

Dear Editor,

Please find enclosed the paper titled "Modeling Influencer Marketing Campaigns in Social Networks" which we are submitting for review in IEEE Transactions On Computational Social Systems.

The rise of influencers in social networks has made influencer marketing one of the most important marketing techniques. However, identifying the best suited influencers for an advertising campaign is a major challenge because its outcome depends on various circumstances (such as nature of the product being advertised, structure of the network, influence propagation, willingness to pay, etc.). In this work, we present an agent-based model (ABM) that can simulate the dynamics of influencer advertising campaigns and help discover the best influencer marketing strategy. We also validate our model and present simulation results for a variety of circumstances modeled using parametric inputs. Our model can be used to simulate an advertising campaign and its outcome to help make better informed marketing decisions.

Sincerely,

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