**Building Community via Influencer Marketing**

When it comes to adopting a new form of communication, not only do consumers have to buy in, but so do their personal networks, otherwise users -- and the app builders -- will only find silence on the other end of the line.

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<http://adage.com/article/cmo-strategy-columns/building-community-influencer-marketing/305924/?utm_source=mediaworks&utm_medium=newsletter&utm_campaign=adage&ttl=1475095238?utm_visit=113450>

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