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Influencer Marketing Tips from Digital Hollywood

Featured: Darrell D. Miller

Darrell Miller was quoted in the Social Times article "Influencer Marketing Tips from Digital Hollywood." While the full text can be found in the May 20, 2013, issue of Social Times, a synopsis is noted below.

Influencer marketing campaigns in social media leverage the voices of those closest to your customers in their social graphs. Darrell Miller shared some Influencer Marketing tips in this issue of Social Times.

Miller is noted as having “Reality Star Power” and shared the social advice below with this publication:

“The average celebrity I represent has 2 million followers. Ultimately the power of celebrity is a big influencer. Brands can instantly plug into communities that are very willing to listen, and in many cases make a purchase. Reality TV stars can bring authenticity to influencer marketing campaigns. Traditional actors spend 99% of their time reading scripts – so audiences don’t know them outside of their Hollywood portrayed personas. Reality TV stars are already getting themselves out there in a very real way, and generating an unparalleled level of buzz in the right influencer marketing campaign.