**Strategies For Working With Influencers**

Small- and medium-sized businesses can successfully work with influencers using these 11 strategies from business owners and marketing professionals. The strategies include providing support, such as needed equipment and accommodations, to make influencers' jobs easier, collaborating on content, giving influencers special access and seeking to partner with little-known microinfluencers.

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[*https://startupnation.com/grow-your-business/11-ways-small-businesses-can-partner-with-influencers-farmiloe-terkel/*](https://startupnation.com/grow-your-business/11-ways-small-businesses-can-partner-with-influencers-farmiloe-terkel/)

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[*https://www.adweek.com/wp-content/uploads/2017/10/influencer-marketing-CONTENT-2017.jpg*](https://www.adweek.com/wp-content/uploads/2017/10/influencer-marketing-CONTENT-2017.jpg)