Joel Backaler

Digital Influence

Unleash the Power of Influencer Marketing to Accelerate Your Global Business

Foreword by
Peter Shankman

palgrave
macmillan
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
Contents

12 Case Studies: Influencer Marketing Best Practices from Around the World 171

13 What's Coming: The Future of Influencer Marketing 187

Appendix 203

Image Glossary 205

Index 207