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Sommario/riassunto	<p>Social media took over not only the leisure time of their users, but also the communication budgets of companies that fit perfectly in their space. They have also become excellent platforms for the development of Influencer Marketing, and the Influencer people themselves grow up to the level of stars in them. Their extraordinary potential could not escape the brand owners for whom Influencers become every day very unique ambassadors, advocates, and in many cases their spokesmen. Influencer marketing is currently one of the most creative communication tools, which, combined with new media, creates an extraordinary value in the eyes of potential and current customers, the originality of which inspires, motivates and creates very specific purchasing activities. It is worth emphasizing that Influencer marketing seems to be unfamiliar with age limits, perfectly managing both the youngest and the oldest groups of its recipients, giving the latter a chance for previously unknown experiences.</p>