‘Unfun’ Products and Effective Influencer Marketing: It’s All About the Delivery

It’s easy to see how certain products lend themselves naturally to influencer marketing. They’re visually rich. Or fun to have. Or fashionable. (Or all three.) And they’re also immediately perceived as contributing to an aspirational lifestyle. But what about “unfun” products that also make life better but don’t have the same organic visual appeal or… https://www.adweek.com/digital/unfun-products-and-effective-influencer-marketing-its-all-about-the-delivery/