**Influencers Evolve Amid Pandemic**

Influencer marketing deals are on the downturn amid budget cuts and travel reductions, but some PR experts believe it's not a signal of demise but a turning-point, writes John Harrington. He points to emerging trends such as the rise of social media consumption, creative influencer marketing initiatives developed on limited budgets and the changing tone and content, which he contends could lead to a potential "rebirth of influencer culture."

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[***https://www.prweek.com/article/1682087/if-content-king-yesterday-its-emperor-today-%E2%80%93-influencer-marketing-enters-golden-age***](https://www.prweek.com/article/1682087/if-content-king-yesterday-its-emperor-today-%E2%80%93-influencer-marketing-enters-golden-age)

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