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The influence of bloggers, podcasters, and users of other social media is profoundly disrupting the mainstream media and marketing industries.

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It s a well-known fact in the social media marketing world, particularly in B2C marketing, that influencers can make or break a brand. According to Forbes

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Sep 09, 2014 Platforms like Instagram and YouTube have led to the rise of a new generation of influencers that influencers. After all influencer marketing is

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Paul Gillin is the author of The New Influencers (3.76 avg rating, 99 ratings, 13 reviews, published 2007), The Joy of Geocaching (3.71 avg rating,

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Influencer marketing is taking off: rapid growth, fast adoption, hundreds of millions invested, new influencers and brands jumping into the market, new channels

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Aug 05, 2013 I went straight to a number of agencies I respect to get their take on influencer marketing, and hear a sampling of recent success stories. Each has

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Paul Gillin's book, The New Influencer: A Marketer's Guide to Social Media, A Social Media and Blogging Classic.

### **Paul Gillin on social media and direct marketing**

Target Marketing magazine; To get the right recipe, I spoke with Paul Gillin, A Marketer s Guide to the New Social Media.

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With ubiquitous internet connectivity and billions of people empowered to create and publish online, digital marketing competition is greater than ever. Co

### **50 favorite online- marketing influencers of 2014**

Mari Smith is a Facebook-marketing expert and author of The New Relationship Marketing. marketing expert and one of Forbes 20 Women Social Media Influencers.

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### **5 tips for finding the right social influencers**

What makes these new influencers even more powerful The concept of partnering with bloggers and other active social media users is called influencer marketing