**Survey: Instagram Most Valuable for Fashion Influencers**

****Three-quarters of fashion and beauty influencers say Instagram is the platform where they exert the most influence, followed by Twitter, blogs and Facebook, according to Econsultancy's Voice of the Influencer report. It finds that influencers rely primarily on sponsored posts for income and are expanding their use of video.

***eConsultancy.com 11/29/16***

<https://econsultancy.com/blog/68566-what-are-the-most-effective-channels-for-influencer-marketing/>