

WEBINARS

Webinar on Aug. 31: 10 Key Influencer Marketing Predictions

August 8, 2016



Spreading the light

By STAFF REPORTS

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How can brands and retailers get influence marketing right as consumers gain even more control of the dialogue with marketers? Find out the key trends that are driving influencer marketing with best-practice tips and pointers in this free webinar on Wednesday, Aug. 31, 2016 at 2 p.m. ET.

It is common knowledge now that consumers own the buying journey, forcing marketers to constantly play catch up. To stay relevant to today's consumers, brands need to play by their rules or else.

Enter influencer marketing, the newest and arguably highest performing proven channel in the marketing mix. Influencers are consumers with an audience that trusts what they have to say.

Indeed, influencers are the new powerful voices that drive purchase decisions in the current economy. But how do brands, retailers and marketers work with these influencers to create meaningful content, and drive engagement and sales?

This free hour-long [webinar](#), sponsored by TapInfluence, will offer 10 predictions as well as best-practice tips on how influencer marketing is key to effective consumer engagement. One of the lessons: the future of influencer marketing starts with people and relationships, not popularity.

Join experts from [TapInfluence](#) on Wednesday, Aug. 31 at 2 p.m. to 3 p.m. ET for a free webinar on getting influence marketing right. The discussion will focus on:

10 influencer marketing predictions

Best-practice tips and pointers for influencer marketing

Panelists

Rachael Cihlar, manager of influencer marketing strategy, TapInfluence

Laura Smous, director of product marketing, TapInfluence

Moderator

Mickey Alam Khan, editor in chief, Luxury Daily

This **webinar** is part of a series produced by this publication to inform and educate marketers.

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