**How Influencer Marketing is Poised for Change**

Influencer marketing has moved out of the nascent stage and has become "a pillar of the marketing mix," and firms such as Revolve and Estee Lauder are realizing "the potential of integrated influencer marketing," writes Louise Roberts. She also predicts an increase in influencer campaign testing to enhance promotional refinements and more long-term instead of one-off activations.

***The Drum (free registration) 1.9.20***

[***https://www.thedrum.com/opinion/2020/01/09/who-will-win-the-influencer-marketing-game-2020***](https://www.thedrum.com/opinion/2020/01/09/who-will-win-the-influencer-marketing-game-2020)

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