**Key Influencer Trends to Shape 2020 Strategies**

In this final article of his three-part series on influencer marketing, Kent Lewis details six key trends that marketers should be focusing on for their 2020 strategies. He recommends that collaborations with influencers should be transparent, have a long-term focus and embrace "raw realism," and offers specific advice to business-to-business marketers.

***SmartBrief/Marketing 9/18/19***

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