**Influencer Marketing Trends on the Horizon**

Writer Ben Jeffries believes 2020 will be a big year for change in influencer marketing and predicts more long-term branded partnerships, a rise in repurposed creator content and advances in related technology and analytics. He also forecasts an increased reliance on a balance of micro- and macroinfluencers, more partnership transparency, a rise in video content and notes brand purpose will be essential as consumers seek companies that emulate their values.

***The Drum (free registration) 12/13/19***

<https://www.thedrum.com/opinion/2019/12/13/seven-predictions-influencer-marketing-2020>

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