

September 2018

对意见领袖的态度 - China

“互联网新时代赋予‘听众’和‘发言者’更多的沟通方式。社交媒体的可及性和快捷性孕育KOL数量，特别是网红数量，呈指

几何级增长。这是一种通过人性化功能吸引消费者的全新触点，了解消费者对他们的态度对于品牌发展至关重要。。”

August 2018

Attitudes towards KOLs - China

“The new era of internet offers both ‘listeners’ and ‘speakers’ more methods of communication. By the accessibility and instance of social media, the number of KOLs, especially internet celebrities, has shown a geometric growth. It is a brand new touchpoint to reach consumers with humanized features and understanding consumers’ attitudes ...