

# Influencer Marketing: Q&A with Amanda Russell

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**Influencer Marketing is one of the hottest topics, yet most widely misunderstood, why do you think that is?**

When teaching about influencer marketing, do I focus on social media or teach it more generally including pre-social media influencer marketing?

**Does influencer marketing even work? What new metrics are being used to measure success in a campaign?**

**What kind of shelf life is there for influencer marketing? What do you see on the horizon that may be replacing the "influencer" movement?**

# How do I teach about influencer marketing theory rather than just sharing examples?

# How can my students and I stay up-to-date on the latest trends?

# Does influencer marketing only work for celebrities like the Kardashians?



**My students have a hard time understanding that influencer marketing doesn't work for every brand. How do I explain this?**

**Do you have practical lessons that I can teach my students regarding influencer marketing?**

**For those students who aren't going to work for major brands, how can I offer them practical takeaways about influencer marketing?**

# Where can I find case studies to use as examples in class?

# How do I teach about finding influencers and hitting the market well?

**When do you know which strategies to use  
(e.g. giveaways, takeovers, brand  
ambassadors) ?**

# How do you approach and build relationships with influencers?

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**What are some of the pitfalls that make an influencer relationship not as successful as it could be?**



**Are there any industry-specific tools that I should teach my students?**