

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)  
Calling Planet Earth - Space Outreach to the General Public (6)

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## THE SPACE INDUSTRY LACKS INFLUENCERS.

**Abstract**

We live in the most fantastic time, where digitalization transforms our businesses. Digital age marketing allows brands to reach the audience through trusted influencers. According to statista.com alone in the United States, the number of influencers will reach 31.7 million in 2020. While there are many ways to increase awareness of the space sector via digital platforms, one of the most efficient techniques is to evolve space influencers behind us. Raising influencers to promote the sector and get the attention of the general public is a vital instrument for the future of space. Influencer marketing is booming, Business Insider prognoses the industry worth up to \$ 15 billion in two years. Compared to other niches, Influencer marketing in the space sector is much more sophisticated. It's not about promoting ready prepared posts and reviews by a customer; it's about building a relationship between stakeholders and the public. Space influencers should become ambassadors promoting space activities and filling the gap between what the public believes and what scientists know. This study will provide a strategy on how to become a space influencer by creating trust with the public, building social proof, ensuring a daily dialog with the audience, and engaging people's emotions. Within the framework of this study, case studies research and expert interviews will be conducted to understand and overcome fears and hurdles on the way to become a space influencer. Based on the study results achieved, the project will provide step by step guidance and recommendations on how to position yourself in the niche, gain interest in your brand, create relationships and engage with a targeted audience, build trust, and raise space awareness.