**Tips to Build Social Trust With Influencer Marketing**

Marketers should use one or more of the six "social selling personas," such as "promoter" or "motivator," to engage with potential customers online for effective engagement. Other ways to build trust include avoiding fake followers, offering transparency in content and acting in a genuine way with followers, writes Scarlett Whittell.

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<https://www.thedrum.com/opinion/2018/12/19/the-power-influencer-marketing-building-customer-trust-2019>

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