



## **SOCIAL MEDIA AND INFLUENCER MARKETING IN PROMOTING ANIMAL PRODUCTS**

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### **1. Introduction**

In today's interconnected world, social media has revolutionized how consumers engage with food, nutrition, and agricultural products. Traditionally, livestock-based products such as milk, eggs, meat, cheese, and butter were marketed through conventional channels, wholesalers, local vendors, and retail outlets. However, the emergence of digital platforms has shifted this paradigm dramatically. Consumers now demand transparency, traceability, and values that align with their health and environmental consciousness. They want to know not only what they eat but where it comes from, how it's produced, and who produces it. Social media, with its visual appeal and real-time interaction, offers the perfect stage for animal product brands to showcase these aspects. Influencer marketing has further amplified this transformation, allowing trusted personalities chefs, nutritionists, farmers, veterinarians, and food bloggers, to become brand ambassadors who shape opinions and purchasing behaviour. This synergy between content, community, and commerce is breathing new life into the livestock product industry, empowering both producers and consumers in unprecedented ways.

### **2. The Rise of Social Media in Food and Animal Product Marketing**

Social media platforms have become powerful tools for the food industry. Facebook, Instagram, YouTube, Twitter, and, more recently, TikTok are not just spaces for social interaction; they are now hubs for product discovery, brand engagement, and consumer education. The visual nature of animal products from golden ghee and artisanal cheese to sizzling kebabs and rich dairy desserts makes them ideal for platforms like Instagram and YouTube. Brands can use reels, stories, posts, and live videos to create engaging narratives around quality, hygiene, animal welfare, taste, and origin. Facebook communities provide a space for like-minded consumers to discuss preferences, share feedback, and post recipes using specific livestock products. WhatsApp Business has become especially useful for small-scale producers, offering a direct and personal mode of customer interaction. The ease of access to these platforms, even in rural areas, has allowed grassroots farmers and dairy cooperatives to connect with urban markets and niche consumers. This democratization of marketing tools has leveled the playing field between established corporations and local producers, especially when content is

informative, trustworthy, and emotionally resonant.

### **3. Influencer Marketing: Humanizing the Brand and Building Trust**

Influencer marketing has emerged as one of the most effective strategies for promoting animal products, particularly in a market where trust, quality, and ethics are paramount. Influencers act as the bridge between brands and audiences. Unlike traditional advertising, influencer content appears organic and relatable. Whether it's a fitness coach recommending organic eggs for protein intake, a chef showcasing gourmet dishes with farm-fresh meat, or a farmer sharing daily routines of ethical animal rearing, influencers make content feel authentic and credible. Micro-influencers, those with smaller but highly engaged audiences, are proving especially effective in niche sectors like organic dairy, free-range poultry, or A2 milk. Collaborations with dietitians or veterinarians to discuss nutritional benefits and animal health standards also add an extra layer of credibility. This human-centric marketing approach personalizes the brand story, gives faces to farmers, and allows consumers to emotionally connect with the product. Trust is the cornerstone of animal product marketing, and influencers, when chosen carefully, can significantly influence consumer perceptions and loyalty.

### **4. Successful Strategies and Campaigns in Livestock Product Promotion**

Brands in India and abroad have leveraged social media and influencers in creative and impactful ways. For instance, "Pride of Cows," a premium Indian dairy brand, has built its brand identity around luxury, purity, and ethical farming, using Instagram

stories, customer testimonials, and influencer collaborations to create an aura of exclusivity and trust. "Fresh To Home" and "Licious," two Indian startups selling fresh meat and seafood, have revolutionized urban meat consumption by creating trust through cold chain logistics content, hygiene videos, and chef collaborations that show consumers how to cook restaurant-style meals at home. Globally, companies like "Vital Farms" in the U.S. have successfully promoted pasture-raised eggs using humorous yet informative videos and partnerships with sustainability advocates. Campaigns such as "Know Your Milk" or "From Farm to Fork" are used to show consumers how animal products are sourced, handled, and tested. These strategies often combine storytelling, data, and visual appeal to educate consumers and build brand loyalty. They also use seasonal themes, cooking challenges, live Q&A sessions, and even virtual farm tours to create immersive brand experiences.

### **5. Consumer Engagement and Trends Driving Digital Success**

Modern consumers, especially millennials and Gen Z, are more informed and selective about their purchases. They are drawn to brands that align with their values—be it animal welfare, sustainability, organic practices, or local sourcing. Social media allows brands to tap into these sentiments through curated content, transparent communication, and interactive campaigns. For example, reels showing cruelty-free dairy practices, interviews with farmers, or videos of cows grazing freely appeal to ethically conscious buyers. Similarly, recipe content using regional meat products or dairy delicacies encourages culinary exploration while subtly promoting product use. Hashtag campaigns like #GrassFedGoodness or #DesiDairy have

gained traction in niche communities. Reviews, ratings, and comments on social platforms also offer real-time feedback loops, allowing brands to respond, improve, and build community trust. Gamification, such as quizzes about milk nutrition or contests for the best homemade butter chicken, can boost participation and awareness. Moreover, social listening tools help brands analyze trends, monitor sentiments, and refine their strategies accordingly. Thus, consumer engagement becomes a continuous, two-way conversation rather than a one-time advertisement.

### **6. Challenges in Social Media and Influencer Marketing for Animal Products**

Despite the tremendous potential, social media marketing for animal products comes with its own set of challenges. One major issue is misinformation; false claims about animal cruelty, hormone injections, or adulteration can go viral, damaging reputations overnight. Brands must be proactive in addressing such concerns with facts and transparency. Another challenge is platform regulation. Graphic content related to meat processing may face censorship, and health-related claims must be backed by scientific data to avoid misleading consumers. The credibility of influencers is also a risk; if an influencer is involved in controversy, it can negatively affect associated brands. The cost of partnering with top influencers may be prohibitive for small producers, while tracking the actual ROI (return on investment) of influencer campaigns remains a complex task. In rural areas, limited digital literacy and infrastructure can prevent producers from fully utilizing digital platforms. Furthermore, cultural sensitivities around meat consumption, especially in countries like India, require careful messaging to avoid offending

religious or ethical sentiments. Thus, marketing strategies must be well-informed, balanced, and culturally sensitive.

### **7. The Road Ahead: Future Trends and Opportunities**

Looking forward, the role of social media and influencer marketing in promoting animal products is only set to grow. The expansion of internet access and smartphone use, even in remote regions, will continue to bridge the gap between rural producers and urban consumers. The future will also see more integration of augmented reality (AR) and virtual reality (VR), allowing consumers to virtually visit dairy farms or meat processing units. Technologies like blockchain will be used to verify sourcing, traceability, and animal health data, which can then be communicated through scannable QR codes on social media. We will also witness the rise of cause-based marketing, where livestock brands promote not just products but environmental and social values. For instance, sustainable packaging, carbon-neutral meat, or pasture-fed dairy can become unique selling propositions. The emergence of regional influencers and vernacular content will further deepen market penetration. Social commerce, the integration of shopping features into social platforms, will allow instant purchases within the same app. The blend of authenticity, data-driven insights, and emotional storytelling will define success in this space. Brands that can remain agile, transparent, and consumer-centric will thrive in this digital evolution of animal product marketing.