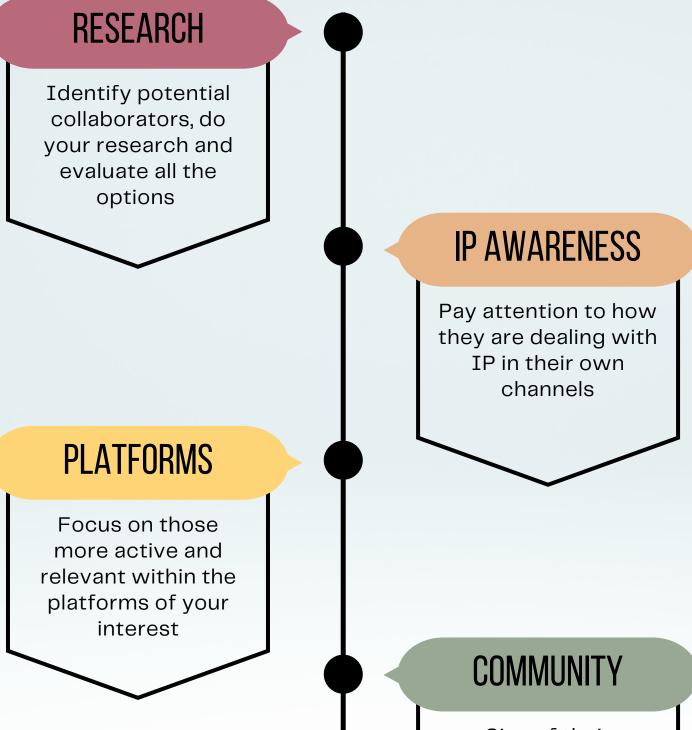


7 TAKEAWAYS WE LEARNED WHILE WORKING WITH INFLUENCERS IN IP RELATED PROJECTS



Size of their communities are less important than their profile and level of interaction

