



INVERTED  
THINKERS



## The Impact of Covid-19 on Influencer Marketing

The uncertainty around Covid-19 is extreme, to the point of threatening business continuity. We need to find certainty despite the uncertainty. Statistically, brands that are optimistic towards media placements during a recession or crisis are far stronger after it's over. Right now, the human touch is needed in marketing. This is what will be needed by an audience now, in order to strengthen the existing relationship and convince them to purchase products or services later.

Stephane Rogovsky, CEO of R-Squared, and also the Chairman of the Influencer Marketing Committee at the IAB, discussed this subject at a virtual round table organised by the IAB Brand Council last week. Click the button below to view the document that summarises the topics he presented.

[Read more here](#)

**Happy to help.** If you have any questions on the current State of Influencer Marketing during Covid-19, please e-mail [Stephane](#)

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