

Internet Influencers - US - March 2020

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"As the influencer market matures, brands have taken them more seriously as a tool for promotion and collaboration. Trust and authenticity go a long way in establishing relationships between influencers and followers, and brands need to take their time to find the right influencer to disseminate their messages."

- **John Poelking, Senior Analyst**

This report looks at the following areas:

- **Authenticity remains key**
- **Give influencers the tools to create**
- **Online actions have real-world consequences**

The term "influencer" can encompass many different personalities and accounts on social media. For the purposes of this Report, an influencer is defined as a person or social media account that has a following beyond their personal network. An influencer can also be referred to as an "internet celebrity." A "follower" is a social media user who follows influencer accounts.

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DID YOU KNOW?

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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Market Perspective

- Digital advertising spend continues to grow
- Consumers think social media companies are bad for society
- Consumers express themselves visually

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