**4 Influencer Trends Emerging From the Pandemic**

The pandemic is driving four key influencer marketing trends -- the emergence of influencer merchandise, organic engagement on TikTok, fast-growing interest in Triller and a shift from product-based messaging to campaigns supporting social causes. Nikki Gilliland delves into each trend, exploring how brands are leveraging each one and offers key takeaways for marketers.

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[*https://econsultancy.com/four-trends-that-show-how-influencer-marketing-has-evolved-in-2020/*](https://econsultancy.com/four-trends-that-show-how-influencer-marketing-has-evolved-in-2020/)

*Image source:*

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