**Financial Brands Look to Influencers on Social Media**

To avoid regulatory hurdles, financial institutions are looking to social media influencers to reach younger potential customers. The strategy would stay within the bounds of what is currently legal while also lending personality to financial brands by conveying the stories of real people, writes Yuyu Chen.

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<https://digiday.com/marketing/financial-institutions-growing-interest-influencer-marketing/>

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