

APPLICATION OF GENERATIVE ARTIFICIAL INTELLIGENCE IN INFLUENCER MARKETING FOR INNOVATIVE PROJECTS

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Annotation. This paper aims to observe the innovative IT project “MuscleHustle” as an example of Generative Artificial Intelligence(GAI) that helps in solving marketing problem. The potential of virtual avatars in digital marketing is demonstrated. An approach for utilizing GAI in influencer marketing is introduced.

Keywords: influencer marketing, virtual avatars, innovative project, “MuscleHustle”, digital marketing

Introduction. The main challenge of innovative IT projects is a successful entering the market and attracting users. This marketing challenge requires significant financial investment and effort. Influencer marketing is currently a rapidly growing trend that will remain relevant in the future. Influencer marketing is characterized by its ability to establish a personal connection with the audience. Influencers typically position themselves as individuals who can be admired and trusted. Working with real influencers comes with risks such as inconsistency, scandals, and high fees. This creates a need for a scalable, cost-effective, and controllable marketing solution.

This paper aims to explore the issue of influencer marketing and propose its solution based on GAI, to describe the concept and planned implementation of a virtual avatar for influencer marketing in the project «MuscleHustle», and to analyze its potential for overcoming these marketing challenges.

Main part. Influencer marketing is a strategy for promoting brands and their products in the marketplace, based on collaboration with bloggers, celebrities, niche experts, and other leaders who have a large, loyal audience and are able to exert significant influence [1]. Influencers publish content recommending specific products and services. By leveraging the trust and authority of influencers, new trends that persuade the audience to purchase a product or service are created.

Influencer marketing is more effective than traditional marketing due to its ability to influence an audience. However, there are several risks associated with influencers’ work. In addition, instability and high costs are a negative factor for startups and innovative projects entering the market. Creating virtual influencer avatars is a solution to these problems. Unlike real influencers, virtual avatars require less investment, reduce customer acquisition costs, are easily scalable and controlled by the brand, and significantly simplify content production. This is especially relevant in the early stages of innovative projects, when budgets are limited and the need to quickly test hypotheses is high.

An example of Generative AI application in an innovative IT project is MuscleHustle. This is a marketplace for sporting goods and nutrition with a built-in recommendation system from self-employed users. To promote the project and increase conversion, an influencer marketing strategy was chosen, and a virtual avatar of the same name was created. MuscleHustle is a 45-50-year-old bodybuilder and nutritionist, who promotes a healthy lifestyle. The visual style is hyper-realistic, emphasizing muscularity. Prominent cheekbones, deep-set blue eyes, dark hair, and a metal forehead protector with the inscription “MuscleHustle” characterize its exterior, tailored to the specifics of the project. It is considered to be energetic, friendly, and engaging.

The concept of using this virtual avatar is to create short videos for social media, where MuscleHustle shares scientific facts based on official publications on sports nutrition with a touch of humor.

Creating a virtual avatar begins with defining the character’s concept. The next step is generating images and creating video content using generative AI. Nano Banana Pro, Grok, GPT mage, and Higgsfield Soul are recommended for image generation, while Kling, Grok, Sora 2, Google

Veo, and Seedance are recommended for video content generation. ElevenLabs or HeyGen are used for voice and text generation.

A generative-influenced marketing approach was launched using the Higgsfield AI platform. Higgsfield AI is an artificial intelligence platform for video and image generation.

First, you need to decide on the product that should be promoted through influencer marketing. Using imagination or neural network models, an avatar concept is created, including image, personality, and content themes. At Higgsfield AI, the avatar is created in the AI Influencer section. To create an avatar, you must enter a prompt describing the desired result.

After creating an influencer, the entourage is generated. In the Image section, a model, such as the Nano banana Pro or others, is selected. It should be kept in mind that too many objects around can degrade the quality of lip syncing and facial expressions. It is important to pay attention to the Prompt. You can use third-party resources like Grok or Deepseek to create a Prompt. These services help to describe what you want in Russian and ask them to create a Prompt in English to generate photos or videos for a specific model. The prompt for creating the MuscleHustle image is shown in Figure 1.

MuscleHustle avatar in a stylish black shirt and black trousers looking directly into camera, host a podcast in a luxury, state-of-the-art podcast studio that exudes prestige and trust. Warm cinematic lighting, premium acoustic panels, and professional microphones. In the background, behind a large floor-to-ceiling transparent glass wall, a brand new latest model Lamborghini Veneno is parked in a minimalist showroom. The atmosphere is sophisticated, high-end. 8k resolution, photorealistic, blurred studio background for depth, show focus on the person.

Figure 1 – Prompt for creating a virtual avatar

Audio generation occurs in the Video section by means of the feature called LipSync Studio. A pre-recorded voice can be uploaded or one of the pre-made options is chosen. Voice synthesis takes place in the Audio section. Using LipSync Studio, avatar's facial expressions are synchronized with the audio track and then it is combined with audio and video. The result of creating a virtual avatar for the innovative project is shown in Figure 2.



Figure 2 – Character creation result

It should be noted that virtual influencers can increase perceived usefulness, as consumers consider advice from advanced technology systems to be more objective, competent, and standardized than that provided by human experts [2].

Conclusion. This paper offers a solution to the marketing challenge of the innovative IT project «MuscleHustle» and a methodological plan for implementing a virtual avatar. «MuscleHustle» demonstrates the practical applicability of this technology.

Digital marketing has been significantly transformed due to the spread of GAI. This transformation demonstrates the potential of implementing virtual avatars. There is currently a strong trend towards the application of GAI in influencer marketing and digital marketing.

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