



Different types of social media influencers you should know about

Introduction

Influencer marketing is today the most popular and highly trending marketing strategy adopted by most business brands. Influencer marketing is a kind of an old-school strategy that runs on the strategy of word of mouth. This traditional way of marketing continues to be a valued way for buyers to make their purchase decisions. The more people talk about the brand, share their feedback, and recommend the products or services there is stronger the brand value generated. As the name suggests [digital influencers](#) are an integral part of the influencer marketing strategy. They are the strategists and marketers who have a strong influence on their audience and have a good number of followers in their industry. They are the driving factor and the connecting force between the brand and the consumer. Depending on the business one into a brand can probably collaborate with the right type of [social media influencer](#). Covering more of this in detail here is a guide that outlines different types of influencers who support the marketing goals and social media strategies of brands.



Types of Social Media Influencers

Social media influencers in India are people that have good credibility in their niche. These influencers have built strong relationships on social platforms and have good opinions about the products and services that they recommend. Brands often work with these influencers to build awareness, promote product launches, and build a customer base. The power of social media influencers comes from their extensive reach and the large groups of followers they engage with and the level of authenticity they have on their platforms. So, depending on the type of business one should collaborate with the right type of **digital influencers in India**. Let us see the different types of social media influencers businesses can probably collaborate with.

1. Bloggers and Vloggers

Bloggers are individuals dedicated to publishing content regularly. They are active influencers using various social platforms to promote their content. These **digital influencers in India** engage with the audience to share their opinion and build strong loyal connections.

These bloggers and vloggers are perceived as industry experts and trusted for the reviews, opinions, and information they share. While bloggers use various platforms to publish their content vloggers share content in the form of videos and use platforms such as YouTube to publish their content. Collaborating with bloggers and vloggers is an effective way of building a good client base through a strong content strategy. Plus it is one effective way to boost brand awareness and generate leads for your business.

2. Social Media Sensation

Social media sensations are social media stars who have become popular for their viral and smart content. These social media influencers have purely garnered popularity solely based on their social media profiles. Although they are not seen as niche experts yet they hold the power to influence the purchase decisions of their followers. Their followers are often highly engaged and have faith in their recommendations.

3. Reality TV Celebrities

Reality television stars are also kind of influencers who have a good number of followers going by their word of opinion. They can be anyone from home chefs to TV stars to any celebrity who has made their name in the industry for their expertise. They are very different from **social media influencers in India** in the way that they hold a good amount of followers through their popularity on television shows. The followers too share stronger connections with reality TV stars. However, their fame may be short-lived and soon fizzle out after the television show goes off-air

4. Activists

Activists are individuals driven by a political or social cause. They too are very different from the regular marketing influencers as their main purpose and agenda are to introduce some kind of positive change by influencing people. They are very opinionative and often have strong and rather radical views on current issues. So, brands should be extremely cautious when collaborating with them as [social media influencers in India](#).

5. Mainstream Celebrities

The celebrities here that we are talking about include movie stars, athletes, sportspersons, models, and other popular public figures of mainstream media. These celebrities are often appointed as brand ambassadors and become the face of these brands. Owing to their immense popularity, and massive fan following, and reach on social media platforms they are the popular choice among various brands in the industry. However, they often come with a very heavy price tag. So, brand collaborating with these **influencers in India** must check their budget before they are approached for brand promotion.