Examining various cases of influencer marketing reveals patterns in how endorsements can effectively increase product sales and brand visibility. For instance, a study investigating the impact of influencer marketing on small and medium enterprises (SMEs) highlighted its potential to significantly enhance brand awareness and sales by connecting with engaged audiences (Ref-u630604). Influencers can bridge the gap between brands and consumers, creating a unique appeal that traditional marketing strategies might lack. However, not all influencer campaigns yield positive outcomes; as reported by Waltenrath et al., the "vampire effect" can occur when the presence of an influencer overshadows the product itself, leading to reduced economic value from the engagement (Ref-u630604). This suggests that while influencer marketing is a strategic tool for enhancing brand visibility, its execution must be carefully managed to avoid diverting consumer attention away from the core product.