**Spending on Influencer Marketing Rises**

The popularity of influencer marketing is growing and more than 60% of both marketers and influencers report budget increases in the space, according to an Activate survey. A separate WhoSay survey also found a strong majority of marketers planning to raise their influencer budgeting.

***eMarketer 6/29/18***

<https://www.emarketer.com/content/is-influencer-marketing-everything-it-can-be#>

Image credit:

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