

Podcast | Influencer Marketing: Stories, Fraud and Microinfluencers

AUDIO |

eMarketer Editors

In the latest episode of "Behind the Numbers," eMarketer principal analyst Debra Aho Williamson discusses how marketers are using influencer marketing successfully and getting past some of the issues holding the tactic back.

Share of Marketing Communication Budget Dedicated to Influencer Marketing According to UK and US Digital Marketers, Aug 2018

% of respondents

<10%	53%
10%-20%	27%
20%-30%	13%
30%-50%	5%
50%-75%	1%
75%-100%	1%

Source: *Influencer Intelligence in association with Econsultancy, "Influencer Marketing 2020," Nov 14, 2018*

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