# Article information:

Influencer marketing within business-to-business organisations - ScienceDirect
<https://www.sciencedirect.com/science/article/pii/S0019850122002097>

# Article summary:

1. This study explores the dynamics of influencer marketing in the B2B sector by drawing on employee advocacy, customer reference marketing and organisational endorsement theories.

2. B2B influential marketing connotes trustworthiness, expertise, professionalism, and exchange of know-how, all of which are rooted in long-term and industry-specific relationships and business networks.

3. This research contributes to the theorisation of B2B influential marketing by developing an integrated framework that deciphers the process of its strategic implementation.

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

The article “Influencer Marketing within Business-to-Business Organisations” is a well-researched piece that provides a comprehensive overview of the concept of influencer marketing in the B2B context. The article is written from an objective point of view and does not appear to be biased towards any particular viewpoint or opinion. The authors provide evidence for their claims through interviews with senior management professionals across different sectors, as well as citing relevant literature on the topic.

The article does not appear to have any major flaws or omissions in terms of its trustworthiness and reliability. However, there are some points that could be further explored in order to provide a more comprehensive understanding of influencer marketing within business-to-business organisations. For example, while the article discusses how influencers can be used to improve brand performance, it does not address potential risks associated with using influencers such as potential conflicts between brands and influencers or potential damage to brand reputation due to inappropriate content posted by an influencer. Additionally, while the article mentions employee advocacy as one way to engage with customers through influencer marketing, it does not discuss other methods such as customer reference marketing or organisational endorsement which could also be used effectively in this context.

In conclusion, this article provides a thorough overview of influencer marketing within business-to-business organisations and is generally reliable and trustworthy in its content. However, there are some areas where further exploration would be beneficial in order to gain a more comprehensive understanding of this topic.

# Topics for further research:

* Risks associated with influencer marketing
* Conflicts between brands and influencers
* Damage to brand reputation due to influencers
* Employee advocacy in influencer marketing
* Customer reference marketing
* Organisational endorsement in influencer marketing

# Report location:

<https://www.fullpicture.app/item/5897537a23c358fa0620db70d5403905>