

Ecole des Hautes Etudes Commerciales d'Alger



**Master's Dissertation submitted in partial fulfillment of the
requirements for master's degree in Commercial Sciences**

Major : Marketing

Theme

**The impact of the influencer marketing on the launch of
a new brand in the Algiers market.**

Case: DEFACTO brand / PUB DEC agency

Realized by:

Nada BOUSSAHOUL

Supervised by:

Mrs. Bahia ALLIOUCHE LARADI

Professor at EHEC

11th Promotion

Juin2024

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Abstract

The emergence of web 2.0 and social networks has profoundly transformed brands' communication strategies, as it is becoming increasingly difficult to ensure good communication with their target audience via traditional means. Indeed, influencer marketing has become, nowadays, a common practice thanks to the relevant dialogue that is established between influencers and consumers. In light of this, we have undertaken this research to explore the impact of influencer marketing on the launch of new brand in the Algiers market.

We conducted a double field survey, including interviews with the social media manager of PUBDEC and the marketing manager of DEFACTO in Algeria, as well as an analysis of the KPI of notoriety on the social networks Instagram, Facebook and TikTok. The results of these studies confirmed that influencer marketing has a positive impact on the launch of the DEFACTO brand and on the increase of its notoriety, provided that certain criteria are met. These criteria include the appropriate choice of influencers, the integration of other communication strategies alongside influencer marketing, the development of an influencer campaign with SMART objectives, and the implementation of an effective social media strategy.

Keywords : influencer marketing, social networks , influencers, the launch of new brand, notoriety.

Résumé

L'émergence du web 2.0 et des réseaux sociaux a profondément transformé les stratégies de communication des marques, rendant de plus en plus difficile l'établissement d'une communication efficace avec leur public cible par des moyens traditionnels. En effet, le marketing d'influence est devenu une pratique courante de nos jours, grâce au dialogue pertinent qui se crée entre les influenceurs et les consommateurs. C'est dans ce contexte que nous avons entrepris cette recherche afin d'explorer l'impact du marketing d'influence sur le lancement d'une nouvelle marque sur le marché d'Alger.

Nous avons mené une double enquête de terrain, comprenant des entretiens avec le responsable des réseaux sociaux de PUBDEC et le responsable marketing de DEFACTO en Algérie, ainsi qu'une analyse des KPI de notoriété sur les réseaux sociaux Instagram, Facebook et TikTok. Les résultats de ces études ont confirmé que le marketing d'influence a un impact positif sur le lancement de la marque DEFACTO et sur l'augmentation de sa notoriété, à condition que certains critères soient remplis. Ces critères incluent le choix approprié des influenceurs, l'intégration d'autres stratégies de communication parallèlement au marketing d'influence, le développement d'une campagne d'influenceurs avec des objectifs SMART, et la mise en œuvre d'une stratégie de réseaux sociaux efficace.

Mots-clés : marketing d'influence, réseaux sociaux, influenceurs, lancement de nouvelle marque, notoriété.

ملخص

أدى ظهور الويب 2.0 والشبكات الاجتماعية إلى تغيير عميق في استراتيجيات الاتصال للعلامات التجارية، حيث أصبح من الصعب بشكل متزايد ضمان التواصل الجيد مع جمهورها المستهدف عبر الوسائل التقليدية. في الواقع، أصبح التسويق المؤثر في الوقت الحاضر ممارسة شائعة بفضل الحوار الذي تم إنشاؤه بين المؤثرين والمستهلكين. في ضوء ذلك، أجرينا هذا البحث لاستكشاف تأثير التسويق المؤثر على إطلاق علامة تجارية جديدة في سوق الجزائر العاصمة.

أجرينا مسحًا ميدانيًا مزدوجًا، بما في ذلك مقابلات مع مدير وسائل التواصل الاجتماعي في PUBDEC ومدير التسويق ل DEFAC TO في الجزائر، بالإضافة إلى تحليل لمؤشر الشهرة على الشبكات الاجتماعية الانستغرام و الفيسبوك و التيك توك. أكدت نتائج هذه الدراسات أن التسويق المؤثر له تأثير إيجابي على إطلاق علامة DEFAC TO التجارية وعلى زيادة سمعتها، بشرط استيفاء معايير معينة. تشمل هذه المعايير الاختيار المناسب للمؤثرين، دمج استراتيجيات الاتصال الأخرى في نفس الوقت مع التسويق المؤثر، وتطوير حملة مؤثرة مع أهداف ذكية ، وتنفيذ استراتيجية فعالة لوسائل التواصل الاجتماعي.

الكلمات الرئيسية: التسويق المؤثر، الشبكات الاجتماعية، المؤثرون، إطلاق العلامة التجارية الجديدة، الشهرة.

Dedications

من قال أنا لها " نالها "

لم تكن الرحلة قصيرة ولا ينبغي لها أن تكون

لم يكن الحلم قريبا ولا الطريق محفوف بالتسهيلات ، لكنني فعلتها و نلتها.

الحمد لله حبا و شكرا و امتنانا ، الذي بفضلها أنا اليوم أنظر إلى حلم طال انتظاره وقد أصبح واقعا
أفتخر به.

والصلاة والسلام على المبعوث رحمة للعالمين.

إلى قوتي بعد الله داعمتي الأولى و الأبدية " أمي " إلى من دعمني بدون حدود و أعطاني بلا مقابل
صاحب العبارة " لا تفشلي " سندي " أبي".

إلى اخوتي " عبد القدوس علي " ، " عبد المنعم أديب " ، " منسة " و " أواب ". إلى بناتي في ألفة
وصويحباتي كل باسمها والى من جعلت مني روحا لفؤادها.

إلى الرض الطاهرة المقدسة فلسطين والرجال تحت الأرض في الأنفاق وإلى المظلومين في سجون
الاحتلال والأسيرات الحرائر وللمرابطات و المرابطين في القدس الشريف .

إلى غزة .. شهداء غزة .. نساء غزة .. أطفال غزة و كل ما هو من غزة العزة .. إلى كل أحرار العالم.

إلى المدرسة الكشفية وخاصة فوج النجاح عين الكبيرة سطييف.

إلى قُدى و مكة ... إلى نفسي القوية و المثابرة، أهدي هذه المذكرة.

ألفُ معركة و قلبٌ واحد.

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List of abbreviations

- ❖ **WEB:** World Wide Web.
- ❖ **WOM :** Word of Mouth.
- ❖ **POEM:** Paid, Owned, and Earned Media.
- ❖ **KPI:** Key Performance Indicator.
- ❖ **SMART:** Specific, Measurable, Achievable, Relevant, and Time-bound.
- ❖ **URL:** Uniform Resource Locator.
- ❖ **CEO:** Chief Executive Officer
- ❖ **ADS:** Advertisements
- ❖ **A Brief Glossary of Social Media Terms :**
- ❖ **Number of impressions:** the number of times a page or post has been displayed.
- ❖ **Number of unique impressions/reach:** the number of unique accounts that have seen any of the posts or content.
- ❖ **Number of subscribers:** Number of people who follow the page/profile/account.
- ❖ **Number of page/profile visits:** Number of times a page/profile has been visited.
- ❖ **Number of views:** Number of people who have viewed a video for more than 3 seconds.
- ❖ **Number of likes:** Number of people who have liked the page.

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General Introduction

General Introduction

Marketing is a discipline that has existed for a very long time and since then it has continued to develop, whether in its vision of the consumer in its approaches or through its channels. The primary objective of marketing is to meet expectations, and these are changing.

The new digital era has touched many sectors, and communication is no exception. Following the opening of economies and the development of the digital world, communication has become an essential element to ensure the success of any type of business. The presence of digital in our daily life has become a reality that can not be neglected.

The arrival of digital technology has created many opportunities that have allowed the current professions to evolve. Influencer marketing is one of those innovations that has exploded on social networks lately. This new trend highlights people promoting products and/or services through the different platforms most used such as Instagram, Facebook, Tik Tok or Twitter. This practice has led to the emergence of a new profile known as the "influencer," who engages daily with a community they have built on social media. Highly solicited by their community, they hold a strong opinion with them, and allow introducing social change.

Brands then exploited this situation to establish partnerships and thus shake up the traditional advertising present for years. Companies must therefore modernize in terms of communication and the key to their success undoubtedly lies in marketing influential. For new brands, it is important to choose the best influencers to present or promote their products or services.

In Algeria, most influencers are based in Algiers or move to the capital because companies have increasingly relied on this type of marketing. It is within this framework that our research theme is included. We are interested in the launch of a new DEFACTO brand in the Algiers market, which utilized influencer marketing as a strategy for its successful launch. Given the significance of this topic, our study focuses on analyzing and measuring **“The impact of the influencer marketing on the launch of a new brand in the Algiers market”**. Therefore, we pose the following main research question:

“How could influencer marketing ensure the success of a brand launch?”

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To be able to provide an effective and in-depth answer to this research question, we will necessarily consider answering the secondary questions, namely:

Question 1: How important is it for a brand to establish an influencer marketing strategy throughout the launch period?

Question 2: How does collaboration with influencers during an event ensure a successful brand launch?

Question 3: How could influencer marketing increase the visibility of the DEFACTO brand on social media?

To answer our research problem and our secondary questions, we will assume the following Hypotheses, which will be « after study » either confirmed or invalidated:

Hypothesis N° 1: Influencer marketing allows addressing a message to a large and targeted audience.

Hypothesis N° 2: The collaboration with influencers during an event can favorably contribute to the successful launch of the brand.

Hypothesis N° 3: The virality generated by influencer marketing campaigns will increase the visibility and engagement of the new DEFACTO brand.

The choice of this subject is not arbitrary, because it deals with a contemporary theme that evolves rapidly with the development of communication platforms.

In addition, it offers us an opportunity to examine the importance of companies' presence on social networks and how influencers can affect the launch of new brands.

This study also reveals the new communication strategy adopted by DEFACTO to penetrate the Algiers market, a strategy that relies largely on collaborations with online influencers. In addition, it allows us to explore the impact of this approach on the launch of this brand.

Given the nature of the information sought and our commitment to conducting thorough research, we have chosen the following methodology:

Firstly, we conducted a literature review to develop a comprehensive theoretical understanding of our subject. To gather information, we employed various methods,

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including consulting bibliographic references such as books, previous academic research, and websites. Additionally, we used resources from the EHEC library and the SCHOLARVOX digital library and articles from SNDL digital library.

Secondly, we developed an interview guide through which we conducted a qualitative study to gain insights into the company's strategic vision regarding this theme and collect responses to different questions. To achieve this, we conducted interviews with two key personnel. The first individual is the social media manager at Pub Dec, the agency responsible for DEFACTO's communication activities. The second individual is the marketing manager at DEFACTO.

As for the quantitative survey, it was conducted by collecting and analyzing data from KPIs related to the attention stage of the AIDA model with a goal of notoriety on social networks: Facebook Instagram and Tik Tok. This survey aimed to measure the evolution of brand notoriety on these social platforms.

To better understand the subject, we have structured this study into three chapters. The first chapter will focus on the fundamentals of influencer marketing, divided into two sections. The first section will address social media marketing, while the second section will focus on Basic concept of influencer marketing.

The second chapter will explore brand in general, introducing key concepts related to this subject. Additionally, it will discuss the launch of new brands and how event launches can contribute to a brand's successful.

The third chapter will measure the impact of an influencer strategy on the DEFACTO launch campaign. The first section will introduce the host organization, while the second section will examine and present our research methodology. The final section will cover our field surveys and their main results.

Finally, we will conclude with a general conclusion that wraps up our work.

**Chapter I: The fundamentals of influencer
marketing**

Chapter I: The fundamentals of influencer marketing

Introduction of chapter 1

As more and more consumers and businesses embrace the Internet, leading to the success stories of companies gaining market share, there is a growing understanding that every organization must establish a robust online presence to prosper, or potentially face challenges in survival.

Influencer marketing is an effective strategy to raise awareness and encourage buying. Social networks play an increasingly important role in the discovery of new products. The combination of social media and influencer marketing has emerged as a powerful force, significantly influencing contemporary digital strategies.

In order to develop a well-structured research paper, and as we are working on a current topic, we start with this chapter to clarify our study topic and define its main concepts.

This chapter is divided into two distinct sections. In the first section, we will provide an overview of social media marketing and social networks, discussing the web as the core of the digital world.

In the second section, we will discuss influencer marketing, including the concept and categories of influencers, and how to select the best influencers for our brand. At the end of this section we will discuss about how to elaborate an influencer marketing campaign .

Chapter I: The fundamentals of influencer marketing

Section 01: Social Media marketing

Social media has greatly impacted the Internet and society as a whole. It has influenced global revolutions, elections, and the way we communicate on a daily basis. In this section, we begin by exploring the concept of Web 2.0 and its connection to social networks, and conclude by discussing the significance of social media for businesses.

1. web 2.0 technology:

Today, the Internet and the World Wide Web have become the primary platforms for accessing and retrieving information. When seeking information, many individuals recommend using a search engine such as Google.

1.1 Presentation of web2.0:

Web 2.0 emerged as part of a conference workshop conducted by O'Reilly media and was coined by Tim O'Reilly and Dale Dougherty as they discussed the aftermath of the 2001 dot com collapse.

The idea was that, far from being over, the potential impact of the Internet was as great as ever, but taking a different form. Moves to new types of website, product or service showed this form in action. for example¹:

- from static, carefully designed personal websites to a blogging stream.
- from file downloads on mp3.com to peer file-sharing using Napster.
- from online malls and third-party directories to the social tagging of content by shoppers and users.
- from the Encyclopaedia Britannica to Wikipedia.

Web 2.0 is considered a new version of the World Wide Web, which was designed by Tim Berners-Lee in 1990. It is commonly referred to simply as "the web" or "www".

It is defined as « a platform whereby content and applications are no longer created and published by individuals, but instead are continuously modified by all users in a participatory and collaborative fashion » (Kaplan & Haenlein, 2010).

¹ Jackson Paul : Web 2.0 Knowledge Technologies and the Enterprise: Smarter, lighter and cheaper, Elsevier Science, Amsterdam, Netherlands.2010,P 12

Chapter I: The fundamentals of influencer marketing

The term Web 2.0, also known as the interactive web, plays with the idea of software versions.²

« Web 2.0 is the network as platform, spanning all connected devices; Web 2.0 applications are those that make the most of the intrinsic advantages of that platform: delivering software as a continually-updated service that gets better the more people use it, consuming and remixing data from multiple sources, including individual users, while providing their own data and services in a form that allows remixing by others, creating network effects through an 'architecture of participation,' and going beyond the page metaphor of Web 1.0 to deliver rich user experiences ».³

Figure 1: Difference between Web 1, 0 and Web2, 0

Web 1.0		Web 2.0
DoubleClick	-->	Google AdSense
Ofoto	-->	Flickr
Akamai	-->	BitTorrent
mp3.com	-->	Napster
Britannica Online	-->	Wikipedia
personal websites	-->	blogging
evite	-->	upcoming.org and EVDB
domain name speculation	-->	search engine optimization
page views	-->	cost per click
screen scraping	-->	web services
publishing	-->	participation
content management systems	-->	wikis
directories (taxonomy)	-->	tagging ("folksonomy")
stickiness	-->	syndication

Source: O'reilly, T. (2007). Web 2.0: Design Patterns and Business Models for the Next Generation of Software \ communications strategies.P 18

Following these definitions, we can say that the second wave of internet development is known as Web 2.0. It can be characterized as an expanded version of Web 1.0 with a primary focus on improved network connectivity, user interaction, collaboration, and the transition from a static to a dynamic approach to the internet.

1.2 The origin of web 2.0 and social networks:

Tim O'Reilly and journalist John Battelle introduced the first definition of the concept Web 2.0 during the keynote speech at the inaugural Web 2.0 Summit in 2004. They described the web as a platform and highlighted that this new phase of the World Wide Web is

² Cristina Aced Toledano : Web 2.0: the origin of the word that has changed the way we understand public relations. In Barcelona international PR conference, Barcelona, Spain.2013, P 2

³Cristina Aced Toledano.Op,cit. p 2

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distinguished by software applications hosted on the web rather than installed on individual computers. O'Reilly and Battelle compared this second iteration of the web with the previous version, which they labeled as 1.0. Notably, this marked the first instance of linking the concept of Web 2.0 with the business realm.

The idea of Web 2.0 was born to distinguish between the new era of the Internet (more social) and the previous one (more technical) (Aced et al. 2009) A second edition, corrected and improved, of the Web that Tim Berners-Lee originally defined is referenced by the term. Today, it is widely accepted that the Web 2.0 is much more than just technology (Shuen, 2008) .Web 2.0 is more social than technological in its approach. Indeed, the Web 2.0 is also known as the social web (Dans, 2010) Social, economic and business aspects have been included in what began as a purely technical concept.⁴

Thus, web 2.0 appeared, and its concepts quickly spread. Social networks (LinkedIn, Facebook, Twitter...) whose very principle is based on the production of content by Internet users and the ability to interact on the basis of this content. «The social web has finally taken on such a scale, that most of the data circulating today on the web comes from these sites»⁵

1.3 The impact of the web on the creation of new jobs:

«The introduction of digital in companies has created new jobs in different areas of expertise.»⁶

1.3.1 The community manager:

Facilitates the administration of a brand's or company's online presence by fostering a community around the sharing of information about the brand's life and guaranteeing its online visibility across social media, forums, and blogs, among other platforms. Ensuring a positive brand image, also referred to as e-reputation, is its primary responsibility.

1.3.2 The traffic manager:

May help with the creation of communication campaigns, data analysis, and statistics monitoring. It also has a strong understanding of web applications and online marketing tools.

⁴Cristina Aced Toledano, Op, cit , p 10.

⁵ ROEDERER Claire et GICQUEL Inès : Les Essentiels du Sup' Marketing, Paris, Vuibert, 2016, p34

⁶ Ibid, p 35

Chapter I: The fundamentals of influencer marketing

1.3.3 SEO manager:

Refers to a brand's on-site (natural and/or sponsored) search engine reference. In other words, if a user searches on the internet, the website need to show up in the top three results or even the first. For this reason, the brand must be present online.

2.The social media marketing and the social media:

Understanding the relationship between social media marketing and social media is crucial.

2.1 Social media marketing concept:

First, we need to understand the concept of social media marketing.

2.1.1 Definition of social media marketing:

« Social media marketing is the use of social media to facilitate exchanges between consumers and organizations. It's valuable to marketers because it provides inexpensive access to consumers and a variety of ways to interact and engage consumers at different points in the purchase cycle »⁷

« Social media marketing (SMM) is a technique that employs social media (content created by everyday people using highly accessible and scalable technologies such as social networks, blogs, micro-blogs, message boards, podcasts, social bookmarks, communities, wikis, and vlogs). »⁸

The social media marketing is completely natural for social networks to be acknowledged by the business professionals who have become interested in finding a way to implement social media websites in their business. Marketing, as a discipline aimed at reaching consumers, was naturally the base for implementing social media in business. Having in mind the number of social media users, marketing professionals saw a great potential in establishing relationship with the customers, as well as an opportunity for promotion. That is how social media marketing as a concept has been introduced. The purpose of social media marketing is to present a business through social media and to use this as a way to communicate a message to the potential consumers. While the main goal is

⁷ Tracy L. Tuten and Michael R. Solomon : Social media marketing,2nd edition ,edition sage, 2015,p37

⁸ Shiv Singh and Stephanie Diamond : Social Media Marketing For Dummies® 4th Edition , John Wiley , Canada,2020, p8.

Chapter I: The fundamentals of influencer marketing

about promotion, the companies, as well as individuals can find a lot of other benefits from social media marketing.⁹

2.1.2 Definition of Social Media:

Boyd defined social media: « I use the term social media to refer to the sites and services that emerged during the early 2000s, including social network sites, video-sharing sites, blogging and microblogging platforms, and related tools that allow participants to create and share their content. »¹⁰

Alan Charlesworth has previously defined social media as « A collective term for the various social network and community sites including such online applications as blogs, podcasts, reviews and wikis »

And in more tangible terms as « sites where users can add their own content but do not have control over the site in the same way as they would their own website »

More recently, he has settled on the definition of: « An umbrella term for the various social network and community sites which are composed of user-generated content »¹¹

We can say that social media marketing refers to all marketing actions carried out on social networks. It is complementary to the company's other communication strategies. Its goal is to strengthen brand awareness through a strong community. In other words, social media consists of the tools used in social media marketing to achieve its goals.

2.2 Types of social media:

For a simplified view of social media, we propose grouping them into four categories. These categories are defined by how internet users utilize them¹².

⁹ E-Book : Social Media Marketing: Social Media Marketing Fundamentals Course material - knowledge required - for certification, eMarketing Institute, Denmark ,2018, Web: www.emarketinginstitute.org ,p14

¹⁰ FUCHS,(C) : social media a critical introduction, edition sage, 2nd edition, London, 2017,p 38

¹¹ Alan Charlesworth: Digital Marketing ,A Practical Approach Third Edition, Routledge, New York, 2018 p260

¹² MARCH (V) : Comment développer votre activité grâce aux médias sociaux, Dunod, 3e Edition , Paris, 2019, P.8. Our translation.

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2.2.1 Social networks:

They allow Internet users to share content with their personal or professional network and to respond to content published by other members. Our user experience depends on the network of contacts we build.

2.2.2 Visual social media:

Their primary purpose is the sharing and discovery of visual content, whether photos or videos. In today's increasingly visual web and with an ever-growing place of social media consultations on smartphones, images often replace words.

Instagram, Pinterest, and Snapchat operate in very different ways and are not geared towards the same internet users. This is something to take into account when making a decision.

2.2.3 Content sharing platforms:

These platforms are categorized according to the type of content that can be shared on them:

- Videos: YouTube, Daily Motion, Vimeo, TikTok Presentations:
- Slide Share (which belongs to LinkedIn).

They make it possible to host the content and make it easily accessible, even shareable. We can also discover content that we will want to share on our other spaces to animate them. Important point, on a content sharing platform, you can discover content without having an account.

2.2.4 Publishing tools:

Blogging platforms like WordPress and blogs themselves are the predecessors of social media. They make it easy to publish high-quality text content on the Internet.

Twitter belongs to this category of media because tweets are organized in reverse chronological order, similar to a blog. However, everything on Twitter is public, and tweets are limited to 280 characters, which is why it is considered a micro-blogging platform.

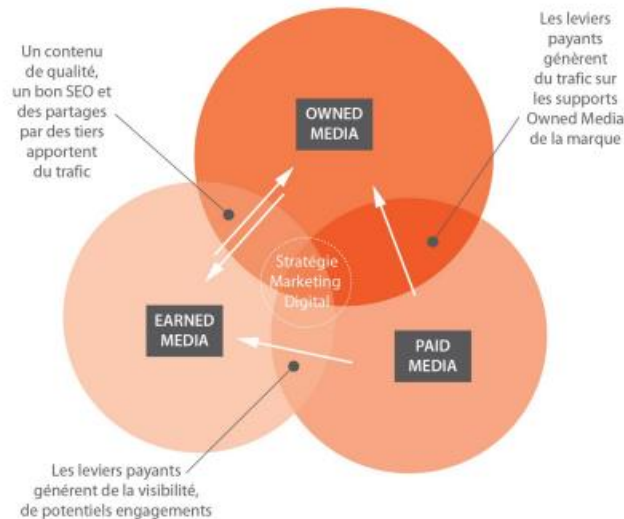
2.3 Digital communication tools:

A relevant digital strategy requires mastering a complex environment due to two factors: the complexity of customer journeys (because individuals are using more and more platforms to obtain information, buy, and consume) and the availability of numerous

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technologies. In order to establish a digital presence, it is customary to distinguish between three types of media that has been purchased (paid), owned media, and earned media.¹³

Figure 2: Digital marketing levers



Source: de Rémy Marrone et Claire Gallic: Le Grand Livre du Marketing digital, Dunod, Paris, 2018, p.37.

POEM is an English-language acronym used to denote various types of media exposure, which a brand can use with consumers to increase its effectiveness.¹⁴

To invest effectively, it is necessary to distinguish the three types of media that can be used in e-marketing and to know their characteristics¹⁵:

2.3.1 Paid (also known as bought):

Is marketing in any media where the selling organization pays for the promotion. Effectively, this is advertising and direct mail.

2.3.2 Earned:

Earned Media refers to the notoriety gained by the company through the free exposure it enjoys on websites, blogs, social networks, etc. and that it does not control. Earned Media

¹³ SCHEID (F), VAILLAN (R), FONTUGNE (W), DE MONTAIGU (G) : Le marketing digital Développer sa stratégie à l'ère numérique, Édition Eyrolles, 2e Edition, 2019, P5. Our translation.

¹⁴ <https://www.definitions-marketing.com/definition/poem/> (visited on 30/04/2024 at 2 :34 pm)

¹⁵ Alan Charlesworth , Op,cit P40.

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is the result of sharing content related to the brand by consumers, Internet users, brand ambassadors, online press, influencers or enthusiasts.¹⁶

2.3.3 Owned:

Is marketing in any media where the product, brand or organization has control over that media and/or the content in it. This is websites, apps and – though to a limited degree because the platform is not owned – social media marketing sites such as Facebook.

We can summarize all this in a table:

Table 1:Difference between POEM.

	Owned media	Paid media	Earned media
Cost	Paid	Paid	Free
Control	Total	Limited	None
Example	<ul style="list-style-type: none"> - App - Social media channels - Website - Email 	<ul style="list-style-type: none"> - Pay Per Click - Remarketing - Social media ads - Display ads - Advertising - Paid influencers - Paid content promotion 	<ul style="list-style-type: none"> - Social shares - Comments and likes - Media coverage - Backlinks - Free influencers - Reviws

Source: José Fernandes: Digital Marketing with Drupal, Packt Publishing, Birmingham ,2022 P 7 .

3.Social media as a part of digital communication:

3.1 Definition of social networks :

«As part of a marketing approach, the term social networks generally designate all the websites allowing the establishment of a network of friends or professional acquaintances and providing their members with tools and interfaces for interaction, presentation and communication»¹⁷

¹⁶ Rémy Marrone et Claire Gallic.Op,cit.p39.Our translation.

¹⁷ <https://www.definitions-marketing.com/definition/reseaux-sociaux/> (visited on 01/05/2024 at 4:01 pm)

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« A social network is more than a collection of acquaintances. The word ‘network’ emphasizes the relationships between these people. Defining a social network means defining the people who make it up, the relationships between them and the structure that these relationships form. »¹⁸

« Online social networks refer to websites and mobile applications that allow users to build a network of friends or relations, and that promote social interactions between individuals, groups of individuals or organizations ». ¹⁹

In short, Social networking involves the use of internet-based social media platforms to maintain connections with friends, family, colleagues, or customers. These platforms serve various purposes, including social interactions, business networking, or a combination of both, exemplified by popular sites such as Facebook, X (formerly Twitter), Instagram, and Pinterest.

3.2 The main social networks:

Social media networks hold significant importance in facilitating communication. In this discourse, we shall address the three most utilized platforms in Algeria, as indicated by the statistics provided by NapoleonCat.com, namely Facebook, TikTok, and Instagram. The selection of these networks is not arbitrary; rather, they are deemed indispensable for any company seeking to incorporate them into its digital communication strategy.

3.2.1 Facebook:

Facebook is the most used social media in the world and in Algeria. Created by Mark Zuckerberg in 2004 and became a public company on 01 February 2012, available on different platforms (mobile and computer), which allows its users to post photos, videos, files, create groups, chat and even use applications. It is classified as the first social network used in the world and even in Algeria.

¹⁸ Digout, (J) Et Besson, (L), : Le web social : le Web 2.0 au service de la création de valeur , éditions Vuilbert, 2016 p.39. Own translation

¹⁹ <https://cours-informatique-gratuit.fr/dictionnaire/reseau-social/> (visited on 01/05/2024)

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A. The many faces of Facebook:

Too often users and commentators refer simply to something being ‘on Facebook’ but there are actually a number of different Facebook presences. They are²⁰:

- A Facebook Profile Page: this is for individual human beings. Used mainly for personal pages, they can be used by marketers only if it is an individual that is being promoted. Users can ‘friend’ a profile page.
- Facebook Pages: represent businesses, political communities, charitable organizations or endeavours (including bands and celebrities). Users can ‘like’ a Facebook page.
- Facebook Group Pages: these can be public, closed (invite only) or hidden and are used by like-minded individuals to communicate with each other – only profile accounts can be included into a group.
- Facebook Event Pages: are similar to groups in their functionality, but they can be set up by a profile or a page. Online marketers can use them like a page for specific activities.
- Facebook Places: mainly for mobile devices, Places allow users to check into locations geographically and so share their whereabouts with ‘friends’. Businesses can use Places to promote to friends who are in their location or reward loyalty if the user tells friends they are at a specific business.

B. The importance of Facebook for a brand:

What is it then that prompts someone to follow a brand on a site like Facebook? Having a Facebook presence is crucial for any business, because ²¹:

- It creates a rock solid relationship with the public.
- Know more about the targeted audience.

²⁰ Alan Charlesworth , Op,cit ,p280.

²¹Ibid,p281.

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- Facebook Pages serve as excellent forums for uniting customers, prospects, and enthusiasts to offer reviews, exchange viewpoints, express concerns, and provide feedback. This is where the company can build a community.
- Facebook is good for search engine optimization (SEO). It can serve as an efficient means to drive traffic to your business website.
- Facebook developed a very good algorithm to measure the efficiency of the ad campaign.
- Technorati Media (2013) found that users like brands on Facebook to learn about products and services (56 per cent), keep up with brand-related activities (52 per cent) and promotions (48 per cent), and provide feedback (32 per cent).

When used correctly, Facebook remains an attractive platform for virtually all industries to achieve concrete business goals such as²²:

- **Increasing brand awareness:** Companies of all sizes are reaching Facebook's massive community with Facebook Social Plugins (for websites), Facebook Ads, and Facebook Pages.
- **Launching products:** Brands are using Facebook to announce new products with Facebook Ad campaigns and custom apps as part of their overall product launch strategy.
- **Providing customer service:** Brands also realize that consumers expect to be able to get their issues resolved by contacting the company via its Facebook Page by using Facebook Messenger.
- **Selling products and services:** Businesses like DODO case (<https://www.facebook.com/DODOcase>) and Calm the Ham (<https://www.facebook.com/CalmTheHam/>) sell their products on Facebook through the use of e-commerce applications that can be added to a Facebook Page.

C. Facebook and advertising:

- **Sponsored stories:**

As the name implies, sponsored stories appear with a title, body copy, and images, and they look and feel like stories. They appear on the right side of the page and may link to a Facebook page or even to an external site. (It is usually recommended that you

²² Diamond Stephanie et Haydon John : Facebook Marketing for dummies ed 6, John Wiley , Canada, 2018 p 8.

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link to a Facebook page and keep the user within Facebook itself). The sponsored stories are targeted through profile data like the social advertisements and are popular because they are highly visible.

The newsfeed is the initial interface users encounter upon logging into Facebook. Ads are prominently displayed on the right side, distinct from the news stream, yet easily noticeable. A similar format to sponsored stories is the sponsored video, which operates in a comparable manner. Sponsored videos are favored as they allow users to view content without exiting the newsfeed.²³

- **Other advertising formats:**

When you're advertising on Facebook via your Facebook page, note that you're provided many different options. These include²⁴:

- Reach People Nearby .
- Get More Page Likes .
- Get More Signups .
- Boost a Post.
- Get More Online Sales.
- Boost an Instagram Pos.

3.2.2 Instagram:

A. Definition:

Instagram is a free, social network platform that was acquired by Facebook in 2012. It is a mobile application designed for sharing and editing photos. Initially developed for the iPhone, it is now accessible on Android devices as well. The images posted on Instagram are aligned with the lifestyle narrative we aim to convey through our products. This visual platform is ideal for brand storytelling and showcasing our product or service through amazing imagery.²⁵

As of January 2023, there were 8.69 million Instagram users in Algeria ²⁶Instagram serves as a valuable platform not only for individuals but also for businesses. This photo-

²³ Shiv Singh and Stephanie Diamond , Op,cit , P 145 .

²⁴ Idem.

²⁵ Sammis Kristy , Lincoln Cat et Pomponi Stefania :Influencer Marketing for Dummies ,John Wiley , Canada,2016, P89.

²⁶ <https://www.statista.com/statistics/1029191/algeria-instagram-user-age-distribution/> (visited on 02/05/2024 at 7 :00 pm)

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sharing application provides companies with the option to create a complimentary business account to endorse their brand and merchandise. Businesses utilizing these accounts gain access to complimentary engagement and impression metrics. According Instagram's official website, over 1 million advertisers worldwide leverage Instagram to share their stories and achieve business objectives. Furthermore, 60% of users state that they come across new products through the app.²⁷

B. The types of posts:

There are currently five types of posts on Instagram²⁸:

- Feed posts
- Reels
- Stories
- Instagram videos
- Live broadcasts

C. Advantages of using Instagram:

Here are some advantages of using Instagram:

- Easy and simple interactions with consumers.
- A visual display that shows a clear brand identity.
- High presence of influencers which allows collaborations.

3.2.3 TikTok:

A. Definition:

In 2017, the Chinese internet company ByteDance launched a new social media video-sharing app named TikTok. Although the platform may be new to you, TikTok was the most downloaded app in the Apple App Store in the first half of 2018— one billion downloads (CNBC Sensor/Tower) worldwide, which surpasses downloads of platforms such as Instagram, YouTube, and Facebook. Currently, it has more than five hundred million monthly active users.

It's a video sharing app on which users create fifteen-second videos that play on a loop with music tracks. The app supplies tools to create something unique and fun.²⁹

B. TikTok ads:

²⁷ <https://www.techtarget.com/searchcio/definition/Instagram> (visited on 02/05/2024 at 7:12 pm)

²⁸ <https://create.microsoft.com/en-us/learn/articles/complete-guide-instagram-content-types> (visited on 02/05/2024 at 7:14 pm)

²⁹ Shiv Singh and Stephanie Diamond ,Op,cit, p252.

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TikTok ads empower brands to promote their content through the TikTok Ads Manager, facilitating the purchase of media placements. Various ad formats, detailed below, offer brands the chance to engage with their audience beyond organic reach. With over 1 billion active users, TikTok stands as one of the largest social media platforms, offering numerous advertising options for brands. It serves as an excellent platform for reaching new international audiences.

There are four main types of TikTok Ads - Brand Takeover, In-Feed Video, the Hashtag Challenge, and Branded Lenses.³⁰

3.3 Social Media Engagement:

3.3.1 Definition:

« Engagement is a great proxy for how strong a relationship is. It is also a great way to objectively assess if the audience is paying attention to your message. »³¹

This concept pertains to the potential for users to participate in specific activities, such as liking, commenting, clicking, or sharing, prompted by our encouragement. As a representative of a business on social media, our objective is to maintain an active and engaging presence, motivating our social media followers to take certain actions. The strategy for social network activity should be devised to captivate and motivate the audience, facilitating effective reach on the particular social network.

An engaging post is one that users find interesting, helpful, insightful, unique, and so forth. Considering that, these attributes characterize high-quality content.

3.3.2 How to increase social media engagement?

However, strategies exist for enhancing social media engagement, each offering potential benefits. Nevertheless, irrespective of the approach adopted or the nature of the business being promote across social networks, here are some overarching suggestions to augment social media engagement³²:

A. Choose the perfect timing:

³⁰ <https://www.mayple.com/blog/tiktok-advertising> (visited on 02/05/2024 at 9:00 pm)

³¹ Levin Aron : Influencer Marketing for brands , apress, Stockholms Län, Sweden ,2020 p 23

³² E-Book : Social Media Marketing , Op,cit P44.

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Choosing the perfect timing is a very important task, as it might influence the fact if the post we publish is going to be seen by our target audience. If we publish a status update while our followers are online, we are more likely to increase engagement of this status update.

B. Addressing target audience:

It is not possible to increase engagement without identifying our target audience. We must be aware whom we are addressing in order to create a successful approach that will be interesting to our audience.

C. Be genuine:

We should try to be genuine and sincere when addressing to our target audience. This kind of approach guarantees that we establish a connection with our audience which has mutual benefits.

3.4 The importance of social media for a company:

There are numerous ways to leverage social media presence into improving your business, and here are some of the major benefits³³:

3.4.1 Building a loyal community:

Modern businesses can use social networks to create a community of people who are loyal to their brand and foster this relationship. By building our online community, we are now able to gather those who are interested in our business or our area of expertise.

3.4.2 Learn from the community:

We can create a community vibe that lets us learn more about our clients and our goods. Talking to people who buy from us will help us understand their motivations and requirements, as well as what motivates them to make a purchase.

3.4.3 Work on product development:

We will identify what buyers like and dislike, allowing us to further develop our products to better meet the demands of the market.

3.4.4 Improve sales:

Another major benefit of social media marketing, which results in increasing profit of our company, is improving sales. This is effective whether we own an online shop or aim to attract people to our physical location.

³³ E-Book : Social Media Marketing , Op.cit P 163.

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Section 02 : Basic concept of influencer marketing

We can say that influence marketing is a collaboration with social media stars to promote the brand on their platforms and in the same time the influencer receives a fee or commission for their promotional work.

1. Introduction of influencer marketing:

1.1 Defining of the concept of Influencer Marketing:

« Influencer marketing is the art and science of engaging people who are influential online to share brand messaging with their audiences in the form of sponsored content. Advertisers have always used celebrity endorsements as a way to increase awareness and improve perception of a brand, because people tend to trust celebrities they admire, and sometimes aspire to be like them. »³⁴

« Influencer marketing is the old marketing tactic of partnership with a celebrity that endorses your brand in commercials. But nowadays, stars aren't only actors and singers; they can also be Instagram celebrities, YouTubers, gamers on Twitch, beauty vloggers, famous TikTokers, and so on. »³⁵

« To understand how social influence works, you need to look at how people are influenced in the real world, face to face. Social influence is not something new. Long before the web, people asked each other for advice as they made purchasing decisions. What one person bought often inspired another to buy the same product, especially if the original purchaser said great things about the product. »³⁶

Influencer marketing is a marketing tactic that involves collaborating with prominent individuals or opinion leaders to enhance brand visibility and influence purchasing decisions among customers. Influencer marketing offers a deliberate approach to engaging with users on social media, understanding their preferences, values, and desired content. The substantial growth of influencer marketing has prompted a notable change in brand advertising strategies on social media. Companies have recognized the benefits of influencer marketing

³⁴ Sammis Kristy , Lincoln Cat et Pomponi Stefania ,Op,cit, p7.

³⁵ José Fernandes : Digital Marketing with Drupal , Packt Publishing, Birmingham ,2022,P 29.

³⁶ Shiv Singh and Stephanie Diamond , Op,cit , p 14

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in boosting brand visibility, reaching new audiences, expanding brand reach, and, importantly, driving revenue growth.

1.2 The evolution of influencer marketing:

We inhabit a world where social networks have become indispensable, and the ability to operate a smartphone or computer is essential for staying connected with civilization. This ongoing trend has gradually diminished the relevance of traditional communication methods such as postcards, newspapers, and letters, making way for an expanding technological revolution. Over the past few years, the term "influence" has taken on a completely different meaning.

The early proponents of influencer marketing, though they never termed it as such, were the American political parties, who from the 1950s onwards spent millions of dollars segmenting America geographically, demographi-cally and ideologically so that they could identify precisely which messages would, and would not, 'win over' particular groups of voters. Today, as a new election campaign gets underway, there are a few key states, just three or four out of 50, whose views and trends are seen to influence the other 47. The Democrat or Republican candidates know they do not have to win over the 220 million American voters. They must win over the one to two million most influential, for those people will look after the rest. As a marketer, the smaller the number you need to focus on, the more likely you'll find a message that resonates.³⁷

2. Influencers as a new strategy of advertising in brand marketing:

2.1 Definition:

« Opinion leaders are members of a group who exert a stronger personal influence on the group than others, thereby influencing the opinions of other group members »³⁸

« The term influencer has also been established to describe a subset of online opinion

³⁷Brown Duncan et Hayes Nick :Influencer Marketing : Who Really Influences Your Customers ? , Elsevier , UK 2018p37

³⁸ Christoph Burmann,Nicola-Maria Riley,Tilo Halaszovich, Michael Schade,Kristina Klein, Rico Piehler : Identity-Based Brand Management, Second Edition, Springer ,Germany 2023. P 274.

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leaders. Influencers are consumers who are particularly influential and act as opinion leaders on social media »³⁹

« Social media influencers (SMIs) are “a new type of independent third-party endorser who shape audience attitudes through blogs, tweets, and the use of other social media »⁴⁰

Today , Social media gives access to anyone to become an influencer , anyone who have an audience can influence that audience. The company also needs to rely on influencers. They are passionate individuals who create content and share it on networks and interact with Internet users. They have the ability to affect the purchase of these products by leveraging their authority, experience, reputation, control, or position of power within the company.

2.2 Types of influencers:

Influencers can be categorized based on various criteria to understand their impact and reach.

2.2.1 According to the social psychologists John French and Bertram Raven:

When considering social influence for our marketing goals, we need to categorize online social influencers into three types⁴¹: referent, expert, and positional. These categories originated from the thinking of social psychologists John French and Bertram Raven back in 1959.

A. Referent influencers:

A referent influencer is an individual actively engaged on social platforms, often within a consumer's social network. They impact brand loyalty and purchasing choices by sharing consumer reviews, updating their own statuses and Twitter feeds, and contributing to discussions on blogs and forums. In certain instances, these social influencers have personal relationships with the consumers. The term "social graph," popularized by Facebook's Mark Zuckerberg, refers to the interconnected relationships among users on a social network.

B. Expert influencers:

³⁹ Christoph Burmann, Nicola-Maria Riley, Tilo Halaszovich, Michael Schade, Kristina Klein, Rico Piehler, Op.cit, P 274.

⁴⁰ Idem..

⁴¹ Sammis Kristy , Lincoln Cat et Pomponi Stefania ,Op.cit, P 41.

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A consumer who is mulling over a high-consideration purchase might also consult an expert influencer. An expert influencer is an authority on the product that the consumer is considering purchasing, these individuals, also known as key influencers, usually operate their own blogs, boast substantial Twitter followings, and seldom have personal connections with their audiences.

C. Positional influencers:

A positional influencer is closest to the purchasing decision and to the consumer. Called peer influencers sometimes, they are typically family members or part of the consumer's inner circle. They exert the most direct influence on purchasing decisions, particularly at the moment of purchase, and also bear the consequences of their family member's or friend's decision.

2.2.2 According to the number of followers:

In another context we can divide influencers by other criteria. That is what we're going to explain below: ⁴²

A. Nano Social Media Influencers:

A Nano influencer is someone who has 0-10K followers. Nano influencers are best for small to medium-sized businesses with limited marketing budgets. Benefits to working with Nano influencers:

- More cost-effective than Mid or Macro social media influencers.
- Have an engaged following
 - typically have higher engagement rates than Mid or Macro influencers.
- Recommendations seem more trustworthy and personalized.
- Often focus on one specific niche.

B. Micro Social Media Influencers:

A micro-influencer has between 10K and 100K followers. Micro influencers can benefit any brand or business, especially if you want to reach new engaged audiences. Benefits To Working With Micro Influencers:

- Cost-effective
- Often have authority in their niche

⁴² <https://later.com/blog/types-of-social-media-influencers/> (visited on 05/05/2024 at 9 :30 am)

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- Have a deep understanding of their audience and its needs
- Have a clear understanding when it comes to campaign briefs and expectations
- Great for brand awareness campaigns

C. Mid Social Media Influencers:

A mid-level influencer has somewhere between 100K and 500K fans. Mid influencers are an excellent marketing partners for brands and businesses looking to reach wide audiences, as they have the potential to generate significant exposure and conversions for their products or services. Benefits to working with Mid influencers:

- Often have engaged audiences on more than one social platform.
- Typically have a website, email list, or podcast to leverage.
- Seen as a trusted, authoritative voice within their community.
- Share high quality content and understand what works well for their audience Good option for driving clicks and conversions.

D. Macro Social Media Influencers:

A Macro influencer is someone with 500K+ followers. The goal of working with Macro influencers is typically tied to both awareness and sales. Macro influencers are best used for campaigns with big budgets. It is likely that you will only work with one or two Macro influencers, unlike working with Nano or Micro influencers. Benefits to working with Macro Influencers:

- Opportunity to reach large audiences.
- Great for major product launches or seasonal campaigns like Black Friday, Boxing Day, etc.
- Typically have well-established credibility.
- Macro influencers often create professional high-quality content.

2.2.3 Types of Social Media Influencers by Industry and Niche:

Beyond the number of followers, influencers can also be grouped by industry and niche. The most popular types of influencers are listed below⁴³.

- A. **Food Influencers:** influencers are experts in dining establishments and food preparation. They frequently collaborate with lifestyle companies. They exchange recipes and advice

⁴³ <https://later.com/blog/types-of-social-media-influencers/> (visited on 05/05/2024 at 10 :00 am)

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- B. **Health and Wellness Influencers:** social media is used by 47.6% of people as their main source of health information. There are a number of topics that health and wellness influencers cover.
- C. **Fashion Influencers:** Fashion influencers create content focused on all things, you guessed it, fashion. There are fashion influencers who share various outfits every day, those who share the latest fashion trends, and others who present realistic hauls.
- D. **Lifestyle Influencers:** These social media influencers are the most popular on social media. Trends and fashion impacts are specialties. They are followed for a many reasons, including the quality of their content, how they appear, and the variety of products they offer.
- E. **Memes and Pop-culture Coverage Influencers:** The popularity of memes and pop culture influencers has increased in recent years. Celebrities and TV stars are some of the people who influence these types of people.
- F. **Travel Influencers:** High-quality content is created by travel influencers. Travel influencers highlight their favorite trips and destinations, while others share their favorite travel strategies, deals, and products.
- G. **Family Influencers:** Family influencers focus on family life, parenting, and family dynamics.
- H. **Gaming Influencers:** Gaming influencers are people who dedicate themselves to video game content, often posting on Twitch, YouTube, and TikTok.
- I. **Animal Influencers:** Animal influencers share everything from daily vlogs, product reviews, training tips, grooming, and pet food to daily vlogs and more.
- J. **Beauty Influencers:** Makeup, skincare, hair care, and other beauty-related content is created and shared by beauty experts. These people have the respect and belief of their followers because they are considered experts in this kind of content.

2.3 Choosing the right influencer:

Influencer marketing, despite its obvious benefits, if we do not work with the right ones, is a wasted investment. There are two significant factors impact the influence of an influencer. Brands widely use these factors to identify suitable influencers for their campaign needs. To select the appropriate influencers, it is essential to assess their reach and niche:⁴⁴

⁴⁴ <https://www.forbes.com/sites/thevec/2022/06/28/five-steps-for-finding-the-right-influencer-for-your-brand/?sh=792228e45b7e> (visited on 06/05/2024 11 :00pm)

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- Reach considers their total followers and engagement, encompassing direct followers and indirect engagement through social media's exploration and discovery features.

- Niche focuses targeting influencers in specific domain of expertise. Reach enables brands to target a broad audience base that trusts the influencer, while niche can be utilized for specialized subject-related strategies.

Below are some steps we can take to find the right influencer for our brand ⁴⁵:

- **Create an outline of our campaign goals and requirements:** Describe our goals now and establish metrics to monitor our progress.

- **List influencers who align with these goals and requirements:** we should analyze their reach and niche. We Pick influencers who align with our target age, sex, location or purchase patterns, and understand our audience demographics.

- **Calculate the engagement rate of these influencers:** we Pick a bunch of their branded posts, add the total number of likes and comments under them, we divide the total number of followers for the influencers, and multiply it by 100. To understand the average engagement rate, we do this for 10 posts.

- **Ensure that these selected influencers are relevant to our brand's offerings:** our post should always be relevant to their audience and engagement rate is important.

- **Choosing the influencers who share values with us and are authentic.**

• Aron Levin mentioned this Formula of influencers ⁴⁶:

Influence = Audience Reach × Affinity (Expertise, Credibility) × Strength of Relationship with Audience (Engagement).

Based on our research, we can summarize it into five key terms .Relevance is how well an influencer's content aligns with our messaging. Engagement is the level of audience interaction through responses, comments, and shares. And authenticity which is the trustworthiness perceived from influencers with less sponsored content. Frequency is the correlation between posting frequency and traffic/return visitors. Finally, the reach is the size of the influencer's audience.

⁴⁵ <https://www.forbes.com/sites/theyec/2022/06/28/five-steps-for-finding-the-right-influencer-for-your-brand/?sh=792228e45b7e> (visited on 06/05/2024 11 :00pm)

⁴⁶ Levin Aron,Op,cit P 21.

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The influencers that we select should be our partners and advocates for our brand beyond formally posting about it. Successful collaborations occur only when we are both honest and authentic about working together. Achieving a positive return on investment can only be achieved when we align ourselves with the person's target market through their genuineness.

2.4 Influencer's credibility:

A significant reason for influencers' substantial following is their credibility in endorsing brands. A comprehensive study carried out by Brian Solis and Vocus revealed that 51 percent of participants follow an influencer due to their opinion leadership. Similarly, the survey showed that 40 percent follow influencers because of their personal relationship with them.

The viewpoints expressed by influencers often have a significant impact on the reputation of your brand. Their expertise, combined with the strong relationships they have with their followers, makes them a dependable source for endorsements. Similar to how NASCAR influences its audience to purchase sponsored brands, the opinions of leading influencers on social media can easily become the prevailing sentiment among their followers, consequently influencing perceptions towards a brand.⁴⁷

The perceived trustworthiness credibility of an influencer depends on whether someone sees the influencer's suggestions as unbiased, reliable, authentic, genuine, or factual.

2.5 The Main Platforms for Influencer Marketing:

2.5.1 Instagram Influencers:

Influencers on Instagram are passionate about beautiful photography, sharing intimate vignettes of their lives, the products they love, and of course, selfies. Some channels aggregate existing content and repost photos from other Instagram feeds to post their own original content.

A. Instagram as a Content:

Whether the content we want influencers to create would be better shared as a short video or static image. We recommend using photos when the story can be told effectively in

⁴⁷ Dr. Jim Barry : Social Content Marketing for Entrepreneurs , Business Expert Press, USA,2015,p141 .

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a single shot or staged beautifully (ideal for still life or portraits) or effectively shared as a series of multiple photos over a period of time.⁴⁸

The platform has developed over time, and so has the approach of brands in collaborating with its most skilled and influential creators. There are 14 different campaign strategies for influencer marketing on Instagram. These strategies encompass a wide range of campaign objectives, creative angles, or approaches, each with its own set of examples, advantages, and sometimes limitations. We have⁴⁹:

- Single Feed Post Campaign
- Story-Only Campaign
- Pairing Feed Posts and Stories
- Multi-post Campaign (Ambassador Program)
- Amplifying Brand Experiences
- Burst Campaigns
- Going Live for Maximum Authenticity
- Supporting Hero Brand Campaigns
- Driving Consideration Through Polls
- Hyper Local Campaigns
- Swipe-Up Lead Generation
- Real-Time Recruitment
- Creating Content for Ads
- Using Influencers as Talent

B. Putting Together Contests, Giveaways, and Promotions:

Instagram is an excellent platform for driving user engagement on contests and giveaways because they are easy to do. Tag a friend or brand and comment on a photo.

Here are five standard entry methods to consider ⁵⁰:

- Submit photo to win: The user must upload and share a photo on Instagram with the dedicated contest hashtag(s) and tag the brand with an @mention to be entered into the

⁴⁸ Sammis Kristy , Lincoln Cat et Pomponi Stefania ,Op,cit, P 92.

⁴⁹Levin Aron,Op,cit P50.

⁵⁰ Sammis Kristy , Lincoln Cat et Pomponi Stefania ,Op,cit, P 96.

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contest. This method works well for Instagram photo challenges that offer a different prompt each day to encourage both frequency and variety of entries.

- **Regram to win:** User must regram/share the brand image on their own Instagram channel with the dedicated contest hashtag(s) to count as a valid entry.
- **Like to win:** This is the simplest entry method, with the lowest barrier to entry. To enter, users need to like one of your photos on Instagram.
- **Follow to win:** This can be used as the only required entry method or in conjunction with like to win and/or regram to win.
- **Comment and/or tag a friend to win:** This requires a user to comment and/or tag another friend on Instagram to be entered, which is great for increasing brand awareness, engagement, and adding new followers. We don't recommend tagging more than one friend — tagging more than one person may be considered spammy by users who are tagged without permission.

2.5.2 Facebook Influencers:

A. Working with Influencers on Facebook:

Brands can use Facebook to target customers and their extended network. It's a chance to establish a genuine two-way dialogue. According to a survey by BuzzStream and Fractl, participants expressed a preference for brands to post on all social networks between two to five times per day. Specifically for Facebook, 68 percent of respondents preferred brands to post once or twice daily, while 19 percent favored brands posting three to five times daily. When assessing Facebook influencers, consider the following⁵¹:

- **Posting frequency:** How often do they post? Are they active multiple times a day, once daily, or a few times per week?
- **Number of followers:** This indicates the level of interest in the influencer's content.
- **Engagement level (likes, shares, comments):** Besides the follower count, engagement measures how well the content resonates with the audience. Do followers actively interact with the content?
- **Photo quality:** High-quality, visually appealing images tend to attract more attention and engagement compared to low-resolution or poorly composed ones.
- **Sponsored content frequency:** If the influencer shares excessive sponsored posts daily, it may lead to reader fatigue or loss of interest.

⁵¹ Sammis Kristy , Lincoln Cat et Pomponi Stefania ,Op.cit, P 119.

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B. Creating contests, giveaways, and promotions on Facebook:

Facebook offers an easy solution for hosting giveaways via its built-in contests tool. The three most popular types of Facebook contests are the following⁵²:

- **Photo contests:** Users must upload a photo to count as a valid entry. You can share the photo across Twitter or Instagram with the campaign hashtag for cross-channel promotion.
- **Submit to win:** Users must submit original content (recipes, videos, and so on). This content can also be combined with an open voting mechanism to extend the reach and engagement, while also narrowing the sub-missions pool for final winners.
- **Follow and share to win:** Users must follow your brand page and share a post about the contest with a friend for a chance to win.

3. Influencer marketing at the heart of the communication strategy:

3.1 Influencer Marketing versus Direct Marketing: Similarities and Differences:

Influencer marketing has become more popular, but it has also been confused with direct marketing. Display ads, text messages, ads in periodicals, email campaigns, and even out-of-home advertising are some of the direct marketing strategies (any form of advertising that reaches you when you're away from home, such as billboards or ads on the sides of buses). Direct marketing has some similarities to influencer marketing⁵³:

- Direct marketing and influencer marketing focus on understanding who and where your customers are.
- Influencer marketing and direct marketing both use analytics, although the analytics are different for each.
- In direct marketing, similar to influencer marketing, there is always a clear and specific call to action. However, in direct marketing (unlike influencer marketing), the call to action typically aims to convert to a sale.

There is a big difference between influencer marketing and direct marketing because direct marketing is one message to many. The brand is interacting with the public, with the goal of converting them into customers. Influencer marketing involves many voices, with a

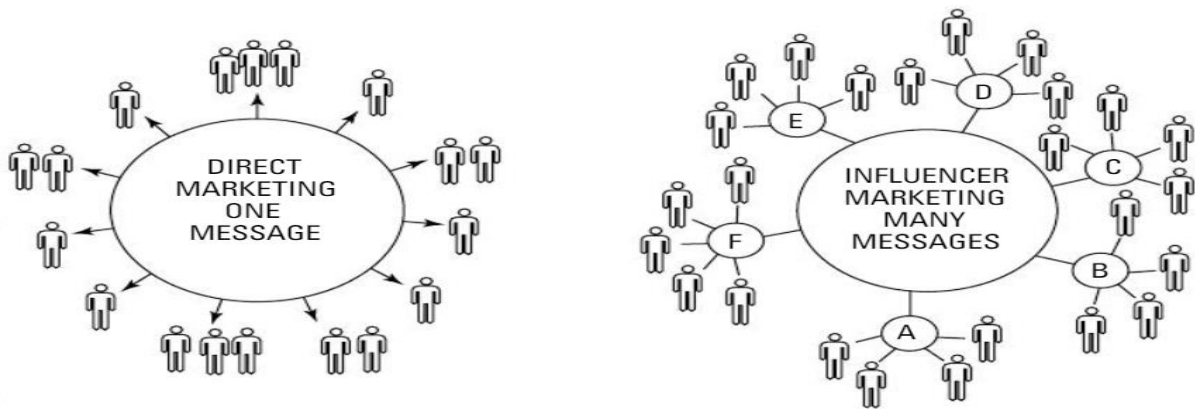
⁵² Sammis Kristy , Lincoln Cat et Pomponi Stefania ,Op,cit, P 120.

⁵³ Ibid. P 176.

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variety of hopefully similar and consistent, but nevertheless individualized messages, to a very broad audience.

Figure 3: Influencer marketing and direct marketing.



Source: Sammis Kristy , Lincoln Cat et Pomponi Stefania ,Op,cit, P176.

In the table below, we will further explain the differences :

Table 2: The difference between direct Marketing and influencer Marketing

	Direct Marketing	Influencer Marketing
Goal	Conversion	Awareness, consideration
Messaging	One way — from brand to custome	Multiple directions — between brand and customer, between multiple customers and prospects
Content	Generated and controlled by the brand	Generated by influencers; can sometimes be guided or suggested by brand, but

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		not controlled
Call to action	Specific and usually related to conversion or sale	Generalized and measured by activity volume as a metric of awareness
Metrics	Return on investment , specific and quantifiable	Return on engagement, largely qualitative, and requiring interpretation
Audience	Target customer	Customer, as well as people who are adjacent to the customer
Research	Who will buy and when, where and how to touch them	Who and what the customer will consider when deciding to make a purchase, and where they find that information.
Sample Tactics	Paid search, display ads, telemarketing, coupons, infomercials, catalogs, and direct mail	Blogger program Instagram and Pinterest contests, Twitter parties, YouTube video reviews, Facebook amplification

Source: Sammis Kristy , Lincoln Cat et Pomponi Stefania ,Op,cit, P 177.

3.2 Elaboration of an influencer marketing campaign:

People don't spend as much time on traditional media like TV and print, so traditional marketing methods don't work as well as they used to. People spend a lot of time on social media, and influencer marketing is seen as the most reliable marketing tactic. People follow the influencers on their own to get inspiration, which makes them seem trustworthy, likeable and authentic.

To execute an influencer marketing campaign, specific steps are necessary, some of which overlap with all digital communication strategies, while others are unique.

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Professionals in the field of digital marketing, in general, and influencer marketing, in particular, have produced several reports, guides, articles, or books outlining the various steps for an effective influencer marketing campaign. However, given that influencer marketing is not an exact science, each expert offers their own insights regarding the sequence and priority of these steps, although there is generally little difference among various perspectives. In this section of our research, we have compiled all the steps mentioned by these specialists from various sources. There are many things to take into consideration when creating an influencer marketing campaign. We will now discuss the most common and widely shared steps among these experts.

3.2.1 The first step: Planning the campaign:

In this stage we need to⁵⁴:

A. Set Realistic Campaign Goals:

Campaign goal setting is important. Because influencer marketing without goals is a waste of time, it is important to ensure that the objectives are SMART (Specific, Measurable, Achievable, Relevant, and Time-bound). Typical goals employed in influencer marketing campaigns include:

- When preparing for an influencer marketing campaign, we think about what the overall purpose is. For example, is our campaign:
 - Launching our new company, product, or brand
 - Sharing a charitable initiative
 - Amplifying a special offer, like a coupon
 - Promoting a contest or sweepstakes
 - Advertising an event
- We need to decide how we will assess our achievements by selecting a few measurable targets. Here are some suggested targets to get us started:
 - The number of visits to our website
 - The number of increased Twitter, Pinterest, YouTube, and/or Facebook followers
 - The number of likes, comments, and/or shares a Facebook post gets
 - The percentage of increase in sales due to a coupon or promo code

⁵⁴ Sammis Kristy , Lincoln Cat et Pomponi Stefania ,Op.cit, P 196-202.

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- The number of tickets sold to an event based on a trackable URL
 - Increase in foot traffic to your retail store
 - Brand awareness (more people talking about you online)
 - Better data on our customers
- The timing of our influencer campaign is very important. We should Think about when we want our campaign to run.

B. Define our Audience:

If our company has a social media presence, we need to know where our audience , fans and potential customers is talking about us . Do we have a product or service that people tweet about or share about on blogs? Or are lively conversations happening on our Facebook page? Before starting any influencer program, we take the time to investigate and listen in on conversations already happening about our company, product, industry, and/or competitors on social media and focus on who is doing the talking.

It will be easy to identify the target. The right target will make it easy to find the suitable influencers for the campaign.

C. Stay on Message:

Just as it is necessary to know the audience and objectives, it is also essential to identify the campaign's message before starting to identify and contact influencers. Our influencer marketing flight plan needs to have one clear, consistent message.

If your marketing plan is a rocket ship, your messaging is the flight plan and social media is the rocket fuel." we should not engage in influencer marketing without a marketing plan. It would be beneficial if our influencer marketing plan laid out all the social media activities for the entire week leading up to the event, including all the posts we requested influencers to share."

D. Establish the campaign budget:

How much of our total media budget should be dedicated to influencer marketing? Each organization's marketing mix is different, and it would be irresponsible to suggest a universal generalized budget allocation without a deeper understanding of our unique situation. The same thing happens if you use the same method.

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We should ask how much we should allocate to Facebook, TV, print, out-of-home, or any other media channel. The amount we allocate to the channel every month, quarter, year, or campaign depends on our overall marketing budget. With an overall influencer marketing budget in mind, we will have an easier time allocating the right level of media spend for our next marketing initiative.⁵⁵

3.2.2 The second step: Engaging stellar influencers and campaign launch :

In this stage we need to ⁵⁶:

A. Identify and select influencers:

As we have seen before in this section, selecting the right influencer is crucial. It is necessary to compile a list of all influencers who have the potential for collaboration. Additionally, having an influencer marketing plan is important; however, it's essential to incorporate contingencies in case Plan A doesn't unfold as expected.

B. Find people who create great content:

Search for influencers who create great content that is (at least somewhat) related to your brand and who demonstrate engagement with their audiences— as evidenced by comments; followers on Facebook, Instagram, or Twitter; and social shares per post.

If we are considering working with the most popular influencers, we should remember the following:

- The relevance of a blog or influencer's content matters more than their size.
- Prominent influencers often demand higher compensation.
- Popular influencers frequently receive numerous brand offers. To stand out, our offer must be compelling. However, even with an attractive offer, be prepared to be treated as if we are doing the influencer a favor.
- Audiences of prominent influencers who frequently collaborate on sponsored content may become tired of sponsored messages and begin to ignore them.

C. Sign a contract:

While it may seem like a minor detail, implementing a contract in our influencer relationship offers several benefits:

⁵⁵Aron Levin,Op,cit, P 134.

⁵⁶ Sammis Kristy , Lincoln Cat et Pomponi Stefania ,Op,cit, P 13-15.

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- It underscores that the collaboration between the influencer and your brand is a professional one.

- We aim for the influencer to create genuine content that resonates with their audience, while still maintaining some control over the creative process. A contract can establish guidelines for what the influencer can and cannot say, do, or post regarding our brand.

- As a brand, we have the right to outline the specific coverage we expect (such as a blog post, a Facebook post, three Instagram images, etc.) and set deadlines for completion.

- A contract eliminates any ambiguity regarding compensation. It should detail the compensation amount, method of delivery, and deadline for payment.

D. Pay influencers for their time and effort:

The industry has evolved beyond this point. Influencers now anticipate receiving compensation for their efforts. Moreover, compensation should acknowledge that influencers are working on behalf of brands, regardless of the performance of the content. For instance, if an influencer purchases a new salad dressing, prepares a delightful dinner showcasing the salad and dressing, shares the recipe on her blog, and presents stunning photos of the dish, all of her efforts merit compensation, irrespective of the number of comments her blog post garners.

Brands that work with influencers often offer compensation, but not in exchange for positive reviews. Influencers are paid for the work they do. Getting a product, trying it out, snapping pics of it, and writing a blog post that is even handed, true to the influencer's voice, and valuable to the brand takes time. Influencers are an extension of the brands marketing team if they are using them. They deserved to get paid for what they put into their work. In this regard, influencers are more like freelance marketers than celebrity endorsers.

E. Campaign launch and monitoring of results:

As we approach the launch stage and prepare to monitor campaign performance, we will consider various options, including the Key Performance Indicators (KPIs) that will be discussed later. This process involves preparing content aligned with our predefined objectives, reviewing and testing it, and gaining mutual agreement on the campaign's direction from all stakeholders involved.

In digital marketing, various key metrics are available to assess the effectiveness of campaigns. The most commonly used indicators include followers, impressions,

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engagements, and reach. These metrics can further lead us to other important metrics such as the engagement rate and the growth of followers.

3.2.3 The third step: measuring the success of the influencer marketing campaigns:

A. Measuring activity:

The simplest and often the most appropriate method to evaluate a program is to document your actions. Unlike traditional marketing where a campaign typically generates one piece of content, influencer marketing yields multiple pieces of content. Therefore, the initial step in assessing your success is to compile an inventory of these various pieces. For example⁵⁷:

- Number of blog posts and comments
- Number of Facebook posts, comments, shares, and likes
- Number of Instagram posts, comments, and likes
- Number of tweets, retweets, favorites, and responses
- Number of impressions
- Number of hashtag incidents

B. Picking the right metrics:

If our goal is to generate awareness and reach lots of eyeballs, we might measure the following⁵⁸:

- Monthly aggregate reach – impressions: Total monthly visits to all the other blogs of the people who wrote about our product in the program. The numbers reflect the most recent 30 days of web traffic for the bloggers.

- Monthly aggregate reach – uniques: The number of unique blog visitors for all participating bloggers. The numbers represent the bloggers' most recent 30 days of traffic.

- Search engine marketing (SEM) and discoverability: Methods for increasing the visibility of keywords in search engine results, thereby increasing traffic to our website, can be measured by comparing traffic before, during, and after the campaign.

- Social actions: Someone who is interacting with online content This can include measuring the number of:

- Posts
- Tweets and retweets

⁵⁷ Sammis Kristy, Lincoln Cat et Pomponi Stefania, Op.cit, P 186.

⁵⁸Ibid.P 159

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- Pins
- Likes
- Social shares
- Comments

Conclusion of chapter 1:

To elaborate on this chapter and cite the most relevant information pertinent to our study theme, we conducted extensive research and consulted various books. Our approach followed a structured plan that enabled us to discuss several elements in a logical sequence. We began by exploring social media marketing and its role within digital communication. We then defined both concepts and specifically addressed the major social networks utilized in our practical work. Subsequently, we delved into the concepts and categories of influencers, emphasizing why their integration into our strategy is essential and how they influence consumer behavior. Finally, we focused on the crucial steps involved in developing an influencer campaign.

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Introduction of chapter 2:

The brand is a fundamental marketing tool, spokesperson for a company's products, and a vehicle for expressing their positioning. It embodies a company's profession, its values, and represents the people who shape the destiny of these companies.

This chapter begins with an overview of the brand in general, covering the basics of branding, brand presence in digital spaces, and brand content. The second section will address the steps involved in launching a brand, with a focus on the launch event as a critical component of a successful brand introduction.

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Section 01: Brand in general

The brand is now an integral part of our consumer societies , it is a reference both symbolic and commercial and claims a major place in our daily life as in our discourses, not only in our commercial practices, but also in our social relationships.

In this section, we will discuss the concept of the brand in detail, as well as the importance of the brand's online presence and how it can influence the brand.

1. Basic of brand

1.1 Brand history:

Branding has been used for centuries as a way to distinguish the goods of one producer from those of another. The word "brand" is actually derived from the Old Norse word "brandr.", which means "to burn," as brands were and still are the means by which owners of livestock mark their animals to identify them.⁵⁹

The history of the brand begins in the mid-19th century with the arrival of the radio, the phonograph, the automobile, the electric light bulb, and factories. It is through these factories that assembly line work begins, meaning the standardization of products.

The brand image then becomes important, because in some industries it is almost impossible to distinguish between uniform, chain-produced products and competitors. For example, generic products such as ketchup, soap or peanut butter are very uniform and difficult to distinguish. The only distinction then becomes the image of the brand. The first role of the brand was to give generic names. ⁶⁰

Michel (2017) emphasizes that "brands are no longer just signs of product identification and differentiation; they carry values and provide meaning." This strategic dimension of the brand for the company aims to create value for its various stakeholders. The brand, as a "meaning carrier," also contributes to the customer's identity construction through consumption.

⁵⁹ Kevin Lane Keller :Strategic Brand Management, Fourth edition, Pearson, England, 2013.p.30

⁶⁰ Marrie-Pierre-Olivier., « Revue de la littérature sur l'image de marque et la fidélité à la marque », septembre 2004, P9, Our translation

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However, brands are now faced with a number of challenges related to the digitalization of the economy and new consumer consumption paradigms, which will generate new dialectics between consumers and brands.⁶¹

1.2 The definition of the brand:

According to the American Marketing Association (AMA), a brand is a « name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition. » Technically speaking, then, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand.⁶²

« The brand is now an integral part of our consumer societies, serving as both a symbolic and commercial reference, claims a major place in our daily life as in our conversations. It asserts its presence not only in our commercial practices but also in our social interactions. »⁶³

The World Intellectual Property Organization (WIPO) defines the brand as « a distinctive sign that clearly identifies a product, service, or company.⁶⁴ »

From the definitions above, it is evident that the term "brand" has several interpretations. It often refers, however, to something that sets apart the products or services of one producer from another, providing customers with a particular guarantee. In a marketing approach, the brand carries an identity that is built over time. It develops a universe of meaning and values. At the heart of the relationship with its various audiences, the brand creates an implicit trust contract.

⁶¹ Ginoux, Anne-Céline : Les enjeux de la marque à l'ère du digital et du post consommateur, Ellipses.2022 p17
Our translation

⁶² Idem : p.30 (Keller, 2013)

⁶³ Héry, B. De la marque au branding: Vers un nouveau modèle : le cloud-branding. Dunod ,Paris, France .2012 .p10. Our translation.

⁶⁴ Véronique BOULOCHER, Véronique DRECQ, Sabine FLAMBARD : Gestion de la marque locale et internationale ,e-theque edition . 2002 ,P 10. Our translation

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1.3 Brand elements:

1.3.1 The main brand element:

According to the AMA definition, the key of brand creation lies in selecting a name, logo, symbol, packaging design, or other characteristic that identifies a product and distinguishes it from others. These various components, which serve to identify and differentiate the brand, are known as brand elements.⁶⁵

A. **Brand Name:** The choice of a brand name is crucial, as it frequently encapsulates the central concept or key associations of a product in a concise and economical manner. Brand names can serve as highly efficient shorthand for communication purposes. Clarity and ease of pronunciation and spelling. The simplicity of the brand name makes it easier for consumers to grasp and process it. Short names are often easier to remember. They are easy to store and encode in memory. The brand name should be recognizable and meaningful to tap into existing knowledge structures. It can have either a concrete or abstract meaning, as names of individuals, objects, birds, animals, and inanimate objects are already stored in memory. On the other hand, brand names must be distinctive, different and unusual. It is possible for a brand name to stand out because it is special, or because it is different from other brands in the same category.⁶⁶

B. **Logos and Symbols:** Although, the brand name usually serves as the focal point of the brand, visual elements are also crucial in establishing brand equity. Logos have a rich historical background as a means to indicate origin, ownership, or association. Families and nations, for centuries, have used logos as visual representations of their names (consider of the Hapsburg eagle of the Austro-Hungarian Empire). Logos and symbols are frequently identifiable and can be a valuable way to identify products, although consumers may recognize them without necessarily associating them with a particular product or brand. Insurance firms use symbols of strength , another branding advantage of logos is their versatility: being largely nonverbal, logos translate effectively across different cultures and product categories.⁶⁷

⁶⁵ Kevin Lane Keller Op.cit. p.30.

⁶⁶Ibid, p147.

⁶⁷ Kevin Lane Keller Op.cit. pp 156-157 .

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The majority of logos take one of the following forms⁶⁸:

- They feature the name of the business in a unique type of presentation called a wordmark.
- A symbol called a lettermark is used to feature the initials of the business.
- They include a symbol that represents the business, called a brandmark.
- They integrate the logo as a lettermark or a brandmark, along with the company's full name and sometimes its slogan or tagline, in a distinct arrangement that serves as the company's brand symbol.

C. **Characters:** There is a special type of brand symbol that takes on human or real-life characteristics. Advertising typically introduces brand personalities and can play a pivotal role in promotions and packaging layouts. There are animated characters like the Pillsbury Doughboy, Peter Pan peanut butter, and numerous cereal characters like Tony the Tiger and Snap, Crackle, and Pop. Other examples are live-action figures like Juan Valdez (Colombian coffee) and Ronald McDonald. Both have been done by one character in its lifetime. Brand characters are often colorful and rich in imagery, and they are useful for creating brand awareness. They can assist brands break through marketplace clutter as well as help communicate a key product benefit.⁶⁹

D. **Slogans:** Slogans are a few words that communicate descriptive or persuasive information about the brand. They often appear in advertising but they are also useful for designing packaging and other elements of the marketing strategy. Slogans are powerful branding tools because, similar to brand names, they offer an exceptionally efficient way to establish brand equity. Some slogans help build brand awareness by cleverly incorporating the brand name.⁷⁰

E. **Jingles:** Jingles are lyrics that promote the brand. They are usually composed by professional songwriters and have enough catchy hooks and choruses to become almost permanently registered in the minds of listeners—sometimes whether they want them to or

⁶⁸ Bill Chiaravalle , Barbara Findlay Schenck : Branding For Dummies Ed. 2, John Wiley & Sons, Inc. Canada,2015 p133

⁶⁹ Kevin Lane Keller ,Op.cit. pp.156-157.

⁷⁰ Ibid. p. 158

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not! Jingles were crucial branding tools during the first half of the 20th century, when radio advertising dominated.⁷¹

F. **Packaging:** Packaging involves the processes of creating and manufacturing containers or coverings for products. Like other brand elements, packaging has a lengthy history. Ancient civilizations utilized leaves and animal skins to cover and carry food and water. While glass containers emerged in Egypt around 2000 B.C. One of the most enduring associations consumers form with a brand is often influenced by the appearance of its packaging.⁷²

G. **Colors:** also essential for visual brand recognition.⁷³

H. **The signature:** A signature that is a short sentence that always accompanies the name. For example, the “Rive Gauche” signature affirms both the store’s location and the upscale positioning.⁷⁴

I. **URLs:** URLs (Uniform Resource Locators) indicate the addresses of web pages and are commonly referred to as domain names. Individuals must register and pay for the domain to own a specific URL. As companies fought for space on the Web, the number of registered URLs increased dramatically. Brand recall is critical for URLs because it increases the chances that consumers easily remember the URL to get to visit the site.⁷⁵

1.3.2 Criteria for brand elements:

In general, there are six criteria for successful brand elements, are:

A. **Memorability:** Brand elements should be memorable, allowing for quick and easy recall and recognition. For example, the Nike logo has become an iconic symbol, enabling Nike to remove the brand name from its logo.⁷⁶

B. **Meaningfulness:** Brand elements should have a content-related meaning and convey certain functions of a product or service. For example, Facebook initially served as a digital version of a book intended to provide first-year University students with an overview

⁷¹ Kevin Lane Keller, Op.cit. p 164.

⁷² Idem.

⁷³ Philip Kotler et Kevin Lane Keller : Marketing Management 15e edition. Pearson Education Inc ,France.2016.p343 our translation

⁷⁴ Idem.

⁷⁵ Kevin Lane Keller ,Op ,cit P 155.

⁷⁶ Christoph Burmann,Nicola-Maria Riley,Tilo Halaszovich, Michael Schade,Kristina Klein, Rico Piehler : Identity-Based Brand Management, Second Edition, Springer ,Germany 2023. P 171.

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of their peers, helping them get to know one another. It is possible for a brand element to convey information about certain specific attributes or benefits of a brand.⁷⁷

C. **Likability:** Meaningful, memorable and likable set of brand elements provides significant advantages because consumers frequently make product decisions without extensive information. Descriptive and persuasive elements ease the marketing communications' task of building awareness and establishing brand associations and equity, particularly when few other product-related associations are present. When product benefits are less tangible, the creative potential of the brand name and other brand elements becomes important in conveying the brand's intangible qualities.⁷⁸

D. **Transferability:** Will the component be usable for future product launches in other categories, customer segments or geographic markets? Transferability assesses how well a brand element contributes to brand equity when applied to new products or markets. This criterion has several dimensions. Over the years, even the best marketers have faced notable challenges and made errors when translating their brand names, slogans, and packaging into different languages and cultures, which have become well-known examples in the industry.⁷⁹

E. **Adaptability:** The fifth consideration for brand elements is their ability to adapt over time. Due to evolving consumer values and opinions, or simply because of a need to remain contemporary, most brand elements must be updated. It is easier to update a brand element if it is flexible and adaptable.⁸⁰

F. **Protectability:** The name and logo are legally registered and therefore difficult to copy the sound is less protected. Thus, Harley-Davidson accused some Japanese motorcycle brands of copying the noise of its engines but, despite its efforts, could not deposit its own engine noise.⁸¹

1.4 The different types of brands:

The company according to the place it will occupy within the brand architecture will determine the role of the brand. Kapferer (2001) lists six standard schemes derived from the observation of company practices: the product-brand, the line-brand, the range-brand, the

⁷⁷ Christoph Burmann and all Op,cit.p 171.

⁷⁸ Kevin Lane Keller Op. cit. p.143.

⁷⁹ Ibid.p144

⁸⁰ Kevin Lane Keller Op.cit. p.144.

⁸¹ Philip Kotler et Kevin Lane Keller Op.cit p 343 our traduction.

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umbrella-brand, the source-brand and the guarantee-brand. These six models make it possible to determine the relationship between brands and products or services⁸².

1.5 The functions of a brand

The brand plays important roles for the consumer and consequently for the company.

1.5.1 The role of the brand for the company:

The brand enables the appropriation and authentication of signed products or services, which can be a competitive advantage for the company. We have⁸³:

A. The appropriation function:

The first function of the brand is, for the organization, to show its possession of the product or service. The trademark allows the company to legally protect certain exclusive aspects or characteristics of the product through intellectual property law. Today, in increasingly complex and crowded markets, appropriation is also done through differentiating elements (profits), by freeing itself from a direct reference to the company, in order to differentiate products and services from those of competition and to indicate a certain level of quality.

B. The authentication function:

The fact of signing the product with a brand allows it possible to authenticate and certify its origin, to give the deposit, the guarantee of the manufacturer or the issuer.

C. Competitive advantage:

If the brand gives the product meanings and associations that differentiate it from others, it allows satisfied customers to renew their purchase and is therefore a factor of loyalty. This loyalty is a guarantee for the company of future sales and profits, at the same time as it complicates the arrival of competing products. Brands perform important functions for both consumers and companies, which gives them value and allows them to become real assets of the company.

⁸² P Ginoux, Anne-Céline Op. cit , p.35

⁸³ Chantal Lai et Isabelle Aimé : La marque 3e édition, Dunod, Paris. P 24-25. Our translation .

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1.5.2 The role of the brand for the consumer:

The brand plays three main roles for the consumer⁸⁴: identification, perceived risk reduction and personalization.

A. Identification:

The differentiating elements of the brand allow the consumer to find his way in the offer, to quickly find the products sought. The logo, colors, shapes identifying the brand (such as the specific Nivea logo, the orange color of the Orange logo, and the corset shape of the Contrex bottle.) are all benchmarks allowing the consumer to recognize with a minimum of effort the desired brand.

B. The perceived risk reduction function:

By signing its products, the brand reveals their origin and enters into a contract with consumers. It guarantees to maintain a stable level of quality, regardless of the place of purchase and the time. This role is particularly important for experience products (cosmetics, technological products, ready meals, etc.), for which the consumer cannot easily assess the quality of the product before purchase. The consumer can turn to the manufacturer via after-sales service, if he is dissatisfied.

C. The personalization function:

The brand also plays a role psychologically and socially. Its specific characteristics allow consumers to assert their originality, to signify their belonging to a group (social class, tribe, etc.) or to be valued by wearing or consuming it. The brand becomes a code of language, a sign of recognition for oneself and for others. This is especially true for clothing and luxury brands, but not exclusively.

Example: The Quiksilver brand has established itself among the tribes of surfers, snowboarders and skateboarders by advocating the value of freedom, a lifestyle that is “cool” and “fun”.

2.Brand presence in digital:

2.1 Moving into a virtual environment:

The economic and commercial environment is becoming increasingly digitalized, which generates more interaction but also more complexity for companies.

Several brands are present on the Web only discreetly, using only the site Web as a showcase of presentation. The new means of communication are exploited in this case.

⁸⁴Chantal Lai et Isabelle Aimé . Op.cit p 23-24

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Until 1990, companies only had television, radio, press, POS, telephone and postal mail. New media have been created and developed. Twenty years later, in addition to the original media, they have more digital forms to communicate⁸⁵:

- The website.
- Referencing.
- Interactive advertising.
- Paid referencing.
- The landing pages.
- Microsites.
- Online videos.
- The webinar.
- Affiliation.
- Blogs.
- RSS feeds.
- Podcasts.
- The Wikis.
- Social networks.
- Mobile Internet.
- Mobile marketing.
- SMS and MMS.
- The messenger moment.
- e-mailing.
- The social media.
- The widget.
- Twitter.

Online, a strong, well-managed brand can determine the difference between success and failure for two very different reasons. If we use the web as a sales channel, strong brand management is necessary for sales success. If we use the web to provide customers with information, service, or interaction, strong brand management is necessary to make our pages and posts familiar and recognizable while also making a visit to our site a seamless extension of our overall brand experience. For a good portion of our target audience, online contact is the first and most frequently visited approach to our brand. What they see on our website or

⁸⁵ Jean-Marc Decaudin, Jacques Digout et Céline Fueyo : "e-Réputation des marques, des produits et des dirigeants" , Vuibert , Paris,2013 , p .52. Our translation

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when they see our name mentioned online becomes our brand image in their minds. Effective brand management increases the odds that the impression they get is the one we want them to have.⁸⁶

People want to be connected, share and belong to communities. Since the emergence of the Internet, more and more tools are available to them to create these links, these relations.

2.2 The four founding concepts of brand success:

It is essential to identify and understand the four founding concepts of a successful⁸⁷:

- Identity.
- Image.
- Reputation and e-reputation.
- Influence.

2.2.1 Identity:

A. Definition:

« The brand identity represents how the company wants to present the brand to the market. »⁸⁸

The brand identity concerns all the characteristics as the company wishes to communicate them (issuer).

The concept of brand identity is recent: it emerged in the 1980s and developed during the 1990s. It was born from the need to have a reference in the management of brands, to know the permanent, timeless elements of brands in order to use them as a guideline in decisions.⁸⁹

Corporate identity is « a set of meanings by which the company makes itself known and through which it allows people to describe it, remember it, and create a link with it. This is the way the company chooses to present itself to its targets in terms of symbols, of

⁸⁶ Bill Chiaravalle and Barbara Findlay Schenck , Op.cit p 171-172

⁸⁷ Jean-Marc Decaudin, Jacques Digout et Céline Fueyo , Op.cit,p 59

⁸⁸ Chantal Lai et Isabelle Aimé , Op.cit , p 26. Our translation

⁸⁹ Idem.

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communication and behavior. It is the tangible manifestation, the visual affirmation of the personality (shared values) or the culture of the organization. Corporate identity is the company's identity, what it does, and how it does it. This identity is related to products and brands the company offers, how they are distributed, how the company communicates with its audiences or stakeholders, and how it behaves. »⁹⁰

The construction of the brand identity must be based on a strategic approach. Jean-Noël Kapferer, renowned brand marketing author, helps define identity of the brand through six questions:

“What are:

Its vision, project, imperious necessity.

Its difference.

Its permanence.

Its values.

His heritage, his history, his truth.

His signs of recognition”⁹¹

B. Digital identity:

Digital identity: a technological link between a real entity and a virtual entity.

To develop this point, we can say that it concerns:

- What the company really is.
- What the company says it is (the traces left by its digital communication).
- What all other stakeholders say it is (notice, comments... posted on the web)

This digital identity is built in a space with very variable dimensions according to the amount of information deposited on the internet by the brand itself or by others about the company and its products or services:

corporate website (of the company), blogs, profiles on social and professional networks... Some call it a global and global Internet village. This metaphor has the

⁹⁰ Jean-Marc Decaudin, Jacques Digout et Céline Fueyo, Op.cit, p 60

⁹¹ Idem.

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advantage, by the use of the word village, to give a glimpse of the impact of information, positive or negative.⁹²

2.2.2 Brand image:

A. Definition:

« The term brand image refers to a consumer's subjective perception of the brand developed through the decoding of all signals emitted by a brand. Through this process, consumers evaluate a brand's suitability for satisfying their need. »⁹³

« A brand's image is generally defined as the collection of tangible and intangible associated with a brand and organized in the memory of a group of individuals. »⁹⁴

The components of a brand's image are based on the collective of knowledge about a brand: name; identification system; brand history; product category; competitors; product attributes; consumer benefits; prices; places, times and forms of consumption; buyers and consumers; brand stars and characters; brand personality.⁹⁵

« The image is defined as the way in which someone or something appears to a person, and how that person perceives and presents it to others. »

Image and brand identity are closely linked: the brand image needs the brand identity to exist. The image is made of the impressions that consumers have through all the sources of information made available to them. The image is the real perception of the brand by the targets. Identity is how they would like to be perceived. Obviously, there are potential gaps.⁹⁶

B. The construction of the image:

The brand image is based on tangible stimuli (business cards or premises, behaviors, events, messages...) sent by the company “and perceived by stakeholders through the attention process”. The company does not control some of these elements received by the target. The four types of brand images are⁹⁷:

⁹² Jean-Marc Decaudin, Jacques Digout et Céline Fueyo, Op.cit, p 66. Our translation.

⁹³ Christoph Burmann , Nicola-Maria Riley , Tilo Halaszovich , Michael Schade , Kristina Klein , Rico Piehler. Op.cit,p 57.

⁹⁴ Chantal Lai et Isabelle Aimé , Op.cit , p 57 Our translation

⁹⁵ Idem.

⁹⁶ Jean-Marc Decaudin, Jacques Digout et Céline Fueyo, Op.cit, p 72. Our translation.

⁹⁷ Ibid p 73.

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- **Desired image:** The message the company wants to communicate to its consumers.

- **Possible image:** The image adjusted according to the context and analysis of strengths, weaknesses, competitors, and environment.

- **Projected image:** The desired image implemented through a communication plan, validated by a communication audit.

- **Perceived Image:** The actual perception of the targets, which must be measured to ensure it matches the desired image.

2.2.3 The reputation of brand:

A. Definition of the reputation:

Originally, the reputation concerned the individual, then this notion was quite naturally extended to the company. Reputation is defined as «how someone, something is known, considered in an audience favorable or unfavorable opinion of the public for someone, something made to be known, famous». Clearly, it is built on public opinion.

Reputation differs from the company's image because time plays a different role in each. The reputation of the company, its brands and its products takes time to build. The image that the user has can change frequently. As time is an essential factor in the construction of reputation, it is considered stable once built, which is not the case with the image.⁹⁸

B. Definition of the e-reputation:

«The e-reputation is the reputation, the common opinion (produced by the information, opinions, exchanges, comments, rumors, etc.) available on the Web about an entity/brand, a personal (organization) or physical (individuals and professionals), real (represented by a name or pseudonym) or imaginary, as perceived by Internet users. »⁹⁹

The Commission national of information technology and freedoms (CNIL) defines « the e-reputation is the digital image of a person on Internet. This e-reputation is maintained

⁹⁸ Jean-Marc Decaudin, Jacques Digout et Céline Fueyo, Op.cit, p 77. Our translation.

⁹⁹ Antoine de Tournemire : Manager son e-réputation , Ellipses , Paris , 2021 , p11. Our translation.

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by everything that concerns this person and is posted on social networks, blogs or video sharing platforms. »We can say that:

E-reputation = referencings + public relations + social networks + common sense.¹⁰⁰

E-reputation is part of the reputation that is derived from electronic contacts. It takes different names according to the authors (digital identity, cyber-reputation, Web-reputation, digital reputation, Internet reputation, etc.) but represents the same reality. The e-reputation is the reputation from the Internet: «what is said about your company, your brand, your employees, about yourself, via the various Net media». The GFII Economic Intelligence and Knowledge Economy Group states that Reputation “encompasses two very broad main concepts reputation and the Internet Dimension.”¹⁰¹

2.2.4 Influencer for brand:

In the first Chapter, we have already discussed the influencer, detailing its characteristics and all pertinent information.

A. Influencer branding:

There is a growing number of social media users who extensively publish user-generated content (UGC), reaching a wide audience and being sought after for their opinions on various topics. These influential users regularly share their opinions and experiences, amassing numerous fans, subscribers, and followers. Their content may focus specifically on brands (brand-related UGC) or cover other subjects (non-brand-related UGC). These users serve as opinion leaders, significantly influencing the perspectives of others.¹⁰²

« Influencer branding describes the process of identifying, integrating, and managing social media influencers as part of brand management. The brand aims to achieve its psychographic and/or economic objectives through this cooperation. »¹⁰³

B. Brand Ambassadors:

¹⁰⁰ Antoine de Tournemire : Manager son e-réputation , Ellipses , Paris , 2021 , p11. Our translation.

¹⁰¹Jean-Marc Decaudin, Jacques Digout et Céline Fueyo Op.cit, p 84. Our translation.

¹⁰² Christoph Burmann and all ,Op.cit, p274.

¹⁰³ Ibid 276.

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The rapid growth of social media and content marketing has not only initiated the era of inbound marketing but is also paving the way for advocate marketing to become as widespread as email marketing. Brands and small businesses are increasingly acknowledging the power of cultivating fans who can act as brand ambassadors. Beyond being mere brand advocates, these ambassadors are formally engaged in a brand's marketing efforts, usually receiving compensation for their involvement.¹⁰⁴

Brand ambassadors can make a big difference for a company. Some notable statistics captured by Joe Chernov, VP of content for Hubspot, are the following¹⁰⁵:

- “Customers referred by other customers have a 37% higher retention rate.” (Deloitte)
- “Offers shared by trusted advocates convert at a 3x-10x higher rate than offers sent by brands.” (Zuberance)
- “Brand advocates are 70% more likely to be seen as a good source of information by people around them.” (Marketingcharts)

In the table, we have categorized several examples of brand ambassadors utilized by global brands:

Table 3: Example for brand ambassadors

The Ambassadors	The profession	The Brand
LeBron James	Basketball player	Nike
Emma Stone	American actress and producer	Louis Vuitton
Priyanka Chopra Jonas	Actress, singer,producer, writer and Indian model	Pantene
Roger Federer	Tennis player	Rolex
Jennifer Aniston	Actress	Aveeno

Source: Elaborated by us.

¹⁰⁴ Dr. Jim Barry, Op,cit ,P 215.

¹⁰⁵ Ibid,p217.

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2.3 Brand awareness and notoriety:

2.3.1 Definition:

« Brand awareness is defined as the degree of recognition of a brand and is measured by the presence in mind of a brand for a group of individuals in a given product category. »¹⁰⁶

« Brand awareness refers to how aware customers and potential customers are of our business and its products. »¹⁰⁷

A brand must make itself known to its consumers. A good awareness score is not an automatic guarantee of purchase, but it is a necessary condition for a brand to exist in the market.

2.3.2 The different types of notoriety:

We have four types of notoriety, We will summarize these types in the table below:

Table 4: The different types of notoriety.

Type	Definition	Measure
Top-of-mind	The percentage of people who spontaneously cite the brand name first when asked about the brands they know in the activity sector or brand segment.	What are all the brands of computers you know? HP's top-of-mind awareness is the percentage of respondents who first name HP."
Spontaneous notoriety	The rate of spontaneous awareness is the percentage of people who immediately name the brand when its industry or segment is discussed."	What are all the brands of computers you know ? HP's spontaneous awareness is the percentage of people who mentioned HP, regardless of the order, in response to the question.
Assisted notoriety	The rate of assisted awareness is the percentage of people who state they know a brand from a list of brands presented to	Which of the following computer brands are known to you? HP's assisted awareness is the percentage of people recognizing HP

¹⁰⁶ Chantal Lai et Isabelle Aimé , Op,cit ,p53.

¹⁰⁷ Gustafson, T., & Chabot, B. (2007). Brand awareness. Cornell Maple Bulletin, 105(1), p1.

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	them for a given industry or segment.	from a list of computer brands."
Qualified notoriety	The qualified awareness rate measures the degree of knowledge of the brand's products.	What products from this brand you know? HP's qualified awareness is the percentage of people who know the brand's different products.

Source: Established by ourselves , Chantal Lai et Isabelle Aimé , Op,cit ,p54.

3.Brand Content:

3.1 The concept of Brand Content:

A firm's digital strategy is increasingly dependent on brand content. The exponential growth of digital social networks like Facebook gave it a whole new dimension. In the past, brands distributed their content through packaging, magazines, traditional advertising, radio, and television. Today, they can rely on their customers to co-create value as part of online brand communities, where customers can like or share the content brands produce.

The possibilities for sharing have multiplied and are distributed on all media, through a plenty of supports: smartphones, computers, connected objects, televisions, tablets, etc...¹⁰⁸

Jamet (2013, p. 2) considers brand content as « a content produced by a brand, for communication purposes... revealing the intention of the brand which commits itself on a ground of expression through a rich media creation to get in touch with the audience. »¹⁰⁹

One of the first examples of brand content is the Michelin guide. Published in 1900, the objective of the guide was to provide customers of the brand with the list of garages, doctors and other useful addresses. In 1920, it became paid and is today the gastronomic and tourist directory that we all know.¹¹⁰

¹⁰⁸ Hachemi Kemouche Nadia et Hallil Amalou Waffa: Content Marketing, the influence of content strategies on consumer online engagement behavior, Algerian review of economic development ISSN 2392-5302 VV (NN)/20XX.p1.

¹⁰⁹ Idem.

¹¹⁰ Chantal Lai et Isabelle Aimé , Op,cit ,p78.

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3.2 Creating and posting content:

This passage emphasizes the importance of concise online posts that quickly convey a single point. It highlights that shorter posts, around 80 characters, tend to engage users more effectively. Additionally, including multimedia elements like links, photos, or videos can significantly enhance post sharing.

When posting videos, quick loading times are essential, as viewers have little patience for delays. The opening seconds should be captivating and relevant to viewer interests. Longer videos can be broken into segments for easier consumption.

Finally, before publishing, content should pass a three-question test: Is it consistent with the brand message and tone? Will the target audience find it compelling? Is it easy to share and likely to be passed along?¹¹¹

3.3 Creating and sharing video:

This passage emphasizes the effectiveness of using video content to humanize a brand and enhance its online visibility. It suggests sharing interesting and entertaining videos featuring various aspects of the brand, such as its leaders, staff, customers, products, and behind-the-scenes views. Videos serve to familiarize the audience with the brand's values and offerings.

Furthermore, the passage highlights the importance of video content for online visibility, especially on platforms like YouTube. It mentions the growing popularity of short-form videos on platforms like Vine and Instagram, which are easy to create and share.¹¹²

Brand content changes how brands talk to people. Instead of just pushing messages, brands now invite their audience to join in, share, and talk about the content. The popularity of brand content on social media impacts brand relationships, awareness, loyalty, sales, and purchasing decisions. It can also give brands a competitive edge over their rivals. Therefore, while the brand creates half the content, the audience completes the other half by engaging with it.

¹¹¹ Bill Chiaravalle and Barbara Findlay Schenck , Op,cit,p201-202

¹¹² Ibid,p205.

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Section 02 : Brand launch

Launching a brand is a crucial step that requires a well-defined communication strategy. This section explores the different approaches and essential steps to successfully launch the DEFACTO brand.

1.Launch brand steps:

Understanding the steps involved in launching a brand is crucial for ensuring its success:

1.1Definition of brand launch:

« A brand launch involves introducing a new brand or revitalization of an existing product or brand to the market. It is a strategic and coordinated effort to introduce a brand to the target audience , build awareness, and establish a positive image. »¹¹³

« A successful launch creates initial excitement and interest, and sets the tone for the brand's positioning, values, and messaging. It allows for the communication of key features, benefits, and the brand's story, influencing consumer perceptions positively. »¹¹⁴

We can consider a brand launch as one of the ways to define the brand to the target audience.

1.2 Preparing for the Brand Launch:

After deciding on and approving our brand name, tagline and logo it is better to keep this information confidential until we are ready for the launch. A well-orchestrated brand launch involves announcing a complete brand story to create a cohesive and impactful impression. Here is a systematic guide to help us prepare for unveiling our brand successfully.¹¹⁵

1.2.1Knowing our Story, Chapter and Verse:

Before we seek the understanding, interest, and support of others, it is necessary to be fully prepared for our internal launch. This preparation involves assembling concise

¹¹³ <https://www.ronsela.com/brand-launch-strategy/> (visited on 01/06/2024 at 16 :16pm)

¹¹⁴ <https://www.ronsela.com/brand-launch-strategy/> (visited on 01/06/2024 at 16 :16pm)

¹¹⁵ Bill Chiaravalle and Barbara Findlay Schenck , Op.cit P154-159

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statements that summarize key brand elements. Here we have a structured guide to help us prepare these statements:

Market position: Our market position is a statement that tells what we offer, who we serve, and the unique benefits we provide in our competitive market.

Brand promise: The promise of the brand defines the benefits customers can count on and the quality and experience they can expect.

Brand Character: The brand character statement defines the personality of our brand and includes the mood and tone reflected in all brand expressions and interactions.

Brand Definition: We can say also the brand statement, is a comprehensive internal statement that wraps our target market, market position, point of difference, brand promise, and brand character into one cohesive statement. It guides all branding efforts.

1.2.2 Putting our brand launch into context:

When it comes to launching a new brand or reviving an old one, it is crucial to make sure that all stakeholders—employees, shareholders, and customers—understand its value and the effort to the organization. This involves being fully prepared and knowing your answers to key questions before the launch. Key Considerations for Brand Launch:

A. **Reasons for Branding Effort:**

- **Build Awareness:** Increase visibility and market dominance. Is usually a top objective in any brand launch.
- **Create Emotional Connection:** brands aiming to enhance customer loyalty often aim to deepen emotional connection.
- **Differentiate Offering:** Stand out in crowded markets.
- **Enhance Credibility and Trust:** Every service or online business needs to make credibility and trust a branding priority.
- **Motivate Purchases:** Drive sales growth, especially for new product brands.

B. **Expected Outcomes:**

- Declare specific goals for quantifiable results, such as brand recognition, emotional connection, trustworthiness, differentiation, and sales momentum.
- Set objectives for how quickly to achieve these outcomes if we start a new brand.
- Establish benchmarks and set realistic goals for improvement for rebranding.

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C. **Assessment and Monitoring:**

- Brand performance should be evaluated before, during, and periodically over the following year.
- Monitor changes in sales, consumer awareness, market share, preference, perceived value, and social media presence.

D. **Launch Timing:**

- Make sure all efforts are aligned and timely if you tie the brand launch to an event.

E. **Messaging:**

- New brands should communicate their unique position, point of difference, promise, and value.
- Explain the reasons behind the changes for revitalized brands.

1.2.3 Producing introductory brand prototypes:

When launching a new or revitalized brand we do this by creating prototypes, (mock-ups) of brand elements such as signs, ads, web pages, and packaging. These prototypes help us to allow people on our team to engage and interact with the brand identity. Also, ensure the prototypes are impressive to generate a positive reaction. Professional designers or consultants can help us create these prototypes.

1.2.4 Checking the internal readiness:

In branding, the experience customers have with our brand is more impactful than our logo, advertisements, or marketing efforts. A consistent and positive brand experience is crucial for maintaining and strengthening your brand promise. Before our brand launch be sure the following points of contact are ready to reflect your brand and strengthen our brand promise:

A. **Telephone Communication:**

- We make sure that phones are answered on time with a message that promotes the brand.
- We do a voicemail recordings convey our brand name, tone, and message.

B. **In-Person Arrival:**

- The signage should reflect the new brand.
- Make sure that the entry area makes a good impression and that staff are prepared to reinforce the brand promise.

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C. **Online Presence:**

- Make the website more user-friendly on all devices, especially mobile, by introducing the new brand identity.

- Save the brand name for social media and get ready to talk to our fans.

D. **Internal Environment:**

- Ensure the look, sound, and atmosphere of the business convey the brand character.

- Empower employees to embody the brand's image through their appearance, conduct, and interactions with clients.

E. **Correspondence:**

- Standardize mail and email communications to consistently reflect the brand's quality and message.

F. **Service Points:**

- Prepare to project the brand at various service points: initial contact, rapport establishment, product presentation, sale negotiation, payment, delivery, follow-up and ongoing customer service.

- Ensure consistency across all these points to avoid an uneven customer experience that could weaken the brand promise.

1.2.5 Previewing our brand with priority audiences:

Before a public brand launch, we should preview our brand story with investors and key customers to ensure their understanding and support. Present a consistent brand identity, an integrated marketing strategy, evidence of client loyalty, and coordinated internal management for stakeholders. Tell our brand's story through talks, activities, updates, and social media posts. Offer rewards and organize preview events to build support and loyalty. Our brand launch and ongoing success are strengthened by engaging these priority audiences early on.

1.3 Launching our Brand:

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1.3.1 Writing our Brand-Launch Marketing Plan:

To ensure a successful brand launch, create a comprehensive, written marketing plan. This plan should:

- State our brand-launch message clearly.
- Benchmark our pre-launch situation by determining our brand's current levels of awareness, emotional connection, distinction, credibility and trust, and sales.
- Set specific, measurable launch objectives.
- Define our target market.
- Define the brand promise and brand character.
- Establish our brand introduction strategies.
- Detail marketing tactics (advertising, publicity, social media, etc.).
- Establish our budget.
- Develop an action plan and timeline.
- Measure and monitor our success.

1.3.2 Launching internally:

Launching the brand internally is crucial for ensuring everyone in the organization is aligned and enthusiastic about the new direction. This process should occur in two phases: one for senior management and one for the full employee team.

A. Phase 1: Starting with Upper Management:

- Review and win unanimous consent for the brand position, promise, character, definition, and launch message.
- Gain agreement regarding the brand-launch objectives and timing.
- Preview the brand-launch materials and presentation.
- Discuss and win agreement regarding how each executive's department can tangibly integrate the brand promise into every aspect of the organization's products and services.

B. Phase 2: Launching Company-Wide:

- Make a case about the value of branding.

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- Present the brand strategy, putting special emphasis on the brand promise and the importance of a brand experience that is reflected through every point of encounter with the business.
- Unveil the brand identity.
- Give each employee a quality gift featuring the new logo.
- Ask each member of the team to personally embrace the brand and become an ambassador who delivers the brand experience to customers.

1.3.3 Launching externally:

Only when the company is ready to walk the talk is it time to take the brand message to the world outside the business by following these steps:

- Time the external launch to coincide with public interest in the story.
- Launch a public-relations program to carry the brand message into the community, market area, and industry arena.
- Place ads presenting the brand and the promise it makes.
- Unveil the brand promise and message on the home page of the website and social media pages.

2.The launch event as a successful part of brand launch:

2.1 The Main Concepts of Event Marketing:

« On the communication planet, an event is a meeting with an audience. It is an appointment initiated by a sponsor aimed at a target audience, with the goal of conveying a message, presenting or informing, celebrating, thanking, or uniting. The event serves to crystallize a relational moment between a brand and communities. An event in the world of communication is therefore more than just a simple assembly of various elements (venue, caterer, activities, small decorations, or accessories, etc.). An event is a targeted, relevant, adapted, and effective communication tool. An event is a "live advertisement" for a defined audience at a specific moment. It is the "living" transcription of the message, values, and universe of an advertiser or a product. »¹¹⁶

¹¹⁶Pascal Christophe : La communication événementielle Ed 2 .Dunod. Paris. 2022 . P22

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« The main concepts of Event Marketing are message, interaction and integration. The purpose of Event Marketing is to communicate a message through a planned happening. »¹¹⁷

An event is a real communication strategy. It presents specific objectives and a desire for a return on investment in terms of communication.

2.2 Event formats:

2.2.1 Convention :

A convention is an internal event for employees, collaborators, and potentially distribution networks, sales forces, suppliers, and prospects. Its objectives include informing, presenting, thanking, federating, and motivating. It is distinguished by a plenary, where the company communicates important announcements.

2.2.2 The evening:

An evening can target internal or external audiences, such as employees, journalists, and influencers. Unlike a convention, it aims to be festive and friendly, creating a specific and memorable atmosphere. Every element, from the planning to the music, is chosen to reflect the personality of the evening and reinforce the brand image. The guests become messengers on social media, sharing the event in real-time.

2.2.3 The presentation of products:

The presentation of products can be intended for internal or external audiences, such as employees, journalists, or influencers. These events vary in format, ranging from conventions to street marketing operations or pop-up stores, and can include spectacular elements like exhibitions or shows. Often, journalists and influencers are invited to a mini-plenary followed by product and cocktail tests. The goal is to create a positive and lasting impact so that the product is well relayed and received.

2.2.4 Public event:

A public event requires meticulous preparation and well-organized logistics, with setups that demand time and permissions. Visitor flows can reach several thousand in a day

¹¹⁷ Anna Eckerstein : Evaluation of Event Marketing Important indicators to consider when evaluating Event Marketing. International Management Master Thesis No 2002:25. Graduate Business School .School of Economics and Commercial Law Göteborg University.

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or evening. The script codes vary depending on the type of event and the target audience, and for large-scale events, it is important to consider the on-site audience experience as well as broadcast on television and the web.

2.2.5 Sports events:

Organizing a sporting event, such as the Olympics or the Paris Marathon, requires solid logistics to manage the flow of participants and audiences, signage, and refreshments. The experience must be enriched by digital elements such as Snapchat filters or connected races, without replacing the emotion of physical events. The specificities of each sport must be integrated, and sporting events are often linked to sports marketing, including ticketing, television rights, and sponsorship.

2.2.6 Luxury and Events:

Organizing an event in the luxury sector requires great creativity, considerable resources, and an ambitious script. The fashion shows represent the pinnacle of this event. These events, often expensive, are increasingly broadcast digitally, transforming the parades into shows accessible to the general public.

Chapter II: Study the launch of the brand

Conclusion of chapter 2:

Brand launch is a process of presenting the company to the public. A successful brand launch involves establishing clear business objectives, identifying the profile of customers, having a good knowledge of the sector, including the competitive situation, and formulating a brand message

Event marketing is a powerful strategy that companies use to connect their business with popular events, enhancing their brand awareness and building a strong brand image. By hosting or sponsoring events that attract large audiences, businesses can effectively engage with potential customers, create memorable experiences, and reinforce their market presence.

**Chapter III: Case of study, presentation
and the methodological framework**

Chapter III: Case of study presentation and the methodological framework

Introduction of chapter 3:

We have discussed in the two previous chapters the concept of digital communication and the one of brand image, the two main variables that make up our practical case. This chapter will focus on the impact of influencer marketing on the campaign launch of DEFACTO brand in the Algiers market.

This third chapter, dedicated to the practical aspect of our research, will be structured into four sections. The first section will address the presentation of “PUBDEC” agency and the brand “DEFACTO”.

The second section will focus on the presentation of the methodology of qualitative surveys conducted with the team of the communication agency and influencers responsible for the launch of the DEFACTO brand. The third section will look at the presentation of the methodology of qualitative surveys

The fourth section will discuss the results of the two interview guides and the Facebook, Tik Tok and Instagram pages.

Chapter III: Case of study presentation and the methodological framework

Section 01: Presentation of PUBDEC agency and DEFACTO brand.


1.PUBDEC agency:

1.1Presentation of PUBDEC agency:

PUBDEC is a high-end creative agency, established in 1988 offering customized design solutions superior quality turnkey projects, dedicated to empowering businesses to achieve remarkable and impactful result.¹¹⁸

1.2Technical specifications:

Table 5: PUB DEC technical specifications.

Company name (legal name)	Pub Dec
Legal form:	LLC Pub Dec Group
Date of establishment:	1988
Number of employees:	20
Manager's name (CEO):	Mr. Omar Nassim Smaane
Business sector:	Advertising and Marketing sector
Company logo:	
Company slogan:	Make an impact

Source: Establish by us, based on internal documents.

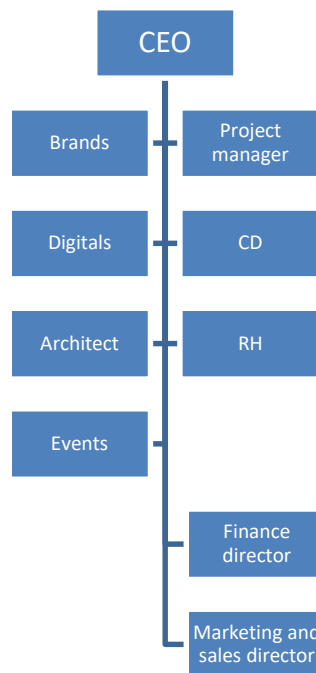
¹¹⁸ Internal document of Pub Dec2024.

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1.3 Organizational chart:

Pub Dec uses a pod system, it is an “Agile management” style organization. For the moment, Pub Dec is still in the transformation phase towards this new system. So we can define the organization chart as:

Figure 4: Pub Dec organizational chat.



Source: Established by us, based on internal document of the company.

1.4 PUBDEC’s values:

The Pub Dec campaign embodies the following values¹¹⁹:

A. Excellence:

They aim for perfection in each of their achievements, the result of their expertise and talent to produce high-quality outcomes that exceed our clients’ expectations.

B. Confidence:

They build lasting relationships with their clients, suppliers, and partners by being attentive, flexible, and honest. The needs of their stakeholders guide their work

C. Influence:

They use their creativity to have a positive impact on their market, our society, and their country, whether through our innovation, our vision, or our sense of responsibility.

¹¹⁹ Internal document of Pub Dec2024.

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1.5 PUBDEC's services:

PUBDEC leverages the power of creativity, strategic thinking, and collaboration to deliver exceptional services in the following areas¹²⁰:

A. Brand Services:

Creating captivating brand visuals and communications that resonate deeply with the target audience and establish a lasting identity. For example:

- Logo Creation and Brand Identity
- Graphic Design Services
- Signage
- Consulting

B. Digital Marketing:

Implementing data-driven strategies to reach the targeted audience boost engagement and drive growth. For example:

- Web design and Development.
- Social media marketing and management.
- Content Creation and Content Marketing.
- Publicity on line.
- Analysis and reporting.

C. Interior Architecture:

Creating inspiring and functional workspaces that enhance employee wellbeing and productivity. For example:

- Interior Architecture.
- Space planning and optimization.
- Interior Finishes & Furniture Selection.
- Project Management and Execution.

D. Event Management and Marketing:

¹²⁰ Internal document of Pub Dec2024.

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Orchestrating memorable and impactful events that leave a lasting impression. For example:

- Corporate events and conferences
- Product launches and brand activations
- Private events and celebrations
- Event Marketing and Promotion
- Vendor management and logistics

Figure 5: The clients of Pub Dec.



Source: Internal document of Pub Dec.

2.DEFACTO brand:

2.1DEFACTO internationally:

As DEFACTO, the company set out to bring a fresh perspective to Turkish fashion and to bring high-quality and unique designs to consumers all over the world in 2005. Since the day the company was founded, it has accomplished important works and achievements by keeping its excitement alive. Continuing its efforts to become a global Turkish brand, it has touched the lives of millions of customers all over the world with nearly 500 stores and online marketplaces in 100 countries. The company has adopted innovation and renewal as its corporate culture. In this direction, it brought its DEFACTO BABY, DEFACTO KIDS, DEFACTO FIT, DEFACTO COOL, DEFACTO LIFE, DEFACTO MODEST, DEFACTO PLUS, DEFACTO STUDIO, and DEFACTO LIFE brands to customers for the needs of consumers of all ages. As the founder of the 'Accessible Fashion' concept, the company brought its quality products to consumers from all segments at accessible prices. As the

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DEFACTO family with more than 15 thousand members, it is dedicated to offering a fashion concept that everyone will feel comfortable and good with the motto 'you should love yourself first'. Because it knows how important it is for everyone to love themselves first. One of the things that makes the company what it is, is its style. The easiest way to look good in what one wears is to look the way one feels inside.¹²¹

Figure 6 : logo of DEFACTO brand .



source: <https://www.defacto.com/fr-ma> (visited on 20/06/2024 at 5:03 am).

2.2 DEFACTO in Algeria:

For this year 2023, DEFACTO wants to launch its clothing brand on the Algiers market. In addition, this brand already exists on the Eastern market (SETIF city). Benefiting from a good notoriety in this market, DEFACTO wants to launch its brand on the Algerian market.

Using agency services “Pub Dec”, the agency is organizing an event with influencers to ensure a better impact on the promotion of the launch of this new brand on the Algiers market.

3. The launch of DEFACTO brand:

DEFACTO is set to launch a new store in the Algiers market. To ensure the success of this launch, DEFACTO has partnered with the PUBDEC agency to develop a comprehensive brand launch campaign. This collaboration aims to create a strong market presence and engage potential customers effectively. PUBDEC will utilize various marketing strategies, We'll explain all this in the points below:

¹²¹ <https://www.defacto.com/fr-ma> (visited on 20/06/2024 at 5:03 am)

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3.1 Before the launch event of DEFACTO:

For the realization of this event, Pub Dec has implemented several strategies before the day of the event to:

3.1.1 Advertising spot:

A. Concept and Message:

The commercial advertisement was designed to reflect the diversity of DEFACTO's products, suitable for men, women, and children, and appropriate for all occasions. The key message was to show that DEFACTO is an inclusive brand, offering style options for all tastes and needs.

B. Casting and Production:

The choice of casting was crucial for the success of the commercial. The actors and models selected were from diverse backgrounds, thus reflecting the diversity of D's target audience in Algeria. The dynamic and modern production of the commercial captivated the viewers' attention and effectively conveyed the brand's message.

C. Showcasing Algiers:

The filming of the spot took place in emblematic places of Algiers, highlighting the beauty and the modernity of the city. This helped to create an emotional connection with the Algerian audience and to strengthen DEFACTO's local presence (see Appendix 1).

3.1.2 Social media strategies:

The social media strategy focused on three key platforms:

A. **Instagram:** Ideal for sharing inspiring visuals, engaging stories, and collaborations with influencers.

B. **Facebook:** Allows for reaching a broader audience and disseminating information about the brand, events, and promotions.

C. **TikTok:** A rapidly growing platform, perfect for reaching a young audience with creative and entertaining video content.

3.1.3 Promotional event (RAFFLE):

A digital raffle was launched to stimulate public engagement and participation, creating a buzz around the launch event and the DEFACTO brand (see Appendix 2) .

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3.1.4 Influencer collaboration:

Strategic partnerships with key influencers in the Algerian market have increased the DEFACTO's reputation and credibility, create authentic and engaging content, and reach new audiences. DEFACTO brand collaborate with:

Table 6: List of influencers working with DEFACTO.

Influencer	Followers	The area	Presentation
Merouane Guerouabi	3.8 M	Algiers	Talented artist who brought a creative dimension to the campaign and allowed to reach a wider audience.
Reda Deli	1.8 M	Algiers	An influential figure in the field of fashion, Reda has strengthened the visibility and reputation of DEFACTO with a male audience passionate about lifestyle and culture.
Malak Belkacem	1.3M	Algiers	Fashion icon and influencer known for her sharp sense of style, Malak has reached a female audience interested in current trends.

Source: Establish by us

3.1.5 Social media campaign strategy:

Choice of Platforms: The social media strategy focused on three key platforms:

- **Instagram:** Ideal for sharing inspiring visuals, engaging stories, and collaborations with influencers.
- **Facebook:** Allows for reaching a wider audience and disseminating information about the brand, events, and promotions.
- **TikTok:** A growing platform, perfect for engaging a young audience with creative and entertaining video content.

3.2 Design and achievements of VIP Event:

The launch event was designed as an immersive and interactive experience, allowing guests to experience the DEFACTO universe in a unique and memorable way (see Appendix3) .

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To ensure an immersive and consistent experience, special attention was given to the design and execution of various event elements, such as:

- **Sales sheets:** Attractive and informative sales sheets have been created to highlight the special offers and promotions available at the event.

- **Decoration:** The decoration of the place has been carefully designed to reflect the brand's visual identity, with a vibrant color palette and distinctive typography.

- **Photo booth:** A customized photo booth with themed accessories allowed guests to capture fun memories and share their experience on social media, contributing to the visibility of the event.

- **Podium and Raffle Box:** A personalized podium and raffle box were designed for the event, adding a touch of elegance and professionalism.

- **Invitations:** Elegant and personalized invitations were sent to guests, creating anticipation and a sense of exclusivity

3.3 The day of event:

The event was on 6 March 2024 according to a precise schedule, below a table with the course of the day:

Table 7: Planning of the event .

Time	The action	Explication
8:00	Pub Dec and Dynamic Brands teams (on site)	Set up the necessary facilities and programming for the event with the presence of Pub Dec's coordination and advertising team and the Dynamic Brands team
15:30	Internal Photo Booth and Tart Arrival	Encouraging guests to participate in the photo booth session and the arrival of the tart.
16:00	16:00 – The Arrival of the Guests and Red Ribbon, Photo booth and 360	Welcoming the guests with a symbolic opening ceremony, followed by the photo booth shooting and the immersive 360-

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		degree experience.
16:00-17:00	Selection of Models and Outfits by Influencers	Selection session of models and outfits orchestrated by influencers present
17:00-18:30	Amine's speech and Surprise Show	Welcome and presentation speech by Amine, followed by the surprise show showcasing the new collections
18:30	Raffle and Snack Break	Organization of a raffle with attractive prizes followed by a break to allow guests to relax and build relationships.
19:00	Announcement of the Raffle Winners:	Announcement of the lucky winners of the raffle with prize giving.
19:30	DEFACTO speech by Amine	DEFACTO's official speech, delivered by Amine, highlighting the company's values and objectives.
20:00	Serving the Tart	Serving the tart and closing the event in a warm and festive atmosphere.

Source: Establish by us, based on internal documents.

To evaluate the event's impact and offer comprehensive insights, we will conduct a detailed analysis in our in our study.

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Section 02: Methodological framework:

To substantiate our work, we conducted a qualitative survey with the primary objective of understanding the impact of influencer marketing on the launch campaign.

Through a qualitative study, we will measuring in a metric way the evolution of the notoriety on the social networks through the campaign of influence

1.The methodological framework for the qualitative study:

However, in order to conduct this investigation and provide answers to our research question and the previously defined hypotheses, we followed a series of necessary steps: defining the semi-structured interview, creating the interview guide, profiling the interviewees, and determining the methods for processing the results.

1.1 The Qualitative Survey:

« The goal of qualitative research is to develop concepts that help us understand social phenomena in natural (rather than experimental) contexts, emphasizing the meanings, experiences and perspectives of all participants.» (Mays and Pope, 1995, p. 43). »¹²²

Qualitative study is a method that allows for the analysis and understanding of phenomena, group behaviors, facts, or subjects. The objective is not to obtain a large quantity of data, but to obtain in-depth (quality) data . The main techniques of qualitative study:

- Observation
- Interview (the directive interview, the semi-directive interview, the non-directive interview).
- focus group

As part of our study, we decided to conduct semi-structured interviews with the social media manager of Pub Dec and with the [title/position] of the DEFACTO brand to enhance the impact of this launch campaign.¹²³

¹²² <https://www.scribbr.fr/methodologie/etude-qualitative/> (visited on 08/06/2024 at 01:00 pm). Our translation

¹²³ Idem.

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1.2 Semi-directive individual interviews:

« This is the most frequently conducted type of interview. It generally lasts between forty-five minutes and an hour and a half. The topics discussed are determined in advance. The interviewer freely decides the order of their presentation and how to introduce them during the interview based on its progress. A data collection technique that contributes to the development of knowledge that promotes qualitative and interpretative approaches that fall within paradigms in particular. »¹²⁴

A semi-structured interview is a data collection method that relies on asking questions based on a pre-established thematic framework. However, the questions are not set in order or in phrasing.

In research, semi-structured interviews are typically qualitative. They are generally used as an exploratory tool in fields such as marketing, social sciences, survey methodology, and other research areas.¹²⁵

1.3 Construction of the interview guide:

Additionally, the interview guide should be structured as follows¹²⁶:

- **Opening Phase:** Introduce the topic in a persuasive manner that avoids influencing the interviewee excessively. Begin with a broad and non-specific question to build rapport and establish comfort.
- **Focusing Phase:** Methodically address each topic to elicit comprehensive responses.
- **Deepening Phase:** Delve deeper into the central themes of the study, using rephrasing techniques as necessary.
- **Conclusion Phase:** Solicit the interviewee's perspectives, then express gratitude for their participation.

1.4 The research methodology:

1.4.1 Qualitative data collection:

Our study is exploratory. Its objectives are to investigate and understand the impact of the influencer marketing on the launch of DEFACTO brand.

In order to meet these objectives, we began our investigations by conducting a semi-structured interview with the people who cooperated to achieve this strategy successfully.

¹²⁴Manuel de Marketing . Dunod, Paris, 2010. P 79. Our translation.

¹²⁵<https://www.scribbr.com/methodology/semi-structured-interview/> (visited on 08/06/2024 at 05:00 pm).

¹²⁶ 18 <https://www.e-marketing.fr/Definitions-Glossaire/Guide-d-entretien-238210.htm>, consulted on (13/06/2023) At 3:55 Am.

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Data collection occurred in two stages: the first with a representative from Pub Dec, and the second with a representative from DEFACTO. There was a month and a half interval between these stages, and both were conducted face-to-face. On average, each respondent provided half an hour of their time. The interviews were recorded using a Magneto.

We continued the qualitative survey by conducting a very selective process of choosing individuals who specifically worked on the launch campaign for the DEFACTO brand.

1.4.2 The semi-structured interview with the team involved in the launch of the DEFACTO brand:

We conducted a semi-structured individual interview with 2 employees, one from the Pub Dec agency and one from the brand DEFACTO.

The objective of the survey is to understanding the impact of influencer marketing on the launch campaign.

The semi-structured interview consists of 5 sections, each section comprising a series of questions, totaling 19 questions in all (see Appendix 4).

1.4 Elaboration of the interview guide :

1.5.1 The themes of the interview guide:

To conduct our qualitative survey and facilitate the collection of data; we have developed an interview guide containing several themes according to our objectives. The following table determines the 5 axes and the objective of each one:

Table8: Interview guide topics.

	Axe	Objective
1	Overview of the DEFACTO Launch Campaign	The purpose of these questions is to provide an overview of the DEFACTO brand launch.
2	Collaboration with influencers	The main objective is to determine the process and criteria for selecting influencers and to assess their impact on the success of this launch.
	Influencer campaign:	The objective of this questions is to identify the main steps to elaborate an influencer marketing campaign,

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3		and return on investment of this campaign.
4	The most important strategies that contributed to the successful launch	In this axe, we aim to know all the important strategies employed by DEFACTO for its launch and its association with influencer marketing.
5	The nature of the content chosen for launch and its return on investment .	The objective is to know the nature of visual or textual content utilized during the launch period and its return on investment.

Source: established by

1.5 Select of interviewers:

We preferred the method of individual investigation over data collection and the interviewees were carefully chosen. In fact, this interview allowed us to record the responses of the interviewees (after taking their permission), in order to facilitate the analysis of the responses.

The elements we have taken into consideration when selecting the respondents are: the personal work done in this strategy, the level of knowledge and understanding about the brand launch, and the professional profile of each interviewee.

Table 9: The profile of the interviews.

The number of the interview	Name	Profile	The duration	the place and the date
1	Rouabhi aya lamria	Social media manager	40 min	19 Avril 2024 at Pub Dec office
2	Agoun Serine	Marketing Manager of the DEFACTO brand in Algeria.	30 min	10 June 2024 at Pub Dec office (on line)

Source: Established by us

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1.6 Analysis of information:

The analysis of the data from these interviews was done by the content analysis method by proceeding by thematic and lexical analysis. This approach is explained by the fact that we seek to highlight all the concepts that are related to our research.

« However, such an analysis requires an approach. First, a full transcript of the interviews is essential. Then, a floating reading of the corpus that made emerge the main axes addressed in the interviews and that are related to the subject of study. Finally, the corpus will be divided into recording units corresponding to the information sought (Bardin, 1977) » (A. Mucchielli, 1991, p. 92).

1.6.1 The handling of the interview:

The processing of qualitative data can be conducted from a semantic or statistical perspective. In the case of “semantic” processing, the analysis is conducted manually and examines the meaning of the ideas expressed or the words used. On the other hand, “statistical” processing is performed on a computer using text processing software (ANDREANI, CONCHON, 2015).

Table 10: Processing of qualitative data.

Semantic processing	Statistical processing
Manual processing Empirical analysis of ideas, words, and their meanings	Computer processing Statistical analysis of words and phrases

Source: CONCHON (A) ; « Méthode d’analyse et d’interprétation des études qualitative » 2015. Our translate

For this, we opted for semantic processing to handle our qualitative data by analyzing the interviewees’ ideas and the expressions they use.

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2.Methodological framework for the elaboration of the quantitative survey:

2.1The quantitative study:

« Quantitative research can better test theories or hypotheses. Quantitative research is appropriate when there is a well-recognized theoretical framework. The quantitative study rarely converges on a single framework, it often proposes several. We must then compare and combine them ». (Giordano and Jolibert, 2016).¹²⁷

Quantitative study is a data collection technique that allows the researcher to analyze behaviors, opinions, or even expectations in quantity. The objective is often to deduce statistically measurable conclusions, unlike a qualitative study.

In a research work, the quantitative study makes it possible to prove or demonstrate facts by quantifying a phenomenon. This study technique uses the questionnaire or panel survey to gather data for analysis.

The results, expressed in figures, take the form of statistical data which can be represented in graphs or tables.¹²⁸

2.1.1The objective of the quantitative study:

We opted for a quantitative study with one objective in mind:
That of measuring in a metric way the evolution of the notoriety on the social networks through the campaign of influence and to observe the consequences of this campaign on the various social networks that we have chosen, namely: Facebook, Instagram and TikTok.

2.1.2 Selected data collection techniques:

For the quantitative study, we opted for an analysis of quantitative metrics and KPIs linked to the Attention step of the AIDA Model with a social media notoriety objective .

A. Definition of KPIs:

¹²⁷ <https://www.scribbr.fr/methodologie/etude-quantitative/> (visited on 09/06/2024 at 07:02 pm).

¹²⁸ Idem.

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« Key Performance Indicators are indicators of the quality of a company's performance. Their implementation and monitoring in the context of performance dashboards or management are essential decision support tools to steer the present and future success of companies. Applied to the monitoring and control of digital marketing, and marketing in general, they allow to ensure, value, monitor and optimize the ROI of its activities. »¹²⁹

B. Quantitative and qualitative metrics and KPIs:

Table 11: Step 1 of the AIDA model: Attention with a notoriety objective.

Step 1 of the AIDA model: Attention with a notoriety objective		
Paid Media	Owned Media	Earned Media
Visits		
Unique visitors		Number of mentions of the brand name on blogs and forums
Time spent	Number of visitors	
Affinity coverage	Number of first-time visitors	Number of tweets
Number of impressions served	Number of repeat visitors	Number of queries containing the brand name on a search engine
Number of impressions viewed	Origin of visits	Number of Fans
Advertising awareness		
Advertising souvenir		
Advertising recognition		

Source:FLORES Laurent.Op,cit.p136.Our translate.

This table summarizes the different qualitative and quantitative KPIs that measure notoriety on paid, owned and earned media that we have discussed previously. However, given that our study focuses on social networks, in this case Facebook, Instagram and Tik Tok, That DEFACTO owns, we will be interested in the owned media and paid media that concerns sponsored publications and that are part of the KPI of notoriety seen in the part of the campaign launch and monitoring of results (section 2 chapter1).

The same way we will use it with influencer content that has a direct relationship with the company's content on the media.

¹²⁹ FLORES Laurent : Mesurer l'efficacité du Marketing digital : Estimer le ROI pour optimiser ses actions, éditions DUNOD, 3èmeEdition, Paris, 2021P.89 .Our translate.

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On the other hand, we opted for a quantitative study, so we focused only on quantitative KPIs. With quantitative metrics, we will typically try to measure the total audience of a campaign, the number of people who were really exposed to an advertising message, the number of times they saw it, or the number of clicks that the campaign generated, the number of visitors, visits to a site for example.¹³⁰

2.1.3 Limitation of study scope and duration:

It is important to clarify the limitations of our field of study as follows:

- The quantitative study is about the key performance indicators (KPIs) of social media notoriety, not social media, and to know the consequence of the influencer campaign on the stage of launch and how influencer marketing impact the evolution of the notoriety on the social networks .

- We will analyze the KPIs over a period of 3 months, including 40 days before the influence campaign and during the campaign (41 days 41 days from the start of the campaign).

- The channels chosen for the study are: first, Instagram to determine the main role of influencers, and secondly, Facebook and Tik Tok to assess the impact of influence marketing on these platforms.

¹³⁰ FLORES Laurent.Op,cit .p97.

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Section 03 : Measuring the impact of influencer marketing on the launch of new brand in the Algiers market.

To address our main research question and determine the impact of new communication trends, such as influencer marketing, on the launch of new brands, we will present the results of the qualitative and quantitative study we conducted.

This will enable us to answer our research problem and either confirm or revise our previously defined hypotheses.

1.Transcriptions and analysis of results of the qualitative study:

1.1 Interview analysis and results:

1.1.1Axe 01: Overview of the DEFACTO Launch Campaign:

According to the interviewees, the launch of DEFACTO on the Algerian market required a multi-channel campaign that aimed to reach several strategic objectives, both quantitative and qualitative, but focused on one main objective “build strong and positive brand awareness”. It is essential to establish a recognizable presence and generate significant interest among the Algerian target audience. The main objective divided into sub-objectives are:

- Notoriety and positioning: This includes increasing the visibility of DEFACTO to a wide audience in Algeria, creating a positive brand image by establishing a strong association between DEFACTO and values such as modernity, quality, accessibility, and diversity, achieving competitive positioning, and generating buzz and media interest.
- Engagement and community: Establish a strong and engaging social media presence on Instagram, Facebook, and TikTok. Increase the number of subscribers and create a loyal community around the brand.
- Boost DEFACTO product sales and brand growth by promoting collections and special offers. Improve online and in-store conversion, and ensure a positive customer experience.

The Marketing Manager of DEFACTO in Algeria defined the launch campaign as « it means setting up advertising campaigns for launch events and public relations initiatives to create a

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buzz » and the both of the interviewees stressed that the expected duration of the campaign is one month. This duration allows them to build a more elaborate communication strategy, organize the launch event, create a content on social media, and deploy ads across various channels.

The launch in general and the strategy that has been developed have been a success, with encouraging results. Influencer marketing has had several positive impacts on the launch of the DEFACTO brand. It allowed them to access a targeted audience corresponding to their market segment, through collaboration with relevant influencers. In addition, this approach has strengthened DEFACTO's trust and credibility. They also found significant improvement in brand awareness, increased user engagement, and the ability to accurately measure results across various metrics such as views, interactions, clicks and direct conversations.

1.1.2 Axe 02: Collaboration with influencers:

The Marketing Manager of DEFACTO in Algeria defined the Influencers as « They are experienced content creators who know how to captivate the attention of their audience ». So when choosing influencers to collaborate with, DEFACTO understands the importance of making the right choices to communicate their brand image and promote their products.

They employed a thorough selection process that involves both quantitative and qualitative analyses: a quantitative analysis: they consider the number of followers, and the qualitative analysis: Influencer selection criteria include several key aspects:

- Audience and demographics: For a brand like DEFACTO, which offers clothing for men, women and children, they select influencers who have a wide audience covering different age groups and genders in order to better reach their target audience.
- Authenticity: They attach great importance to creating content that is authentic and transparent, which helps to strengthen the relationship of trust with their audience.
- Positive reputation and strong brand image: They are looking for influencers who help maintain a positive reputation and reinforce DEFACTO's strong image in the market.

The social media manager added to previous criteria that they carefully selected influencers with varied and complementary profiles, in order to maximize the reach and impact of the campaign. DEFACTO chooses influencers who resonate with the company's image, values, and campaign objectives. Indeed, they found this match during the launch of

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the DEFACTO brand in Algeria, which helped strengthen the authenticity and credibility of the collaboration between the brand and the influencer.

Finally, Strategic partnerships with key influencers in the Algerian market have increased DEFACTO's reputation and credibility, created authentic and engaging content, and reached new audiences.

1.1.3Axe 03: The influencer campaign:

To elaborate an influencer marketing campaigns at DEFACTO, they follow a structured approach that contained the following steps:

- Define campaign smart goals: as we mentioned before the main objective of the influencer marketing campaign is increase DEFACTO's notoriety and credibility, create authentic and engaging content, and reach new audiences.
- Identify the target audience: DEFACTO launch her brand in the Algiers market, so her target audience is the people who lives in Algiers and it offers clothing for men, women and children.
- Influencer Selection and Contact: They carefully select and reach out to influencers who align with the brand and campaign objectives. The selection process involves evaluating factors such as relevance to the target audience, content quality, and alignment with the brand's values.
- Contract Preparation: Once they have identified appropriate influencers, they draft a contract that details the terms and conditions of the collaboration. Each of the three selected influencers has a contract that specifies the timeline of the work and the various communication activities.
- Develop campaign content: they Collaborate with influencers to create engaging and relevant content that resonates with their audience.
- Planning and executing the campaign: They establish a publication schedule and coordinate with influencers to ensure content is posted at the right time. They use campaign management tools to track posts and performance.
- Launching the Influencer Marketing Campaign: They use their own communication channels to promote the campaign. They encourage content sharing and public participation to amplify the campaign's reach.

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- Measuring Results: They analyze the results to assess the campaign's effectiveness, considering factors such as sales uplift, growth in the number of followers, and the visibility generated.

For the return on investment, the strategic partnerships with key influencers in the Algerian market have increased DEFACTO's reputation and credibility, created authentic and engaging content, and reached new audiences.

1.1.4 Axe 04: The most important strategies that contributed to the successful launch: The impact of all communication actions on the launch:

According to the interviewees, the overall impact on the launch of the DeFacto brand was initially the strengthening of its market presence. A combination of influencer strategies, raffles and advertising spot can solidify this presence by reaching both online and offline audiences. Secondly, there was the creation of an initial buzz.

VIP Event:

According to the social media manager of Pub Dec there are two objective of this event. First, enhancing brand image, the event presented DEFACTO as a modern brand, dynamic and attentive to its audience. Second, generate buzz and media interest: The event attracted media and influencer attention, creating positive media coverage and positive word of mouth. For the guests invited to the launch party, it was DEFACTO that invited them.

Therefore, the Marketing Manager of DEFACTO, Mrs Serine confirmed that the guests selected for the VIP event were mainly from the entourage and staff working at the DE brand, as well as suppliers and some loyal customers. This guests and the public is a vector of communication thanks to their experience during the event and their sense of belonging to the DEFACTO brand. At this event, also other influencers shared their experience on their social networks. This allowed for the creation of a larger effect.

In short, the VIP event was a resounding success, boosting DEFACTO's brand awareness, creating engaging content, and strengthening the brand image. The realization of each element of the event made it possible to achieve the objective of the campaign events and advertising for DEFACTO and create an immersive and memorable experience for guests, thus reinforcing the impact of the DEFACTO campaign in Algeria.

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Public Event:

According to the interviewees, the main objectives during the public event were to receive a maximum of customers in order to achieve the estimated sales goal, to provide a beautiful experience and to satisfy consumers in relation to the proposed products, in order to earn their trust.

Among the actions of the public events is the implementation of a raffle at the store level as well as a discount on all items during the first three days of launch.

1.1.5 Axe 05: The nature of the content chosen for launch and its return on investment:

According to the interviewees, the visual identity and concept of the event have been consistently applied to all communication media, from invitations to social networks, to the decoration of the place and goodies offered to guests. This consistency has strengthened the impact of the campaign and created a memorable brand experience for the Algerian public.

The type of visual or textual content created during the influencer campaign:

The interviewees indicated that there are different types of content, which include: Product images showcase the key features of each collection, including special offers and promotions. Lifestyle photos illustrate the brand's universe and inspire the public with outfit ideas and fashion trends. Stories share behind-the-scenes moments, live events and interactive content to enhance engagement. Contests and games stimulate public participation and create a buzz around the brand. Influencer collaborations offer authentic and engaging content through influencer partner posts. The vlogs and behind the scenes provide insight into DEFACTO's environment, creative processes, and how events unfold. Tutorials and style guides show how to create different looks with DEFAVTO clothing, offering tips for different age groups and body types. Regarding the influencers, Malak Belkacem shares two stories and one reel, Reda Deli shares three stories and one reel, Merouane Guerouabi shares three stories. For the participants, they created content based on their personal experience, positive feedback with their products, images and photos taken in store to show their satisfaction and gratitude, as well as positive messages and comments thanking the brand for the products offered.

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1.2 Summary of Results of the qualitative study:

- The influencer marketing is one of the important strategy in the success of the launch of new brands in general and in the Algiers market in specific, influencer marketing has a positive and effective impact on the brand launch. The influencer campaign allowed the brand to access a targeted audience, strengthened trust and credibility, and resulted in significant improvements in brand notoriety and increased user engagement.
- Influencer campaigns can be accurately measured using various metrics such as number of views, interactions, clicks, and even direct conversations.
- The influencers are a content creator who know how to captivate the attention of their audience, Influencers should be selected based on their alignment with the company's image, values, and campaign objectives. The right choice of influencer creates authentic and engaging content and reaches new audiences.
- Influence strategies well integrated with communication actions such as advertising spots, raffles , the launch event and marketing actions can have a significant overall impact on the launch of the brand, increasing its visibility, engaging consumers, and building brand notoriety and credibility. Influencer marketing exceptional results, meeting the campaign objectives in a shorter time compared to previous strategies.
- The high quality of the content published during the campaign, such as high quality images, highlights DEFACTO products and current trends.
- Collaborating with influencers at an event ensures the success of a brand launch by increasing its visibility to a large targeted audience.
- Creating a community: The campaign succeeded in federating a community around DEFACTO, promoting the sharing of experiences and the feeling of belonging to a world of single mode.
- Authentic engagement: Social media interactions, positive feedback and active participation in initiatives such as the raffle demonstrate genuine public commitment to the brand and its values

2. Analysis of the quantitative study results:

To measure the results of the influence strategy on the launch of DEFACTO, Pub Dec uses tools such as Meta business and TikTok analytic suite as well as statistics tools integrated into social networks to assess their organic reach indicators and engagement rate.

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For the purposes of our study, we will analyze the following KPIs for each social network and observe the evolutions of certain metrics.

social network	KPIs related to notoriety and visibility
Facebook	<ul style="list-style-type: none"> - Number of impressions - Reach/ coverage/ people affected - Number of likes, comments and shares - Number of follows - Page and profile visits
Instagram	<ul style="list-style-type: none"> - Instagram reach - Content interaction - New Instagram followers
Tik Tok	<ul style="list-style-type: none"> - Post views - Profile views - Comments/likes/ shares - Unique viewers

Source: Establish by us according to intern document of Pub Dec.

2.1 Analysis and impact measurement of Instagram:

Instagram is the most important social networks in our research due to our collaboration with influencers, which has been conducted primarily on this platform. The influencer campaign was carried out on Instagram.

2.1.1 About DEFACTO page:

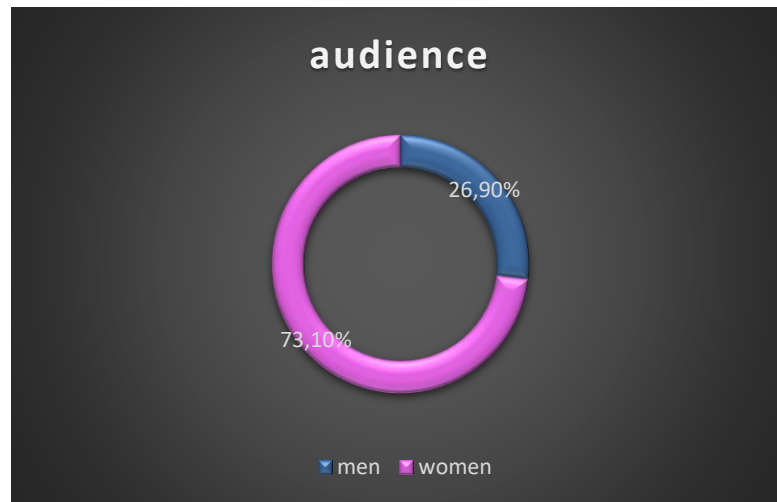
As we know, the collaboration with influencers was on Instagram .First of all we will start by DEFACTO page. We will analyze the period from 11/01/2024 to 29/02/2024 (see Appendix 5) and from 01/03/2024 to 10/04/2024(see Appendix 6)

A. Target audience analysis:

Demographics: the main DEFACTO audience consists of adults, aged 25 to 45, living mainly in large Algerian cities such as Algiers, SEFIF and their surroundings.

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Figure 7: The male-female distribution on Instagram.



Source: Established by us .

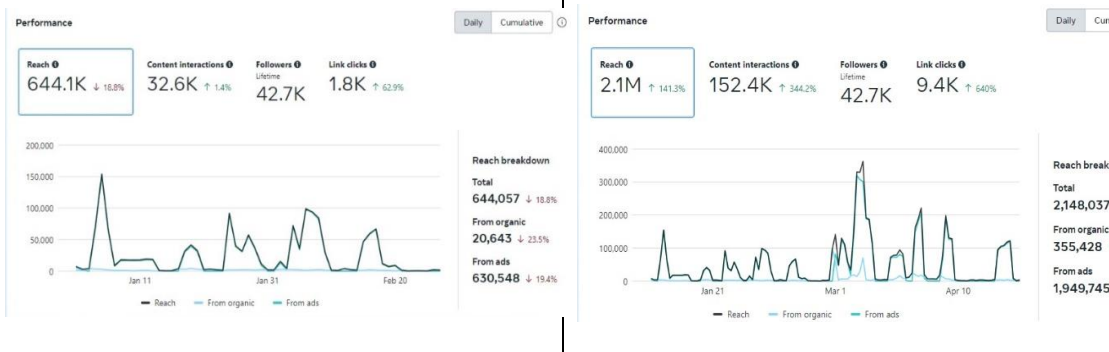
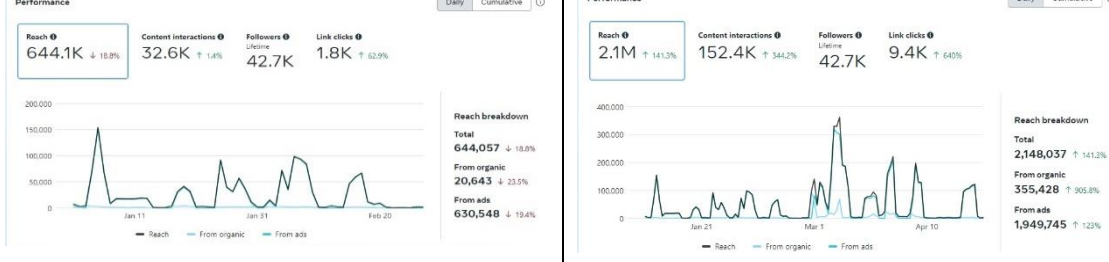
As we know, the DEFACTO target is the family , men , women and children .and based on the data presented in the Centennial Circle, we note that there are more women (73.10%) than men(26,90%), and we can take into account that most mothers make the decision to buy for them.

B. Reach:

Reach refers to the total number of unique users who have seen your content. The reach is represented in the table below:

Period	11/01/2024 to 29/02/2024	01/03/2024 to 10/04/2024

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<p>Graphic</p>	
<p>Observation</p>	<ul style="list-style-type: none"> We observed a phenomenal increase in reach, indicating a considerable rise in the number of affected people from 644.1K to 2.1M. The number of people exposed to our content increased by 141.3%. During the period from 11/01/2024 to 29/02/2024, reach did not exceed 150,000. However, in the first week of March, reach peaked at approximately 360K. Following this period, reach continued to increase compared to the initial period.
<p>Interpretation</p>	<ul style="list-style-type: none"> The launch of the DEFACTO brand on social networks began on February 27. Prior to this date, reach was lower due to the content on the page being static and not new. The first week of March marked the beginning of the influencer marketing campaign, which resulted in a peak in reach. This period also coincided with the launch event for both VIP and public audiences.
<p>Reach breakdown</p>	
<p>Graphic</p>	
<p>Observation</p>	<p>The Total Reach is divided into organic and ads like we see in the data, Before the launch, we observed that the reach from organic and the reach from ads are lower than the reach from organic and the reach from ads after the launch. The common factor between the periods before and after the launch is that the white reach consistently exceeded the black reach, indicating a greater impact.</p>
<p>Interpretation</p>	<ul style="list-style-type: none"> The reach from organic and the reach from ads after the launch are increasing

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	<p>due to the implementation of a social media campaign in the period of the launch .</p> <ul style="list-style-type: none"> • Ad reach is often higher than organic reach for several reasons: <ul style="list-style-type: none"> - Targeted Audience: Ads can be specifically targeted to reach a specific demographic. - Algorithms: Social network algorithms often favor paid content, giving it increased visibility compared to organic publications. - Budget: Investing in ads reaches more people. - Frequency and location: Ads appear more frequently and in preferred locations. - Promoted Content: Ads are designed to capture attention more effectively
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C. Content interactions:

“Content Interactions” on Instagram refer to the various ways in which users engage with your posts, stories, reels, and other types of content. Now we will see how the engagement change between this two period:

Period	11/01/2024 to 29/02/2024	01/03/2024 to 10/04/2024
Graphic		
Observation	<p>We can see that the number of content interaction increase from 32.6K before the launch to 152.4 after the launch of DEFACTO in Algiers market. By 344.2 percent.</p>	
Interpretation	<p>This increase indicates that the Instagram community became more interested in new content during the launch period and this is through increased interaction include likes, comments, shares and saves.</p> <p>Among the reasons is also the presence of a raffle, which included conditions requiring participants to tag friends, like the post, and share it in their Story.</p>	

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D. New Instagram followers:

Period	11/01/2024 to 29/02/2024	01/03/2024 to 10/04/2024
Graphic		
Observation	As we see the number of followers increase from 17k before the launch of the new DEFACTO brand and continued to grow during the launch campaign until 42.7k	
Interpretation	A year ago the brand was launched in the city of SETIF, meaning only in eastern Algeria. When the brand is launched in the capital Algiers, this means that there is an increase in followers of the brand who live in Algiers especially and Algeria in general.	

E. publication frequency:

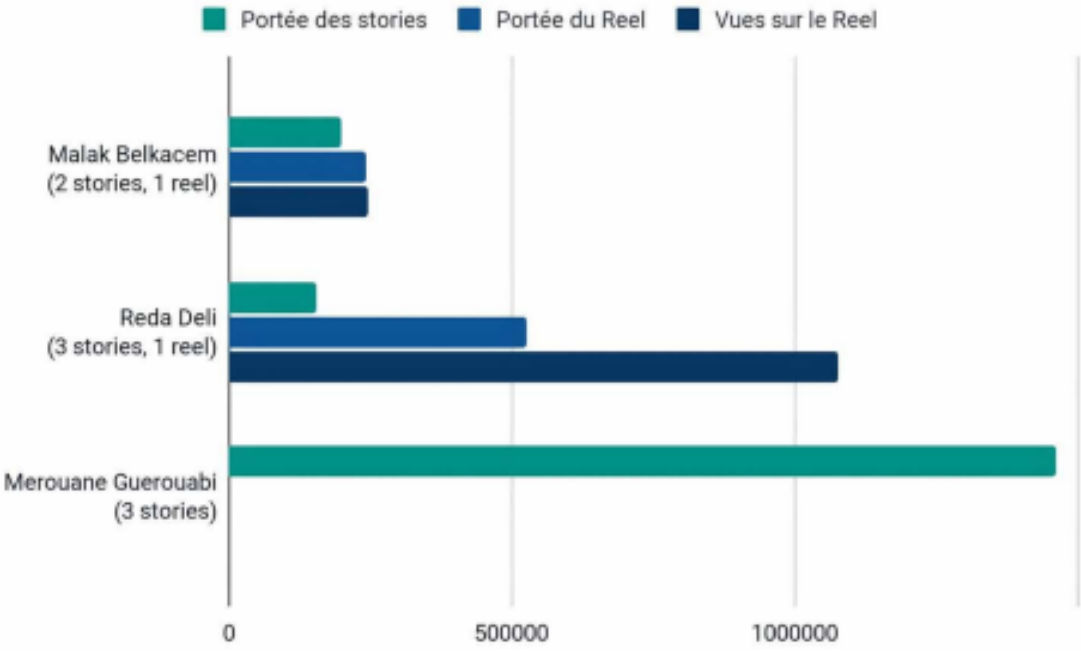
Looking at the schedule of Instagram posts (see Appendix 7) for the launch period starting February 27, we see a daily publication frequency, with three posts per day on average. In particular, during the VIP events on March 6 and public events on March 7, they intensified their activity by publishing between 5 and 7 times a day.

2.1.2 About the influencer page:

We will analyze the content and communication actions of influencers below:

Influencer	Malak Belkacem	Reda Deli	Merouane Guerouabi
Followers	1.3M	1.8M	3.8M

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<p>Graphics</p>	 <p>Legend: ■ Portée des stories, ■ Portée du Reel, ■ Vues sur le Reel</p> <table border="1" data-bbox="443 280 1528 929"> <thead> <tr> <th>User</th> <th>Portée des stories</th> <th>Portée du Reel</th> <th>Vues sur le Reel</th> </tr> </thead> <tbody> <tr> <td>Malak Belkacem (2 stories, 1 reel)</td> <td>~200,000</td> <td>~250,000</td> <td>~250,000</td> </tr> <tr> <td>Reda Deli (3 stories, 1 reel)</td> <td>~150,000</td> <td>~550,000</td> <td>~1,100,000</td> </tr> <tr> <td>Merouane Guerouabi (3 stories)</td> <td>~1,800,000</td> <td>-</td> <td>-</td> </tr> </tbody> </table> <p>Source: Internal document of the company.</p>			User	Portée des stories	Portée du Reel	Vues sur le Reel	Malak Belkacem (2 stories, 1 reel)	~200,000	~250,000	~250,000	Reda Deli (3 stories, 1 reel)	~150,000	~550,000	~1,100,000	Merouane Guerouabi (3 stories)	~1,800,000	-	-
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Merouane Guerouabi (3 stories)	~1,800,000	-	-																
<p>Content analysis</p>	<p>The content posted by Malak consists of 2 stories and 1 reel.</p>	<p>Reda posted 3 stories and 1 reel.</p>	<p>Merouane's content is limited to 3 stories.</p>																
<p>Observation</p>	<p>Reach of Stories: We observe that the reach of stories is around 200K.</p> <p>Reach of Reel: The reach of the reel is approximately 250K.</p> <p>Views on the Reel: The number of views on the reel matches its reach, at around 250K</p>	<p>Reach of Stories: We observe that the reach is around 250K.</p> <p>Reach of Reel: The reach of the reel exceeds 500K.</p> <p>Views on the Reel: The views on the reel are more than 1M.</p>	<p>Reach of Stories: The reach is around 2M.</p>																
<p>Interpretation</p>	<p>Merouane Guerouabi has the highest story reach, suggesting a highly engaged follower base for story content.</p> <p>Reda Deli has the highest reach of reels, with views far exceeding reach, indicating</p>																		

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	<p>high interest and repeated views in his video content.</p> <p>Malak Belkacem shows balanced reach in both stories and reels, with a solid performance in both content types.</p> <p>When the influencer have a lot of followers he more have engagement.</p>
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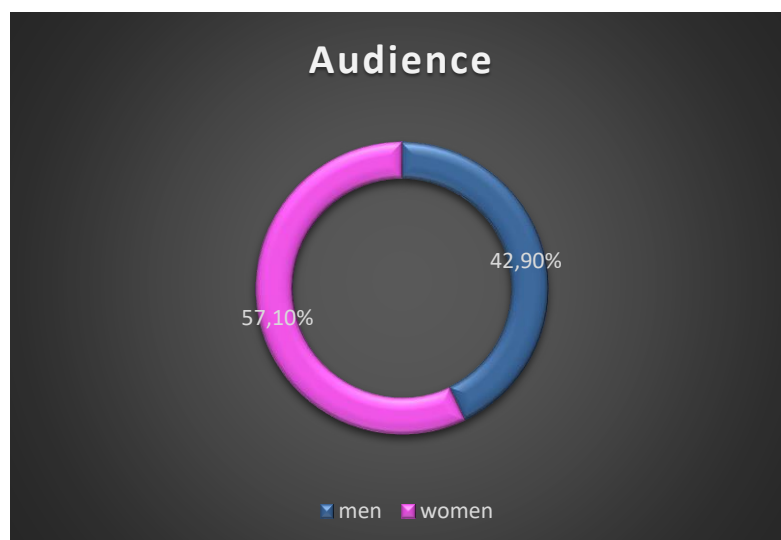
2.2 KPI Analysis and Impact Measurement for Facebook:

As mentioned earlier, the impact strategy was implemented exclusively on Instagram. However, we aim to study the changes occurring on Facebook to determine if influencer marketing has played a role.

2.2.1 Target audience analysis:

Demographics: the main DEFACTO audience consists of adults, aged 25 to 45, living mainly in large Algerian cities such as Algiers, SETIF and their surroundings.

Figure 8: The male-female distribution on Facebook.



Source: Source: Established by us .

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2.2.2 Facebook Reach:

Reach on Facebook refers to the number of unique people who have seen your content, is represented by the table below:

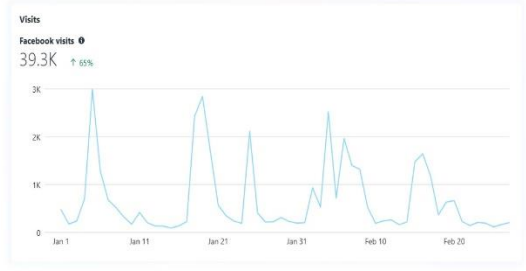
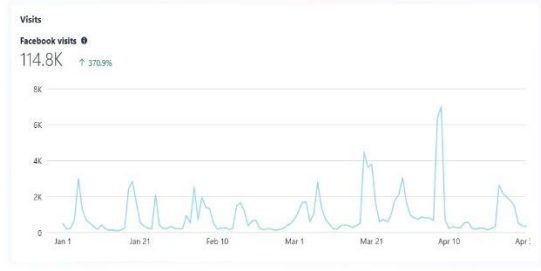
Period	11/01/2024 to 29/02/2024	01/03/2024 to 10/04/2024
Graphic		
Observation	<p>At the beginning of the time frame, the Facebook reach seemed to be around 50,000. (Jan 1). And it increases to a peak of around 150,000 on Jan 21. The number of people is decreasing to around 100,000 by the end of the timeframe.</p>	<p>Facebook's reach varies throughout the observed period. It starts at about 50,000 on January 1, peaks at 230,000 on February 10, then drops significantly to around 100,000 by March 1. Subsequently, it rises again to 230,000 by April 10.</p>
Interpretation	<p>In the first phase, the reach of Facebook stagnates due to a lack of interaction with the content of the page. On the other hand, the second stage is characterized by increased dynamism and significant interaction with publications, particularly during the launch of the brand in the capital. The reach in the first period was 1M but in the second period is 2.3M</p>	

2.2.3 Facebook Visits:

The Facebook visit refers to the number of times people visit your Facebook Page, is represented by the table below:

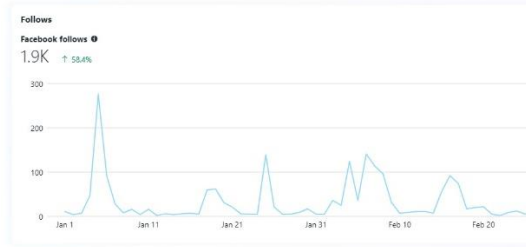
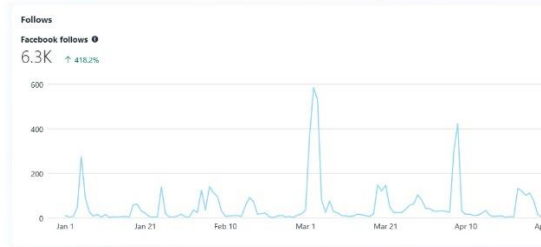
Period	11/01/2024 to 29/02/2024	01/03/2024 to 10/04/2024
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<p>Graphic</p>		
<p>Observation</p>	<p>In this perspective, we note that the number of visits peaked in early January, before gradually decreasing until February. Before the launch of the brand, the total number of visits was only 39.3k. During the launch period, page visits increased between March 1 and 21, with a notable peak of 7k on April 10. In the end, the total number of visits for this period is 114.8k.</p>	
<p>Interpretation</p>	<p>Before Launch: Relatively low with decreasing trend after initial peak. During and After Launch: Strong increase, with significant peaks indicating moments of great attention and user engagement.</p>	

2.2.4 Facebook Follows:

A Facebook Follow is a Facebook feature that allows users to keep up with the posts and activities of another person or page without being friends with them, is represented by the table below:

<p>Period</p>	<p>11/01/2024 to 29/02/2024</p>	<p>01/03/2024 to 10/04/2024</p>
<p>Graphic</p>		
<p>Observation</p>	<p>Between January 1 and 21, the number of subscribers increased by about 100, a 33% growth rate. Between February 10 and March 1, the number of subscribers increased by 200, representing a 67% growth rate. Between March 1 and 21, the number of</p>	

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	subscribers increased by 300, a growth rate of 100%. Finally, between April 10 and 20, the number of subscribers increased by 200, a growth rate of 67%.
Interpretation	There is a distinct difference between the two phases: in the first phase, the number of subscribers was 1.9K, then it increased to 6,3K. This increase is due to a change in content and the appearance of new content for the launch of the brand on the Algiers market.

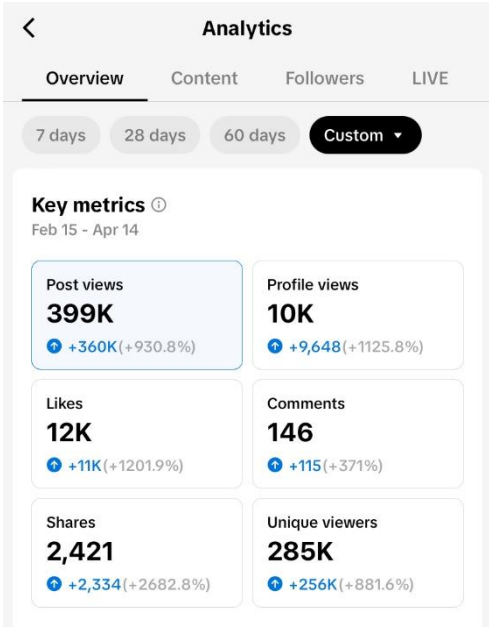
2.2.5 Frequency of publication:

The launch campaign began simultaneously on both Facebook and Instagram. Looking at the Facebook post schedule (see Appendix 8), we see similar results to Instagram during the launch period starting February 27. There was a daily average of three posts. Specifically, during VIP events on March 6 and public events on March 7, they increased activity, posting between 4 and 6 times per day.

2.3 KPI Analysis and Impact Measurement for Tik Tok:

The impact strategy was implemented exclusively on Instagram. However, we aim to study the changes occurring on Tik Tok to determine if influencer marketing has played a role. The table below explains the analysis:

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<p>Graphic</p>	
<p>Post Views:</p>	<p>This metric measures the total number of times a user sees the video content. According to the TikTok analytics we found that the post views increased by 360K (930.8%) from 39.9K to 399K over the 60-day period.</p>
<p>Profile Views</p>	<p>This metric measures the total number of times users view the profile. According to the TikTok analytics, the profile views increased by 9,648 (1125.8%) from 1K to 10K over the 60-day period.</p>
<p>Likes:</p>	<p>This metric measures the number of times users like the videos. According to the TikTok analytics, the likes increased by 11K (1201.9%) from 1.2K to 12K over the 60-day period.</p>
<p>Comments:</p>	<p>This metric measures the number of comments users leave on the videos. According to the TikTok analytics, the comments increased by 115 (371%) from 31 to 146 over the 60-day period.</p>
<p>Shares:</p>	<p>This metric measures the number of times users share the videos of DEFACTO with others. TikTok analytics doesn't show the previous data for shares, but it does show that there were 2,421 shares over the last 60 days</p>
<p>Unique Viewers:</p>	<p>This metric measures the total number of individual users who viewed the videos. According to the TikTok analytics, the unique viewers increased by 256K (881.6%) from 28.5K to 285K over the 60-day period.</p>

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Interpretation	The substantial growth in video views indicates an expanding audience reach. This growth also suggests that the content is compelling users to visit the profile and discover more about the brand. Moreover, the increase in views underscores that the content resonates with viewers, driving active engagement. However, while this growth in views and likes is positive, it does not match the growth seen in comments, implying that although viewers are engaged, they may not be as inclined to leave comments. Nonetheless, this significant uptick aligns with the surge in post views, reinforcing the notion that the content is effectively reaching a broader audience
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2.4 KPI Analysis and Impact Measurement for other communication actions:

In this section, we will compare the KPIs of various communication actions on Facebook and Instagram to identify the differences observed during the launch campaign. According to the publication schedules of Facebook (see Appendix7) and Instagram (see Appendix 6), we have obtained the following results:

The publication		Instagram (including the influencer strategy)	Facebook (without influencer strategy)
The raffle	Impressions	95.1K	2.9K
	Reach	59.7K	2.7K
	Reactions (comment, like ,share)	23.9K	175
Advertising spot	Impressions	563.6K	489.8K
	Reach	401.8K	357.6K
	Reactions (comment,like ,share)	5K	1.9K
	Impressions	682.3K	5.8K

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Reel of VIP event	Reach	494.9K	5.4K
	Reactions (comment, like ,share)	12.1k	230
Observation	In general, we observe that the statistics on Instagram surpass those on Facebook. Both the raffle publication and advertising spots garnered significantly higher impressions, reach, and reactions on Instagram. However, for the VIP event, the results on Instagram were higher than on Facebook. Additionally, the influencers who attended this event were primarily active on Instagram, leading to higher engagement on Instagram compared to Facebook.		
Interpretation	Influencer marketing and has a significant impact on increasing visibility. And Instagram is Ideal for sharing inspiring visuals, engaging stories and collaborations with influencer.		

2.5 Summary of Results for the quantitative study:

- During the launch phase, there was a notable rise in social media interactions from 29February to 10 Avril, corresponding to the period of collaboration with influencers.
- Instagram is Ideal for sharing inspiring visuals, engaging stories and collaborations with influencer.
- The integration of the social media strategy with influencer-generated content has facilitated engagement with a wide and dedicated audience, so enhancing the brand's visibility and notoriety in the Algerian and Algiers market. Key metrics of this coverage include:
 - **Community Growth:**
 Instagram: Acquired 42.4k followers, indicating growing interest in the brand.
 Facebook: An engaged and active community of 6.3k followers.
 TikTok: A remarkable surge in followers on this platform occurred within a short period.
 - **Reach and Engagement:**
 Total reach on Instagram: 2,148,037 people reached, reflecting increased visibility for DEFACTO.

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Total reach on Facebook: 2.3 million people reached, confirming the effectiveness of the Facebook strategy.

- Exceptional Engagement:

The posts generated an impressive number of likes, comments, and shares, demonstrating the public's interest and interaction with DEFACTO's content.

The impact of this coverage: Increase the notoriety among a diverse audience in Algeria in general and Algiers in specific , generate interest and engagement around the products, events and collaborations of DEFACTO and strengthen the brand image as a major and modern player in the fashion sector in Algeria.

- Collaboration with influencers has generated exceptional reach, reaching millions of people and contributing to notoriety among their respective audiences.
- The authentic and engaging content created by the influencers has aroused public interest and strengthened DEFACTO's credibility as a leading fashion brand in Algeria.
- Greater visibility for the brand correlates positively with the influencer's follower count.
- Sponsoring publications reaches more people (Comparison between organic reach and ad reach).
- The raffle is one of the best strategies to increase the number of followers(Requiring the participants to follow the brand's page as a condition for winning).
- When comparing Instagram, which includes an influencer marketing strategy, with Facebook, we found that most of the publications' impressions, reach, and reactions achieve better results on Instagram than on Facebook. Simultaneously, the rise in engagement on Facebook and TikTok is not coincidental; rather, it stems from the indirect impact of influencers' effective efforts to enhance brand recognition through their influencer strategies.
- Key Performance Indicators (KPIs) related to brand notoriety are crucial for assessing the evolution of visibility on Facebook, Instagram, and Tik Tok. They provide insights into whether a community has been successfully cultivated on these social networks or not.

The notoriety KPIs that we have measured allow us to conclude that the implementation of an influence strategy on social networks positively impacts the notoriety of a company, both directly on the platforms involved in the influencer strategy and indirectly

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by promoting and encouraging their audience to visit all brand sites and platforms through their content. Influencer marketing is an effective way to reach a wider audience, generate engagement and increase the brand's visibility.

2.6 Correlation between quantitative and qualitative studies:

Based on a thorough analysis and detailed interpretation of the data collected from both surveys, we have observed a very strong correlation between the interview results with the company's managers and the results obtained from the measuring of Key Performance Indicators (KPIs) related to brand notoriety.

In the qualitative survey, we found that influencer campaigns can be accurately measured using various metrics such as views, interactions, clicks, and even direct conversations. This was confirmed by the results derived from the KPIs of each social network. The survey also emphasized the importance of selecting the right influencers. We analyzed the three influencers chosen by DEFACTO and determined that the correct selection significantly increased user engagement, as evidenced by the statistics.

As we mentioned in the qualitative survey, the objective was to understand the impact of influencer marketing on the strategy launch of the DEFACTO brand. Moving to the quantitative survey, our goal was to measure, in a metric way, the evolution of brand notoriety on social networks through influencer campaigns. We found that influencer marketing significantly increased visibility. Additionally, one of the impacts of influencer marketing is building a targeted audience on social media and increasing engagement.

2.7 Suggestions for improvements to achieve better performance:

- **Strengthened Multi-Channel Strategy:** Maintain an active and engaging presence on social media while exploring new channels and ensuring consistency and persistence. Diversifying touch points will maximize the brand's reach and visibility. Involves influence strategy on other social networks.
- **Sustained Influencer Collaborations:** Develop long-term partnerships with key influencers, integrating influencer marketing in a strategic and sustainable way. Exploring new collaborations with relevant personalities will help reach

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new audiences and strengthen the brand's credibility, who align closely with DEFACTO's target audience, such as married influencers with children, effectively represents the target group of families.

- **Influencer marketing:** Involves influence strategy on other social networks.
- Create a tutorial video showcasing all products for women, men, and children to target the specific audience and attract more attention.
- **Strategic Promotion Management:** Assess the impact of promotions on brand image and value perception. Focus on targeted, time-limited promotions to maintain customer interest.
- **Events and Activations:** The choice of dates for events must be strategic and take into account external factors.

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Conclusion of chapter 3:

In this chapter we have discussed the results obtained from the two field surveys developed, due to analyzing the impact of influencer marketing in the launch of new DEFACTO brand in Algiers market. Thus a synthesis of the results and recommendations.

Through the following, we verify during the general conclusion the defined assumptions beforehand, and we provide answers to our initial problem.



CONCLUSION

Conclusion

Influencer marketing has quickly established itself as one of the most powerful levers for companies and brands looking to reach their target audience. The goal is to increase visibility and awareness, while promoting their products and services. To do this, companies collaborate with influencers who manage highly targeted consumer communities.

Influencer marketing encompasses all strategies to leverage the power of influencers to recommend or prescribe. In other words, it is about creating advocates or ambassadors for a brand or company. However, it should be noted that there is a distinction between influencer and ambassador depending on the point of view adopted.

In 2024, influencer marketing is increasingly focusing on the authenticity and trust that consumers place in influencers. Collaborating with influencers significantly increases brand visibility. By leveraging their large audience and engagement on social networks such as Instagram, YouTube, Facebook and TikTok, it is possible to reach new potential customers who were not yet familiar with the brand. In addition, by working with influencers specialized in niches relevant to the sector, it is possible to strengthen the presence with an audience already interested in the products or services. In short, influencer marketing offers a strategic opportunity to quickly increase brand visibility and impact in the marketplace.

In summary, the research conducted in this thesis aimed to explore the impact of influencer marketing on the launch of new brand in the Algiers market, with a specific focus on understanding our main research question “How could influencer marketing ensure the success of a brand launch?” Utilizing descriptive research methods, including literature reviews, as well as analytical approaches such as interviews and measuring the KPIs related to awareness and visibility.

After collecting, processing the data, and interpretation the results, we have arrived to the following conclusions:

Hypothesis N° 1: Influencer marketing allows addressing a message to a large and targeted audience.

This hypothesis is confirmed for the following reason:

Conclusion

According to the results of the qualitative study , The influencer campaign allowed the brand to access a targeted audience . We also found that influencer marketing is one of the most important strategies in the successful launch of new brands. Influencer marketing has a positive and effective impact on brand launches and strengthens trust and credibility. The quantitative study confirms that the key metrics highlight significant community growth across multiple social media platforms. On Instagram, the brand acquired 42.4k followers. Facebook also shows an engaged and active community with 6.3k followers. Additionally, TikTok experienced a remarkable surge in followers within a short period, further emphasizing the brand's expanding reach and popularity.

Hypothesis N° 2: The collaboration with influencers during an event can favorably contribute to the successful launch of the brand.

This hypothesis is confirmed for the following reason:

According to the results of the qualitative study, collaborating with influencers at an event ensures the success of a brand launch by increasing its visibility to a large targeted audience. The quantitative study confirms that the reel of the VIP event garnered significant attention across social media platforms. On Facebook, it achieved 682.3K impressions and 494.9K engagements, with 12.1K reactions, including comments, likes, and shares. On Instagram, the reel received 5.8K impressions and 5.4K engagements, with 230 reactions.

Hypothesis N° 3: The virality generated by influencer marketing campaigns will increase the visibility and engagement of the new DEFACTO brand.

This hypothesis is confirmed for the following reason:

According to the results of the qualitative study: Creating a community, the campaign successfully federated a group around DEFACTO, fostering the sharing of experiences and cultivating a sense of belonging to a unique fashion world. The quantitative study confirms that Reach and engagement metrics highlight the campaign's success in expanding DEFACTO's visibility. On Instagram, the total reach was 2,148,037 people, reflecting a significant increase in visibility. Similarly, on Facebook, the campaign reached 2.3 million people, confirming the effectiveness of the Facebook strategy.

Nevertheless, we hope that this work will be beneficial in terms of new marketing strategies for brands and provide theoretical value for students as well as for future research.



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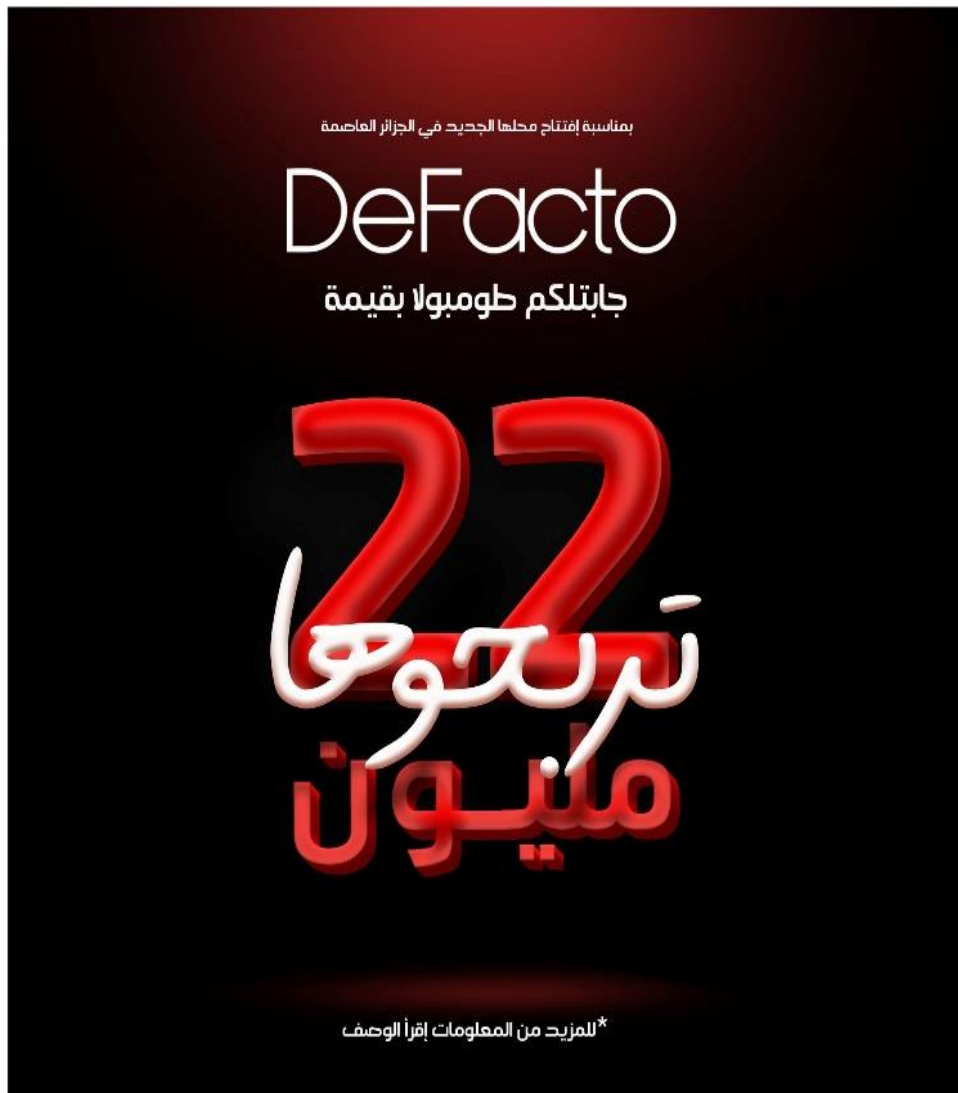


Appendices:

Appendix 1: Preparation of Advertising spot of DEFACTO:



Appendix 2: The Publication of the DEFACTO Raffle:



Appendix 3: The VIP event for the Launch of the DEFACTO Brand:



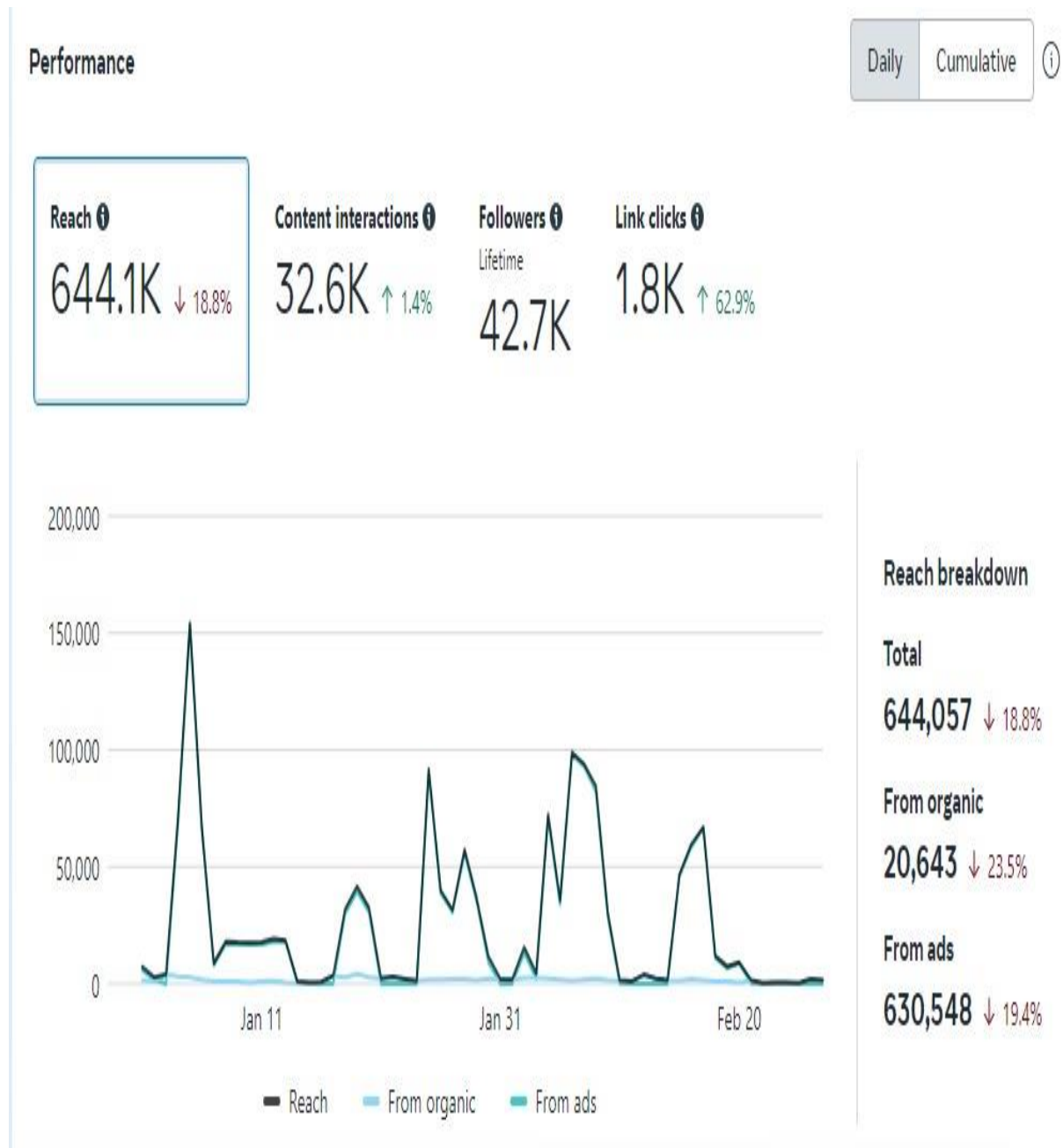
Appendix 4: Elaboration of the interview guide:

Interview guide for Agoun Serine and Rouabhi Aya :

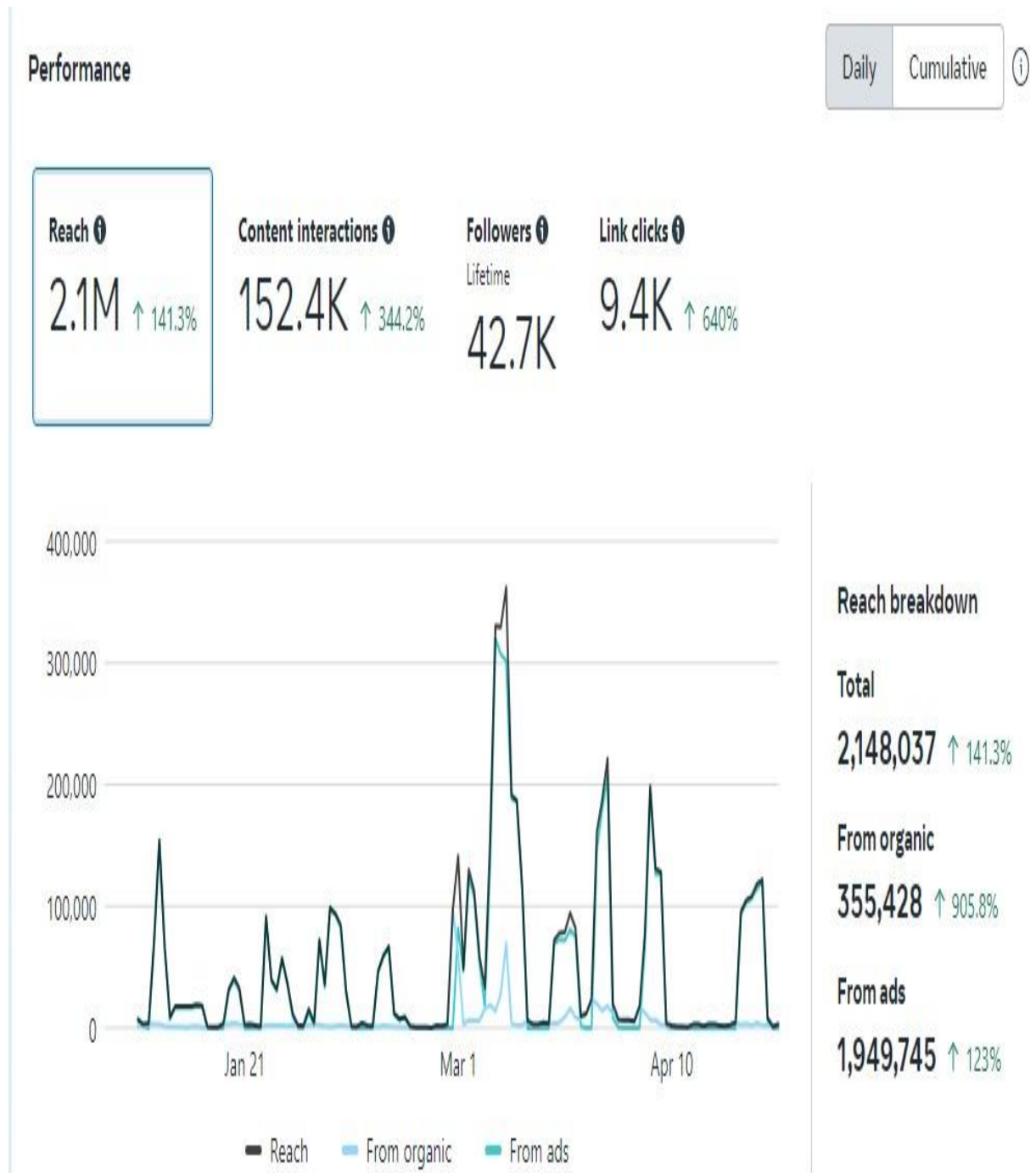
Date	19 Avril 2024 \ 10 June 2024
Research Presentation	The subject of our thesis is the impact of the influencer marketing in the launch of new brand. The objective of the survey is to understanding the impact of influencer marketing on the launch campaign.
Respondent Profile	What is your name? What is your responsibility in this company?
Thematic	Question
Overview of the DEFACTO Launch Campaign	<ol style="list-style-type: none"> 1. What are the main objectives of the brand launch? 2. What is the expected duration of the DEFACTO brand launch campaign? 3. Is the launch of the brand in general a success and are the objectives set met? 4. What is the impact of influencer marketing on brand launch?
Collaboration with influencers	<ol style="list-style-type: none"> 1. What are the influencer selection criteria for the DEFACTO launch campaign? 2. Is there a match between the chosen influencers, the DEFACTO brand image and values? 3. What is the influencer strategy to create commitment to the DEFACTO brand at launch?
Influencer campaign:	<ol style="list-style-type: none"> 1. What is the expected duration of the influencer campaign for the launch of the DEFACTO brand? 2. What are the key steps to developing an influencer marketing campaign? 3. What is the ROI of the influencer campaign for the brand launch?
The most important strategies that contributed to the successful launch	<ol style="list-style-type: none"> 1. What is the impact of both the influence strategy and the communication actions (raffle, VIP event, advertising spot..etc.) on the launch of DEFACTO? 2. For the VIP event, how do you select the guests? 3. Can the public invited to the VIP event be a vehicle for communication? 4. For the public event, what are the main objectives? 5. What are the main activities or attractions of the public event to draw attention to DEFACTO?

<p>The nature of the content chosen for launch and its return on investment .</p>	<ol style="list-style-type: none">1. What is the relationship between the visual identity and the concept of the event?2. What type of visual or textual content is created during DEFACTO's social media influencer campaign?3. What type of visual or text content is created during the influencer campaign?4. What type of visual or textual content is created during the event by participants?
---	--

Appendix 5:



Appendix 6:



Appendix 7: Publication schedule on Instagram: (from 27 February to 8 March):

Title	Date published ↑	Impressions	Reach	Reactions/Likes,...	Comments	Shares
C'est officiel DeFacto fait son grand retour à ... — defactoaigerie	Tue Feb 27, 7:30pm	3.9K Impressions	3.6K Reach	229 Reactions/Likes, comm...	12 Comments	6 Shares
C'est officiel DeFacto fait son grand retour à ... — defactoaigerie	Tue Feb 27, 7:40pm	4K Impressions	3.9K Reach	217 Reactions/Likes, comm...	6 Comments	3 Shares
C'est officiel DeFacto fait son grand retour à ... — defactoaigerie	Tue Feb 27, 7:50pm	3.9K Impressions	3.7K Reach	203 Reactions/Likes, comm...	19 Comments	3 Shares
DeFacto est de retour à Alger ! Où que vous s... — defactoaigerie	Wed Feb 28, 5:28pm	4.4K Impressions	4.3K Reach	326 Reactions/Likes, comm...	18 Comments	2 Shares
DeFacto est de retour à Alger ! Où que vous s... — defactoaigerie	Wed Feb 28, 7:25pm	563.6K Impressions	401.6K Reach	5K Reactions/Likes, comm...	115 Comments	226 Shares
DeFacto est de retour à Alger ! Où que vous s... — defactoaigerie	Wed Feb 28, 7:33pm	5.9K Impressions	5.7K Reach	265 Reactions/Likes, comm...	22 Comments	1 Shares
DeFacto est de retour à Alger ! Où que vous s... — defactoaigerie	Thu Feb 29, 5:01pm	8.1K Impressions	7.5K Reach	374 Reactions/Likes, comm...	29 Comments	11 Shares
تام مفاخرة لـ "المعلم" الشروط سابقة مافة - د.حرف — defactoaigerie	Thu Feb 29, 5:30pm	95.1K Impressions	59.7K Reach	23.9K Reactions/Likes, comm...	10.7K Comments	1K Shares

Title	Date published ↑	Impressions	Reach	Reactions/Likes,...	Comments	Shares
DeFacto est de retour à Alger ! Où que vous s... — defactoaigerie	Thu Feb 29, 6:00pm	10.1K Impressions	9.4K Reach	487 Reactions/Likes, comm...	42 Comments	9 Shares
DeFacto Spot	Fri Mar 1, 1:19pm	--	85.1K Reach	--	--	--
Defacto : Marque turque depuis 2003, habille... — defactoaigerie	Fri Mar 1, 7:30pm	7K Impressions	6.5K Reach	194 Reactions/Likes, comm...	18 Comments	1 Shares
Sauvegardez la date! DeFacto arrive le 7 mars... — defactoaigerie	Fri Mar 1, 7:40pm	8.3K Impressions	7.7K Reach	342 Reactions/Likes, comm...	29 Comments	22 Shares
L'aventure continue ! Après Sétif, DeFacto po... — defactoaigerie	Fri Mar 1, 7:50pm	7.9K Impressions	7.4K Reach	266 Reactions/Likes, comm...	22 Comments	3 Shares
DeFacto-spot	Sat Mar 2, 7:01pm	--	208.6K Reach	--	--	--
defacto tombola	Sat Mar 2, 7:55pm	--	45.3K Reach	--	--	--
L'ouverture tant attendue approche ! Pendant... — defactoaigerie	Sat Mar 2, 8:15pm	9.7K Impressions	9.2K Reach	300 Reactions/Likes, comm...	11 Comments	41 Shares

Title	Date published ↑	Impressions	Reach	Reactions/Likes,...	Comments	Shares
L'ouverture tant attendue approche ! Pendant... — defactoaigerie	Sun Mar 3, 5:30pm	44.7K Impressions	32.1K Reach	3.9K Reactions/Likes, comm...	27 Comments	14 Shares
L'ouverture tant attendue approche ! Pendant... — defactoaigerie	Sun Mar 3, 7:33pm	10.4K Impressions	9.7K Reach	232 Reactions/Likes, comm...	18 Comments	13 Shares
تاريخيا بالمشاركة كاتين بزاف جوائز راهم يستينو فيكم — defactoaigerie	Sun Mar 3, 8:22pm	24.6K Impressions	23.2K Reach	4.9K Reactions/Likes, comm...	2.4K Comments	563 Shares
DeFacto promo	Tue Mar 5, 1:41pm	--	23K Reach	--	--	--
Félicitations à tous les gagnants ... — defactoaigerie	Wed Mar 6, 7:34pm	13.6K Impressions	11.2K Reach	604 Reactions/Likes, comm...	119 Comments	73 Shares
Rejoignez-nous demain à partir de 14h pour l... — defactoaigerie	Wed Mar 6, 9:50pm	33.4K Impressions	31.1K Reach	1.8K Reactions/Likes, comm...	15 Comments	53 Shares
Bravo aux dix gagnants de la tombola ! Nous ... — defactoaigerie	Wed Mar 6, 10:25pm	15.2K Impressions	14.4K Reach	420 Reactions/Likes, comm...	46 Comments	26 Shares
Félicitations à notre chanceux élu, qui a eu le ... — defactoaigerie	Wed Mar 6, 11:29pm	14.3K Impressions	13.5K Reach	208 Reactions/Likes, comm...	6 Comments	2 Shares

Title	Date published ↑	Impressions	Reach	Reactions/Likes,...	Comments	Shares
defacto reel	Thu Mar 7, 2:07pm	--	246K Reach	--	--	--
Ouverture officielle DeFacto alge... — defactoaigerie	Thu Mar 7, 2:36pm	4.3K Impressions	3.9K Reach	190 Reactions/Likes, comm...	4 Comments	18 Shares
10,000 ... دج لمدة عام لا تفوتوا هذه الفرصة الرائعة — defactoaigerie	Thu Mar 7, 5:56pm	171.6K Impressions	139K Reach	2.7K Reactions/Likes, comm...	41 Comments	57 Shares
Le magasin DeFacto à Cheraga est mainten... — defactoaigerie	Thu Mar 7, 8:40pm	156.5K Impressions	140.3K Reach	2.2K Reactions/Likes, comm...	8 Comments	398 Shares
Revivez avec nous l'énergie excitante de l'ina... — defactoaigerie	Thu Mar 7, 9:42pm	682.3K Impressions	474.9K Reach	12.1K Reactions/Likes, comm...	51 Comments	149 Shares
DeFacto vip	Thu Mar 7, 10:45pm	--	460.8K Reach	--	--	--
DeFacto opening	Thu Mar 7, 11:14pm	--	108.8K Reach	--	--	--
ديفاكتو تتمنى يوم سعيد لكل النساء 🌸 — defactoaigerie	Fri Mar 8, 1:13pm	14K Impressions	13.4K Reach	154 Reactions/Likes, comm...	3 Comments	2 Shares
Pour marquer la Journée internationale des fe... — defactoaigerie	Fri Mar 8, 6:46pm	17.8K Impressions	15.3K Reach	656 Reactions/Likes, comm...	9 Comments	99 Shares

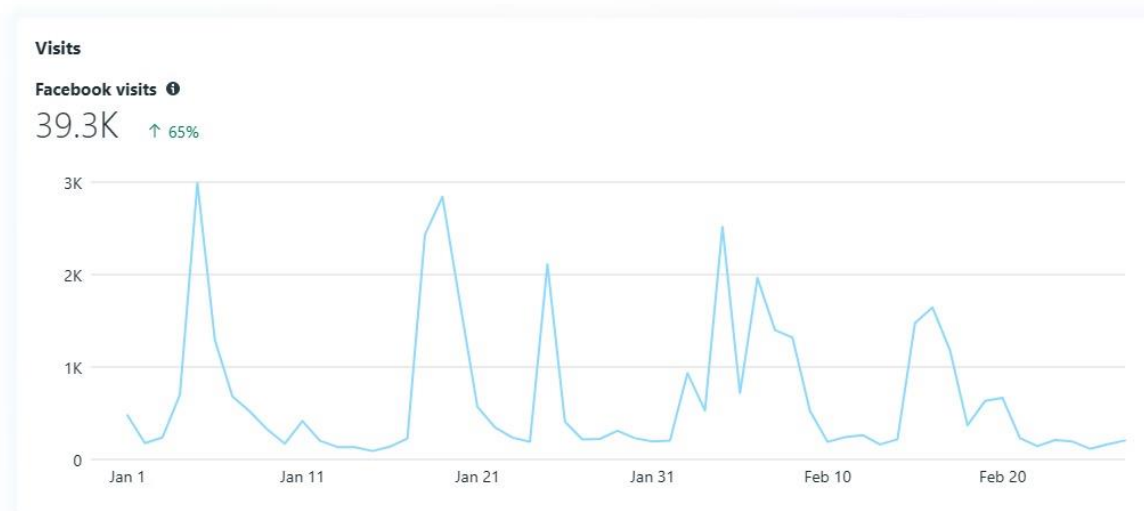
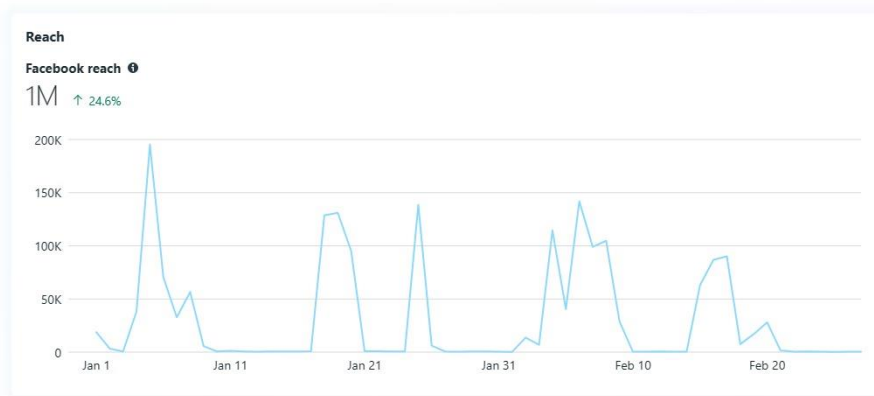
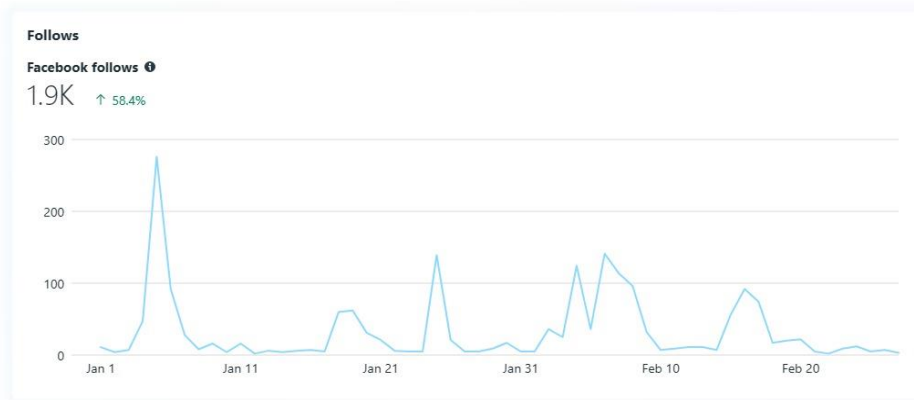
Appendix 8: Facebook Posting Schedule: (from 27 February to 8 March):

Title	Date published ↑	Impressions ⌵ T1	Reach ⌵ T1	Reactions/Likes,... ⌵ T1	Comments ⌵ T1	Shares ⌵ T1	
C'est officiel ! DeFacto fait son grand retour à ... — DeFacto Algérie	Boost	Tue Feb 27, 7:30pm	1.9K Impressions	1.8K Reach	45 Reactions/Likes, comm...	2 Comments	0 Shares
DeFacto est de retour à Alger ! Où que vous s... — DeFacto Algérie	Boost	Wed Feb 28, 5:28pm	2.8K Impressions	2.6K Reach	72 Reactions/Likes, comm...	3 Comments	1 Shares
DeFacto est de retour à Alger ! Où que vous s... — DeFacto Algérie	Boost	Wed Feb 28, 5:36pm	489.8K Impressions	357.6K Reach	1.9K Reactions/Likes, comm...	11 Comments	12 Shares
DeFacto est de retour à Alger ! Où que vous s... — DeFacto Algérie	Boost	Wed Feb 28, 6:00pm	2K Impressions	1.9K Reach	26 Reactions/Likes, comm...	1 Comments	0 Shares
DeFacto est de retour à Alger ! Où que vous s... — DeFacto Algérie	Boost	Thu Feb 29, 5:00pm	2.5K Impressions	2.4K Reach	41 Reactions/Likes, comm...	0 Comments	1 Shares
...بام بمناسبة لـ "أيمه" الشروط ساهلة ما هتـ ... — DeFacto Algérie	Boost	Thu Feb 29, 5:30pm	2.9K Impressions	2.7K Reach	175 Reactions/Likes, comm...	61 Comments	6 Shares
DeFacto est de retour à Alger ! Où que vous s... — DeFacto Algérie	Boost	Thu Feb 29, 6:00pm	3.4K Impressions	3.2K Reach	74 Reactions/Likes, comm...	2 Comments	3 Shares
DeFacto Spot	Boost unavailable	Fri Mar 1, 1:10pm	--	108.3K Reach	--	--	--

Title	Date published ↑	Impressions ⌵ T1	Reach ⌵ T1	Reactions/Likes,... ⌵ T1	Comments ⌵ T1	Shares ⌵ T1	
L'ouverture tant attendue approche ! Pendant... — DeFacto Algérie	Boost	Sat Mar 2, 8:05pm	3.4K Impressions	3.2K Reach	45 Reactions/Likes, comm...	1 Comments	0 Shares
L'ouverture tant attendue approche ! Pendant... — DeFacto Algérie	Boost	Sat Mar 2, 8:10pm	174K Impressions	106.5K Reach	3K Reactions/Likes, comm...	2 Comments	5 Shares
L'ouverture tant attendue approche ! Pendant... — DeFacto Algérie	Boost	Sat Mar 2, 8:15pm	4.4K Impressions	4.1K Reach	75 Reactions/Likes, comm...	5 Comments	1 Shares
...أرعوا بالمشاركة كإين برف جوائز زاهر بمتناو فكم — DeFacto Algérie	Boost	Sun Mar 3, 8:48pm	4.5K Impressions	4.2K Reach	173 Reactions/Likes, comm...	45 Comments	6 Shares
DeFacto promo	Boost unavailable	Tue Mar 5, 1:36pm	--	108.3K Reach	--	--	--
Rejoignez-nous demain à partir de 14h pour l... — DeFacto Algérie	Boost	Wed Mar 6, 9:52pm	34.1K Impressions	28.8K Reach	906 Reactions/Likes, comm...	18 Comments	11 Shares
Bravo aux dix gagnants de la tombola ! Nous ... — DeFacto Algérie	Boost	Wed Mar 6, 10:25pm	3.5K Impressions	3.5K Reach	22 Reactions/Likes, comm...	0 Comments	0 Shares
Félicitations à notre chanceux élu, qui a eu le ... — DeFacto Algérie	Boost	Wed Mar 6, 11:29pm	4.7K Impressions	4.6K Reach	57 Reactions/Likes, comm...	5 Comments	2 Shares

Title	Date published ↑	Impressions ⌵ T1	Reach ⌵ T1	Reactions/Likes,... ⌵ T1	Comments ⌵ T1	Shares ⌵ T1	
Bravo aux dix gagnants de la tombola ! Nous ... — DeFacto Algérie	Boost	Wed Mar 6, 10:25pm	3.5K Impressions	3.5K Reach	22 Reactions/Likes, comm...	0 Comments	0 Shares
Félicitations à notre chanceux élu, qui a eu le ... — DeFacto Algérie	Boost	Wed Mar 6, 11:29pm	4.7K Impressions	4.6K Reach	57 Reactions/Likes, comm...	5 Comments	2 Shares
DeFacto opening	Boost unavailable	Thu Mar 7, 1:25pm	--	25.8K Reach	--	--	--
Un aperçu exclusif de notre événement VIPI R... — DeFacto Algérie	Boost	Thu Mar 7, 1:55pm	5.8K Impressions	5.4K Reach	230 Reactions/Likes, comm...	2 Comments	9 Shares
10.000 دج لمدة عام لا تفوتوا هذه الفرصة الرائعة — DeFacto Algérie	Boost	Thu Mar 7, 6:01pm	4.8K Impressions	4.6K Reach	56 Reactions/Likes, comm...	2 Comments	1 Shares
Le magasin DeFacto à Cheraga est mainten... — DeFacto Algérie	Boost	Thu Mar 7, 11:00pm	7.8K Impressions	7.5K Reach	135 Reactions/Likes, comm...	2 Comments	2 Shares
ديفأكو تمنى يوم سعيد لكل النساء 🌸💖 — DeFacto Algérie	Boost	Fri Mar 8, 1:11pm	5.2K Impressions	4.9K Reach	47 Reactions/Likes, comm...	0 Comments	0 Shares
Pour marquer la Journée internationale des fe... — DeFacto Algérie	Boost	Fri Mar 8, 8:46pm	6.4K Impressions	6K Reach	86 Reactions/Likes, comm...	5 Comments	3 Shares

Appendix 10: The KPIs of Facebook from 11/01/2024 to 29/02/2024 :



Appendix11: The KPIs of Facebook from 01/03/2024 to 10/04/2024 :

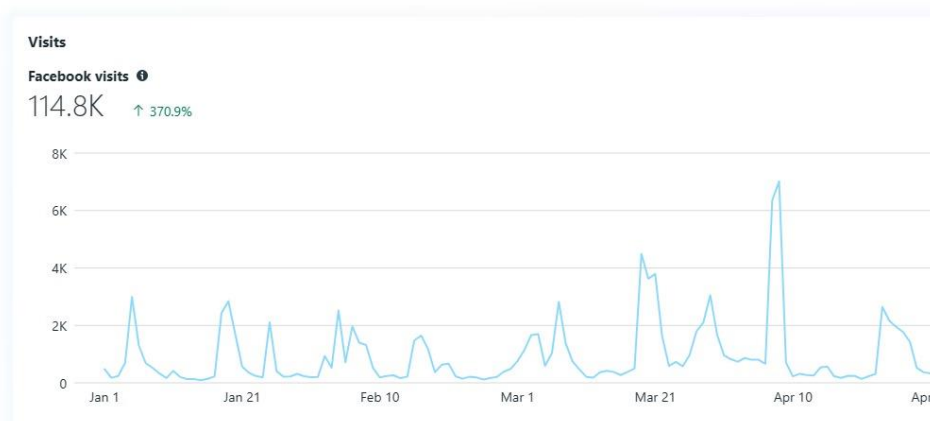
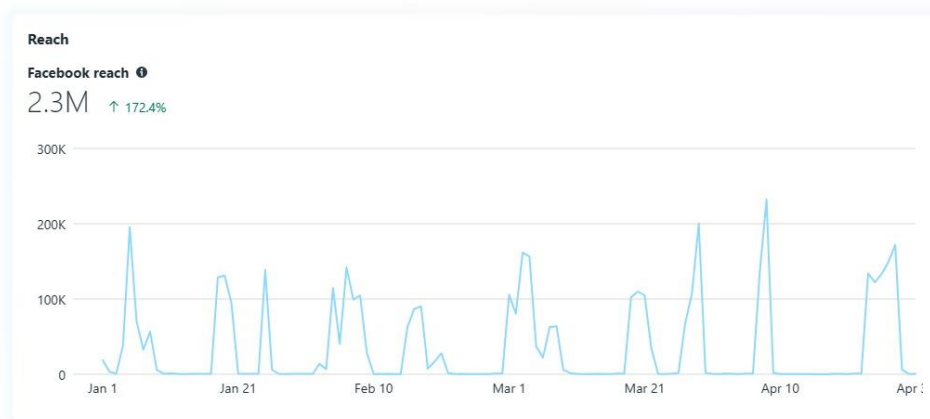
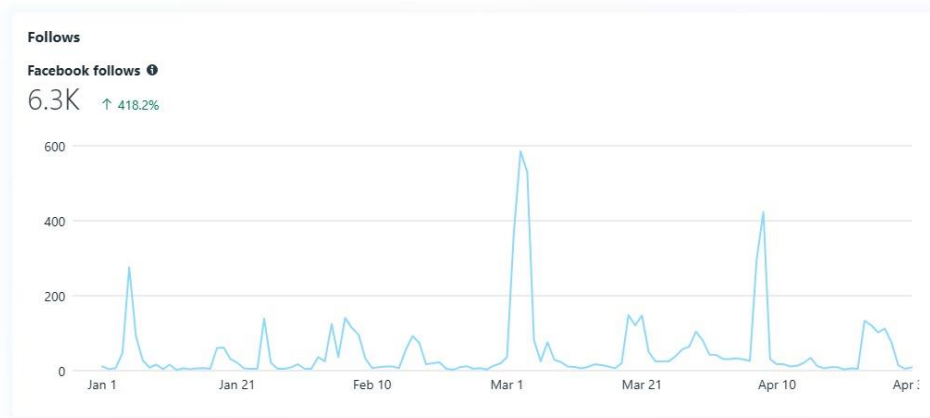




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