Contents

1	Introduction	1
2	Then vs. Now: Influencer Marketing (Re-)Defined	5
3	Levels of Influence: Key Characteristics of Modern-Day Influencers	19
4	A Global Phenomenon: The Rise of Influencers Around the World	37
5	Business to Consumer (B2C) Influencer Marketing Landscape	55
6	Business to Business (B2B) Influencer Marketing Landscape	69
7	Discover Influencers: Finding the Perfect Match	87
8	Engage Influencers: Developing an Effective Outreach Strategy	103
9	Working with Influencers: Potential Paths to Take	119
10	Know the Risks: The Dark Side of Influencer Collaboration	137
11	Measure Success: What's the Return on Investment?	155

xiii

xiv	Contents	
12	Case Studies: Influencer Marketing Best Practices from Around the World	171
13	What's Coming: The Future of Influencer Marketing	187
App	endix	203
Ima	ge Glossary	205
Inde	ex	207