**The Rising Trend of the Influencer Investor**

Real authenticity comes when an influencer is actually invested in a product or brand, writes columnist I-Hsien Sherwood. In addition to holding a real stake in the company, "[t]hey create content that resonates with their fans, and when promoting a product always strive to keep their audience in mind," says Tiffany Au, director of communications and spokeswoman for Collab.

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<http://www.campaignlive.com/article/why-brands-embracing-influencer-investor/1429067>

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