**A New Marketing Royalty on the Rise: Digital Influencers**

Instead of getting in your face with their own message about their greatness they are letting ‘influencers’ — people you trust — tell you why you should pay attention to their products and services through a voice that sounds far more authentic. The influencer is that mutual friend between a brand and their consumers.

***Knowldege @ Wharton 8.31.17***

<http://knowledge.wharton.upenn.edu/article/new-marketing-royalty-rise-digital-influencers/?utm_source=API+Need+to+Know+newsletter&utm_campaign=fa5a802e77-EMAIL_CAMPAIGN_2017_09_01&utm_medium=email&utm_term=0_e3bf78af04-fa5a802e77-31697553>

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<https://www.juanmerodio.com/wp-content/uploads/influencer-digital.jpg>