

Contents

List of contributors	ix
Introduction	xv
<i>Joyce Costello and Sevil Yesiloglu</i>	
PART 1	
Exploring influencer marketing: Ecosystems, partnerships, and selection	1
1 The influencer ecosystem and what it means to be an influencer	3
<i>Sevil Yesiloglu</i>	
2 Leveraging brand–influencer partnerships: Strategies and typologies for an effective marketing collaboration	21
<i>Ioanna Karagiorgou</i>	
3 Swipe right: Ensuring congruence in selection and recruitment of influencers	43
<i>Joyce Costello and Maisy Robertson</i>	
4 Brand and influencer partnerships: Not just for one campaign	63
<i>Ahmed Almoraish</i>	
PART 2	
Global perspectives on influencer marketing	89
5 Influencer marketing in Egypt: An exploration into generational perspectives	91
<i>Nadine Moustafa, Keith Glanfield, and Joyce Costello</i>	

CONTENTS

6	Hidden influences in Chinese streaming platforms under an algorithmic gaze: How influencers use straightbaiting and queer representation <i>Zhen Troy Chen</i>	115
7	The engaging tripods of influencer marketing, influencers, and affiliate marketing: Establishing current nexus between Nigeria and South Africa contexts <i>Rufus O. Adebayo, Udoh J. Akpan, and Adeola A. Ayodele</i>	133
8	Trendsetters unveiled: Exploring the dynamics of influencer marketing in Pakistan and India <i>Mehwish Zia Mufti</i>	151
PART 3		
	The dark side of influencer marketing	171
9	Sharenting or oversharing: Parent, children, and family influencers <i>Alexandra Ruiz-Gomez</i>	173
10	Influencers at risk: Cancel culture <i>Antje Cockrill</i>	193
11	The de-influencing movement: Will it harm or help influencer marketing? <i>Jie Sheng and Sevil Yesiloglu</i>	207
12	Artificial intelligence: Helping or harming the creative spirit <i>Kelli S. Burns</i>	227
13	Influence under siege: Safeguarding influencers from cyberthreats <i>Bobby Brooks and Joyce Costello</i>	249
PART 4		
	Ethical and future aspects of 'influencer marketing'	271
14	Villains, victims, or champions? Unmasking the polarising narratives surrounding influencers and ethics <i>Aya Aboelenien and Ai Ming Chow</i>	273
15	Virtual influencers: The new faces of fame in the metaverse and beyond <i>Aishwarya Singhal, Rodrigo Perez-Vega, and Cristina Miguel</i>	293
16	Influencer marketing: Lessons learned in the second wave and moving forward <i>Joyce Costello</i>	309
	Index	329