

Everything You've Wanted to Know About Influencer Marketing But Were Afraid To Ask



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THE BABY SHOPAHOLIC



Trina Small *Influencer/Blogger*

Shopaholic

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Shana Keith Public Relations Director



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Kelly Dye
Director of Digital
Strategy



Send us your questions!

- Respond at PollEv.com/kellydye665
- Text **KELLYDYE665** to **22333** once to join, then text your message







How do you define "influencer"?





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What kind of content do you get?



The Baby Shopaholic





babyshopa

Following

babyshopa Peyton is starting to lose her baby teeth implement in the lose her lose teeth. I'm not trying to get the side eye from her dentist. Thanks to implement in the lose to implement it is in the lose teeth in the lose teet

stylenbeautydoc Omg is she big enough already to be losing her teeth

stylenbeautydoc Also her bun is haythamsultanofficial

wineingmomma Why was I in Walmart trying to find something like this today?!?!
Off to read the review and find out where the **** I can find this!





175 likes

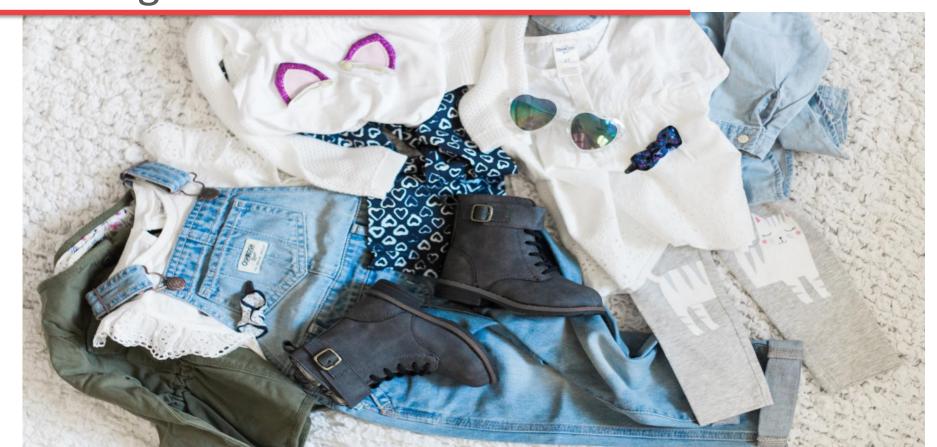
MARCH 22, 2016

OshKosh B'gosh Leveraging Your Content Creators



OshKosh B'gosh

Evergreen Content and Authentic Stories



Coca-Cola Tell Stories Your Brand Can't



Coca-Cola Influencers vs. Journalists



Cox Communications Venturing Into New Platforms



Cox Communications

Influencers + Product



Entrusting Your Brand to an Influencer



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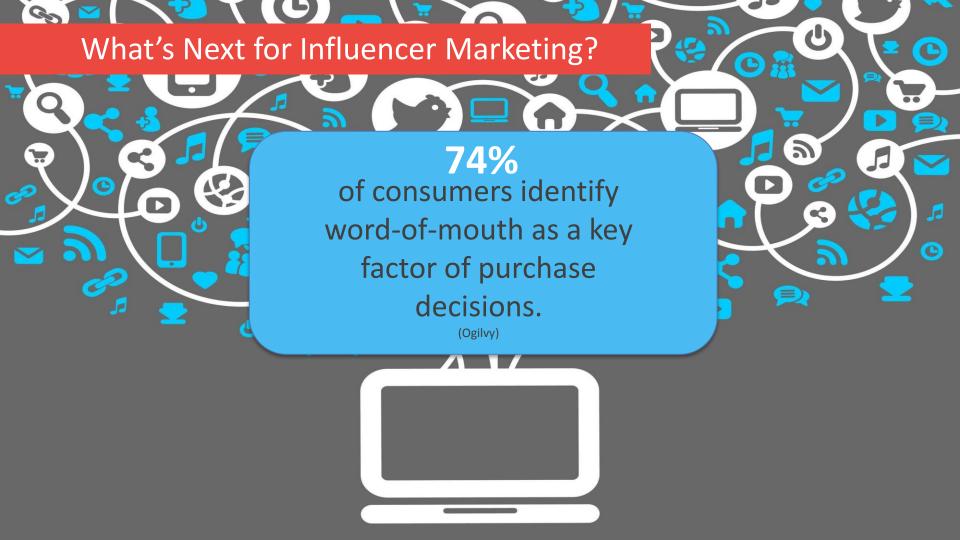
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How Do You Measure Success? 11





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