

2023 influencer marketing trends

2023 Influencer Marketing Trends: A Critical Analysis

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Abstract: This article analyzes the key 2023 influencer marketing trends, examining their impact on current practices and future prospects. We delve into the rising importance of authenticity, the shift towards micro-influencers and diverse creator representation, the integration of social commerce, and the evolving role of artificial intelligence. The analysis highlights the crucial need for brands to embrace data-driven strategies and measure ROI effectively in this dynamic landscape of 2023 influencer marketing trends.

1. The Reign of Authenticity in 2023 Influencer Marketing Trends

One of the most significant shifts in 2023 influencer marketing trends is the overwhelming demand for authenticity. Consumers are increasingly savvy and can easily spot inauthentic endorsements. This necessitates a move beyond superficial collaborations towards genuine partnerships where influencers genuinely believe in the brand and its products. Brands are prioritizing long-term relationships with influencers who align with their values and target audience. This shift in 2023 influencer marketing trends demands a more holistic approach, focusing on building trust and fostering genuine connections rather than solely chasing engagement metrics.

2. Micro-Influencers: A Powerful Force in 2023 Influencer Marketing Trends

While macro-influencers still hold sway, 2023 influencer marketing trends show a significant rise in the popularity of micro-influencers. These individuals, with smaller but highly

engaged audiences, offer higher levels of authenticity and stronger community engagement. Their niche expertise and relatable personalities resonate more deeply with their followers, leading to higher conversion rates. The cost-effectiveness of micro-influencer marketing also makes it an attractive option for brands with limited budgets. This trend within 2023 influencer marketing trends underscores the increasing importance of targeted campaigns reaching specific demographics with personalized messages.

3. Diversity and Inclusion: A Must in 2023 Influencer Marketing Trends

2023 influencer marketing trends demonstrate a growing awareness of the need for diversity and inclusion. Brands are actively seeking influencers from diverse backgrounds and representing various ethnicities, genders, sexual orientations, abilities, and body types. This reflects a broader societal shift towards greater representation and a recognition that diverse voices resonate more effectively with a wider audience. This trend within 2023 influencer marketing trends ensures that brands connect with a more inclusive and representative customer base.

4. Social Commerce: Seamless Shopping Experiences in 2023 Influencer Marketing Trends

The convergence of social media and e-commerce is a defining characteristic of 2023 influencer marketing trends. Influencers are increasingly integrated into the shopping journey, utilizing features like shoppable posts, live streams, and affiliate marketing to drive sales directly through their channels. This seamless integration simplifies the purchase process for consumers, leading to improved conversion rates for brands. This trend within 2023 influencer marketing trends presents immense opportunities for brands to leverage the trust and influence of creators to drive sales.

5. Performance-Based Marketing: Measuring ROI in 2023 Influencer Marketing Trends

The focus on measurable results is paramount in 2023 influencer marketing trends. Brands are moving away from vanity metrics like likes and followers towards performance-based campaigns that track key performance indicators (KPIs) such as website traffic, conversions, and sales. This data-driven approach allows brands to optimize their campaigns, improve ROI, and demonstrate the effectiveness of their influencer marketing strategies. This emphasis within 2023 influencer marketing trends highlights the increasing maturity of the industry.

6. The Rise of Artificial Intelligence (AI) in 2023 Influencer Marketing Trends

AI is playing an increasingly significant role in shaping 2023 influencer marketing trends. AI-powered tools are utilized for influencer discovery, campaign optimization, content creation, and performance analysis. These tools enhance efficiency, improve targeting, and

provide deeper insights into campaign effectiveness. However, ethical considerations surrounding AI's use in influencer marketing, particularly concerning data privacy and algorithmic bias, remain crucial. This integration within 2023 influencer marketing trends indicates a technological shift that promises both enhanced efficiency and potential risks.

7. Metaverse Marketing: Exploring New Frontiers in 2023 Influencer Marketing Trends

The metaverse is emerging as a new frontier for influencer marketing, with 2023 influencer marketing trends showcasing early adoption. Brands are exploring opportunities to collaborate with virtual influencers and engage with audiences in immersive virtual environments. While still in its nascent stages, the metaverse presents exciting possibilities for creating engaging and interactive experiences that blur the lines between the physical and digital worlds. This emerging trend within 2023 influencer marketing trends represents a potential paradigm shift in how brands connect with their audience.

8. Long-Term Partnerships: Building Sustainable Relationships in 2023 Influencer Marketing Trends

One-off campaigns are giving way to long-term partnerships in 2023 influencer marketing trends. Brands are increasingly recognizing the value of building sustainable relationships with influencers who align with their brand values and can consistently deliver high-quality content. These enduring relationships foster trust, enhance brand loyalty, and contribute to a more authentic brand image. This emphasis on longevity within 2023 influencer marketing trends signifies a strategic shift toward building stronger brand communities.

Conclusion

2023 influencer marketing trends reveal a maturing industry characterized by a focus on authenticity, data-driven strategies, and diverse representation. The rise of micro-influencers, social commerce, and AI is reshaping the landscape, creating both opportunities and challenges for brands. By embracing these trends and adapting their strategies accordingly, brands can leverage the power of influencer marketing to achieve greater success. The emphasis on performance measurement and long-term partnerships signifies a move towards a more sustainable and effective approach to influencer marketing.

FAQs

1. What are the key differences between macro and micro-influencers? Macro-influencers have large followings but lower engagement rates, while micro-influencers have smaller, highly engaged audiences.

1. How can brands ensure authenticity in their influencer marketing campaigns? Prioritize long-term relationships, select influencers who align with brand values, and encourage genuine product reviews.
1. What are some effective ways to measure the ROI of influencer marketing campaigns? Track KPIs like website traffic, conversions, sales, and brand mentions. Utilize performance-based marketing strategies.
1. How can AI be used to improve influencer marketing campaigns? AI can aid in influencer discovery, content creation, campaign optimization, and performance analysis.
1. What are the ethical considerations surrounding AI in influencer marketing? Concerns include data privacy, algorithmic bias, and the potential for generating inauthentic content.
1. What are the potential benefits of metaverse marketing? The metaverse offers immersive experiences, unique engagement opportunities, and opportunities to reach new audiences.
1. How can brands build successful long-term partnerships with influencers? Establish clear communication, align on shared goals, and foster a collaborative relationship built on trust and mutual respect.
1. What are some emerging trends in social commerce related to influencer marketing? Live shopping, shoppable posts, and interactive content are gaining popularity.
1. How can brands adapt their influencer marketing strategies to accommodate the increasing demand for diversity and inclusion? Actively seek out and collaborate with influencers from diverse backgrounds.

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journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

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2023 influencer marketing trends: Influencer Marketing Sevil Yesiloglu, Joyce Costello, 2020-11-29 This is one of the first textbooks to explore the phenomenon of Influencer Marketing and how it fits within marketing communications to build brands and their communities. Influencers - those who can impact a brand's marketing and advertising strategies as well as build brand communities - are making extensive use of the new digital and traditional communications platforms. Influencers offer brands the ability to deliver the "right" communication and marketing messages to a specific target audience. Across four core sections, this book brings together the key theory and practical implications of this new marketing tool: how it works as part of communications campaigns, including how to select the right influencers and measure their success, the dark side of influencer marketing, and the legal and ethical framework. With contributions from authors across the globe, each chapter is also accompanied by an in- depth case study - from the Kardashians to Joe Wicks - that demonstrates how the theory translates to practice. Influencer Marketing is important reading for advanced, postgraduate and executive education students of Marketing, Digital Marketing, Marketing Communications, Brand Management and Public Relations. With its accessible style and practical content, it is also highly valuable for Marketing Communications, Branding and PR specialists.

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and your employees everything you need to know on how to successfully develop leads and business on LinkedIn.

2023 influencer marketing trends: Social Media Strategy Julie Atherton, 2023-10-03 Social media marketing is no longer optional. This book unpacks the winning formula for effective social media marketing complete with comprehensive updates and latest developments. Integrated marketing and PR strategies are a requirement for all businesses but with the explosion of social media and content marketing many organizations still struggle to know which channels to invest in and how to maximize their impact. Social Media Strategy gives clear guidance with a simple structured approach to executing campaigns that work. It provides a blueprint for planning, delivering and measuring social media's contribution to your business through: - Identifying and targeting audience segments - Maximizing social search - Enhanced reputation management - Managing a diversified influencer portfolio - Selecting the right channels for organic and paid social - Creating a process and structure to improve efficiencies - Using appropriate technology including AI With explanations of best-practice tools and practical downloadable templates, this new edition includes new and updated interviews and case studies from industry leaders, influencers and brands including TUI, Greggs, Lego, Ryan Air, National Geographic and others. Social Media Strategy delivers a long-term solution for maximizing social media-led business development.

2023 influencer marketing trends: Industrial Applications of Big Data, AI, and Blockchain El Samad, Mahmoud, Nassreddine, Ghalia, El-Chaarani, Hani, El Namar, Sam, 2024-01-29 Blockchain has become the cornerstone of technologies, supported by others including Big Data and Artificial Intelligence (AI). Originating from cryptocurrency, it transcends boundaries, finding resonance in finance, healthcare, e-governance, and beyond. While blockchain relies on a peer-to-peer approach, enabling nodes to collaborate without the shackles of a central authority, appropriate monitoring and updating of these technologies is a constant necessity. This is especially true for healthcare data systems, where data privacy and security concerns, especially with sensitive health information are paramount. Threads of automation in artificial intelligence (AI) weave through sectors such as business, finance, healthcare, marketing, and governance. Industrial Applications of Big Data, AI, and Blockchain delves into the pulsating realms of big data, AI, and blockchain. From natural language processing's eloquent interpretation of human language to the prowess of AI algorithms in predictive tasks, this book explores how AI enhances decision-making accuracy, catalyzing a paradigm shift in diverse industries. This book is ideal for researchers, business visionaries, tech enthusiasts, and curious minds eager to fathom the transformative potential of these technologies.

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Entrepreneurs: Create a Winning Marketing Strategy to Grow Your Business and Brand, you'll discover everything you need to leverage Instagram's unique features and proven strategies to build a brand that stands out, drives engagement, and generates real revenue. Perfect for entrepreneurs, influencers, and business owners, this guide takes you from the basics of building a strong brand identity to the advanced tactics of paid advertising and multi-platform integration. Inside, you'll learn how to: **Master Visual Storytelling:** Capture attention with high-quality visuals, cohesive aesthetics, and engaging content that connects with your audience. **Boost Engagement and Followers:** Use Instagram growth hacks, from hashtags and influencer partnerships to giveaways and viral content strategies, to rapidly expand your reach. **Leverage Instagram Stories and Reels:** Showcase your business in real-time and tap into trends that create a deeper connection with your followers. **Run Profitable Ad Campaigns:** Optimize Instagram Ads to target the right audience, generate leads, and maximize your return on investment. **Analyze Metrics for Data-Driven Growth:** Use Instagram Insights to track what works, measure success, and refine your strategy. **Scale Your Brand Beyond Instagram:** Integrate Instagram with Facebook, email marketing, SEO, and more to build a comprehensive digital marketing powerhouse. With practical tips, actionable strategies, and industry insights, *Instagram for Entrepreneurs* is your ultimate guide to Instagram mastery and business success. Whether you're looking to boost brand awareness, drive sales, or cultivate a loyal audience, this book provides everything you need to make Instagram work for you. **Keywords:** Instagram marketing, Instagram growth, social media strategy, business growth, Instagram advertising, Instagram for business, brand identity, engagement, social media success, multi-platform marketing, content strategy, Instagram Stories, Instagram Reels, lead generation

2023 influencer marketing trends: Digital Public Relations and Marketing

Communication Trends in Africa Anne W. Njathi, Brandi Watkins, 2024-06-07 The uptake of digital media platforms necessitates the need to understand how digital cultures of consumers and brands are unfolding. Despite the increase in usage and adoption of the internet in Africa, there is limited information about digital marketing trends on the continent. This book is among the first to present an edited collection of chapters on digital and influencer marketing authored by many who are either from or have close ties to Africa. This book showcases digital marketing trends in Africa that are burgeoning at the same speed as the uptake of technology in the continent. With this in mind, the contributors seek to interrogate digital marketing trends in two stages: the status of digital marketing on the African continent, including cases from Nigeria, Egypt, Uganda and Kenya, and an analysis of the rise of influencer marketing, including cases from Nigeria and Uganda. This book will explore factors driving the increase in digital media platforms in Africa as well as an analysis of the implications of the growth in digital marketing, using various theoretical and methodological underpinnings to probe trends. *Digital Public Relations and Marketing Communication Trends in Africa* provides significant implications for marketing scholars and researchers and will be relevant to those looking to understand the opportunities and challenges ahead.

2023 influencer marketing trends: Social Media Marketing Tracy L. Tuten, 2023-11-22

The original, bestselling, and award-winning textbook on social media marketing, featuring all the essential topics, concepts, research, and practical application for study and career success. Now thoroughly updated in this fifth edition to reflect the latest developments in social media marketing research and practice, and with new case studies and examples, including brands such as Apple, Cadbury, LUSH Cosmetics and Zoom. A must-read for all students and practitioners of social media marketing. Tracy L. Tuten is a professor of marketing at Sofia University, USA.

2023 influencer marketing trends: Influencer Marketing Applications Within the Metaverse

Bansal, Rohit, Qalati, Sikandar Ali, Chakir, Aziza, 2023-05-22 The metaverse is an immersive digital world that combines augmented reality (AR) and virtual reality (VR) to allow people to interact online as if they were in the physical world. While everything in the metaverse doesn't exist in the physical world, it still offers unique opportunities for customers to experience your brand. The metaverse is free from physical limitations, presenting a novel opportunity for brands. Just as

e-commerce revolutionized the way people shop, so could the metaverse. And by taking advantage of the metaverse's ability to bridge the gap between physical and virtual commerce, brands can use it to enrich their consumers' shopping experiences. To be successful, brands must quickly learn from mistakes and build on successful campaigns to stand out. The metaverse is data-driven, and marketers can use this in creating their growth strategies. Because growth marketing involves continuous experimentation and testing, brands can use this virtual world as their stomping ground to analyze their various marketing campaigns and observe consumer behavior. *Influencer Marketing Applications Within the Metaverse* explores how enterprises experimenting with the metaverse can connect, engage with, and incentivize human and machine customers to create new value exchanges, revenue streams, and markets. The book examines how brands can enrich their consumers' shopping experiences by taking advantage of the metaverse's ability to bridge the gap between physical and virtual commerce. Covering topics such as augmented and virtual reality, customer experience, and gamification, this book is ideal for marketing practitioners, researchers, undergraduate and postgraduate students, non-government and government organizations, and more.

2023 influencer marketing trends: *Marketing to Gen Z* Jeff Fromm, Angie Read, 2018-03-26 With bigger challenges come great opportunities, and *Marketing to Gen Z* wants to help you get ahead of the game when it comes to understanding and reaching this next generation of buyers. Having internalized the lessons of the Great Recession, Generation Z blends the pragmatism and work ethic of older generations with the high ideals and digital prowess of youth. For brands, reaching this mobile-first and socially conscious cohort requires real change, not just tweaks to the Millennial plan. In *Marketing to Gen Z*, businesses will learn how to: Get past the 8-second filter Avoid blatant advertising and tap influencer marketing Understand their language and off-beat humor Offer the shopping experiences they expect *Marketing to Gen Z* dives into and explains all this and much more, so that businesses may most effectively connect and converse with the emerging generation that is expected to comprise 40 percent of all consumers by 2020. Now is the time to learn who they are and what they want!

2023 influencer marketing trends: *Integrated Communication* Esther Thorson, Jeri Moore, 2013-06-17 Building brands through integrated marketing is an approach being used by all top-level marketing strategists. The result of a series of papers presented at the eleventh annual Advertising and Consumer Psychology Conference held in Chicago, this volume brings together researchers and professionals whose efforts focus on integrating the various persuasive tools of marketing. It goes beyond case studies of the use of integrated marketing to look at how integrated communication actually works on achieving optimal effects on the various audiences for products.

2023 influencer marketing trends: *Social Media Influencers in Strategic Communication* Nils S. Borchers, 2021-12-21 This book seeks to draw a comprehensive picture of influencer collaborations from a strategic communication perspective. The contributors tackle strategic influencer communication from multidisciplinary perspectives, from varying actor foci, and from different methodological frameworks and methods. Influencers cross traditional boundaries in many ways and oscillate between intimacy and publicity, authenticity and commercialization, ingratiation and critical distance. From a strategic communication perspective, this variability makes influencers hard to capture: organizations can cooperate with influencers to achieve both marketing and PR objectives. Influencers can act as cooperation partners, integrating commercial content into organic narratives, or as independent critics. Influencers also combine different roles that have traditionally been occupied by separate actors such as intermediary, content distributor, creative content producer, community manager, testimonial, strategic counsellor, and event host. The combination of these roles in just one actor opens new opportunities for strategic communication and can produce appreciated synergy effects. It is therefore hardly surprising that influencer collaborations have become a firmly established instrument in the toolbox of strategic communicators. The chapters in this book were originally published in the *International Journal of Advertising* and the *International Journal of Strategic Communication*.

2023 influencer marketing trends: Brand Admiration C. Whan Park, Deborah J. MacInnis, Andreas B. Eisingerich, 2016-09-16 Brand Admiration uses deep research on consumer psychology, marketing, consumer engagement and communication to develop a powerful, integrated perspective and innovative approach to brand management. Using numerous real-world examples and backed by research from top notch academics, this book describes how companies can turn a product, service, corporate, person or place brand into one that customers love, trust and respect; in short, how to make a brand admired. The result? Greater brand loyalty, stronger brand advocacy, and higher brand equity. Admired brands grow more revenue in a more efficient way over a longer period of time and with more opportunities for growth. The real power of Brand Admiration is that it provides concrete, actionable guidance on how brand managers can make customers (and employees) admire a brand. Admired brands don't just do the job; they offer exactly what customers need (enabling benefits), in way that's pleasing, fun, interesting, and emotionally involving (enticing benefits), while making people feel good about themselves (enriching benefits). Providing these benefits, called 3 Es, is foundational to building , strengthening and leveraging brand admiration. In addition, the authors articulate a common-sense and action based measure of brand equity, and they develop dashboard metrics to diagnose if there are any 'canaries in the coal mine', and if so, what to do next. In short, Brand Admiration provides a coherent, cohesive approach to helping the brand stand the test of time. A well-designed, well-managed brand becomes a part of the public consciousness, and ultimately, a part of the culture. This trajectory is the fruit of decisions made from an integrated strategic standpoint. This book shows you how to shift the process for your brand, with practical guidance and an analytical approach.

2023 influencer marketing trends: Contemporary Trends in Innovative Marketing Strategies Barbosa, Belem, 2024-02-19 In global commerce, marked by the relentless advance of digital technology, businesses find themselves constantly challenged to devise innovative and disruptive marketing strategies. Adapting to these changes is no longer a choice but a necessity. To thrive, companies must remain vigilant, updating their resources and adopting emerging trends with unwavering agility. Contemporary Trends in Innovative Marketing Strategies explores the demands and dynamics of modern marketing. This book is tailored to meet the needs of students, educators, and managers seeking a profound understanding of today's marketing trends. Firstly, the book delves deep into the current trends steering marketing innovation. It dissects the latest developments that are reshaping the marketing landscape, identifies pivotal trends, and elucidates their ramifications for businesses. Secondly, the book embarks on a journey to explore innovative marketing strategies engineered to confront contemporary business challenges and seize emerging opportunities. It unlocks novel approaches that adeptly cater to the market, providing insights into strategic frameworks, methodologies, and practices. Lastly, the book illustrates these concepts with real-world case studies, offering proof of innovative marketing's successful applications across diverse business sectors. These cases serve to inspire and demonstrate how innovative marketing strategies can be put into action, resulting in tangible outcomes. This book is designed for a diverse audience, including academics and students keen on exploring the latest trends in innovative marketing, educators searching for compelling case studies to enhance their teaching materials, and practitioners eager to bridge the gap between research and practical application in innovative marketing.

2023 influencer marketing trends: Influencer Marketing in the Beauty and Fashion Industry: Trends and Case Studies Mayfair Digital Agency, 2023-07-05 Influencer Marketing in the Beauty and Fashion Industry: Trends and Case Studies is a comprehensive guide that dives deep into the world of influencer marketing, specifically tailored for the beauty and fashion industry. Written by industry experts, this eBook explores the latest trends and strategies that can help brands effectively leverage the power of influencers to promote their products and connect with their target audience. From micro-influencers to celebrity endorsements, the book provides valuable insights and case studies, showcasing successful campaigns and their impact. With a focus on practical advice, readers will learn how to identify the right influencers, build fruitful partnerships, measure

campaign success, and navigate the ever-changing landscape of social media. Whether you're a brand looking to enhance your marketing efforts or an aspiring influencer seeking to understand the dynamics of the industry, this book is an indispensable resource for anyone interested in influencer marketing in the beauty and fashion world.

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you can trust.' Mail on Sunday 'If you want to lose weight then this book is for you.' Dietician Nichola Ludlam-Raine (as seen on BBC, ITV & Channel 4) Discover how to lose weight for good. No gimmicks, no rules, no tough exercise regime. Just a straightforward, proven science-based method. Graeme Tomlinson, a.k.a. The Fitness Chef, has amassed over 600,000 instagram followers thanks to his myth-busting health-and-diet infographics. In this digestible infographic guide, you will discover: how to lose weight and keep it off forever and why you don't need a complicated new diet, slimming-club rules or a personal trainer. Empower yourself to make informed food choices and be inspired by Graeme's 70 easy, lower-calorie versions of popular foods - including curries, fry ups and even fish and chips. You can still eat your favourite biscuits and enjoy carbs, fats and sugar. After reading this book you will be able to make informed food choices for the rest of your life and succeed at any weight-loss goal.

2023 influencer marketing trends: Global Perspectives on Social Media Influencers and Strategic Business Communication Bi, Nicky Chang, Zhang, Ruonan, 2024-05-22 In an era of social media, influencers wield unprecedented power over global consumer decisions. As digital natives increasingly turn to influencers for guidance, the need for comprehensive research on their impact becomes paramount. Brands, aiming to connect with a precisely targeted audience, must grapple with ethical considerations in this rapidly evolving sphere. Global Perspectives on Social Media Influencers and Strategic Business Communication delves into influencer research and practices, exploring their impact on various industries and sectors. This book dissects the motives and characteristics of social media influencers and navigates the terrain of ethical considerations surrounding their collaboration with businesses and organizations. This book covers influencers' effect on brand loyalty, cultural norms, community building, and their role in business management, advertising, and strategic communication. The book dissects the impacts of social media influencers on audience behavior, exploring areas such as brand attitudes, purchase intentions, and the dynamics of parasocial relationships. It examines the nuances of engagement, differentiating between paid endorsements, sponsored content, and pure electronic word-of-mouth while also spotlighting the influence of live streaming on consumer behaviors. This book is a valuable resource for businesses, strategic communicators, marketers, scholars, and anyone seeking a profound understanding of the dynamic world of social media influencers.

2023 influencer marketing trends: Hoodwinked Mara Einstein, 2025-02-04 Discover how today's biggest brands are using cult-like tactics to capture not just your wallet, but your devotion From viral leggings to must-have apps, Dr. Mara Einstein exposes the hidden parallels between cult manipulation and modern marketing strategies in this eye-opening investigation. Drawing from her unique background as both a former MTV marketing executive and a respected media studies professor, she reveals how companies weaponize psychology to transform casual customers into devoted followers. This groundbreaking book uncovers: How social media platforms use anxiety-inducing algorithms to keep you trapped in a purchase-panic cycle The secret playbook marketers use to create brand religions around everyday products Why even the most rational consumers fall prey to scarcity marketing and manufactured FOMO Practical strategies to break free from manipulative digital marketing tactics With compelling real-world examples and insights from industry insiders, Hoodwinked equips you with the knowledge to recognize and resist these sophisticated manipulation techniques. Dr. Einstein's expertise has been featured in The New York Times, Wall Street Journal, and Harvard Business Review, making her the perfect guide through the maze of modern marketing manipulation. Break free from the cult of consumerism - discover how to make mindful choices in an increasingly manipulative digital marketplace. Easy to read, and such a good peek behind the curtain of for-profit companies and the ways they influence and manipulate us, Daniella Young, author of Uncultured.

2023 influencer marketing trends: Contemporary Trends in Marketing Aarti Saini, Justin Paul, Satyanarayana Parayitam, 2023-08-22 This edited volume explores marketing in the Post-COVID world and the significant changes that have recently hit the markets. It examines the newly emerging paradigms due to shifts in consumer behaviour and market responses arising from

the COVID-19 crisis. The global pandemic has brought a paradigmatic change in consumer behaviour and unravelled several resilient strategies formulated and implemented by organizations to restore normalcy. This book focuses on long-term goals and survival strategies, which can be co-created with customers. Organized into seven themes, this volume will critique and connect the meaning of the “new normal” in marketing and topics such as the future of markets, post-pandemic consumer behaviour, and new marketing strategies.

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marketing as influencers make content mostly for young people in different categories: fashion, cuisine, travel, makeup, review, etc. (Haenlein et al, 2020) [10].

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