

[Influencer Marketing] Outsourcing Creativity: How to Leverage Influencer Marketing to Grow Revenue



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Sheraton Manila Bay | 3 July

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What is the greatest benefit of leveraging influencer marketing to grow revenue?



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Question 1

How do you curate influencer strategy specific to your industry?



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Question 2

What would be the key differentiator of influencer marketing across platforms?



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Question 3

How do you measure the success of these partnerships?



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Question 4

**How do you start approaching influencers?
What are your tips to other marketers in screening and
finalizing influencers to work with?**



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Q & A



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Roundtable Discussion

**How do you start approaching influencers?
What are your tips to other marketers in screening and
finalizing influencers to work with?**

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How do you start approaching influencers?

What are your tips to other marketers in screening and finalizing influencers to work with?