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shrunk, meaning brands have less money to spend on influencer marketing, and influencers are less likely to partner with a brand for free. Influencer marketing still tends to be used more for brand awareness than sales, which may prove challenging in an economic downturn as brands have revenue

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how marketers can operate in the age of fake news: Tell authentic stories, not templated content. One issue that is closely related to the proliferation of fake news is the filter bubble. Using existing data, algorithms customize your news feed to show only posts that you are likely to engage with.

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