**Food Brands, Influencers Can Create Perfect Recipe**

Marketers can tap into social foodies by connecting with influencers, ensuring posts align with the brand and setting strategic goals and budgets. Nurture the relationship and "value the blogger because they have the built-in audience, trust, and tools to make your food brand more popular and desired," Sue Kennedy writes.

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<http://www.smartbrief.com/original/2017/02/influencer-marketing-food-brands?utm_source=brief>

Image source:

<http://roundpeg.biz/wp-content/uploads/2015/10/Food-SocialMedia-Cover.jpg>