

Internet Influencers - US - February 2019

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"Influencers can bring authenticity to brand communications. While consumers who follow influencers may know when they are being sold to, they still value the entertaining and honest depictions of real life that are projected online. Influencer marketing will continue to evolve as user-generated content becomes more and more important to the digital media landscape."

- John Poelking, Leisure & Media Analyst

This report looks at the following areas:

- The dominance of celebrity culture
- Relationship between influencer and follower
- The impact of influencers on the purchase process
- Trust in influencer marketing
- Topics searched on different platforms

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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