

What the Coronavirus Has Done to the Influencer World

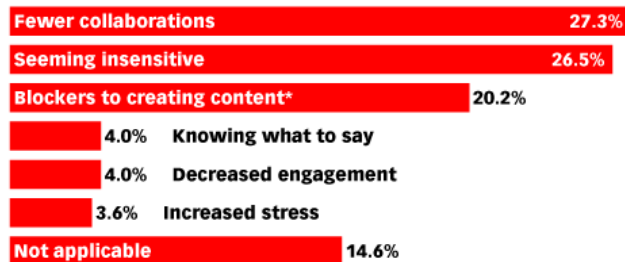
AUDIO |

eMarketer Editors

eMarketer principal analyst Debra Aho Williamson and junior analyst Blake Drosch discuss how brands are changing their approach to influencer marketing, the main challenges influencers are struggling with and what influencer marketing might look like going forward. They then talk about TikTok's call-to-action button, how platforms are dealing with misinformation and Twitter's purchase of a mobile-focused demand-side platform.

Main Challenge US Influencers Are Facing During the Coronavirus Pandemic, March 2020

% of respondents



Note: n=254; numbers may not add up to 100% due to rounding;
*challenges such as being required to stay indoors, travel restrictions, shooting locations being closed, retail stores closing or creating the most appropriate content during the outbreak
Source: Mavrck, "Social Influencing in a Time of Social Distancing: The Impact of COVID-19 on the Influencer Marketing Industry," March 17, 2020

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