**4 Ways to Attract, Develop Trust With Influencers**

Influencers can be put off from collaborating with your brand due to unprofessional behavior from marketing managers, uninspiring content or inconsistent payments, writes Refersion's Raj Nijjer. Build trust with influencers by emphasizing that you prioritize authentic content, treating them like part of the team, creating a seamless onboarding experience and finding ways to say thank you, beyond their pay, Nijjer recommends.

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[*https://www.smartbrief.com/original/2021/03/why-influencers-don%E2%80%99t-trust-and-promote-your-brand?utm\_source=brief*](https://www.smartbrief.com/original/2021/03/why-influencers-don%E2%80%99t-trust-and-promote-your-brand?utm_source=brief)

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