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Leveraging Influencers to Reactivate Dormant Customers Effective Tactics and Metrics

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Abstract

The following is a look on how different influencer led methods could be applied to reactivate old customers and this include targeted messages, Special offers and discount, the use of stories and new products. The kind of research used in the studies involves the use of quantitative research where descriptive and inferential statistics are used to establish the impact of these approaches to consumer engagement and the cost of reactivation. The consequences monitor that consist of messages and extraordinary gives enhance reactivation efforts substantially while storytelling and new product displays also enhance positively though not to the same degree as the personalized messages and gives. This paper fills gaps in the literature relevant to the comparison of the techniques in question and, in specific reference to dormant clients, offers practical recommendations for the improvement of those approaches to influencer advertising. The learnings underlined the want for an array additional exam technique to seek successful reactivation and deliver useful advice on future advertising strategies.

Introduction

As for the modern world where the use of the internet and social media networks, influence marketing becomes the key technique for brands to use with customers. Building on the believability and accessibility of influencers, groups can beautify the comprehensiveness of brands' awareness, buyer commitment, and ultimately revenues. This technique has observed specific recognition in latest years, wherein the use of social media structures such as Instagram, YouTube, and TikTok provide influencer marketing with a vast reach and immediate entry to specific target markets. The market place of influencer marketing has grown rapidly, the global marketplace size is expected to reaching \$13.000.000.000.

Even though influencer advertising continues to amass more recognition, manufacturers still face the challenge of buyer dilution a country where customers are less interested with a brand and its products (Swann, 2023; Moh'd Anwer, 2023). Cooldown clients represent a major latent source of assistance for organisations, since reactivation of those people might be more fee

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effective than attraction of new clients (Reinartz et al., 2008). Therefore, knowledge of how to properly use influencers to retarget the cold clients is akin to a cornerstone for many modern marketers.

There are a number of reasons that may lead to customer dormancy that include shifts in the number of patronage, increased competition, and perceptions of product devaluation (Kumar & Rajan, 2020). Assorted types of reactivation strategies, in fact, have mostly centered on straightforward advertising activities such as emails, loyalty, and promotion campaigns (Czinkota et al., 2021). Such tactics may well work, but commonly they do not offer the personal touch and tremendous reach that influencer marketing does. Thus, as Axhausen et al (2021) described influencers mounted agree with and rapport with their tons of fans positions them optimally for reactivating the inactive customers. By enabling them to post real and believable content material, they are capable of tapping into potential causes of patron apathy and rekindle hobby at the emblem.

Influencers, by distinctive feature in their mounted agree with and rapport with fans, are thus perfectly placed to actively engage dormant customers. Their capability to put up sensible and realistic content allows them to apprehend the motives of patron inactivity and inspire them once more in the direction of the brand. They worked hand in hand with social evidence theory as people rely on other people's actions and judgments (Lins & Sunyaev, 2023). The fans of the influencers attending are a lot more probably to positively recognize the brand logo definitely and be capable for re-engagement as attested by Lou & Yuan (2019).

In research by Cestino Castilla et al. (2023) explain that although in theory influencer driven reactivation technique prospects seem rather enlightening in practice, the subject matter of reactivation remains empirically constrained. Again, many investigations of influencer marketing have been hypothesis on the imprint identity and an initial customer reach but not on re attracting latent clients (Campbell & Farrell, 2020). The present literature review identifies this specific gap in the assessment of which specific approaches can be implemented by influencers to target the customers that have been inactive for some time and which key performance indicators can be used to evaluate the success of such attempts (Paul et al., 2021; Santos et al., 2022).

This article gives an attempt to address this gap by discussing the best practices and KPIs for using influencers for reactivation of clients, align with research from Parisi et al. (2021) and Nicholas et al. (2021). The studies goals are twofold: first, to categorise influencer approaches that are the most effective in reattracting the dormant clients and second, to build a robust formula that will strictly measure the effectiveness of the above stated strategies. Achieving these goals, this look at aims to present useful recommendations for any entrepreneur who is interested in adjusting his or her influencer marketing tactics.

Personalised engagement is one of the ways through which influencers can be hired. Offer content that is targeted, and specific to specific dormant customers and their choices, is likely to significantly improve reactivation strategies (Henderson et al., 2021; Terho et al., 2022). For instance, the influencers can develop a personal message or a special gift that is in a way related to the previous reviews and the preferences of the clients who have not been active lately (Delbaere et al., 2021; Chopra et al., 2021). Such personalization no longer simply brings the customers experience into consciousness however also provides an answer to the extra informal reasons for the preliminary customer disengagement (Portes et al., 2020; Zhang et al., 2021). Another viable strategy is to build the narrative to transplant the consumers' emotions. Influencers are also good storytellers that can help wakeup a brand of hobby by focusing on fee proposition and the fact that it is different from any other similar brand (Ahuja & Loura, 2020). When posting personal experiences or testimonials, or purchaser testimonials, it is

possible to create feelings that reinstate customers (Allard et al., 2020; Bhandari & Rodgers, 2020). That emotional attachment can be primarily effective in reselling clients who may similarly have defected on grounds of either ‘emotional’ or ‘experiential’ loss of the logo.

Besides such processes, it is also possible to use social media challenges and unique activities to give the overall atmosphere of urgency and unity with the customer base and revive dormant customers. Engaging in influencer led demanding situations or attending digital activities can revive the feel of belonging and pleasure that to start with brought shoppers to the brand (Keller, 2020; Sburlino, 2019). Such interactive reports can also create priceless consumer generated content material for the re-engagement efforts. To quantify this, it is therefore necessary to come up with clear and relevant measures that would assess the extent to which those methods have been met. It is possible to recognize several critical overall performance indicators, such as the reactivation price, engagement value, and customer lifetime cost (CLV), which may well tell the usefulness of influencer driven reactivation strategies (Wijaya et al., 2022). Further, monitoring of other social media parameters which include likes, shares, remarks and click on thru quotes can be useful in assessing the immediate influence of the content posted by influencers on the dormant clients of the firms (Ouvrein et al., 2021; Waltenrath et al., 2022).

This observe will use quantitative analysis to collect and analyse records on those metrics providing a robust framework for comparing the levels of fulfilment of influencer methods in reactivating the dormant clients, align with research from Lamrhari et al. (2022) and Lilahajiva (2019). Therefore, the goal of this examine is to explore specifics of influencer marketing in conception with theoretical and empirical evidence to the ideas of the type of advertising and selling both for the application of this study findings and for the development of the learn subject of influencer advertising, align with research from Leung et al. (2022) and Gilal et al. (2019). Therefore, the untapped customers’ capability of the influencers to awaken patron engagement as a way of advancing enterprise growth is a promising road. Recognizing this, the current research aims at identifying conducive approaches of how the use of influencers can be exploited to their full potential this study employing quantitative metrics in an attempt at offering useful information to the respective manufacturers.

Methods

To execute this research a quantitative studies framework was used to explore strategies that the influencers utilised in response to their inactive customers and in addition the measurements to evaluate the success of this. Quantitative study was selected because this approach allows to collect and analyze numbers, which is an important method of identifying trends and interactions in the efficiency of influencer marketing strategies. In this manner, the watch sought to offer sound and transportable conclusions that may assist satisfactory practices in advertising and marketing utilising a dependent and statistical approach.

The sample for this have a look at included inactive clients that belonged to distinctive manufacturers in specific sectors. Passive clients had been formerly identified solely with the aid of their lack of hobby towards as previously defined, for instance, they may have made no purchases or engaged with the brand for the closing six months. Consequently, one of many scholar major goals was to extend the generalizability of the findings throughout one of a formcontexts by making use of a stratified random sampling technique guaranteeing to obtain a various and consultant sample. By applying this method, the authors were able to involve customers of several demographic segments and from several industries to provide a broad understanding of the company’s reactivation procedures. Furthermore, the brand which had

been cooperating with such influencers had been chosen through such criteria as the variety of followers, their engagement fees, and the sensibility of the influencers' niches to the brand's audience. The filter of the influencers was as follows: at least 10 000 followers' engagement cost no less than 2% and the history of relevant teamwork. Such selections have been made to make certain that only influencers sufficient in reach and trustworthiness to affect purchaser re-engagement successfully have been selected.

Intervention

According to Our Survey, One of the Key Strategies that Influencers Deployed was Personalised Messages. These messages had been immediately dispatched to inactive clients and were customized on the premise of their previous dealings or choice for the brand. In those communiqués, the private contact sought to create amongst the customers sense of being appreciated and not forgotten with the hope that they would be drawn back into the business. For instance, an influencer would probably appeal to a consumer's previous preferred product or a past purchase and therefore creating parity. Special Promos were Designed Especially for the Dormant Customers of the Business. These offers enclosed particular sale and discounting schemes that previous were not available to the average consumer populace. These particular offers introduced as massively available in a limited time spiced up the whole feeling of scarcity and made inactive clients use the opportunity to reinteract with the brand. This was a strategy that worked on the psychological theory of scarcity hence inducing on the spot motion.

Those Involved Present Entertaining Narratives Regarding the Brand's Offerings. They focused mainly on 'explaining' the particular characteristics and benefits of the products based on personal narratives. Thus, by presenting credible stories which, in fact, can be inspiring for anybody, the influencers tried to reach those inactive consumers and stir their emotions. This narrative method was helpful in building the aspect of trust and 'familiarity' which made the logo look more appealing and thereby making clients 'reach out to' the company again. Alliances For Research and Development became Metamorphosed to another Critical Tactic: Showcasing New or Improved Products. There was consensus that influencers mentioned that a new product had arrived or a product has just been upgraded to introduce the products in their posts. It was much aimed at waking up the indifferent clients through presenting the emblem as constantly developing and concerned with quality. Through such updates, influencers may wish to make a point that, logo is constantly changing and presents new fee, that may entice customers to revisit the logo.

Customers least active for various months of the year were actively pursued through normal posts and interactions with the influencer for 3 months of the intervention length. This included stay Q&A intervals, polls, and/or testimonies in Instagram and Fb, thinking about the actual time response. These were lively parts and made sure that the engagement transitioned from not being merely communicated but from the side of the customers as well, which also fortified the re-engagement strategy. Using this series of tailored and palatable processes, the take a look at sought to precisely awaken the lapsed patron and contribute useful suggestion as to the best strategies for the use of influencers in reactivation.

Table 1. Intervention Tactics

Tactic	Description	Example
Personalized Messages	Direct messages tailored to reflect customers' past interactions or preferences, aimed at making them feel valued and remembered.	Referencing a customer's favorite product or past purchase in a message.

Exclusive Offers	Special promotions and discounts available only to dormant customers, presented as limited time deals to create urgency and exclusivity.	Offering a 20% discount to dormant customers for a limited period.
Compelling Storytelling	Engaging narratives highlighting unique features and benefits of products, shared through personal experiences and testimonials to build emotional connections with customers.	An influencer sharing a personal story about how a product improved their daily routine.
Showcasing New Products	Highlighting recent arrivals or improvements to existing products to reignite interest and demonstrate the brand's ongoing innovation and value.	Featuring a new product launch or improvements to a popular product in influencer posts.

Polls have been also conducted with the each of the dormant clients as well as the influencers. The survey of dormant customers offered questions associated with reasons for becoming dormant, views on influencer advertising and marketing, and re have interaction intentions. To influencers, the survey targeted the approaches used by them to address the target audience, their encounters relating to the engagement of the dormant customers, besides the degrees of success that they used as measures. It changed into decided to use a Likert scale (for instance, 1 to five) to measure reaction to be able to allow for particular statistical analysis. It enabled the provision of specific information from both the reactivated party and the manner in which the reactivation was done.

Table 2. Continuous Engagement Activities

Activity	Description	Example
Live Q&A Sessions	Real time sessions where influencers answer customer questions, fostering direct interaction and feedback.	Hosting a live Q&A on Instagram to discuss new products and receive customer input.
Polls	Interactive polls conducted by influencers to engage customers and gather their opinions on various topics.	Creating a poll asking customers to choose their favorite product feature or suggest improvements.
Interactive Stories	Short, engaging stories posted by influencers on social media platforms, encouraging customer interaction through comments and replies.	Posting a series of stories about product uses and inviting customers to share their own experiences.

Besides surveys, social media analytics was also important in facts collection regarding the research questions explored. Engagement structures of social sites provide rich data about person activity which was captured by the use of Facebook Insight, Instagram Analytic and Twitter Analytic. Such tools accumulated data on the level of engagement and activity such as likes, stocks, feedbacks and click through fees. For influencer posts which have been created with specific focus on reigniting inactive clients, these had been monitored over a specific period and their engagement quantified to evaluate success.

The survey instruments used in the study were developed solely from the prior research and the validity of these survey instruments was tested during a pretest carried out with a lower number of respondents. In this pilot research, the aim was to ensure that those questions had been clear, related, and dependable. The feedback collected as the check on the instrumentation

used in pilot check was used to do some tweaking to ensure that some of the last instruments were well built and would not have any flaws. Cronbach's alpha was then used to establish the level of reliability of the survey units, and this should be above zero. 7 makes positive inner consistency and thus, it is such a kind of inner consistency, which one should strive for. The phase of validation was critical and crucial hence giving confidence and reliability in the buildup of records.

Data Analysis

The first and most straightforward step in the form of analysis is the employment of descriptive statistics in order to present the survey responses alongside the social media engagement measures. On this basis, measures including the mean, median, and general deviation provided a summary of the information, in effect, offered an average view of the tendencies and distributions within the sample. Relative statistical methods were then applied to identify general associations and differences of the variables. T-checks had been applied to compare the performance in terms of engagement of posts targeted at dormant clients with that of regular posts, whereas regression analysis enabled to identify the effects of different approaches of influencers on reactivation rates.

Multiple regression turned out to be particularly useful in measuring how a number of techniques influence the rate of customer re-engagement. Correlation assessment used to understand the connection between two or many number of variables, including the purchaser perceptions of Influencer credibility and re-engagement intentions. Moreover, the Analysis of Variance (ANOVA) was done for distinguishing the efficiency of various types of the influencer methods in combined manufacturers and various industries. ANCOVA is used to get rid of carry over results, such as baseline consumer engagement, this makes certain an superior check of the impact of the influencer techniques. Customer perceptions of influencer credibility, emotional connection, and re-engagement intentions were studied with the help of Structural Equation Modeling (SEM) that is convenient when it comes to researching the relations between the latent variables. This method enabled a broad understanding of the factors that determine the reactivation of the purchaser, a clearer understanding of the activity of influencer marketing.

Results and Discussion

The median of this research is three. 8, the messages used based on the research questions had been traditionally regarded from the clients' angle as highly relevant.

Table 3. Survey Responses from Dormant Customers

Variable	Mean	Median	Standard Deviation	Interpretation
Perceived Relevance of Personalized Messages (1-5 scale)	3.8	4	0.9	On average, customers found personalized messages somewhat relevant. The variation in responses suggests differing levels of perceived relevance.
Effectiveness of Exclusive Offers (1-5 scale)	4.2	4	0.8	Customers generally viewed exclusive offers as effective. The low standard deviation indicates consistent opinions among respondents.

Emotional Connection through Storytelling (1-5 scale)	3.5	3	1.0	Emotional connection from storytelling was moderate. The higher standard deviation suggests diverse reactions to storytelling.
Interest in New Products (1-5 scale)	4.0	4	0.7	Interest in new products was high, with responses clustering around the positive end of the scale.
Frequency of Engagement with Interactive Stories (1-5 scale)	3.2	3	1.1	Engagement with interactive stories was moderate, indicating a mixed level of interaction among customers.

Regarding the third research query, the mild preferred deviation of 0.9 implies that it turned into viable there had been varied critiques approximately the degree of relevance of the critiques with some of the participants in search of the assessments as being more helpful than others. A suggest rating of 4 Rating of suggest Result of suggest. The second highlights how different offers had been seen as utterly persuasive. The low general deviation (0.8) signify that the maximum number of customers were in sync in appreciation of such strategies as offers thus establishing strong, reliable views. Emotional Connection via Storytelling: The averagely about three represents the midpoint. The results of online platform positioned at 5 indicates a low 'felt' aspect of sharing stories in engaging the community emotionally. First, apparel has a higher fashionable deviation (1.0), which indicates that it implies different reactions and some customers' loyalty is more emotional than others. A suggest rating of 4.0 indicates the level of interest towards new products is high, which most of the time clients exhibit positive attitudes towards them. The coefficient fashionable deviation, that is 0.7, is also evidence of consistent interest through the pattern. The mean of the mark 3.2 is the least level of engagement concerning interactive tales. The higher the widespread deviation (1.1) means that engagement tiers numerous, with some clients are more interactive than other clients.

Table 4. Social Media Engagement Metrics

Metric	Mean	Median	Standard Deviation	Interpretation
Likes per Post	1,200	1,150	300	Posts received a substantial number of likes on average, reflecting strong engagement with the content.
Comments per Post	150	140	50	The number of comments varied but was generally high, indicating active customer interaction with posts.
Shares per Post	80	75	20	Posts were shared frequently, showing that customers found the content valuable enough to share with others.
Click-through Rate (CTR)	5.2%	5.0%	1.0%	The CTR was relatively high, suggesting effective calls to action in the posts that drove customer traffic.
Average View Duration	1 minute 30 seconds	1 minute 25 seconds	15 seconds	Customers engaged with video content for a considerable amount of

time, indicating high interest in the content.

Looking at the metrics presented above the audience interacts closely with the content produced by the influencer, as evidenced by average amounts of likes per post. In terms of engagement there are some fluctuations which could be attributed to the difference in perception of the content as well as its quality. The trend observed from the statistics reveals that customers are very active in their posting and commenting activity with slight difference in the extent to which they engage in discussion with other users.

There was a lot of reposting, usually these are the posts that clients saw value or importance in, as the sharing level was quite similar from post to post. The click-through rate proves the efficiency of the post in increasing the customer traffic with less fluctuations in the efficiency of the call to actions. The average view duration shows that customers did pay significant attention to the video content as their average time spent on the different videos only vary slightly providing evidence of their engagement to the content presented to them.

Table 5. T-Tests of Comparing Engagement Metrics of Posts Aimed at Dormant Customers vs. Regular Posts

Metric	Dormant Customer	Regular Posts	t-Value	p-Value	Interpretation
Likes per Post	1,200	1,000	3.50	0.001	Posts aimed at dormant customers received significantly more likes compared to regular posts, indicating higher engagement with targeted content.
Comments per Post	150	120	2.80	0.005	Posts targeting dormant customers had significantly more comments, suggesting greater interaction with the content.
Shares per Post	80	70	1.90	0.058	The difference in shares approached significance, indicating a trend toward higher sharing for posts aimed at dormant customers.

The t-tests reveal that posts to dormant audience as more of a like and comments than normal posts, indicating that targeted posts are more effective. The difference between the shares was nearly significant, which means that while sharing was not significantly higher for targeted posts, the trend is going in that direction and studies could show that it will eventually become significant.

Table 6. Regression Analysis of Impact of Influencer Tactics on Customer Reengagement

Variable	B (Coefficient)	Std Error	Beta	t-Value	p-Value	Interpretation
Personalized Messages	0.45	0.12	0.30	3.75	0.0002	Personalized messages have a significant positive effect on customer re-engagement.
Exclusive Offers	0.60	0.10	0.40	6.00	0.0001	Exclusive offers have a significant positive impact on re-engagement, with a strong effect.

Compelling Storytelling	0.35	0.15	0.25	2.33	0.020	Storytelling has a positive, though less pronounced, effect on re-engagement.
Showcasing New Products	0.50	0.11	0.35	4.55	0.0001	Showcasing new products significantly enhances customer re-engagement.

According to the regression results, all the influencer strategies are perceived by the customer as positive with exclusively offered unique offers as the most influential. Relevance of messages, the use of great stories and competing products also play a very important role in re-engagement but to a slightly lower level than this factor.

Table 7. Correlation Analysis of Relationships between Variables

Variable	Pearson Correlation Coefficient	p-Value	Interpretation
Perceived Relevance of Personalized Messages vs. Customer Reengagement Intentions	0.55	0.0001	A moderate positive correlation suggests that higher perceived relevance of personalized messages is associated with stronger re-engagement intentions.
Effectiveness of Exclusive Offers vs. Number of Purchases	0.60	0.0001	A strong positive correlation indicates that more effective exclusive offers are associated with an increased number of purchases.
Emotional Connection through Storytelling vs. Customer Satisfaction	0.45	0.001	A moderate positive correlation shows that a stronger emotional connection through storytelling is related to higher customer satisfaction.
Interest in New Products vs. Reactivation Rate	0.50	0.0002	A moderate positive correlation suggests that higher interest in new products is associated with a higher reactivation rate.

The correlation analysis shows that perceived relevance of personalized messages, effectiveness of sending exclusive offer, storytelling that makes the customer emotionally engaged, and customers' interest in new products increase re-engagement of customers and customer satisfaction. This means that all these factors are related and they have a contribution towards effective reactivation strategies.

Table 8. ANOVA (Analysis of Variance) Comparing Effectiveness of Different Influencer Tactics

Tactic	Mean Re-engagement Score	F-Value	p-Value	Interpretation
Personalized Messages	4.0	15.20	0.0001	Personalized messages had the highest mean re-engagement score, significantly outperforming other tactics.

Exclusive Offers	4.2	14.50	0.0001	Exclusive offers also showed high effectiveness, with scores slightly higher than personalized messages. Storytelling was effective but less so compared to personalized messages and exclusive offers. Showcasing new products was highly effective, similar to personalized messages.
Storytelling	3.5	8.70	0.001	
Showcasing New Products	4.0	11.00	0.0005	

When employing the ANOVA technique, it is clear that there is a significant difference when it comes to the effectiveness of the different influencer tactics such as with exclusive offers as well as personalized messages. Storytelling as well as the demonstration of new products was also possible but to a lesser degree.

Table 9. ANCOVA (Analysis of Covariance) Controlling for Initial Engagement Levels

Tactic	Adjusted Mean Re-engagement Score	F-Value	p-Value	Interpretation
Personalized Messages	4.1	16.00	0.0001	After controlling for initial engagement levels, personalized messages remained highly effective.
Exclusive Offers	4.3	15.50	0.0001	Exclusive offers were slightly more effective than personalized messages, even when accounting for initial engagement.
Storytelling	3.6	9.00	0.002	Storytelling continued to be effective but less so compared to personalized messages and exclusive offers.
Showcasing New Products	4.1	12.00	0.0003	Showcasing new products was effective, similar to personalized messages, after adjusting for initial engagement.

Applying ANCOVA test, proof is found to the assertion that only andansson and personalized message try based re-engagement were most effective regardless of the first engagement level. Other activities such as storytelling and presenting new products were also highly efficient but they demonstrated lower results than the presented top activities.

In the light of the results of the study, the importance of the tailored messages for reactivation of the customer base can be marked. The t-test analysis shows significant preferences to post types on dormant customers, specifying more likes and comments on posts aimed at the addressed audience. And this points to the fact that targeted content is much more effective as a source of entertainment. These findings are consistent with Anshari et al. (2019) and Kumar et al. (2019) who pointed out that the use of personalization leads to an improvement of the overall engagement with customers and the interactions they have with the organization. These observations are further supplemented by Johnson (2022) who suggested that personalized advertisements create customer engagements because they are usually shaped by the individual needs and wants of the consumers.

Regression consideration demonstrated that a positive impact of personalised messages can rejuvenate customers. There is a sense in this observation with Kumar and Shah (2021), who stated that with personalization, customer relations are enhanced while engagement levels are boosted too. Loyalty, especially when reacted is boosted through the use of personalized mass messages to customers. This result contributes to the literature highlighted by Zhang & Liang (2022) who brought into focus the lack of theoretical studies on the consequences of personalization in reactivation strategies. Thus, extending the knowledge on the effectiveness of the personalised messages to reactivation of the clients, this research contributes to the body of evidence supporting the effectiveness for recovery communications of the personalisation technique.

Exclusive offers, according to the results of quantitative data analysis, were also proved to have a very significant positive effect on reactivation. They are consistent with previous studies that have indicated that scarcity and exclusivity are highly efficient in promotions. Lee et al. (2023) also proved that the time bound strategies lead to the establishment of the appropriate psychosis among customers, which also concurred with the present research. This was supported by Wang et al. (2022) who went further to argue that exclusivity in offers can greatly boost the affection, responses as well as purchasing power of the customers.

The results obtained in this piece of research showing the effect of exclusive offers assert that reactivation of customers is achievable. This is ever so true in today's intensely competitive environment, having a pointer that can prompt a consumer to interact with a brand again can be very telling. The study thus strengthens previous findings by identifying the ability to use exclusive offers to make customers engage or be reactivated by influencer marketing techniques. Despite that the construction of a convincing and engaging narrative was also determined to be more persuasive, its persuasiveness was not as high as the persuasiveness of personalized messages and special offers. These findings complement the literature's prior proposal by Brown & Clark (2023) that whereas storytelling has the capability of fostering relationship appeal and countering consumer fatigue, and brand appeal, its impact on customer reactivation might not be direct. While storytelling is a great tool to have, it does tend to take longer to achieve peak engagement and therefore has its main use as a secondary reactivation tool.

This modesty of storytelling underlines the idea of a moderate approach in the application of this method in influencer marketing. Another technique that can be used is that of integrating the narrating approach with the straightforward personalization as well as the providing of exclusivity can help in offering a complete plan that makes use of the advantages that are accorded by each of the two methods. This understanding aids the marketers to come up with better strategies in that different techniques have to be used in order to get the best outcomes in reactivation marketing.

The study also revealed that, product innovation was also proven to be an efficient technique, amongst others, in reviving inactive clients. This is a fact which is corroborated by the study done by Thompson and Wright (2023) whereby they note that customers need new products in order to remain interested. Continued giving signals of evolutionary changes and new products to the market keeps customers engaged hence retracting them and solidifying the fact that product innovation is a powerful tool to rejuvenate customer engagement.

The perception that 'new' products have a positive effect on the viewers strengthens the argument about brands' constant need to renew and offer their audience fresh, appealing product. On this note, adding new products to the products the influencers showcase is a good way through which the brands can be able to reactivate customers who may be using the products intermittently. For the 'other' customer group, the interaction data in the study also

established that influencer content directed towards them provided lower levels of customer engagement such as likes, comments and shares. These findings are in line with Sarmento & Simoes (2019) investigation that the delivery of specific content lifts customer touchpoints' engagement levels. The nature of the high click through rates for the targeted influencer campaigns and the average views per video also supports the whole campaign and its ability to successfully deliver traffic to the websites, as well as keep customers' attention.

The correlation study suggested that specific variables such as perceived relevance of the message, exclusivity of the offer and recategorization as far as the benchmark parameters like the customer satisfaction index and reactivation rate are concerned. These positive relations stress the high possibility of multiple tactic synergy for the purpose of re-engagement, thereby implying that the simultaneous, rather than sequential, application of these strategies is most effective. The following are the novel aspects of this research that fill significant gouts in the current knowledge base: First, although prior scholarly work has provided a detailed account of the different single influencer strategies, few have looked at how these are similar and/or different within the same setting. Rogers et al. (2022) pointed to this gap arguing for more comparisons on various strategies. This research adds value in that it offers a comparison of the various influencer strategies, and this will clarify the efficiency of each one of them when it comes to re-engaging the inactive customers.

Second, the current research offers practical insights into the effects of influencer marketing strategies, primarily for reactivation of the 'inactive' customers. In the previous studies, the investigation was mostly done with active customers, or overall customer participation and not dedicated to inactive customers, although this study has taken its focus on inactive customers. This emphasis is useful for souning out strategies for operating successfully within this difficult to reach demographic area. Finally, the identification of descriptive and inferential statistic skills means that a comprehensive analysis of the influencer tactics and engagement metrics will be achieved. They propose this methodological approach to assess marketing strategies which helps to develop a greater understanding of influencers reactivation attempts. Employing different statistical analyses, the work offers a sound assessment of strategies and indices, thus contributing to the databases of both influencer marketing and customer reactivation.

This work contributes to the development of the theoretical and practical knowledge about the approach to influencer marketing by pointing out the significance of the personalize messages and unique offers, by presenting the results of the pilot study on the effectiveness of the method and filling the gaps in theories description. The research therefore provides important information useful to marketing strategists in optimising their strategies with a view of get a proper customers reactivation.

Conclusion

This examine provides broad understanding of the efficiency of various tactics driven by influencers within the restoration of the inactive members emphasizing the significance of the dearth of personalized messages, extraordinary provides, and presentation of recent merchandise. Such findings substantiate the hypothesis that better messages and exceptional deals are especially rewarding in engaging and reactivating the better, utterly in synch with current research on the affordability of personalized and urgent promotional strategies. Thus, despite the fact that compelling storytelling also plays a part in purchaser engagement, its impact is considered relatively longer than compared to the extra direct methods. The observe also stresses upon the necessity of following top of the line reactivation approach that comprises of diversified plans. Thus, this research fills the current research gap, which includes

the lack of a comparative analysis of various strategies used by influencers and the focus on dormant consumers it will help marketers looking to improve their reactivation process. Combining descriptive and inferential statistics analyses is more suitable to assess the efficiency and most importantly the impact of influencer advertising campaigns. All in all, the research contributes to the comprehension of how the applied influencer approaches can help to reactivate the lost clients and provides practical guidance for enhancing the effectiveness of advertising communication.

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