

GLOBAL ENTREPRENEURSHIP & BUSINESS MANAGEMENT SUMMIT

conferenceseries LLC Ltd

April 10-11, 2019 | Toronto, Canada

ACCEPTED ABSTRACTS

BUSINESS AND ECONOMICS JOURNAL 2019, VOLUME:10 | DOI:10.4172/2151-6219-C1-003

Why influencer marketing and e-commerce are a perfect fit

Shane Barker

International Event Speaker, USA

Topics tackled in the presentation are the following:

1. What is influencer marketing
2. The roots of influencer marketing
3. How did I get into influencer marketing
4. Success story with one of my clients and how it happened
5. Types of influencer marketing campaigns that work well for e-commerce
6. Why is this reboot necessary?
7. How will we reboot our mindset?
8. How is Street Biz planning for the future?

ian@shanebarker.com