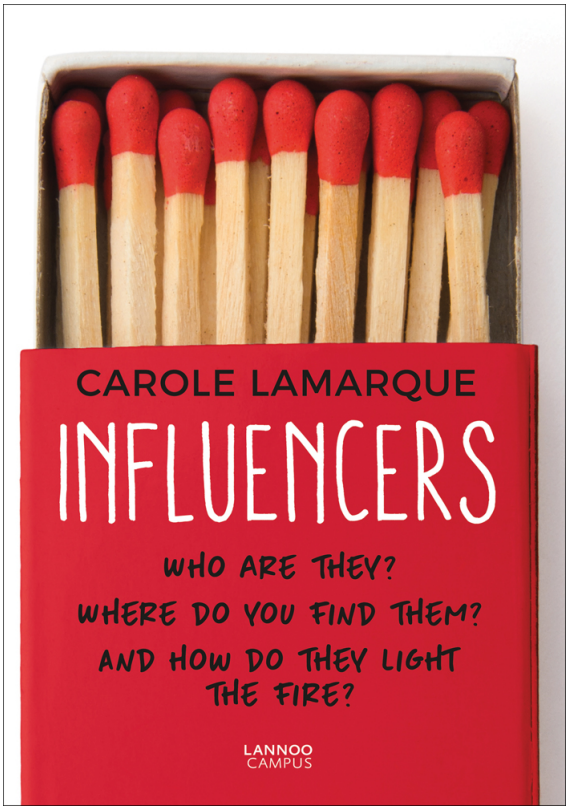
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Influencers

Who are they? Where do you find them? And how do they light the fire?

Carole Lamarque

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- Among the first to provide the big picture of influencer marketing in the European market
- Practical step-by-step plan with numerous case studies
- Based on 20 years of expertise in innovative marketing

"Influencers are like a match in a hearth. You can't get the fire to start without them (unless you can afford to use more drastic methods). But their way of working often remains hidden: as soon as the fire is burning, you no longer see the match." Like the wood in a hearth, the combined talents within a company form a solid basis for business activity. But this alone is not enough to make a company successful. What every company needs is a plan for finding the influencers who can set its brand alight.*Influencers* provides decision-makers and marketing executives with a guide for translating an influencer strategy into practice, and allows influencers themselves to discover how to build up sustainable relationships with trendsetting companies. In doing so,*Influencers* is among the first to clearly map out the often-neglected subject of influencer marketing in Europe.

Carole Lamarque is a founding member of Duval Union Consulting, a marketing bureau that includes Microsoft, Lotus Bakeries and ENI amongst its customers. In addition, she has built up 20 years of experience in innovative and highly competitive marketing within companies such as Shell, Proximus, Sanoma Media and Telenet.









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