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## **Learn to:**

- Find influencers: it's not just a numbers game or a "who's who" of social media
- Engage with influencers once you've found them
- Recognize the best practices of influencer marketing and outreach

**Kristy Sammis**  
**Cat Lincoln**  
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with Jenny Ng, Edita Gassmann  
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# Influencer Marketing For Dummies

**Jeanette Maw McMurtry**



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