

# Influencer Marketing for Dummies (Paperback)

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## Reviews

This type of book is almost everything and helped me hunting forward and more. I was able to comprehended almost everything using this published e pdf. Once you begin to read the book, it is extremely difficult to leave it before concluding. (Edwardo Ziemann)

## **INFLUENCER MARKETING FOR DUMMIES (PAPERBACK)**



John Wiley Sons Inc, United States, 2015. Paperback. Condition: New. 1. Auflage. Language: English . Brand New Book. The easy way to get in with influencer marketing Are you a marketing guru looking to stay at the top of your game? Then you need to be in the know on influencer marketing. A hybrid of content marketing and native advertising, influencer marketing is an established trend in marketing that identifies and targets individuals with influence over potential buyers. Although this has usually meant focusing on popular celebrities and Internet personalities, there is a new wave of everyday consumers that can have a large impact. In Influencer Marketing For Dummies, you II find out how to market to those who rock social media and, subsequently, grow your brand. Influencer marketing relies on building strong relationships with customers. With the help of this hands-on, friendly guide, you II discover how to build superior customer service and experience, make strong interactions with customers, and encourage organic and authentic sharing about your brand. Measure the most impact that content has on your overall marketing strategy \* Find influencers: it s not just a numbers game or a who s who of social media \* Engage with influencers once you ve found them \* Recognize the best practices of influencer marketing and outreach If you re a marketer, media agency professional, business owner, or anyone else who works hard to bring brands, products, and services to the largest audience possible, Influencer Marketing For Dummies is the go-to guide you don t want to be without.

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