

Can Bookstagrammers Make a Book More Recognizable? The Case of “Bookstagram Tour” in Romania

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Abstract. *An essential element of everyday is the digital presence of consumers in the Internet marketplaces. Moreover, social media platforms are becoming an important part of 21st century commerce and mark a modern way of doing business. Thus, being in a world that is evolving in terms of social media and digital marketing, this article delves into the significant impact of Bookstagram influencers on the visibility and popularity of books. In other words, this article aims to take a close look at the “Bookstagram Tour” phenomenon in Romania, analyzing how bookstagrammers can increase the recognition of a book through their platforms. Starting from an exploratory-descriptive research, we highlight the examination of interactions, post likes and engagement metrics of posts related to a specific online book tour. The study aims to quantify the influence of bookstagrammers in promoting literary content, marking that such a promotion technique succeeds, both in the short and long term, in strengthening the relationship between influencer and consumer and increasing the number of digital interactions. This exploration is key to understanding the changing*

dynamics of book marketing and readership in the social media age, where influencers hold substantial power in shaping public opinion and determining trends in the literary world.

Keywords: Bookstagram; Social media influencer; Instagram marketing; Book influencer; Bookstagrammer.

Introduction

In an era where digital platforms and communication technologies hold immense influence in consumer's lives, understanding the role and effectiveness of influencer marketing in the literary world is essential (Acikgoz & Burnaz, 2021). Accordingly, the potential of digital marketing highlights the need for a more educational approach to social media content since most of the marketing presence has been shaped into engaging with influencers (Popescu & Tulbure, 2022). Therefore, these influencers, individuals who are establishing various online followings, represent a central pawn in the dynamics of the virtual market (Leung *et al.*, 2022). In this manner, they can shape opinions and create appealing content in order to impact their audience through literary recommendations and useful information about books and the ecosystem created around them (Desai, 2021; Wolna, 2018).

On account of that, the researchers have explored influencer marketing strategies and their effectiveness, but an important aspect has not been tackled. Hence, the present literature needs a deeper understanding of the influencer's content regarding its choice to distribute online and to focus on the literary landscape, where the main product that is being marketed is books. The research question of this quantitative research is the following: Is the online promotion of books by a bookstagrammer an effective way to increase users' awareness of books?

The behavioral analysis identified for book influencers focuses on those participating in the "Bookstagram Tour" since both the use of social media and the actual context of #bookstagram have seen significant growth over time (Tselenti, 2020). The event took place in the digital Romanian bookstagram community, and it was organized for the Colleen Hoover's "Too Late" book for a specific period in order to market its appearance in the literary domain. In other words, the approach in this study represents a diminished picture of what the trend illustrates on a large scale. Thus, the paper examines the incorporation of digital communication into traditional literary culture and, implicitly, how book influencers, by participating in such an event, can shape the perception of a book among its followers. To provide clarity to such research, a number of key metrics are considered which, upon analysis, reveal new trends. In terms of methodology, the paper follows a detailed analysis of book influencers' activities during the whole online Instagram event. Thus, it follows the posts and the virtual interaction created around them from the moment the "Bookstagram Tour" is announced until its completion.