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	Titolo	Digital Influence : Unleash the Power of Influencer Marketing to Accelerate Your Global Business / / by Joel Backaler
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	Descrizione fisica	1 online resource (xvi, 214 pages) : color illustrations
	Disciplina	658.872
	Soggetti	Telemarketing
		Internet marketing
		Branding (Marketing)
		Quantitative research
		Business
		Management science
		International economic integration
		Globalization
		Digital Marketing
		Branding
		Data Analysis and Big Data
		Business and Management
		Emerging Markets and Globalization
		Construcció de marca (Màrqueting)
		Màrqueting per Internet
		Dades massives
		Llibres electrònics
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	1 Introduction -- 2 Then vs. Now: Influencer Marketing (Re-Defined) -- 3 Levels of Influence: Key Characteristics of Modern-Day Influencers -- 4 A Global Phenomenon: The Rise of Influencers Around the World -- 5

Sommario/riassunto	This book brings order to the chaotic and rapidly evolving world of influencer marketing by providing readers with much needed context, frameworks, and best practices. Written for busy marketing professionals working in both domestic and international markets, it addresses these topics in a highly actionable and engaging manner. Digital Influence covers everything from how to identify the right influencers and determine "level of influence" to collaborating with influencers and measuring ROI. It turns out, it's not all about paying online celebrities outrageous sums to post sponsored content. Backaler also provides much-needed context for why influencer marketing is flourishing today, and perspective into what a more technologically-enabled, globally-connected future will look like. Ultimately, people want to learn from trusted peers, not faceless companies. Better than any corporate marketing function, influencers understand how to make best use of social media platforms and tailor content for their respective cultures to engage consumers in their home markets. Business leaders should arm themselves with Backaler's book to ensure they're not left behind.