute positively (Tkalac Verčič, 2021; Yeo & Pang, 2017). As a result, public relations now places greater emphasis on showcasing CSR initiatives to strengthen brand image and foster connections with stakeholders.

Personalisation represents another crucial aspect of change in public relations. In the past, PR efforts primarily aimed to reach mass audiences through traditional media channels such as television and newspapers. However, today's approach favours personalised communication strategies (Agatha et al., 2023; Putranto et al., 2021). Personalisation involves tailoring communication to specific audience segments based on their interests, needs, and preferences. This approach encompasses personalised email marketing campaigns and targeted social media advertising. By adopting personalised communication, PR professionals can cultivate more robust relationships with stakeholders and enhance campaign effectiveness.

Undeniably, technology has played a significant role in the evolution of public relations. Modern PR professionals can access various tools and technologies that facilitate campaign management (Behl et al., 2022; Yadav et al., 2016). From social media management platforms to sophisticated analytics tools, these resources enable comprehensive campaign impact measurement and aid decision-making processes. Overall, the changes witnessed in public relations, particularly the rise of social media, the increased focus on corporate social responsibility, the shift towards personalised communication, and the integration of technology, have reshaped the industry's practices and underscored the importance of adaptability and innovation in this dynamic field.

Furthermore, integrating artificial intelligence (AI) and machine learning has allowed companies to automate specific elements of their public relations endeavours. Notably, AI-powered chatbots have proven valuable in offering customer support and addressing frequently asked questions, allowing human resources to focus on more intricate tasks. Concurrently, public relations have witnessed a heightened emphasis on transparency and authenticity (Cutlip et al., 2016; Halff & Gregory, 2014; Sommerfeldt et al., 2019). In the past, corporations could control the narrative through conventional media outlets. Nevertheless, the advent of social media and other digital platforms has amplified the voice of consumers.

Consequently, companies must display transparency regarding their operations and attentiveness to stakeholder feedback. This entails candidly acknowledging weaknesses and making sincere efforts to rectify them. Companies can cultivate trust with their stakeholders and enhance their reputation through such transparent and authentic engagement. Meanwhile, public relations as an industry remains in a perpetual state of evolution, characterised by substantial changes in recent times. The ascendancy of social media, the significance of corporate social responsibility, the necessity for personalised communication, technological advances, and the focus on transparency and authenticity collectively underscore these transformations. As the industry progresses, it becomes imperative for public relations professionals to remain abreast of the latest trends and technologies, thereby ensuring effective communication and engagement with their stakeholders.

Simultaneously, influencer marketing has emerged as a prominent and enduring trend in recent years (Angelia & Susilo, 2023; Enke & Borchers, 2019; Shan et al., 2020; Zhou et al., 2021). According to a report by Business Insider Intelligence, this form of marketing is poised to burgeon into a USD15 billion industry by 2022. The essence of influencer marketing lies in harnessing the reach and impact of social media influencers to promote products or services. These influencers wield considerable influence and possess vast followings on platforms like Instagram, YouTube, TikTok, etc. Regarded as experts in their respective niches, they have garnered loyal audiences by curating

captivating content that resonates with their followers (Comenos, 2018; Jin et al., 2019; Pang et al., 2016; Wellman, 2020).

Undeniably, the proliferation of social media has significantly contributed to the burgeoning success of influencer marketing. The contemporary populace spends more time on social media, making influencers an integral part of the digital landscape. Recognising the potential to reach wider audiences and boost brand awareness, companies have collaborated with influencers boasting substantial followings. Influencer marketing encompasses sponsored posts, product reviews, and collaborative endeavours (Leung, Gu, Li, et al., 2022). In return for their efforts, influencers are often compensated with monetary remuneration or complimentary products. By leveraging influencer marketing, brands seek to augment brand visibility, drive website traffic, and enhance sales (Angelia & Susilo, 2023).

Influencer marketing has gained immense popularity owing to its high effectiveness. Influencers have established personal connections with their followers, resulting in a substantial level of trust placed in them. Consequently, when an influencer endorses a product or service, their followers are more inclined to explore it further, thereby potentially boosting sales and elevating brand awareness for the promoted brand (Cartwright et al., 2022). Moreover, the cost-effectiveness of influencer marketing contributes to its widespread adoption. Traditional marketing methods, such as television and print advertisements, can be financially burdensome and challenging to gauge their impact.

In contrast, influencer marketing allows brands to collaborate with influencers across a spectrum of price points. Smaller brands with limited budgets can collaborate with micro-influencers, who possess a smaller following but offer more affordable partnership options. Conversely, more prominent brands can opt for macro-influencers with more significant followings, albeit at a higher cost.

Another driving force behind the increasing popularity of influencer marketing lies in its capacity to target specific audiences precisely. Brands can strategically collaborate with influencers who cater to distinct niches or demographics. For instance, a beauty brand can partner with a beauty influencer who boasts a substantial following of makeup enthusiasts. Such precision targeting enables brands to engage with the right audience and ensure their message reaches the intended recipients. Nonetheless, influencer marketing is not without its challenges. Among the most significant hurdles is ensuring proper disclosure of partnerships between influencers and brands. The Federal Trade Commission (FTC) mandates that influencers disclose their financial agreements when endorsing products or services. Failure to comply with this regulation may lead to penalties or legal repercussions.

Another noteworthy challenge is ensuring alignment between the influencer's and the brand's values. If an influencer promotes a product or service that does not align with their values, their followers may lose trust in their recommendations. Consequently, brands must carefully

assess influencers to ensure shared values and beliefs before forming partnerships. In conclusion, influencer marketing's surge in popularity can be attributed to its effectiveness, cost-effectiveness, and ability to target specific audiences. As social media continues to evolve and expand, influencer marketing will likely play an increasingly vital role for brands seeking to reach new audiences and foster brand awareness (Leung, Gu, & Palmatier, 2022). Nevertheless, brands need to remain cognizant of the challenges tied to influencer marketing and endeavour to establish transparent and authentic partnerships.

Following an exposition of theories surrounding the emerging concept of Influencer Relations within the domain of Public Relations, the most suitable analytical approach for this investigation is the Uses and Gratifications framework. Uses and Gratifications analysis is a theoretical and methodological construct utilised to comprehend how individuals employ media and communication technologies to fulfil their needs and desires. This approach accentuates the active role of media audiences in selecting, interpreting, and utilising media content to satisfy their psychological, social, and cultural requirements (Lonsdale & North, 2011). The fundamental premise of the Uses and Gratifications analysis posits that media consumption is not a passive and uniform process but a complex and dynamic phenomenon influenced by individual variances, situational factors, and media attributes. Hence, instead of investigating media effects on individuals, the Uses and Gratifications analysis delves into how individuals utilise media to attain specific objectives or gratifications.

Uses and Gratifications analysis has been applied across various forms of media, spanning television, radio, newspapers, magazines, social media, and video games. Common gratifications media users seek include information, entertainment, social interaction, personal identity, relaxation, escape, and cognitive stimulation. In conducting a Uses and Gratifications analysis, researchers typically employ quantitative and qualitative methods to gather data on media use, motivations, and gratifications. This may involve surveys, focus groups, interviews, or content analysis. Subsequently, the data is analysed to identify media usage patterns and gratifications among different user groups, such as age, gender, culture, and social class (Lim & Ting, 2012).

Uses and Gratifications analysis holds practical implications for media producers, marketers, and policymakers. By comprehending the needs and gratifications of media users, these stakeholders can devise and promote media content that better aligns with the expectations and interests of their audiences (Awais & Saleem, 2022). Moreover, by vigilantly monitoring the evolving media landscape and the shifting gratifications of media users, they can adapt their strategies and policies to remain pertinent and effective.

This research aims to present a fresh perspective on public relations. As digital communications continue transforming various aspects of societal systems and interactions, a corresponding transformation is

unfolding within Public Relations. Embracing this novel perspective of Public Relations enables human resources to progress in tandem with the advancements in AI and the digital age (Barta et al., 2023; Boerman & Müller, 2022).

METHODOLOGY

In this research, a pattern analysis approach utilising AI machine learning is applied to investigate the dynamics of influencer relations. The methodology encompasses several vital stages: data collection, preprocessing, pattern identification, and analysis (Burger et al., 2023; Miric et al., 2023).

To commence the study, an extensive dataset comprises social media posts, engagement metrics, and demographic information of influencers and their followers. Data is sourced from prominent social media platforms, including Instagram, YouTube, and Twitter, utilising relevant APIs and web scraping techniques. The amassed dataset incorporates textual content, user interactions (likes, comments, shares), and follower counts, constituting a robust foundation for the subsequent pattern analysis.

Subsequently, the collected data undergoes preprocessing to ensure its suitability for analysis. This entails cleaning and filtering text data, involving removing stop words, punctuation, and special characters. Techniques such as tokenisation, stemming, and lemmatisation are employed to standardise the textual content. Moreover, data normalisation is conducted to account for variations in engagement metrics, and follower counts across different influencers.

After the data is pre-processed, AI machine learning algorithms discern patterns within influencer relations. Researchers use clustering, classification, and association mining techniques to extract meaningful insights. Clustering enables the grouping of influencers based on similarity, thereby revealing distinct communities or clusters within the influencer ecosystem. Classification techniques facilitate the categorisation of influencers based on their content, levels of engagement, or demographic attributes. Additionally, association mining uncovers associations or co-occurrences among influencers, shedding light on potential collaborations or network structures.

Subsequently, the patterns and insights derived from the data are thoroughly analysed to obtain a profound understanding of influencer relations. The characteristics of different influencer clusters are examined, and influential influencers within each cluster are identified. Furthermore, factors contributing to their success are explored. Additionally, the relationships between influencers and their followers are scrutinised, analysing engagement patterns and identifying factors that foster follower engagement. The outcomes of this comprehensive analysis furnish valuable insights into the dynamics of influencer relations, thereby assisting marketing practitioners and researchers in formulating effective influencer marketing strategies.

RESULT AND DISCUSSION

The origins of public relations can be traced back to ancient civilisations, including Egypt, Greece, and Rome. Public officials and leaders utilised diverse communication methods in these societies to influence public opinion and garner support for their causes. For instance, Egyptian pharaohs commissioned inscriptions and monuments to celebrate their achievements and cultivate a favourable perception among the people. Similarly, during the Middle Ages, the Catholic Church employed public relations tactics, using various forms of communication, such as artwork, to propagate the Church's teachings and encourage conversions to Christianity (Rodríguez-Salcedo & Watson, 2021; Yaxley, 2012).

In the early 20th century, public relations adopted a more structured and strategic approach. Edward Bernays was A pivotal figure in modern public relations evolution, often regarded as the "father of public relations." Leveraging his relationship as the nephew of Sigmund Freud, Bernays applied Freud's psychological theories to devise strategies for shaping public opinion. His work significantly influenced the development of contemporary public relations practices (Wimberly, 2021). Collaborating with diverse organisations, including the US government, Bernays promoted specific causes and ideas. For instance, he played a role in breaking the taboo of women smoking cigarettes during that era. By employing celebrities to endorse smoking as a symbol of women's liberation, Bernays successfully altered social perceptions. In the 1920s and 1930s, public relations emerged as an indispensable tool for corporations and businesses (Basen, 2015; Heller, 2016). Corporations like General Electric and Procter & Gamble enlisted the expertise of public relations professionals to bolster product promotion and manage their public image. During this period, early PR campaigns focused on cultivating a positive brand image for the company rather than promoting specific products.

Following World War II, public relations became progressively vital in government and corporate communications. The advent of television and other mass media platforms facilitated organisations' ability to reach broad audiences and disseminate their messages effectively. Concurrently, public relations underwent specialisation, with distinct areas of emphasis such as crisis management, corporate social responsibility, and internal communications. The establishment of public relations agencies further bolstered the field, providing a comprehensive array of services to clients. The 1960s and 1970s witnessed the emergence of a new era of public relations due to the upsurge in activism and social movements. Activist groups adeptly employed PR tactics to advance their causes and challenge prevailing norms. For instance, civil rights organisations utilised public relations to heighten awareness of racial injustice and advocate for societal transformation.

In the late 20th and early 21st centuries, the landscape of public relations underwent a transformative shift due to the internet and social

media revolution. Present-day public relations professionals must navigate a complex digital realm, encompassing diverse channels ranging from social media platforms to online news outlets. Social media has evolved into a pivotal tool for public relations, enabling organisations to engage with their audiences and cultivate meaningful relationships directly (Bisbe et al., 2019; L'Etang, 1999). Simultaneously, it has posed new challenges, necessitating adept management of online reputations and adeptness in dealing with the fast-paced nature of social media. Recently, there has been a growing emphasis on corporate social responsibility and sustainability within public relations. Companies are now expected to demonstrate transparency and accountability, with PR professionals playing a pivotal role in promoting these values to the public. Interestingly, the digital age has ushered in a unique aspect of public relations through using influencers.

The Age of Influencers Relations

Influencer relations is a strategic marketing approach centred on fostering and sustaining relationships with individuals with substantial online followings, capable of influencing the purchasing decisions of their devoted followers. These influential individuals, commonly called influencers, tend to hold popularity on prominent social media platforms such as Instagram, YouTube, and TikTok. Their unique ability to authentically and credibly endorse products and services to their audience renders them valuable marketing assets (Smith et al., 2023). The primary objective of influencer relations is to harness the power of these individuals to promote a brand's offerings, augment brand visibility, and drive sales. To achieve this, brands must adeptly identify and engage with relevant influencers within their industry or niche. Subsequently, they establish meaningful relationships and collaborate on content and campaigns that resonate deeply with the influencers' followers (Smith et al., 2021).

One of influencer relations' most notable advantages is its ability to reach a highly targeted audience. In contrast to traditional advertising, which often targets a broad demographic, influencer marketing enables brands to connect with individuals with a pre-existing interest in their products or services. Consequently, this approach yields higher engagement rates and a more significant return on investment (ROI) for the brand. To effectively engage with influencers, brands must first identify individuals most likely to resonate with their target audience. This necessitates comprehensive research to discern influential figures in their industry or niche, the type of content they create, and their audience demographics. Once a list of potential influencers is compiled, brands can initiate contact to foster a relationship. This typically involves sending personalised messages that convey the brand's sincere interest in collaborating with the influencer and providing information about the products or services they wish to endorse.

To establish a robust relationship with influencers, brands must be prepared to invest significant time and effort in the partnership. This entails offering value to the influencer, including providing exclusive access to products or services, extending invitations to attend events or product launches, and ensuring fair compensation for their efforts. Alongside cultivating relationships with influencers, brands must also focus on crafting captivating content that resonates with their target audience. This collaborative process may involve working with influencers to develop sponsored posts, product reviews, or social media campaigns highlighting the brand's offerings (Lolita, 2022).

To ensure the effectiveness of the content, it is vital to collaborate with influencers who can create content that aligns seamlessly with the brand's values and messaging. This may entail providing influencers with clear guidelines and instructions on crafting content that adheres to the brand's identity and quality standards. Beyond individual campaigns, brands may consider establishing enduring partnerships with key influencers in their industry (Gallagher, 2021). Such partnerships prove mutually beneficial, fostering ongoing collaboration and nurturing a strong and symbiotic relationship.

Influencer relations are a potent marketing strategy for brands seeking to engage a highly targeted audience and cultivate trust with potential customers. By discerning and engaging with relevant influencers, crafting compelling content, and forging solid relationships with influential figures in their industry, brands can heighten brand visibility, drive sales, and cement their status as a reliable authority within their niche.

PR for Corporate Communication and Influencer Relations

In the past, traditional public relations primarily revolved around public speaking engagements and serving as a master of ceremony (MC). The dominant role of PR was attributed to the public exposure achieved through these means. However, the PR landscape has evolved significantly, transcending the limitations of these traditional roles. PR has embraced new distinctions, namely Corporate Communications and Influencer Relations. These emerging facets of PR are underpinned by the transformative concept of mediamorphosis, which has given rise to a new era of PR.

Mediamorphosis refers to the transformative process that media undergoes regarding its technological forms and consumption patterns. Coined by media scholar Roger Fidler in the 1990s, this concept captures the continuous changes in media driven by advancements in digital technologies. Mediamorphosis underscores the dynamic nature of media as it evolves in response to modern technologies and societal trends, including the widespread use of digital technologies, the ascendancy of social media, and shifts in audience behaviours and preferences (Achmad, 2020).

An essential characteristic of mediamorphosis is the blurring of conventional boundaries between different media formats. With the advent of digital technologies, print media has incorporated multimedia elements like video and audio, giving rise to new hybrid forms of media that blend diverse formats. Another significant aspect of mediamorphosis is the democratisation of media production and distribution (REVOLUSI, 2022). Digital technologies have empowered individuals to create and disseminate media content without requiring expensive equipment or specialised training. Consequently, user-generated content and citizen journalism have emerged as novel forms of media expression.

Despite the positive changes brought about by mediamorphosis, it has also raised concerns regarding the reliability and quality of media content. The vast amount of online information makes it challenging for audiences to discern credible sources from misinformation. Consequently, the role of media literacy in the digital age has become a subject of debate. Within this context, mediamorphosis plays a pivotal role in the digital transformation of public relations (PR). It has driven PR from its initial focus on public speaking and MCing to embrace new dimensions such as Corporate Communication and Influencer Relations. This progress of mediamorphosis is closely associated with the concept of Uses and Gratifications, where individuals seek media to fulfil specific needs, including propaganda and promotional purposes (Fidler, 1997).

Corporate communication plays a significant role alongside Influencer Marketing in PR Mediamorphosis. Corporate communication has gained increasing prominence in PR as part of the ongoing digital transformation. Nevertheless, what precisely does it entail? Corporate communication constitutes a crucial element of business operations, exchanging information between an organisation and its stakeholders (Steyn, 2022). The primary aim of corporate communication is to cultivate and uphold a positive perception of the company among its diverse stakeholders, including customers, employees, shareholders, and the broader community. This comprehensive function encompasses various activities such as public relations, marketing communication, investor relations, and internal communication (Cordón-Benito et al., 2022).

Public relations (PR) is a pivotal facet of corporate communication, focusing on managing the company's relationship with the media and the public. PR professionals diligently work to safeguard and elevate the company's reputation by crafting and disseminating positive messages about the organisation. They oversee media relations, handle crisis communication, and formulate communication strategies that align with the company's objectives.

Marketing communication represents another critical facet of corporate communication, encompassing efforts to promote the company's products or services to customers and other stakeholders. Various strategies, such as advertising, promotions, events, and

sponsorships, effectively convey the company's value proposition, foster customer loyalty, and raise brand awareness.

Investor relations (IR) emerges as another vital area within corporate communication, centring on managing the company's relationship with its shareholders and the financial community (Capurro et al., 2023). IR professionals communicate the company's financial performance, strategic direction, and investment prospects to investors and analysts. Their pivotal role is ensuring the company's shares are appropriately valued in the financial markets.

On the other hand, effectively executed internal communication is vital for enhancing employee engagement, instilling a sense of belonging, and fostering a more cohesive and productive workforce. Strategies employed for internal communication may include employee newsletters, intranets, town hall meetings, and training programs.

Effective corporate communication is integral to establishing and nurturing trust and credibility with various stakeholders. Its success enhances the company's reputation, boosts employee engagement, and drives overall business success. Corporate communication professionals must possess exceptional communication skills, thrive under pressure, and demonstrate an in-depth comprehension of the company's objectives and stakeholder landscape. Additionally, their proficiency in utilising diverse communication channels, including social media, is crucial in engaging with distinct audiences (Figure 1).

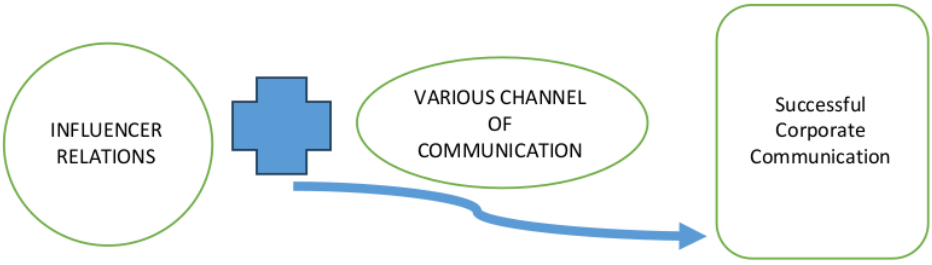


Figure 1. Utilisation of Influencer Relations
Source: Author (2023)

The establishment and maintenance of trust and credibility with diverse stakeholders is a crucial aspect of organisational success, and effective corporate communication is vital in achieving this objective. The establishment of transparent and consistent communication is vital in cultivating an environment of openness, which plays a pivotal role in developing favourable connections with employees, customers, investors, suppliers, and the broader community. When stakeholders are provided with transparent and prompt communication regarding the objectives, performance, and decision-making procedures of the organisation, it is probable that they will experience a heightened sense of involvement and appreciation. Trust serves as the fundamental basis for establishing robust partnerships, and organisations can showcase

their dedication to truthfulness and ethical conduct by means of proficient communication. Consequently, this fosters an improvement in their standing and reliability.

In addition, the use of efficient corporate communication strategies facilitates the management of stakeholders' expectations and mitigates uncertainty. The act of openly communicating a company's strategies, initiatives, and issues allows stakeholders to have a more comprehensive awareness of the organization's intended trajectory and potential hazards. The transparency provided allows stakeholders to make well-informed decisions and match their interests with the aims of the organisation. Organisations may foster a more peaceful and productive working environment by ensuring that stakeholders are consistently informed and actively engaged, hence avoiding misunderstandings and potential conflicts.

Furthermore, effective corporate communication plays a significant role in crisis management and the establishment of a positive reputation. During periods of turmoil, such as a situation involving a product recall or a public relations predicament, it is imperative to engage in transparent and sympathetic communication in order to effectively address concerns and reinstate confidence. The implementation of an effective crisis communication strategy has the potential to alleviate the adverse repercussions on the organization's reputation and avert enduring harm. Conversely, maintaining a regular and constructive mode of communication in typical situations contributes to the cultivation of a positive corporate reputation, so enhancing the organization's appeal to prospective partners, customers, and employees. Effective corporate communication plays a crucial role as a strategic instrument for organisations to uphold and augment their reputation. Consequently, this fortifies their connections with stakeholders and adds to sustained achievements in the long run.

Corporate communication is a fundamental and indispensable function within contemporary businesses. Its significance is projected to rise further as companies navigate the intricacies of an ever-evolving and globalised business landscape (Xifra, 2020). A robust corporate communication strategy is pivotal in cultivating a favourable perception of the company, fostering meaningful engagement with various stakeholders, and ultimately bolstering business growth and achievements. The intersection with Uses and Gratifications underscores the emergence of Corporate Communications and Influencer Relations as the new paradigm in public relations, substantiating their pertinence in meeting the needs and aspirations of today's audiences.

CONCLUSION

The research concludes that the concept of Uses and Gratification in media consumption highlights the necessity for a new paradigm in the field of public relations, namely Corporate Communications and Influencer Relations. These two aspects have become indispensable in

the current digital age, where media is a powerful means of disseminating messages with specific purposes.

Upon observing social media influencers, it becomes evident that creating relevant and engaging content necessitates applying Corporate Communications skills. For instance, influencers often partake in campaigns centred around environmental awareness, LGBT rights, health protocols, or women's empowerment. Corporate Communications expertise plays a vital role in shaping the messaging and branding of such campaigns, ensuring their impact on the audience. For instance, promoting eco-friendly products effectively guarantees a broader market reach and associated benefits.

The author recommends that Corporate Communications and Influencer Relations be included as subjects in new PR academic curricula, targeting undergraduate and advanced levels of study. This strategic move aligns with the demands of the industry and the digital society in contemporary times. Additionally, integrating these subjects into academic programs presents an opportunity to broaden the scope of employment opportunities for aspiring scholars seeking roles in this expanding field.

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