

Influencer Marketing

Marketing

What it buys, and where it goes wrong.

Practice and pitfalls.

Works when

Genuine fit with the creator's subject

Creative control left with the creator

Disclosure is clear and upfront

Measured against a holdout

Long-term relationships, not one-offs

Fails when

Audience size mistaken for influence

Engagement inflated by bought followers

Scripted copy that breaks their voice

Disclosure hidden or omitted

No vetting of past conduct

Educational reference. Undisclosed paid endorsement is an enforcement priority in many jurisdictions.