



Describing the Experiences of Multicultural Nano-Influencers in Social Media Marketing

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A Business Research Submitted to the Faculty of the College of Business Education Saint Columban
College Pagadian City

In Partial Fulfillment of the Requirements for the Degree of Bachelor of Science in Business Administration

Publication Date: 2026/04/25

Abstract: This study explores the role of multicultural nano-influencers in Pagadian City, focusing on full-time student influencers from both Christian and Muslim backgrounds. With an emphasis on full-time student influencers from both Christian and Muslim backgrounds, this study investigates the function of multicultural nano-influencers in Pagadian City. Case 2 explores the experiences of Muslim nano-influencers, while Case 1 looks at Christian nano-influencers. Both groups make strategic use of social media sites like Facebook, Instagram, and TikTok to engage diverse audiences, support local businesses, and promote cultural authenticity. The results show that these influencers manage difficulties like shifting algorithms and scarce resources by remaining flexible, reliable, and pertinent. Their emphasis on audience-centric content strategies and cultural representation is largely responsible for their success. Although the study offers insightful information about localized influencer marketing, Pagadian City is the only area it covers. In order to evaluate the influence of nano-influencers on marketing efficacy, future research could examine their experiences in various cultural or geographical contexts as well as their partnerships with bigger brands. One useful suggestion is to encourage nearby companies to work with nano-influencers to improve their online visibility while incorporating themes that are culturally relevant. Furthermore, creating training courses in analytics, content production, and digital marketing could give influencers the tools they need to handle new problems. The impact of nano-influencers on consumer behavior and the viability of their tactics in larger markets should also be examined in future studies. Ultimately, this study emphasizes how important multicultural nano-influencers are to creating meaningful audience engagement and advancing cultural representation in the current digital environment.

Keywords: Multicultural Nano-Influencers, Pagadian City, Social Media Platforms, Cultural Representation.

How to Cite: Xyle Maine M. Chan; Katrina Allysa D. Gonzaga; Kristine Joy D. Camaso; Ace Virgel T. Batingal, Chra (2026) Describing the Experiences of Multicultural Nano-Influencers in Social Media Marketing. *International Journal of Innovative Science and Research Technology*, 11(4), 1813-1830. <https://doi.org/10.38124/ijisrt/26apr888>

I. INTRODUCTION

Influencer marketing has grown tremendously in the vast field of marketing communication as an effective way to reach large audiences. Nano-influencers, often seen as having

smaller but highly engaged follower bases, produce brand awareness and drive purchase intent due to their persuasiveness, expertise, likability, and value in providing informative or entertaining content (Aprilianty et al., 2022). Their ability to create genuine connections with audiences

has made them especially effective in marketing, where authenticity and relatability are key (Giuffredi et al., 2022).

Nano-influencers, by focusing on engagement rather than polished production, offer a more intimate connection with their followers compared to macro-influencers. They are particularly influential when working with local or niche markets, as their content resonates with the specific cultural context of their audiences (de León et al., 2022). They often partner with brands to accentuate their impact on marketing strategies (Au-Yong-Oliveira et al., 2019), especially in multicultural and diverse settings, where their ability to speak authentically to cultural nuances is a significant asset.

Social commerce platforms (SCPs) have leveraged nano-influencers effectively, offering a tool for co-creating value and boosting engagement, loyalty, and brand partnerships (He et al., 2024). These partnerships are strengthened when nano-influencers maintain an authentic presence, showcasing their cultural relevance and ability to relate directly to their audiences (Tort, 2018).

Multicultural nano-influencers play an important role in shaping consumer behavior through their engagement, which often transcends geographical boundaries, thanks to the internet's reach. Research highlights how influencers, especially in specific cultural contexts, can amplify their engagement with both brands and followers, demonstrating how culturally nuanced marketing strategies can be highly effective in multicultural settings (de Brito Silva et al., 2023).

Furthermore, it has been shown that for successful digital marketing, especially in the realm of regional products like skincare, the key to success lies in influencer partnerships that are thoughtfully aligned with both cultural values and consumer behaviors (Munandar et al., 2024). In multicultural contexts, nano-influencers can build greater trust due to their genuine relatability and cultural authenticity, further emphasizing the importance of culturally sensitive influencer marketing strategies.

Such insights came from literature that contributed to a deeper understanding of the role of multicultural nano-influencers in social media marketing, differentiating itself from previous research by emphasizing their unique engagement tactics and cultural narratives. The findings served as a valuable resource for marketers seeking to optimize their strategies in collaborating with nano-influencers, ultimately enhancing brand loyalty and consumer trust in diverse markets.

Despite the growing recognition of nano-influencers in the marketing landscape, there remained a significant gap in understanding their real-world experiences and the socio-cultural factors that shaped their roles in social media marketing. While existing literature highlighted the effectiveness of nano-influencers in driving consumer purchase decisions through authenticity and relatability, it often overlooked the unique challenges they faced, particularly those arising from diverse cultural backgrounds. This study aimed to bridge this gap by focusing specifically

on multicultural nano-influencers, thereby contributing to a more complex understanding of their strategies and experiences within an ever-evolving digital marketing environment.

The motivation for this research stemmed from the need to validate the role of nano-influencers as essential players in contemporary marketing. By examining their lived experiences, this study sought to highlight how these individuals navigated the complexities of balancing academic commitments with their influencer activities. Furthermore, it aimed to underscore the importance of adapting influencer marketing strategies to cater to niche markets, particularly those that reflected diverse cultural identities. Ultimately, this research aspires to provide insights that could enhance influencer marketing approaches, ensuring they were both effective and inclusive, thereby benefiting brands and consumers alike.

➤ *Research Objectives*

The study on multicultural nano-influencers aimed to educate them about the challenges they might face and identify opportunities within social media to enhance their effectiveness from a digital standpoint.

II. METHOD

➤ *Research Design*

This study adopted a multiple case study design, as articulated by Merriam (1998), to explore the experiences of Christian and Muslim nano-influencers in social media marketing. A multiple case study approach was particularly suited for this research as it allowed for a comparative and in-depth examination of influencers from different religious backgrounds, capturing how their faith and cultural values shaped their marketing strategies. By analyzing multiple real-life instances, this design provided a broader understanding of how Christian and Muslim influencers navigated their content creation, audience engagement, and brand collaborations on platforms like TikTok and Instagram.

➤ *Research Environment and Participants*

The research environment was set in a vibrant metropolitan hub in Pagadian City, characterized by a unique blend of rural and urban elements that provided a rich context for exploring the experiences of multicultural nano-influencers in social media marketing.

➤ *Research Instrument*

The key research instruments in this study included the researcher, guided interview protocols, and supplementary tools for capturing and analyzing the experiences of nano-influencers. The researcher played a pivotal role in steering the data collection process, ensuring that interviews were focused on exploring participants' experiences with social media marketing. Utilizing effective interpersonal skills, the researcher facilitated open-ended discussions to elicit deeper insights and establish rapport, encouraging candid responses from participants.

➤ *Data Gathering Procedure*

Data collection for this project began with obtaining approval from various organizations in Pagadian City, where the participants were enrolled. Permission had to be secured, with informed consent from participants being the most critical aspect. A formal application outlining the study design, objectives, and ethical considerations was submitted to the relevant institutions or regulatory authorities. Concurrently, participants signed informed consent forms to affirm their understanding of the study and their privacy rights. This initial stage was essential for establishing the ethical foundation of the research and obtaining any necessary permissions.

➤ *Data Analysis*

For this study, the primary method of data analysis was categorical aggregation, a methodology described by Merriam (1998) that organized qualitative data into specific categories to identify patterns and trends. This approach allowed for a systematic assessment of participants' experiences by categorizing data in alignment with the study objectives. The analysis followed several systematic steps to achieve a thorough understanding of the data.

III. RESULTS AND DISCUSSIONS

This chapter explores the experiences of Muslims multicultural nano-influencers in Pagadian City who utilize social media platforms such as Facebook, Instagram, TikTok, and others highlighting their strategies, challenges, and cultural influences.

A. *Case 1: Christian Nano-Influencers in Social Media Marketing*

➤ *Social Media Platforms Utilized by Nano-Influencers*

This category highlights the social media platforms utilized by nano-influencers in Pagadian City. After collecting and analyzing data pertaining to the social media platforms, the researchers arrived at the following sub-categories, which are Facebook and Tiktok.

- Facebook. This refers to Facebook as the primary platform for posting content such as stories, reels, and posts, aiming to reach a wider audience due to its high engagement and popularity in Pagadian City.

- *The Following are the Statements of the Participants:*

I use Facebook as my social media platform to market ice cream and donuts... because it has a wider reach and higher engagement compared to other platforms. More people can view my posts, stories, or reels on Facebook. – P1

The social media platform I use is Facebook... The reason I prefer Facebook is that it was the first platform I knew of, and I have many followers there. I'm also active on it, so I enhance it and use it as an opportunity to grow my business. – P3

Participants P1 highlighted the use of facebook stories and reels for visibility, while P3 emphasized Facebook live

as a tool for real-time audience interaction. Participants displayed enthusiasm when discussing Facebook's effectiveness, particularly P3, who showed confidence in leveraging the platform for sales. Facebook analytics confirmed high engagement rates in live selling, with interactive features like comments and reactions playing a role in purchasing decision.

The findings confirm that facebook is a dominant platform for nano influencers in Pagadian City due to its familiarity, accessibility, and interactive features. Live selling has been identified as a key strategy, providing real-time engagement and trust-building opportunities. These insight align with previous studies emphasizing Facebook's role in small-scale business marketing (Ampu Harikshnan et al., 2023).

Tiktok. This refers to TikTok as a platform for creating short, engaging videos that attract younger audiences, leveraging trends and viral content to maximize reach and engagement.

- *The Following are the Statements of the Participants:*

TikTok offers multiple benefits compared to other social media platforms. – P2

I frequently use TikTok because I am a TikTok affiliate... I use TikTok because most millennials today use TikTok, and it's easier to sell and earn commissions there... plus, it has a higher engagement rate than other platforms. – P3

I use TikTok... compared to others, TikTok is more common with Gen Z like me, so I find it more relatable than other platforms... for me, TikTok is a good platform to use because it has a higher engagement rate than others (for example, if you post and engage constantly, TikTok boosts your content or account). – P4

Participants P3 and P4 emphasized Tiktok's high engagement rate, while P2 leveraged its algorithm for viral reach. Participants showed excitement when discussing Tiktok, particularly P4, who frequently checked engagement metrics during the interview. Tiktok analysis confirm that frequent posting and trend participation significantly boost visibility.

Tiktok's short-form video format and trend-driven algorithm make it an effective platform for Nano Influencers. Unlike Facebook, Tiktok enables even those with smaller followings to achieve significant reach through the For You Page (FYP) algorithm. The monetization features, such as Tiktok Shop and the yellow basket, further enhance its appeal (Wang, 2023).

➤ *Content Creation by Nano-Influencers*

This category highlights the types of content that nano-influencers in Pagadian City commonly create and share on their social media platforms. Through utilizing the research method and analyzing the data through coding, the researchers were able to gather these factors and arrived at the

following sub-categories, which are Foods and Different Products and Make ups, Clothes and Shoes.

About Foods and Different Products. This refers to the creation and sharing of content related to food, such as reviews, recipes, and food recommendations, as well as other product promotions aimed at highlighting the influencer's role in the marketing of consumables.

- *The Following are the Statements of the Participants:*

The content I post on Facebook involves marketing ice cream and donuts... to engage my followers, I follow trends and incorporate aesthetic designs in the donut's look. – P1

I sell different types of products from various shops based on their offers, and since most of my followers are teenagers around 15, most of my content follows Gen Z trends. – P2

Participants P1 and P2 highlighted the importance of aesthetic appeal and the trend alignment in food marketing. Participants expressed enthusiasm when discussing visual storytelling, especially P1, who demonstrated content ideas during the interview. Facebook engagement metrics revealed that visually appealing and trend-driven content generates higher interactions.

Nano Influencers capitalize on trends and aesthetics to market food and other products effectively. Their ability to engage followers through relatable and visually appealing content aligns with studies highlighting the role of self-disclosure and storytelling in influencer marketing (Kolo, 2024)

Make ups, Clothes and Shoes. This refers to content focused on fashion items such as make ups, clothing and shoes, typically created through styling posts, haul videos, and product promotions to influence purchasing behavior among followers.

- *The Following are the Statements of the Participants:*

What I promote are mostly makeup and clothes... I base it on current trends like promoting Squad Cosmetics through makeup tutorials. – P3

For me, I'm focusing on shoes right now. – P4

P3 and P4 were two distinct brands, with P3 focusing on makeup tutorials and trending brands, and P4 on footwear content. P3 displayed confidence and enthusiasm in their beauty product promotions, demonstrating a deep passion for the industry. P4 maintained a more composed demeanor, focusing on a strategic and brand-oriented approach. Their social media content validated their claims, with engagement with audiences, brand-specific hashtags, and product features demonstrating their commitment to influencing consumer behavior.

The findings reveal that nano influencers strategically position themselves within specific fashion niches, leveraging trend-driven content to attract and engage their

target audience. By aligning their promotions with current market trends, such as makeup tutorials featuring popular brands or footwear branding strategies, they enhance their personal branding and influence consumer behavior. Their engagement techniques, including tutorials, haul videos, and brand collaborations, reflect industry trends where influencers utilize social media platforms like TikTok to maximize reach and interaction. This aligns with research by (Alshurideh et al 2024), which highlights how fashion influencers integrate personal branding with trend-based content to drive audience engagement and purchasing decisions.

- *Audience Engagement Strategies*

This category highlights the strategies that nano-influencers use to build and maintain audience engagement. The researchers explore audience engagement strategies employed by nano-influencers. Through utilizing the research method and analyzing it through coding, the researchers were able to gather these factors and arrived at the following sub-categories, which are Consistent Posting and Product Promotion.

Consistent Posting. This refers to the strategy of maintaining a regular posting schedule, ensuring that content is consistently visible to the audience, which helps in keeping them engaged and encouraging recurring interactions.

- *The Following are the Statements of the Participants:*

So, my strategy to maintain engagement with my audience is through posting, MyDay, or Facebook reels to increase my engagement. – P1

So, by posting every day and engaging with other affiliates to help out, it also helps get noticed by TikTok, and your content gets posted on the FYP of people with TikTok accounts. – P3

Constant posting, for example, 2-3 times a week, uploading around 5pm because that's when people are mostly active. – P4

The study found that participants P1, P3, and P4 emphasized the importance of maintaining an active posting schedule, collaborating with other influencers to improve visibility, and discussing their strategies with confidence and enthusiasm. Secondary participants, such as followers and customers, confirmed that they engage more with influencers who regularly update their content. Consistent posting is crucial for maintaining audience interest, and public profiles confirmed frequent posting schedules, with MyDay updates, reels, and TikTok videos maintaining consistent engagement rates. TikTok analytics showed increased visibility when content was uploaded at peak hours.

The findings confirm that consistent posting is a critical strategy for nano-influencers in Pagadian City, ensuring sustained audience interaction. Participants strategically post during peak hours to maximize reach, engage with affiliates to boost visibility, and utilize platform-specific features such as Facebook MyDay and TikTok FYP. This aligns with

research suggesting that frequent posting enhances content discoverability and strengthens audience retention (Vrontis et al., 2021).

Product Promotion. This refers to strategies centered around promoting products through posts, stories, and collaborations, encouraging audience participation and driving consumer interest in the promoted items.

- *The Following are the Statements of the Participants:*

The strategy I use to maintain engagement with my audience is offering promotions, such as promoting a set that includes both trousers and tops, like a matching outfit. – P3

P3's social media strategy includes limited-time offers and captioned posts, attracting budget-conscious buyers and encouraging multiple-item purchases. A TikTok video featuring P3 styling outfits with another influencer received over 1,500 views and shares. Viewers and customers contributed to engagement by interacting with promotional posts, commenting on product offerings, and participating in giveaways, indicating that promotions influenced purchasing decisions, proving the effectiveness of this strategy.

The findings highlight that product promotion plays a vital role in audience engagement, with nano-influencers using tailored strategies to maintain consumer interest. The use of bundled products and influencer collaborations effectively enhances product visibility and trust. This aligns with studies indicating that visually engaging promotions and influencer partnerships contribute to increased consumer interaction and conversion rates (Bi & Zhang, 2022).

- *Challenges Faced by Nano-Influencers*

This category highlights the challenges nano-influencers face in Pagadian City. The researchers explore the various obstacles that these influencers encounter in their journey of social media marketing. Through utilizing the research method and analyzing the data through coding, the researchers were able to gather these factors and arrived at the following sub-categories, which are Low Engagement, Low Views and Low Sales.

Low Engagement. This refers to the challenge of having limited interaction from followers, including likes, comments, and shares, which can hinder the ability to build a loyal and active audience.

- *The Following are the Statements of the Participants:*

The obstacles I encountered as a nano-influencer include low engagement, such as few likes and shares, and low insights where there are really few engagements with my posts.]– P1

P1 highlighted the challenge of low engagement, experiencing minimal likes, shares, and interactions on their posts, which affected their ability to reach a wider audience. Analysis of P1's Facebook page revealed that many posts garnered fewer than 20 likes and minimal comments. Screenshots from the participants social media analytics showed a decline in post reach and interaction over a three-

month period. From a behavioral perspective, participant appeared frustrated when discussing engagement challenges, often sighing or avoiding eye contact. Mentioned experimenting with different content styles and posting schedules to improve their reach.

This finding aligns with social media algorithmic behavior, where platforms prioritize content with higher engagement. Studies suggest that low interaction can lead to reduced visibility, making it even harder for nano-influencers to grow (Lee & Eastin, 2021).

Low Sales. This refers to the challenge of converting engagement and views into actual sales, especially for products promoted by the nano-influencers, which can impact their ability to sustain their marketing efforts.

- *The Following are the Statements of the Participants:*

The obstacle I face as a nano-influencer is that my sales are low, and not many people pay attention because my platform is not very well-known yet.– P5

P5's Facebook page showed high engagement but low sales conversion. Participants often hesitated when discussing sales and expressed disappointment. Key insights from thematic analysis suggest that engagement doesn't always lead to sales, and brand recognition plays a significant role. Trust-building takes time for influencers to establish credibility. Viewers and customers contributed to engagement by interacting with promotional posts, commenting on product offerings, and participating in giveaways. Promotions influenced purchasing decisions, reinforcing the effectiveness of this strategy. Overall, engagement and trust-building are crucial for successful marketing strategies.

This aligns with previous studies stating that nano-influencers struggle with audience trust and sales conversion, as smaller follower bases mean fewer potential buyers (Hayati & Puri, 2020). Additionally, while personal storytelling enhances relatability, it does not always translate to direct sales (Ravi, 2024).

- *Overcoming Challenges in Social Media Marketing*

This category highlights how nano-influencers overcome the challenges they face in social media marketing. The researchers explore strategies employed by nano-influencers to address and navigate the obstacles they encounter. Through utilizing the research method and analyzing the data through coding, the researchers were able to gather these factors and arrived at the following sub-categories, which are Consistent Updates, Consistent Engagement, and Seek Customer Feedback.

Consistent Updates. This refers to the practice of regularly updating content, ensuring that the audience remains engaged and informed. It helps in maintaining visibility and keeping followers interested.

- *The Following are the Statements of the Participants:*

For low engagement, we really make an effort to keep our product updates consistent, like alternating and posting about donuts. – P1

Recently, I've found that posting daily is very effective in maintaining high engagement, as it boosts both views and sales. – P2

Analysis of their social media accounts confirmed these claims. P1 maintained a posting schedule featuring alternating product updates (e.g., donuts and beverages), ensuring variety for followers. P2's daily posts on Facebook and TikTok showed increased engagement, with visible spikes in reactions and comments on days with frequent updates. Behavioral observations during interviews indicated confidence and satisfaction when discussing this strategy. P1 spoke with enthusiasm, using hand gestures to emphasize the importance of content scheduling. P2 appeared relaxed and assured, suggesting they had observed tangible benefits from regular posting.

This finding aligns with marketing research indicating that consistent posting increases brand recall and audience retention (Angraini, 2023). By frequently updating content, nano-influencers stay relevant and sustain audience interest despite the fast-paced nature of social media.

Consistent Engagement. This refers to the approach of regularly interacting with followers through comments, messages, polls, or live sessions, helping to foster a stronger connection and loyalty, and ensuring ongoing engagement.

- *The Following are the Statements of the Participants:*

As I mentioned earlier, having fewer viewers is a challenge. On TikTok, the more you engage, the more TikTok will feature your content on the For You Page (FYP), so more people will view your content. – P3

If my views and sales decrease, my strategy is to consistently upload content, keep posting regularly, and engage with other affiliates by commenting, sharing, and liking their videos, while also purchasing their products. For me, consistent engagement is effective because it has helped boost my product sales, views, and overall engagement—since when you engage, TikTok promotes your videos to more accounts. – P4

Triangulation through social media analytics showed that higher engagement correlated with increased visibility. P3 and P4's content that received more comments and shares appeared on more users' feeds, supporting their claims about TikTok's algorithm prioritizing interactive content. During interviews, both participants nodded in agreement when discussing the effectiveness of engagement. P3 occasionally glanced at their phone, possibly recalling real-time statistics, while P4 leaned forward, suggesting eagerness to share their insights.

This supports existing research stating that interactive behavior fosters algorithmic promotion, where platforms like

TikTok prioritize content with high engagement rates (Yadav et al., 2021).

Seek Customer Feedback. This refers to actively seeking feedback from customers and followers, which can help improve the influencer's content and offerings, allowing them to better meet the needs and preferences of their audience.

The strategy I use is asking my audience what they want me to sell or post next. – P3

Analysis of participant activity showed that P3 frequently conducted audience polls on their TikTok stories, asking followers about product preferences. Screenshots of their comment sections confirmed direct conversations where they adjusted their offerings based on feedback. During questioning, P3 smiled and spoke enthusiastically, indicating confidence in their approach. They frequently referred to audience suggestions, reinforcing that customer input played a role in shaping their content.

Studies indicate that influencers who integrate audience feedback build stronger trust and loyalty, leading to better engagement and conversion rates (Kania & Salsabila, 2023). By adapting their content to match audience interests, nano-influencers enhance credibility and customer satisfaction.

➤ *Brand Collaborations*

This category highlights the collaborations between nano-influencers and brands in Pagadian City. The researchers explore how nano-influencers collaborate with brands to promote products and services. Through utilizing the research method and analyzing the data through coding, the researchers were able to gather these factors and arrived at the following sub-categories, which are Local Partnerships, Youth-Focused Collaborations, Common Interests, and Quality-Focused Choices.

Local Partnerships. This refers to collaborations with local businesses or brands, which help nano-influencers cater to the local market while supporting the growth of regional brands.

So far, we haven't had any brand collaborations because we focus more on school collaborations, like being invited to their school activities. – P1

P1's study highlights the importance of school collaborations for influencers to connect with their local audience and potentially establish partnerships with local brands. The study validates this through direct observations and document analysis, showing that school events and video content can serve as stepping stones for future partnerships. Many nano-influencers view school collaborations as a platform to establish credibility and audience engagement, increasing visibility and trust within the local community. This could lead to brand collaborations, as local businesses may recognize the influencer's potential in reaching the student demographic.

Previous studies support this trend, highlighting that nano-influencers' engagement in niche communities makes them valuable for local brand marketing (Tjandrawibawa, 2020). Research also indicates that small businesses benefit from partnering with micro and nano-influencers due to their high engagement rates (Rungruangjit & Charoenpornpanichkul, 2022).

Youth-Focused Collaborations. This refers to partnerships with brands that target younger audiences, aligning with the interests and preferences of the influencer's primary demographic, which is often youth-focused.

For brand collaborations, I select brands that teenagers can use and relate to, such as my clothing collaboration with Curdohoy, which includes pants and shirts.– P2

I choose brands that are relevant to my audience, such as makeup brands like Squad Cosmetics, and collaborations with Wearica, which offers affordable makeup sets. – P3

The study found that nano-influencers prioritize collaborations with trendy, relatable products that align with their followers' interests. This aligns with youth-oriented marketing, as evidenced by screenshots of influencer-brand interactions and promotional content. Engagement metrics like likes, comments, shares, and customer feedback support this claim. P2 and P3's focus on fashion brands and budget-friendly cosmetics demonstrates a strategic approach to maintaining relevance for their youth-centric audience.

Research suggests that Gen Z consumers value authenticity in marketing (Vrontis et al., 2021). Additionally, collaborations that incorporate social issues, such as sustainability or body positivity, enhance marketing effectiveness among young consumers (Ruiz & Cruz, 2023).

Common Interests. This refers to collaborations with brands that share similar values, missions, or interests with the nano-influencer, helping to create authentic and engaging content that aligns with the influencer's personal brand.

My followers and I have similar interests, particularly in trendy clothes and accessories. – P2

As I mentioned earlier, most of my followers are women, so the content aligns with their interests. I also get more sales when collaborating with Wearica. – P3

I'm personally interested in shoes, which is why I market them. It aligns with my personal interests and resonates with my audience's aesthetic and daily use. The collaboration with Fila and Nike not only helped me earn commission but also increased their sales and attracted new customers. – P4

The brands I look for are those that fit with what I sell and match the preferences of my audience. It also aligns with my personal values and interests. – P5

The study reveals that authenticity and alignment with personal interests and audience preferences are crucial for successful brand collaborations among nano-influencers. Influencers who promote products closely aligned with their values and followers' tastes tend to see greater success in their partnerships. For instance, P2 focuses on trendy fashion items, while P3 aligns with a primarily female audience and promotes content suited to their interests. P4 markets products in the shoe niche, collaborating with brands like Fila and Nike. P5 emphasizes that the brands they collaborate with not only fit the preferences of their audience but also align with their own personal values, ensuring a more genuine partnership. The key to success is the shared interests between the influencer and their followers. This approach leads to increased engagement, stronger connections with followers, and improved sales outcomes. The study also confirmed that influencers who collaborate with brands that align with their personal interests tend to engage more actively with their audience.

Supporting literature reinforces these findings. Studies show that authenticity in influencer marketing is crucial for building trust and engagement with audiences (Hayran, 2023). Furthermore, influencers who genuinely resonate with the products they endorse are more likely to create compelling content, leading to stronger audience connections (Sudirjo, 2024).

Quality-Focused Choices. This refers to the strategy of collaborating with brands known for their high-quality products, ensuring that the influencer's followers trust the promoted items and are more likely to make purchases.

I look for brands with reliable quality because, as a customer, I prioritize quality over price. – P4

P4 prefers partnering with brands known for their reliable quality, as customers prioritize quality over price. This strategy aligns with nano-influencers' strategy of promoting high-quality products to foster trust among followers. By choosing brands with a reputation for quality, influencers ensure their recommendations are perceived as credible and trustworthy, driving sales and engagement. This quality-focused strategy was confirmed through document analysis, peer debriefing, and engagement data. Screenshots of influencer reviews, customer feedback, and post interactions showed that content promoting high-quality products generated higher engagement and stronger consumer trust. This aligns with brands that consistently deliver high-quality goods, resulting in increased engagement.

Furthermore, this approach aligns with research indicating that consumers are more likely to act on recommendations from influencers who prioritize product reliability and excellence (Bhardwaj et al., 2023). Nano-influencers understand that their reputation is closely linked to the quality of the products they promote, and by focusing on trustworthy items, they strengthen their credibility. This strategy not only helps build a positive brand image but also encourages followers to engage with and purchase the

promoted products, ensuring long-term success in influencer collaborations.

➤ *Influence of Pagadian City Local Culture*

This category highlights how the local cultural and social context of Pagadian City influences the marketing strategies of nano-influencers. The researchers explore how the culture and society of Pagadian City impact the approaches and content shared by these influencers. Through utilizing the research method and analyzing the data through coding, the researchers were able to gather these factors and arrived at the following sub-categories, which are Cultural Opportunities, Diversity in Content, Universal Content, Youthful Inspiration, Relatable Products, Event Promotion, and New to Pagadian's Culture as a Nano-Influencer.

Cultural Opportunities. This refers to the unique marketing opportunities available due to the local culture, such as promoting products or services that align with cultural values, traditions, or festivals in Pagadian City.

As we know, Pagadian is known for its diverse culture, which offers more opportunities. For example, as a nano-influencer, I get the chance to collaborate on various school activities to promote my products. This also helps shape me, making me more creative with my content despite the challenges. – P1

The languages I use and the content about cultural activities happening in Pagadian City, such as Sinulog and Christmas. – P2

When balancing local cultural influences with broader trends, I apply my knowledge of global trends while observing the local interests in Pagadian to create content that resonates with my followers. – P4

The study explores how influencers in the Pagadian city leverage local culture to promote products and reflect cultural values. It highlights the collaborations with local schools, incorporating local events like Sinulog and Christmas into their content, and balancing these influences with global trends. The study also uses documents of influencer interviews and social media posts to demonstrate their engagement with local cultural events. Secondary sources, such as reports on Pagadian's cultural activities and festival data, provide a broader understanding of how influencers adapt to these opportunities. The study concludes that nano-influencers effectively utilize local culture in their marketing strategies, enhancing the authenticity and relevance of their marketing efforts.

The findings align with existing studies on influencer marketing, supporting the idea that local cultural engagement strengthens the relevance and authenticity of content. Research shows that influencers who incorporate local traditions and cultural values into their content are more likely to build trust and engagement with their audience (Bhardwaj et al., 2023). This finding supports the participants' emphasis on balancing local cultural influences with global trends, enabling them to create content that is both

culturally relevant and appealing to a broad audience. The study confirms that such strategies not only enhance content appeal but also improve influencer effectiveness in local and global markets.

Diversity in Content. This refers to the variety of content created by nano-influencers that reflects the diverse cultural backgrounds and interests of Pagadian City's population, allowing the influencers to reach a broad audience.

I am an ally who believes that diverse beliefs and cultures can foster multiculturalism in Pagadian City, and I help promote this through my content. – P2

P2 emphasizes the significance of diversity in content creation, highlighting how integrating cultural beliefs and traditions can promote multiculturalism in Pagadian City. Their content reflects inclusivity, connecting with a broader audience. They use social media as a platform for cultural representation, incorporating themes such as motivational messages, festival highlights, and social issues. Data analysis revealed key strategies used by nano-influencers, such as incorporating global trends, using bilingual captions, and leveraging international hashtags. Posts related to major cultural events, like the Pasalamat Festival and New Year celebrations, generated higher engagement rates. Member checking ensured participant interpretations accurately reflected their intended message.

These findings align with research indicating that diverse content enhances audience engagement by fostering inclusivity and cultural representation. Studies suggest that nano-influencers who integrate both local and global elements into their content can bridge cultural divides and create a shared sense of connection among followers (D.S & M, n.d.). By promoting multiculturalism through their posts, nano-influencers not only increase their visibility but also establish themselves as advocates for inclusivity in Pagadian City and beyond.

Youthful Inspiration. This refers to the influence of youth culture in Pagadian City, with nano-influencers often drawing inspiration from the energy, creativity, and trends popular among young people to create content that appeals to a younger demographic.

Pagadian City is known as the 'Little Hong Kong of the South,' which means it has a lot of people, and most of the residents here are Gen Z. That inspires me to create content they can relate to. – P3

Pagadian City's youth culture, particularly among Gen Z residents, is a key inspiration for content creation. The city's identity as the "Little Hong Kong of the South" motivates the use of relatable content. Social media analysis confirms the strategic use of Gen Z-centric trends, memes, pop culture references, and viral challenges, which boost engagement. Thematic analysis reveals three primary approaches: integrating youth trends, aesthetic-driven promotions, and localizing content to reflect Pagadian City's unique cultural identity.

Research supports the idea that cultural relevance is crucial in influencer marketing. Studies by Ghavami et al. (2021) suggest that nano-influencers who align their content with youth culture, social movements, or emerging trends can effectively capture audience interest. Similarly, Carragher et al. (2019) highlight how influencers leveraging personal narratives such as sustainable living or social advocacy enhance both relatability and engagement. By strategically incorporating youth-driven trends, nano-influencers in Pagadian City bridge cultural relevance and commercial appeal, ensuring sustained audience interaction and market influence.

Relatable Products. This refers to promoting products or services that are culturally relevant and relatable to the followers in Pagadian City, ensuring the content resonates with the local community's values and lifestyle.

As a nano-influencer in Pagadian City, I shape my content by using the local dialect, adding humor or witty remarks when marketing my product through TikTok videos or live sessions. – P4

P4 highlighted the importance of promoting culturally relatable products through humor and local dialect in their content. Social media analysis confirmed that using humor and local language in TikTok videos and live sessions increased engagement, fostering stronger audience connections. This approach ensures product promotions align with Pagadian City residents' values and daily lifestyles, making the content feel more authentic and accessible. Thematic analysis identified three key strategies for promoting relatable products: integrating local dialects, using humor, and aligning content with cultural values.

These findings align with research emphasizing the role of authenticity in influencer marketing. Studies suggest that consumers are more likely to trust influencers who promote products that reflect their own lifestyles and cultural identities (D.S, 2024). (Anjorin 2024) also highlights how integrating local trends and social movements into marketing strategies helps influencers resonate with their audience. By leveraging humor, dialect, and culturally relevant themes, nano-influencers in Pagadian City establish a relatable and trustworthy presence, ensuring their content remains engaging and impactful.

New to Pagadian's Culture as a Nano-Influencer. This refers to the experiences of nano-influencers who are new to Pagadian City's cultural landscape and how they adapt their content and marketing strategies to fit the unique cultural environment of the area.

Since I am new here in Pagadian as a nano-influencer, I haven't experienced the cultural elements of Pagadian yet. – P5.

P5, a new nano-influencer in Pagadian City, faced challenges in adapting to the local cultural landscape. Initially, they focused on general trends and didn't incorporate local culture into their marketing strategies. This highlights the

learning curve for new influencers in integrating cultural relevance into promotional content. Key themes included unfamiliarity with local cultural events, lack of audience knowledge, and a gradual process of cultural adaptation. P5 initially lacked cultural references but gradually incorporated local elements over time, aligning with their learning process.

These findings align with research on influencer marketing in new cultural contexts. (Okonkwo et al. 2023) emphasizes the importance of understanding local customs, traditions, and consumer behavior when entering a new market. Influencers who align their content with local cultural values enhance credibility and foster deeper audience connections. Similarly, (Edgar et al. 2024) highlight the role of storytelling and community engagement in cultural integration, suggesting that collaborating with local artisans, businesses, and cultural events can help nano-influencers establish a strong presence in their new environment.

➤ *Context and Measuring Success in Social Media Marketing*

This category highlights how nano-influencers in Pagadian City measure the success of their social media marketing campaigns. The researchers explore the methods and tools used by nano-influencers to assess their marketing efforts and determine the effectiveness of their strategies. Through utilizing the research method and analyzing the data through coding, the researchers were able to gather these factors and arrived at the following sub-categories, which are Facebook Insights and TikTok Analytics.

Facebook Insights. This refers to the tools and metrics provided by Facebook to help nano-influencers track the performance of their posts, stories, and audience interactions. The insights allow influencers to measure likes, shares, comments, reach, and engagement rates, helping them gauge the effectiveness of their content.

The metrics we use are Facebook result metrics, which can be seen in the insights, showing the audience and engagement we got for a particular post. – P1

The metrics I use are from Facebook Insights. – P5

The study highlights the importance of Facebook Insights for nano-influencers, as it helps track content performance and engagement. By analyzing metrics like reach, likes, shares, and engagement rates, they can identify content that resonates with their audience, refine their strategies, and optimize future posts. The study validates the significance of Facebook Insights through participant interviews, content performance analysis, and document review. Participants actively monitor insights and adjust their posting schedules based on audience interaction trends. Social media engagement metrics also support these claims.

These findings align with research emphasizing the role of data analytics in influencer marketing. (Bansal et al. 2024) highlights how Facebook Insights provide crucial metrics such as reach, engagement, and conversion rates, enabling marketers to assess the impact of their campaigns. (Harshitha

et al. 2021) further stress the importance of loyalty and engagement, particularly in business-to-business marketing, suggesting that nano-influencers can enhance brand trust by leveraging engagement data. By integrating Facebook Insights into their content strategy, nano-influencers can refine their approach, ensuring sustained audience engagement and effective brand promotion.

TikTok Analytics. This refers to the analytics feature offered by TikTok, which allows nano-influencers to evaluate their performance on the platform. Metrics such as views, likes, comments, shares, follower growth, and video engagement are used to measure the success of TikTok campaigns and content.

I actually use the same metrics TikTok have for easy tracking any of my performance. – P2

TikTok provides TikTok analytics, and it's like TikTok determines the status of my video content promotions. For example, my videos about clothes didn't get much engagement compared to makeup. So, I created more catchy content to promote the clothes that initially had low engagement. – P3

The study highlights the significance of TikTok Analytics in enhancing content performance for influencers. It highlights the built-in metrics for easy tracking and provides insights into video engagement, enabling them to adjust their strategies. The study uses a triangulation approach, including participant interviews, review of TikTok performance data, and document analysis. Key findings include nano-influencers prioritizing views and engagement metrics, follower growth as a success indicator, influencers refining content strategies based on analytics, and sales performance directly linked to TikTok content visibility and reach.

These findings underscore the critical role of TikTok Analytics in enabling nano-influencers to monitor their content performance and optimize their marketing strategies. By providing real-time data on audience engagement, TikTok allows influencers to identify what works, make data-driven adjustments, and enhance their content's reach and effectiveness. The study aligns with research by (Mesran et al. 2024), which highlights TikTok Analytics as a crucial tool for measuring user engagement and campaign performance. Furthermore, (Asri et al. 2024) emphasizes that TikTok influencers, particularly nano-influencers, hold significant sway over younger audiences due to their ability to create relatable and engaging content. This demographic alignment enhances campaign effectiveness, reinforcing the strategic importance of TikTok Analytics in social media marketing.

B. Case 2: Muslim Nano-Influencers in Social Media Marketing

➤ Social Media Platforms Utilized by Nano-Influencers

This category highlights the social media platforms utilized by nano-influencers in Pagadian City. The researchers were able to collect deeper insights into the

platforms these influencers use to promote their content and engage with their audience. After collecting and analyzing data pertaining to the social media platforms, the researchers arrived at the following sub-categories, which are Facebook, Tiktok and Instagram.

Facebook. This refers to Facebook as the primary platform for posting content such as stories, reels, and posts, aiming to reach a wider audience due to its high engagement and popularity in Pagadian City.

I use Facebook because it has more users... I use Reels and Stories because they get more interaction... There are more active users... There are also many local businesses here.- C2

I use Facebook and TikTok... Facebook for food promos, TikTok for short reviews... Facebook is more accessible to many, but content goes viral faster on TikTok... Live videos and interactive polls get more comments and shares.- C4

Facebook is the dominant platform for business promotions due to its large user base, active engagement, and effective use of Reels and Stories. This approach is particularly effective for local businesses, with high reach and interaction rates. A multi-platform approach is also used, with Facebook used for food promotions and TikTok for short reviews. This strategic use of social media platforms maximizes engagement and visibility, with TikTok offering faster virality. The importance of platform-specific strategies in digital marketing is emphasized.

The study also notes that platforms like Facebook offer unparalleled opportunities for microbusinesses to connect with audiences in a cost-effective manner (Ampu Harikrishnan et al. 2023). Facebook and Twitter are also utilized by nano-influencers, albeit to a lesser extent. These platforms serve as supplementary channels for sharing content and engaging with followers, allowing influencers to maintain a presence across multiple social media landscapes (Paul et al., 2019).

Tiktok. This refers to TikTok as a platform for creating short, engaging videos that attract younger audiences, leveraging trends and viral content to maximize reach and engagement.

The platform I use is TikTok because it has faster reach and engagement. Many people scroll through the app, making it easy to gain views. More brands are also interested in TikTok since it is highly interactive and has many trending challenges. It is easier to go viral, and features like duet and stitch encourage participation, increasing visibility.-P1

I use TikTok because it's easier for short-form videos and product demos... more people scroll, and it's easier to capture attention.-P5

TikTok is a popular platform due to its fast reach and high engagement, as evidenced by data triangulation and

interviews. The platform's algorithm allows content to gain visibility quickly, as users constantly scroll through videos, resulting in higher interaction rates. The platform's interactive nature, including duet, stitch, and trending challenges, encourages participation and boosts engagement. This makes TikTok attractive to content creators and brands seeking higher visibility and better audience interaction. Compared to other platforms, TikTok provides a greater chance for content to go viral, making it a powerful tool for digital marketing. TikTok is particularly effective for short-form videos and product demonstrations, as it captures attention with quick and visually appealing content. The platform's ability to sustain audience interest through continuous scrolling further enhances its effectiveness, making it a preferred choice for marketing and content creation.

TikTok has rapidly gained traction as a platform for nano-influencers, particularly among younger demographics. The platform's algorithm favors engaging and creative content, enabling nano-influencers to reach a wider audience quickly. The short-form video format allows for quick, impactful messaging that can go viral, thereby amplifying the influencer's reach and effectiveness in brand promotion (Wang, 2023). TikTok serves as a vital platform for nano-influencers in beauty and fashion, enabling them to build personal branding by sharing content that shapes their identity and engages with the audience, leveraging the platform's popularity among young users. (Charenina & Winduwati, 2024)

Instagram. This refers to the use of Instagram for sharing visually appealing content like photos, stories, and reels, aimed at building a more aesthetic and curated brand image that resonates with the target audience.

I use Instagram more because of its aesthetic appeal. It is easier to showcase modest fashion and accessories since Instagram's audience prefers visual content. Curated feeds, Stories, and Reels are more engaging and receive more interaction compared to static posts.-P3

Instagram's aesthetic appeal is a key reason for showcasing modest fashion and accessories. The platform's preference for curated feeds, Stories, and Reels aligns with its visually driven audience, making it easier to present fashion content. Data triangulation supports this, with higher interaction rates for Reels and Stories compared to static posts. Instagram's algorithm favors visually appealing and interactive content, validating its effectiveness for fashion promotions. Influencers and brands have confirmed the success of visually driven campaigns in maintaining audience interest. Instagram's visual-centric nature makes it an ideal platform for promoting fashion-related content, enhancing brand visibility and engagement.

Nano-influencers typically boast higher engagement rates compared to larger influencers, fostering a sense of community and trust among their followers (Himmelboim & Golan, 2022). Instagram is one of the most popular platforms for nano-influencers, primarily due to its visual-centric nature, which aligns well with lifestyle, beauty, and fashion

content. Research indicates that nano-influencers on Instagram often utilize a strategy of frequent posting and engagement with their audience, which enhances their reliability and trustworthiness (Okonkwo, 2023).

➤ *Content Creation by Nano-Influencers*

This category highlights the types of content that nano-influencers in Pagadian City commonly create and share on their social media platforms. The researchers explore content creation practices by nano-influencers. Through utilizing the research method and analyzing the data through coding, the researchers were able to gather these factors and arrived at the following sub-categories, which are Engagement-Driven Content and Behind-the-Scenes.

Engagement-Driven Content. This helps multicultural nano-influencers connect with diverse audiences through cultural elements and personal storytelling. Their authenticity fosters strong engagement. Interactive features like polls and Q&A sessions further boost audience participation.

Modest fashion and hijabs, I promote AI-Nisa Hijabs...I research the latest trends to make the content more appealing...I read comments and conduct polls to see what people want to see...I create daily outfit ideas using hijabs, making it more relatable.- P1

I promote handmade accessories and abaya collections...I host Q&A sessions on Instagram Stories to understand what people want to see...I also feature behind-the-scenes content of product making, which many find interesting.-P3

I promote halal beauty products...and there is a lot of engagement, especially when the content is relatable.- P5

The study found that engagement-driven strategies are crucial for promoting modest fashion, handmade accessories, and halal beauty products. Trend research, audience polls, and daily outfit ideas are effective in making content relatable and engaging. Q&A sessions and behind-the-scenes content are also effective in showcasing product-making processes. Instagram's interactive features, such as Stories and Reels, enhance engagement and content visibility. These strategies strengthen brand identity and increase engagement, making Instagram an effective platform for nano-influencers to connect with their audience.

Engagement-Driven Content typically includes interactive elements that foster user participation and enhance community involvement. Research underscores that interactive content is pivotal for elevating user engagement, as it creates immersive experiences for followers (Khamkhun, 2024). This type of content allows influencers to connect deeply with their audience, making them feel valued and actively involved in the conversation (Rungruangjit & Charoenpornpanichkul, 2022).

Behind-the-Scenes. Plays a crucial role in how multicultural nano-influencers connect with their audience. By sharing the creative process behind modest fashion,

handmade accessories, or halal beauty products, influencers offer an authentic and personal look into their brand. This transparency builds trust and relatability, making their content more engaging.

I promote halal food businesses like Route80 Coffee Roasters...I showcase the behind-the-scenes of the food preparation. -P2

I promote local halal street food...through related content like mukbang videos and food reviews...by asking my followers through polls or in the comment section about what kind of halal food they want me to try or review. -P4

The study reveals that promoting halal food businesses through behind-the-scenes content and interactive formats enhances engagement among followers. Participants P2 and P4 focused on local halal street food, using mukbang videos and food reviews as engaging content formats. Data triangulation showed that interactive content like mukbangs and food reviews generate higher viewer retention and interaction. Participants also emphasized audience interaction through polls and comment sections. The findings confirm the effectiveness of audience-driven content selection in maintaining engagement and fostering community trust. These approaches demonstrate how nano-influencers in Pagadian City effectively connect with their audience through culturally relevant and interactive food-related content.

Studies reveal that followers respond positively to content that presents an insider perspective, which they may find relatable and compelling (Wiguna et al., 2023). This type of content not only fosters a sense of intimacy and connection but also humanizes the influencer, thereby strengthening their relationship with their followers (Rivera et al., 2022).

➤ Audience Engagement Strategies

This category highlights the strategies that nano-influencers use to build and maintain audience engagement. The researchers explore audience engagement strategies employed by nano-influencers. Through utilizing the research method and analyzing it through coding, the researchers were able to gather these factors and arrived at the following sub-categories, which are Tutorial & How-To Videos, Product/Service Reviews and Live & Real-Time Content

Tutorial & How-To Videos. This refers to the creation of step-by-step guides and educational content aimed at teaching audiences how to use specific products or adopt certain lifestyle practices.

I use trending sounds and challenges...I actively interact in the comments and host Q&A sessions to keep the audience engaged...the hijab styling tutorial received many requests, and people asked where to buy the hijab...I created a poll on TikTok to ask what they want to see next. -P1

The study highlights the importance of using trending sounds, challenges, and interactive elements to boost engagement on social media. It also highlights the role of

TikTok analytics and previous studies on digital engagement. The study also highlights the impact of a hijab styling tutorial on user inquiries about hijab purchases. Data triangulation supports this, with increased interaction rates on content featuring trending sounds and interactive elements. Polls on TikTok allow audience suggestions for content, fostering a more interactive experience. The study concludes that interactive content strategies are crucial for maintaining audience engagement in social media marketing.

These videos provide valuable insights and practical skills that viewers can apply, effectively blending entertainment and learning (Chandra et al., 2023; Aisyah et al., 2023). The structured format of tutorial videos allows nano-influencers to present information in a clear and engaging manner, which has been shown to substantially improve viewer retention and satisfaction (Aisyah et al., 2023).

Product/Service Reviews. This involves sharing honest feedback and insights about different products or services to help audiences make informed decisions.

I host giveaways to encourage more comments and shares... a food review of Hadji's Shawarma received many comments because people were interested in trying it. -P2

I create styling tutorials and product reviews to increase interaction... An abaya styling video led to many messages and orders. -P3

I make tutorials and 'before and after' videos...A skincare transformation video received many comments and questions. -P5

The study found that giveaways, tutorials, and product demonstrations are effective in boosting audience engagement. Participants P2 and P5 emphasized the importance of these elements in their social media marketing strategy. Data analysis showed higher interaction rates on content featuring giveaways, tutorials, and product demonstrations compared to standard promotional posts. Participants P4 expressed enthusiasm for combining giveaways with live content, highlighting the role of audience participation in shaping their approach. The study also confirmed that interactive and visually engaging content is crucial for driving audience interest and engagement.

Research indicates that honest and detailed reviews significantly influence consumer behavior, as followers appreciate transparency and authenticity (Yadav et al., 2021). When nano-influencers share their subjective experiences with products or services, they encourage trust among their audience. As such, trusted influencers can sway opinions and generate discussions around the reviewed products, leading to increased engagement (Vinay, 2023)

Live & Real-Time Content. This refers to interactive content that allows influencers to engage directly with their audience in real-time.

I host giveaways with free meals to encourage more engagement... live food reviews of Hala Bites received many reactions and comments.-P4

The study found that combining giveaways with real-time content, such as free meals, can significantly increase engagement. Live food reviews, such as those featuring Hala Bites, generated high reactions and comments. Data triangulation supported this, with live content and giveaways generating higher interaction rates than standard posts. This approach not only attracts attention but also encourages audience participation, making the content more interactive. The study also confirmed that giveaways and live content foster stronger audience connections and brand awareness. This strategy aligns with the trend of using interactive content to strengthen audience connections and enhance visibility in social media marketing.

This type of content allows followers to interact with influencers in real time, fostering a sense of immediacy and intimacy (Chen et al., 2021). Live sessions provide opportunities for Q&A interactions, thereby deepening viewer involvement and interest. By inviting audience participation, such as through live polls and instant feedback, influencers create a two-way communication channel that enhances community engagement and loyalty (Coco & Eckert, 2020).

➤ *Challenges Faced by Nano-Influencers*

This category highlights the challenges nano-influencers face in Pagadian City. The researchers explore the various obstacles that these influencers encounter in their journey of social media marketing. Through utilizing the research method and analyzing the data through coding, the researchers were able to gather these factors and arrived at the following sub-categories, which are Struggles in Growth & Sponsorships and Dealing with Doubts & Negative Feedback.

Struggles in Growth & Sponsorships. This category highlights the challenges faced by content creators in expanding their audience and securing sponsorships, including competition, algorithm changes, and brand outreach difficulties.

It's hard to get brand deals because most businesses prefer influencers with a large following...I was frustrated, but I realized that I needed to grow my audience... It motivated me to post regularly. Others think it's easy, but you have to be consistent and creative to keep your audience.- P1

It was hard to get sponsorships before because my audience was still small. It was discouraging, but I kept posting consistent content. Some people think that being an influencer is easy, but it actually takes a lot of effort.-P3

The study highlights the importance of using trending sounds, challenges, and interactive tools to boost audience engagement in social media marketing. Data triangulation, social media analytics, and previous studies support this, with increased interaction rates on content featuring trending

elements and interactive tools. Polls on social media allow audiences to suggest content preferences, fostering a more engaging experience. Digital marketing reports confirm audience-driven content strategies enhance engagement and brand trust. Responding to audience preferences leads to higher content relevance and participation. Interactive content strategies are essential for nano-influencers to create content that resonates with their followers, increasing visibility and encouraging participation.

Due to their relatively small follower counts, typically ranging from a few hundred to a few thousand, they often face obstacles in attracting sponsorships from brands. These brands frequently prefer influencers with larger audiences, as they associate follower count with broader reach and potential sales conversion (Okonkwo & Namkousse, 2023). As a result, nano-influencers may find themselves at a disadvantage when negotiating brand partnerships, which can limit their financial sustainability and growth prospects. Additionally, the competition among influencers complicates their ability to distinguish themselves, as many influencers target the same demographic with similar content (YÖRÜK & Summak, 2023).

Dealing with Doubts & Negative Feedback. This category explores the experiences of content creators in securing sponsorships and navigating challenges such as self-doubt and negative feedback. It highlights strategies used to maintain confidence, handle criticism constructively, and build strong relationships with brands while sustaining audience trust.

Sometimes, there are negative comments doubting whether the products are truly halal. It's challenging, but I choose to focus on educating my audience. Some people think being an influencer is easy, but it actually requires effort and consistency.- P2

Sometimes, there is prejudice against halal food, and people question its quality. This motivates me even more to showcase the authenticity of halal food.-P4

Sometimes, it's difficult to prove to the audience that the products are truly halal-certified. I continue to find ways to show that what I promote is legitimate and safe.-P5

The study highlights the importance of using trending sounds, challenges, and interactive elements to boost engagement in social media marketing. Participants also highlighted the success of promoting halal products, despite facing challenges such as negative comments and skepticism. To maintain audience trust, they conducted polls on TikTok and incorporated trending elements. The study also found that audience-driven content strategies enhance engagement and brand trust. Responding to audience preferences leads to higher content relevance and participation. The findings suggest that interactive content strategies are crucial for maintaining audience engagement in social media marketing. By incorporating trending elements, responding to inquiries, and using engagement tools like polls and Q&A sessions,

nano-influencers can create content that resonates with their followers, increasing visibility and engagement.

The nature of social media allows for instantaneous feedback from followers, encompassing both constructive criticism and harsh comments, which can lead to self-doubt and affect their overall mental well-being (Harshitha et al., 2021). Moreover, the authenticity and credibility of nano-influencers can sometimes be questioned due to their personal or brand interactions. Audience doubts regarding the sincerity of endorsements may arise, especially if sponsored content is perceived as inauthentic or overly commercialized (Sesar et al., 2022).

➤ *Overcoming Challenges in Social Media Marketing*

This category highlights how nano-influencers overcome the challenges they face in social media marketing. The researchers explore strategies employed by nano-influencers to address and navigate the obstacles they encounter. Through utilizing the research method and analyzing the data through coding, the researchers were able to gather these factors and arrived at the following sub-categories, which are Consistency & Growth Strategy and Building Credibility & Trust.

Consistency & Growth Strategy. This category refers to the methods content creators use to maintain a regular posting schedule and implement strategies for audience growth. It includes content planning, engagement techniques, and platform-specific optimizations to enhance visibility and long-term success.

I kept posting even when my engagement was low. I also applied to local brands to start collaborations. I created the '7-day hijab challenge,' and many people participated, which increased my reach. After the campaign, my engagement and followers grew.-P1

I started without any brand partnerships, so I focused on building a strong portfolio. I worked on improving my content quality, posting consistently, and increasing engagement to get noticed by brands. I also partnered with fellow nano-influencers in the Muslim community for cross-promotion.-P3

Participants P1 and P3 discussed the challenges of growing their audience and securing brand partnerships, emphasizing the importance of consistency, content quality, and networking. They used data triangulation to analyze interview responses, engagement analytics, and case studies on influencer growth. P1 persevered despite low engagement and implemented interactive campaigns to increase visibility. P3 focused on building a strong foundation, improving content quality, and engaging with their audience to attract brand attention. These findings confirm the importance of persistence, content quality, and strategic networking for influencer growth and brand collaborations.

According to He et al., the engagement strategy fosters loyalty to social commerce platforms and encourages long-term collaborations, allowing nano-influencers to build their

reputations progressively (He et al., 2024). Nano-influencers often utilize long-form storytelling techniques that effectively communicate brand narratives and resonate deeply with followers, enhancing their relatability and authority (KONOPLIANNIKOVA, 2024).

Building Credibility & Trust. This category highlights the importance of authenticity and transparency in fostering audience trust. It explores how influencers establish credibility through honest reviews, brand alignment, and consistent interaction with their followers, ultimately strengthening their online reputation.

I showed the halal certification and interviewed the owner. I also created an FAQ post to clarify things for the audience.-P2

At first, it was hard to prove that halal food is high-quality and not just for Muslim customers. I started a TikTok taste-test series where non-Muslim customers tried halal dishes, and I shared their honest feedback.-P4

The biggest challenge was convincing skeptical people that halal skincare is truly effective. I solved this by showing real testimonials and 'before and after' videos. I also started a content series called 'Halal Beauty Myths vs. Facts' to help the audience understand why halal-certified products matter.-P5

The study reveals that promoting halal-certified products is challenging due to skepticism and misinformation. Participants P2, P4, and P5 highlighted the importance of transparency, social proof, and educational content in overcoming these challenges. P2 highlighted transparency by showcasing halal certifications and conducting interviews to clarify misconceptions. P4 used a TikTok taste-test series featuring non-Muslim customers to challenge the misconception that halal food is only for Muslims. P5 used testimonials and before-and-after results to convince audiences about the effectiveness of halal skincare products. These strategies help influencers build trust and expand their reach beyond the Muslim community.

Establishing credibility and trust is another pivotal aspect of a nano-influencer's strategy. Due to their relatively smaller audience, nano-influencers often enjoy higher engagement rates, which can translate into perceived authenticity (He et al., 2024). Purpose-driven collaborations enhance an influencer's credibility and reinforce their authenticity in the eyes of their audience, as noted by Konopliannykova (KONOPLIANNIKOVA, 2024).

➤ *Brand Collaborations*

This category highlights the collaborations between nano-influencers and brands in Pagadian City. The researchers explore how nano-influencers collaborate with brands to promote products and services. Through utilizing the research method and analyzing the data through coding, the researchers were able to gather these factors and arrived at the following sub-categories, which are Proving Value to Brands, and Brand Collaboration & Partnerships.

Proving Value to Brands. This category explores how content creators demonstrate their impact and effectiveness to brands. It includes metrics such as engagement rates, audience insights, and conversion tracking to showcase their influence and secure sponsorships.

I collaborated with AI-Nisa Hijabs and Modest Wear PH, choosing brands that are Muslim-friendly. The hijab styling campaign with AI-Nisa led to many orders using my discount code. I also research a brand's background and check if it aligns with Muslim-friendly values before partnering.- P1

I collaborated with Hadji's Shawarma, and after the food tasting event, many people placed orders following my content promotion.- P2

My first collaboration was with Hala Bites, a newly opened food stall. I tried a 'mukbang-style review' on Facebook Live, and they offered discount codes to my audience. For our next partnership, we organized a giveaway for exclusive meal bundles, which doubled their walk-in customers at that time.-P4

The study highlights the importance of strategic collaborations with brands that align with values and audience preferences. Participants P1, P2, and P3 highlighted the effectiveness of these collaborations. P1 focused on selecting Muslim-friendly brands and ensuring alignment with modest fashion values, as engagement metrics showed increased sales when partnering with brands that resonate with their audience. P2 highlighted the impact of food collaborations, demonstrating the impact of influencer marketing on local businesses. P3 shared their experience of launching their first brand collaboration with Hala Bites, implementing a 'mukbang-style review' strategy on Facebook Live and a giveaway campaign.

A study by Harshitha et al. indicates that nano-influencers have the highest engagement rates with customers, which can amplify brand messages within niche markets (Harshitha et al., 2021). Indicates that consumers are more likely to trust recommendations from influencers they perceive as genuine, leading to a better response in product uptake and reinforcement of positive consumer perceptions (Ibáñez-Sánchez et al., 2021).

Brand Collaboration & Partnerships. This category highlights the strategies and experiences involved in working with brands, from initial outreach to long-term partnerships. It covers negotiation tactics, content integration, and maintaining authenticity while promoting products or services.

At first, brands were hesitant to collaborate, but I secured my first partnership with Noor Accessories after they saw my fashion post gaining high engagement. I focused on showcasing how to pair accessories with modest fashion to boost sales. In my next collaboration, we had a formal contract and exclusive discount codes for my followers,

which also led to more people following my page due to the giveaway.-P3

I landed my first paid collaboration with Safiya Skincare because of my skincare tutorials. Initially, the agreement was just free PR, but as my views increased, they started paying me per post. We also tried an 'exclusive bundle promo' for my followers, which resulted in a 20% increase in Safiya's online sales.-P5

The study analyzed the experiences of two participants, P1 and P2, in securing brand collaborations and turning free promotions into paid partnerships. P1 found that high engagement on a fashion post led to a successful partnership with Noor Accessories, resulting in higher product visibility and sales. P2 secured a paid collaboration with Safiya Skincare, starting with free PR and transitioning to sponsored content. The findings suggest that influencers can secure brand collaborations by demonstrating engagement, product relevance, and audience trust. By consistently delivering high-quality content and leveraging promotional strategies, nano-influencers can build long-term partnerships.

According to Khamkhun, the strategic use of nano-influencers allows brands to foster deeper connections with consumers through engaging and interactive content (Khamkhun, 2024). Live-streaming events and interactive sessions featuring influencer collaborations can lead to measurable marketing outcomes, making this approach a practical avenue for promoting products and services (Zhao, 2024).

➤ *Influence of Pagadian City Local Culture*

This category highlights how the local cultural and social context of Pagadian City influences the marketing strategies of nano-influencers. The researchers explore how the culture and society of Pagadian City impact the approaches and content shared by these influencers. Through utilizing the research method and analyzing the data through coding, the researchers were able to gather these factors and arrived at the following sub-categories, which are Blending Tradition with Modern Trends and Educating About Halal & Muslim Traditions

Blending Tradition with Modern Trends. This category explores how content creators integrate cultural heritage with contemporary styles and trends. It highlights the balance between tradition and modernity in fashion, lifestyle, and digital content, making cultural elements more accessible and appealing to a wider audience.

It's important to respect the values of the Muslim community. When promoting fashion, I always consider modest wear. I created an Islamic holiday outfit ideas post, which many people related to. I also mix modest wear with modern trends to make it more appealing to a wider audience.-P1

Modest fashion is essential in Muslim culture, so I ensure that every piece of content balances Islamic values with modern trends. I started a 'Modest Styling' segment to

help women stay fashionable while maintaining a conservative look. I also highlight the importance of ethical fashion, as the Muslim community values purchasing products that are morally upright and eco-friendly.-P3

The study highlights the importance of incorporating Muslim values and modern fashion trends in modest fashion content. Participants P1 and P3 found that creating culturally relevant content, such as Islamic holiday outfit ideas, resonated with followers. Engagement rates increased when modest fashion was presented in a relatable and stylish manner. P3 focused on maintaining a balance between Islamic values and contemporary fashion trends, launching a 'Modest Styling' segment. Ethical fashion trends validated that Muslim consumers prioritize products aligning with their values, including sustainability and ethical production.

Research indicates that adopting culturally relevant content enhances consumer trust and engagement with brands (Hafidh et al., 2024). By aligning marketing strategies with the socio-cultural context, such as promoting local halal products or cultural events, influencers can create authenticity and relevance in their campaigns (Mishra et al., 2022).

Educating About Halal & Muslim Traditions. This category focuses on the role of influencers in spreading awareness about halal practices and Muslim traditions. It includes content related to halal food, modest fashion, Islamic values, and addressing misconceptions, helping to inform and engage both Muslim and non-Muslim audiences.

It's important to respect the values of the Muslim community. When promoting fashion, I always consider modest wear. I created an Islamic holiday outfit ideas post, which many people related to. I also mix modest wear with modern trends to make it more appealing to a wider audience. It's essential to clearly show that a product is halal-certified to ensure it meets the standards of the Muslim community.-P2

In Pagadian City, many people still don't fully understand halal food, so I emphasize the importance of cleanliness and ethical food preparation. I also explore Muslim food traditions, especially during Ramadan, to make my content more educational.-P4

Halal beauty isn't just for Muslims—I showcase that it's safe for everyone since it doesn't contain harmful chemicals. I also feature cultural skincare rituals, like traditional face masks used in Muslim communities]-P5

The study reveals that raising awareness about halal-certified products through educational content strengthens audience engagement and trust. Participants P2, P4, and P5 emphasized the need to respect Muslim values and clarify halal certification for products. Data triangulation showed increased engagement when products were transparently presented as halal-certified. P4 addressed the lack of awareness about halal food in Pagadian City, emphasizing cleanliness, ethical preparation, and cultural significance. P5

expanded the discussion to halal beauty, highlighting its chemical-free formulations and cultural skincare traditions. The findings suggest that nano-influencers can effectively promote halal fashion, food, and beauty to both Muslim and non-Muslim audiences.

As noted in the literature, educating consumers about what constitutes halal products and practices contributes to building consumer trust and increases the likelihood of purchase (Dewi et al., 2023). Employing an educational approach not only appeals to ethical considerations among consumers but also supports the establishment of an informed consumer base that seeks to align their purchasing decisions with their values (Saffinee & Ramlan, 2023).

➤ *Context and Measuring Success in Social Media Marketing*

This category highlights how nano-influencers in Pagadian City measure the success of their social media marketing campaigns. The researchers explore the methods and tools used by nano-influencers to assess their marketing efforts and determine the effectiveness of their strategies. Through utilizing the research method and analyzing the data through coding, the researchers were able to gather these factors and arrived at the following sub-categories, which are Engagement Tracking and Conversion & Sales Tracking.

Engagement Tracking. This category refers to the methods used by content creators to measure audience interaction, including likes, comments, shares, watch time, and analytics tools. It helps influencers understand content performance and refine strategies to enhance engagement.

I check the views, likes, and comments... if there's a lot of engagement, it means it's effective... yes, if the reach is low, I change my posting schedule and content style.-P1

I also look at the shares and direct messages to see if many people are interested.-P2

The study highlights the importance of tracking engagement metrics to assess content effectiveness and make necessary adjustments. Key indicators include views, likes, and comments, which can be used to adjust posting schedules and content styles. Shares and direct messages are also considered as indicators of audience interest. The findings suggest that monitoring audience interactions and adapting content strategies is crucial for nano-influencers to optimize their reach and ensure sustained engagement.

Nano-influencers monitor the number of likes and comments on their posts to gauge audience interaction and interest in the content (Agrawal, 2025). An increase in followers can indicate successful engagement and brand awareness, reflecting the influencer's ability to attract and retain audience attention (D.S & M, n.d.).

Conversion & Sales Tracking. This category focuses on tracking the effectiveness of marketing efforts in generating sales and conversions. It includes monitoring affiliate links,

discount codes, and purchase behavior to assess how content influences consumer decisions and brand partnerships.

I don't just focus on likes and comments—I prioritize the 'conversion rate,' tracking how many people message or place orders after my post. I use Instagram insights to see which posts have the highest reach and engagement, then replicate the successful formula. I also keep spreadsheets to monitor whether campaigns are effective based on sales increases.-P3

Apart from engagement metrics, I also track 'restaurant visits' from social media referrals. Halal Bites itself reported a 30% sales increase during the promo period. If many people comment and ask where to buy, the campaign is considered successful.-P4

I keep a record of all PR packages received and track how many content views they generate to measure the effectiveness of brand partnerships. In my latest campaign, I found that for every 10K views, there were 5-10 inquiries from interested buyers.-P5

Participants P3, P4, and P5 emphasized the importance of measuring conversion rates and sales performance beyond engagement metrics. They used method triangulation to analyze interview responses, Instagram insights, and social media referral data. They found that influencer marketing directly impacts physical store sales, with increased inquiries and in-store visits being strong indicators of campaign success. They also validated this method by keeping detailed records of PR packages received and monitoring content performance based on views and inquiries. The findings suggest that by focusing on measurable outcomes like inquiries, direct messages, and sales, nano-influencers can demonstrate value to brands and optimize their content strategies.

For local influencers, this is often accomplished through unique discount codes or affiliate links that directly assess the financial impact of their campaigns. Research indicates that effective monitoring of conversion rates can enhance marketing strategies significantly, as influencers can tailor content to drive sales more effectively (Kite et al., 2023). This approach aligns with findings that highlight the importance of digital analytics in understanding consumer responses to influencer-driven promotions (Antric et al., 2021).

IV. CONCLUSION

The study reveals Facebook and TikTok are the primary platforms for nano-influencers in Pagadian City, with Instagram serving as a crucial visual branding tool. Despite challenges like low engagement and cultural misconceptions, they employ strategies like consistent posting, audience engagement, and credibility-building. Their success in brand collaborations is measured by engagement rates, conversion tracking, and value-driven partnerships. The cultural landscape of Pagadian City influences content marketing strategies, especially for Muslim nano-influencers who integrate halal consumer education. Future research should

explore nano-influencer marketing strategies in other regions and broader markets.

RECOMMENDATIONS

This study suggests that nano-influencers can effectively utilize platforms like Facebook, TikTok, and Instagram for community engagement, viral content, and aesthetic branding.

- To enhance content consistency, maintain a regular posting schedule and adjust based on engagement trends.
- Partner with fellow nano-influencers and local brands to expand reach and credibility. Prioritize authenticity and transparency, especially for halal-certified goods, using testimonials and verified branding.
- For brands and businesses, consider nano-influencers for targeted marketing, provide support for local influencers, and develop long-term partnerships for sustained audience trust and brand recognition.
- Future researchers should expand their study to other regions, investigate platform algorithm effects, and analyze the impact of cultural representation in marketing.

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