**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#](https://www.emarketer.com/content/is-influencer-marketing-everything-it-can-be)

Image credit:

[https://cdn-images-1.medium.com/max/1600/1\*COcLlpB-Rznryxzl2Y5tLA.jpeg](https://cdn-images-1.medium.com/max/1600/1%2ACOcLlpB-Rznryxzl2Y5tLA.jpeg)