**Influencers Are People, Not Media Outlets**

Influencer marketing is not about knowing who the right people are, it's about actually knowing those people. Otherwise, brands are simply engaging in a more complicated pay-to-play advertising model that garners cloudy ROI, at best.

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<http://adage.com/article/digitalnext/influencers-people-media-outlets/305379/?utm_source=mediaworks&utm_medium=newsletter&utm_campaign=adage&ttl=1471468301>