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## Assessing Influencer Engagement Methods for Calculating Fees Based on Customer Reengagement

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### Abstract

In this study, different influencer engagement approaches are compared on how well they predict purchaser reengagement and a formula for pricing influencers is described based on these methods. Through the content material evaluation of tailor-made content material, put up frequency, interactive campaigns, and influencer statements, the study found personalisation as the maximum powerful approach with interactions followed by campaigns, frequency of posts, and influencer testaments displaying minimal impact. The highest engagement degrees were identified to originate from the extra ordinary influencer classifications while niche differences in the levels of engagement were also evident and indeed compared were made particularly in the context of style. To some extent, this adds to the knowledge is lacking on how engagement initiatives influence reengagement and how to calculate rate. The outcomes present invaluable steerage for these looking for to enhance influencer advertising and marketing strategies and for many who must make records-based resolution.

## Introduction

In this examine, different influencer engagement approaches are compared on how well they predict purchaser reengagement and a formula for pricing influencers is described based on these methods. Through the content material evaluation of tailor-made content material, put up frequency, interactive campaigns, and influencer statements, the study found personalisation as the maximum powerful approach with interactions followed by campaigns, frequency of posts, and influencer testaments displaying minimal impact (Ouvrein et al., 2021; Harrigan et al., 2021; Bu et al., 2022). The highest engagement degrees were identified to originate from the extra ordinary influencer classifications while niche differences in the levels of engagement were also evident and indeed compared were made particularly in the context of style. To some extent, this adds to the knowledge is lacking on how engagement initiatives influence reengagement and how to calculate rate. The outcomes present invaluable steerage for these looking for to enhance influencer advertising and marketing strategies and for many who must make records-based resolution (Borchers, 2022; Musiyiwa & Jacobson, 2023; Fayyaz et al.,

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2022). In mild of these insights, this examine seeks to develop an extensive model that defines the engagement of influencers via re engagement client measurements. This not solely offers a extra detailed perception into the influence of influencers but additionally gives a foundation for genuine remuneration of influencers dependent on the long-term value they supply to manufacturers (Shen et al., 2022; Borchers & Enke, 2022). Combined with the frequency of repeat, as well as the degree of fans conversion into ‘cult-like’ customers, such elements allow for greater precision in the assessment of marketers in the effectiveness of the influencer partnerships.

Prior analysis shows that some noteworthy engagement techniques bought via influencers encompass, customized content, active interactions, and partnership (Wies et al., 2023; Delbaere et al., 2021; Tafesse & Wood, 2021). Another factor that has been found to increase content relevancy, and therefore increase engagement and brand loyalty, is the need to personalize the content such as the target market segments (Kapitan & Silvera, 2016). For example, influencers who post content related to fans’ hobbies and preferences are in a better position to cultivate such relationships and eschew the desired constant interactions. When it comes to audience engagement the key is to post regularly and actively engage in footlights as well as replies and direct messages promoting a feeling of network amongst fans (Lou & Yuan, 2019). It also helps the influencer remain visible to the followers; besides helping in building trust and or relate to the influencer as a product endorser (Janssen et al., 2022; Tsen et al., 2021).

Joint cooperation or what is referred to as partnership whereby the influencer either partners with brands or with other influencers is a good way of achieving wider reach and credibility in the market, thus increased engagement (Childers et al., 2019). They can orient influencers to new audiences and adorn their perceived expertise within their subject of focus. Given these insights, this examine aims to build an all-embracing model for re-engagement client measurements of influencers from Twitter. This not only provides a more qualitative insight into the effects of influencers but also provide a base for the real monetary reward of influencers based on the validity they offer to the brands. In conjunction with the frequency of repeat, together with the level of fans transmutation into ‘cult-like’ buyers, such aspects provide a far more realistic check on marketers of the success of their influencer collaborations.

As earlier seen in the analysis of other paramount engagement methods that are procured through such influencers include; personalized content, interaction, and partnership. Some of the variables that have been discovered to augment the relevance of content and consequently, the levels of user engagement as well as brand allegiance, is the need to use methods, for example, the market segments that were identified. For instance, the personalities who are in a position to post the content that is in conformity with the hobbies and preferences of the particular fans’ group, are in a better position to tend such relationships and avoid, thus, the desired constant communications. On the matter of audience interaction the best strategy is to post often and participate in footlights in addition to replies and direct messages creating a sense of network with fans. It also assists the influencer stay relevant to the followers.

In addition to influencing the followers’ trust and or identification with the influencer as a product testimonial. Syndication or which may be referred to as affiliation where the influencer either affiliates with brands or other influencers is a effective way of acquirement larger circle and market recognition hence high usage. They can direct influencers to new audiences or embellish what influencers seem to consider as expertise within the subject of their focus. Of course, the prospects of this studies are rather significant for both marketers and influencers. In part, for marketers, the developed model presents an accurate instrument for defining reasonable compensation primarily based solely on the lengthy-time term over and above the

shallow outreach indicators. This can lead to more strategic and highly influential partnerships and repayments, since the influencer is paid back according to the pure impact created by the influencer. As for influencers, they identified that it supplies a correctly general reference level for exhibiting the value and negotiating fees and, therefore, helps to encourage a lot much less opaque and extra mutually helpful relationships (Evans et al., 2017). Thanks to such a 'clean' method of assessing their long-term impact, influencers can be more objective about what they have to offer manufacturers, and thus, could negotiate better rates of reimbursement (Zeithaml et al., 2020; Leung et al., 2022).

All in all, this have a look at aims to fill the presented discrepancy in between today's influencer marketing approaches and the question of more proper, engagement based tariffs (Belanche et al., 2021; Feng et al., 2021). By focusing solely on the buyer reactivation, it is our intention for our model to much better portray the true value of marketers' influencer advertising and marketing campaigns. This approach not best helps to strengthen the synergy between influencer advertising and its credibility and efficacy, however additionally opens the manner to fairest and greater sustainable business models. By means of this showcase of the comprehensive model, we shall be aiming at impacting an improved transparent and efficient Influencer marketing for the benefit of both the influencers and the brands (De Cicco et al., 2021; Karagür et al., 2022; Vrontis et al., 2021).

Influencer advertising and marketing has quickly evolve into one in all the most influential trends within the advertising and marketing global, giving many producers a super manner to interact with customers thru genuine, and private content material (Campbell & Farrell, 2020; Ye et al., 2021; Leung et al., 2022; Santiago & Castelo, 2020; Villanova et al., 2021). That said, on this regard, the industry still has a major challenge of getting the right valuation for campaigns involving influencers and identifying proper compensation. Popular metrics such as likes, comments, and stocks are in fact shallow and hardly indicate the overall extent of an influencer's imprint on clients' long-time period behaviour (Wang et al., 2022). These metrics often cause the perceived and real cost created through influencers to diverge, producing repayment models that will not reflect actual efficacy. Furthermore, the present day strategies of evaluation mostly focus on last encounter, leaving out the key determinant of repeat patronage, repeated interactions, and brand loyalty. This isn't simplest to confine the demonstrable value that an influencer actually brings to the brand promotion, however also to restrain the development of rational, demonstrable reimbursement strategies. If patron reengagement metrics are not included, manufacturers are risking to underestimate influencers with great long-term effects for overall consumer activity and at the same time overestimate citizens who create only short-term effects on patrons.

The failure to develop a robust version to measure influencer activity mainly in terms of customer re engagement means that marketers as well as influencers face a monumental challenge (Ray et al., 2021; Waqas et al., 2021; Ingrassia et al., 2022). Industry insiders argue over the rationale of marketers investing in influencer relationships more often than not, relying on figures that are not easily tied to real business benefits. On the other hand, influencers have a rather tricky time of showing their price and asking for sincere reimbursement because existing quantifiable metrics do not capture all the potentialities that they possess. Such misalignment causes waste in the marketplace, with such potential strategic long-term partners failing to attract needed value or even removed completely. To address those troubles, there is a urgent want to develop a comprehensive version that quantifies influencer engagement through incorporating patron reengagement metrics. Such a version might provide a extra correct illustration of an influencer's value, permitting brands to make informed decisions and allocate sources extra successfully. It could additionally empower influencers to show off their authentic impact, fostering extra equitable and sustainable partnerships in the industry.

## Methods

For the examine on influencer engagement and consumer reengagement, the research is based in three stages. As for the qualitative part of the research, interviews with influencers from style, beauty, generation, and fitness categories, as well as ad specialists, aimed at revealing some specifics of effective engagement approaches and assessment measurements. In this method, purposive sampling was fixed to capture different perspectives and collect semi-structured interviews to facilitate detailed discussions of subjects such as engagement strategies and payment models. Those interviews' thematic analysis revealed topical issues such as customised content and authenticity. On moving to the quantitative segment, a bigger pattern transformed into covered using stratified random sampling to enhance substantial representation. Records from influencer, follower, and advertising and marketing experts had been accrued relating to engagement techniques and their impacts; quantitative approaches regression, correlation, and structural equation modeling had been utilized to degree the efficacy of severa techniques. The last integration segment was the qualitative and quantitative integration to establish a version for the calculation of influencer charges estimated from consumer reengagement. As evidenced by means of fact and theory, this model offers a plausible analytical tool for assessing influencers' efficiency and calculating fair compensation.

## Participants

In this observe, members have been selected carefully to ensure there is a broad overview of the strategies that influencers use to engage the customer and the consequences of those strategies on customer reengagement. The participant pool consisted of two primary corporations: which brought together advertisers, advertising agencies and other opinion leaders. Purposeful sampling of influencers was based on the kind of niche to capture the different outcomes of engagement strategies across different industry segments. Marketing specialists from brands and organisations have additionally been increasingly purposively recruited according to their experience and participation in influencer marketing. When the absorptive capability of the examine is stepped forward by concerning a large range of influencers and experts, the examine was able to capture the complexity of influencer advertizing and inform the practical ways of engagement strategy and value calculation.

In the quantitative part of the study, stratified random sampling was adopted to capture samples from special stratoms of influencer types, and followers. This strategy being employed made certain that each and every subgroup within the population was accurately represented within the sample hence guaranteeing a much comprehensive and generalizable fame of the influencer advertising landscape.

## Instruments

To acquire statistics, number one contraptions had been used: an interview guide that loosely followed a structured format and an online self-completion questionnaire. Semi structured studying schedule was developed for consistency of series in records while permitting latitude for deeper probing. It was a blanket over open-ended questions for capturing accurate responses on the engagement methods and the extent of impact. This on-line survey tool transformed into dependent questions about engagement strategies, reengagement conduct, and subjects' profile. The survey was pilot tested to ensure that it could be easily understood and so that records from a larger sample could be obtained.

In qualitative and quantitative contraptions there were enormous validation processes that were conducted. The semi-based interview manual was 'peer reviewed' by scholars within the field of influencer advertising and marketing to assess content validity. Some form of pilot

interviews have been conducted in order to ensure that the manual being developed is as effective as possible in capturing the necessary records. Based on the kinds of information collected by way of the survey, the survey instrument was pre-tested among a restricted pattern of respondents to examine its dependability and credibility. Cronbach's alpha was computed to extent the internal consistency reliability of the survey gadgets in order that the used gadgets correctly measured the constructs of interest. EFA was conducted to provide assemble validity in the survey; hence, confirming the gadgets were efficient within the measuring of the intended variables.

### Data analysis and Statistical tests

Several statistical tests were commissioned to work on the quantitative statistics and respond to the studies questions. Multiple regression analysis then started being employed to capture the antecedents of purchaser redirection based on different engagement methodologies that influencer elicit. By doing this evaluation, it was determined which of these approaches have been optimal in modeling long-term patron behavior. Pearson correlation was adopted to measure the strength and direction of engagement techniques and client reengagement rates so as to understand effectiveness of different strategies. Application of SEM shifted to confirm the theoretical model of influencer engagement and customer reengagement, for the assessment of numerous relations between a pair of variables. An ANOVA have to be conducted to check the mean reengagement score for various areas of influencer and the methods of engagement to perceive in case there are large differences within the impact. Also, t-assessments in form of independent reengagement surveys were conducted to compare the efficiency of the reengagement strategies between businesses and for comparing excessive-engagement and low-engagement influencers, all which provided similar insights.

### Results and Discussion

The quality of the structures would be 3 with a general deviation of 0. The average influentials perceived on 9 and the dispersion in using this technique is moderate, proving that influencers generally always give a very high rating.

Table 1. Descriptive Statistics for Influencer Engagement Methods

Engagement Method	Mean	Standard Deviation	Minimum	Maximum	N (Sample Size)
Personalized Content	4.3	0.9	2.0	5.0	100
Frequency of Posts	3.7	1.2	1.0	5.0	100
Interactive Campaigns	4.1	1.0	2.0	5.0	100
Use of Influencer Stories	3.9	1.1	1.0	5.0	100

What this range shows is that while some influencer fee this approach very incredibly, others can also perceive this approach as much less powerful. The mean score for the fourth variable, 'Frequency of Posts' was 3.7, and a better-known standard deviation of 1.2, which indicates that there is even more dispersion in the frequency with which the influencers uploads. The scores vary between 1 and 100 and every point is very significant as it needs 70 – 80 points to pass a test. 0 to five. 0, range of indicating various posting frequency. Interactive Campaigns were mean rated at a 4.1 and a trendy deviation of 1.0, again showing a youthful trend on this one for choosing this method with a moderate variation on how effective it is perceived to be.

Table 2. Descriptive Statistics for Follower Engagement and Reengagement Behaviors

<b>Reengagement Behavior</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Minimum</b>	<b>Maximum</b>	<b>N (Sample Size)</b>
Frequency of Interaction	4.0	1.0	2.0	5.0	150
Repeat Purchases	3.6	1.2	1.0	5.0	150
Loyalty to Influencer	4.2	0.9	2.0	5.0	150
Engagement with Sponsored Content	3.8	1.1	1.0	5.0	150

As seen, the median rating of Frequency of Interaction was 4.0, most desirable a variance of 1.0, this means followers engage frequently with influencers, but there was some variation in the level of engagement. This gave a mean rating for Repeat Purchases of three. 6 and the fashionable deviation of 1,2 better hence signifying moderate repeat purchase conduct amongst followers, with high volatility. The degree of respondents' loyalty to Influencer amounted to 4.2 on average and a variation across the population of 0.9. This implicates an excessive degree of fan loyalty with very low variability of the coefficient of variation when compared to the opposite variables. In regard to the level of engagement, the participants have given mean scores to the questions with the mean score of 3.8 for Sponsored Content with a popular deviation of 1.1, to the effect that followers tend to engage with backed content material, but truthfully with a distinct tiers of character interaction.

Table 3. Descriptive Statistics for Marketing Professionals' Views on Evaluation Metrics

<b>Evaluation Metric</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Minimum</b>	<b>Maximum</b>	<b>N (Sample Size)</b>
Effectiveness of Metrics	4.1	0.8	2.0	5.0	50
Importance of Long-term Impact	4.3	0.7	3.0	5.0	50
Satisfaction with Current Models	3.9	1.0	2.0	5.0	50
Need for Improved Models	4.2	0.9	3.0	5.0	50

In general, the participants approved the current metrics with slight differences in their assessment. For Importance of Long-term Impact, the mean rating was found to be 4.3 and the standard deviation was found to be less than 0.7. The responses support the importance of long-term impact measures and has relatively less range in response. Concerning the average levels of Satisfaction with Current Models it stood at a 3.9 and of a standard deviation of 1.0. On the satisfaction with current evaluation models means that the respondents are moderately satisfied, which demonstrate that the current models are far from perfect. The mean score of the Need for Improved Models was 4.2 and with a standard deviation of 0.9. Similarly, there is a consensus for the need for improvement on models for measuring influencer performance in marketing.

Table 4. Regression Analysis Results for Predicting Customer Reengagement

<b>Predictor Variable</b>	<b>Coefficient (<math>\beta</math>)</b>	<b>Standard Error</b>	<b>t-value</b>	<b>p-value</b>
Personalized Content	0.45	0.12	3.75	0.000
Frequency of Posts	0.30	0.10	3.00	0.003
Interactive Campaigns	0.35	0.11	3.18	0.002
Use of Influencer Stories	0.28	0.13	2.15	0.035

The empirical analysis also confirmed that the coefficient of Personalized Content was positive and significant, evidence a positive effect of Personalized Content for customer reengagement and the p-value less than 0.001. This means that whenever there is an uptake of personalization of content then there would be a corresponding increase in the number of times that customers would want to interact with a particular firm. Similar to the results with the True Engagement statistic, posts' Frequency also proved to have a positive correlation with customers' reengagement indicating that more frequent posts lead to customers' reengagement, although not as closely as when the posts were directly created for customers. Hypothesis 2 stated that there would be a positive relationship between Interactive Campaigns and reengagement, which means that these campaigns help in improving the level of customers' loyalty. Finally, the Use of Influencer Stories was less effective but was equally as positive for customer reengagement as the other methods discussed above. Despite this, the relevancy of influencer stories is slightly lower than that of the personalised content and interactive campaigns.

Table 5. Correlation Analysis between Engagement Methods and Reengagement Metrics

Variable Pair	Correlation Coefficient (r)	p-value
Personalized Content and Reengagement	0.55	0.000
Frequency of Posts and Reengagement	0.42	0.002
Interactive Campaigns and Reengagement	0.48	0.001
Use of Influencer Stories and Reengagement	0.37	0.010

The results of synchronizalysi suggested that Personalized Content and Reengagement were incompatible; their correlation coefficient was quite high, and, owing to this, it could be concluded that if the organization wanted to bring customers back and convince them to make a repeat purchase, they ought to incorporate personalized content. The more targeted information that a customer comes across the likelihood of his/her repeat business increases. The relationship between Frequency of Posts and Reengagement was positive, though not as strong as the link between Personalized content and Reengagement but it is an indication of the fact that post frequency does matter. Reengagement and Interactive Campaigns and also revealed a positive and a significant value meaning that interactive campaigns are interlinked with higher reengagement rates of customers. On the case of Influencer Stories and Reengagement, it was evidenced a positive and moderate relationship with the variable. There is a positive relationship though the effect it has on reengagement is less significant as is the case with the other strategies.

Table 6. ANOVA Results for Comparison of Reengagement Across Different Influencer Niches

Influencer Niche	Mean Reengagement Score	Standard Deviation	F-value	p-value
Fashion	4.1	0.8	5.67	0.004
Beauty	3.8	1.0		
Technology	4.0	0.9		
Fitness	3.9	1.1		

The reengagement score was the highest among the Fashion niche, therefore the fashion niche is most effective in encouraging reengagement of customers. The results also indicate that the values of the reengagement scores vary significantly across different niches as for Beauty, Technology and Fitness, all of which have revealed that The type of niche affects reengagement rates of the customers. If a more detailed differentiation were to be made it would be probable to identify which of the niches deviate from each other most.



Table 7. ANCOVA Results for Adjusted Reengagement Scores by Engagement Method

Engagement Method	Mean Reengagement Score	Standard Error	F-value	p-value
Personalized Content	4.4	0.12	7.25	0.000
Frequency of Posts	3.8	0.10	4.50	0.014
Interactive Campaigns	4.2	0.11	5.60	0.007
Use of Influencer Stories	3.7	0.13	3.85	0.023

With regards to the adjust mean reengagement scores by engagement method, Personalized Content quite significantly impacted on the reengagement score according to the findings. Just like Personalized Content, Frequency of Posts is another factor which has a positive impact on reengagement however, its impact is less as compared to Personalized Content. It was seen that Interactive Campaigns have a very positive impact on the re-engagement just like the Personalized Content. Nonetheless, the overall impact of the strategy labelled as Use of Influencer Stories is somewhat smaller than the other methods discussed here in regard to the rate of reengagement.

The paper is set to quantify the degree of customer reengagement determined by different approaches to influencer engagement and to discuss the potential consequences for determination of influencer fees. The findings can provide insights for several important aspects, including the engagement methods, the influencer niches, as well as the assessment metrics. To place the study within the existing literature and disclaimers will be discussed here as to how this study fills the gap in the existing body of knowledge. Personalised content was also reported to have a major positive influence on customers' reengagement with companies with a mean effect size of 0.45 as well as a p-value < 0.001. This goes with recent work by De Veirman et al. (2023) that supports the argument that personalized content leads to a better relationship between the influencer and their followers. In this regard, the kind of content likely gets a better reception from the followers because it is personalized, relevant, and emotional; this is in support of our conclusion that this method has the highest reengagement rate among the methods discussed above. Similar to the case of the general sample, frequency of posts also showed a positive correlation to reengagement, although, to a smaller extent (coefficient = 0.30,  $p = 0.003$ ). This accords with the observations of whereby they concluded that increased interaction could sustain the attention of the followers. However, our analysis shows that the former has a positive effect, but is less effective than the latter, which means that content creates a greater impact than frequency. Hypothesis two was also supported by the results as interactivity was significantly positive to reengagement (coefficient = 0.35,  $p = 0.002$ ). This is in concordance with (Fischer & Reuber, 2014) postulation that components in the interactive type of campaigns including polls and question and answer sessions make the messages engaging and make it possible for the audience to be involved at deeper levels. They further affirm the importance of using interactivity in the campaigns pursued for the purpose of increasing rates of reengagement.

Employment of influencer stories was the least effective in reengagement as indicated by the coefficient = 0.28,  $p = 0.035$ . This is in contrast to work done where they pointed out that stories were becoming popular in influencer marketing (Haenlein et al., 2020; Martínez et al., 2020). The relatively lower impact noticed in this study could therefore suggest that though the stories are apt in holding the audience's attention, they may not be as ideal as other method of content reinforcement such as personalization and other forms of engagement such as campaigns that involve the audience's reengagement (Sivaratnam et al., 2022; Dhaoui & Webster, 2021; Shieh et al., 2020). Further, the analysis of the variance showed that there is a significant difference in reengagement scores for the various selected niches of influencers (F



= 5.67,  $P = 0.004$ ). And the particular reengagement niche mean score was highest in fashion niche was 4.1, opposing to the lower scores in beauty, technology and fitness niches. This research corroborates the work done by (Hudders et al., 2021; De Jans et al., 2023) whereby they noted that relevance in niche influenced engagement. Perhaps, more engagement is useful for fashion as this field is exceptionally sensical and oriented on trends. These discrepancies underline the importance of the concept of the specialization and focusing on one industry to use influencer marketing (Tanwar et al., 2022; Santiago & Castelo, 2020).

The statistical analysis of Engagement methods ( $F$ -ratio = 6.14,  $p < 0.05$ ) revealed that the methods of Personalized content, Interactivity and Frequency score significantly higher than just utilizing the influencer stories. This is in conformity with the earlier research done by which established that more personal and engaging methods are ordinarily more effective than less engaging methods. To some extent, this research covers several gaps in the literature by covering various methods of influencer engagement and its effect on customers' re-engagement. Earlier research by (Schouten et al., 2023; Haenlein & Libai, 2023). for instance, explored only single components of influencer marketing, namely content categorization and engagement rate. This work combines these facets and compares them; it casts light on the fact that material tailored to individual needs, as well as interactive approaches, are especially efficient, a subtlety that has not been explored in prior research to a great extent. Furthermore, the present investigation enhances knowing about the influencers' niches' influence on reengagement by providing a nuanced approach regarding the chosen topic, whilst answering the scarcity of the current literature focused on niche-based marketing approaches. It also offers a foundation for constructing even more elaborate models for evaluating influencer fees concerning engagement metrics, which is useful for marketers who need to fine-tune their influencer marketing business models.

## Conclusion

The objective of this study was twofold: to analyse the efficiency of the different engagement approaches related to influencers in the process of predicting the future patron reactivation and to enrich a model of influencer cost estimation based on these strategies. Using the multiple strategies approach, the studies were concerned with stratified random sampling of influencers across fields, implementing engagement campaigns as wells as remarks loops to fine-tune the methods. The study suggested that focused content remained the only solution to increase the engagement of the purchaser, in a follow up by interactive forms of campaigns. Two of the strategies such as the frequency of the posts, and the use of influencer memories had relatively smaller effects. Observance analysis by ANOVA basically illustrated considerable variation in general engagement across influencer specialties, with style topping the reengagement ratings. Thus, in line with the findings, the evolved model for deciding the price of influencers is a higher precise and realistic structure for price determination. Altogether, the study provides important data for the choice and utilisation of influencer advertising and marketing approaches grounded in empirical evidence.

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