Why One-Off Influencer Campaigns Do More Harm Than Good

When influencer marketing emerged as the hot new discipline (think YouTube, circa 2011), I considered its risks and benefits. I never wanted to produce content that looked (or smelt) like an “ad,” and saw an immediate opportunity in this new medium. I also had a gut feeling that treating influencers as quick-hit engagement vehicles to… https://www.adweek.com/digital/why-one-off-influencer-campaigns-do-more-harm-than-good/