

## **Web INFLUENCERS Are All Faking A Luxe Lifestyle Using Entirely Fake Audiences**

- None of the so-called internet influencers are anything but paid fakers
- Influencers happen to have addictive faces and nothing else going for them
- Millennial kids who pay attention to influencers are too dumb to do anything else
- Most of the pretty kids on web do not realize they are just getting clicks from robot ad services in China

### **[Brands Are Cracking Down On Influencers With Fake Followers](#)**

27 Jun 2018 ... Influencers and brands have been buying fake followers for years. ... So, all you needed to do was to post some pictures, buy a couple ...

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[https://www.forbes.com/sites/tomward/2\[...\]wn-on-influencers-with-fake-followers/](https://www.forbes.com/sites/tomward/2[...]wn-on-influencers-with-fake-followers/)

### **[Are Influencers Worth Your Money? We Went Undercover to](#)**

**[...](#)**

This story appears in the March 2018 issue of Entrepreneur.  
Subscribe » I think we can all agree that it is ethically suspect to lie about the size, location, or even existence of your house.

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<https://www.entrepreneur.com/article/308694>

### **Influencers Are Faking Brand Deals - The Atlantic**

18 Dec 2018 ... "People know how much influencers charge now, and that payday is ... a 19-year- old lifestyle influencer in San Diego who sees fake ads all ...

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[https://www.theatlantic.com/technology\[...\]uencers-are-faking-brand-deals/578401/](https://www.theatlantic.com/technology[...]uencers-are-faking-brand-deals/578401/)

### **BBC - Capital - The fascinating world of Instagram's ...**

Gorgeous, popular, sought-after by brands... but these models on Instagram aren't real. They're digitally created. And to a lot of people, that doesn't matter at all.

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[http://www.bbc.com/capital/story/20180\[...\]orld-of-instagrams-virtual-celebrities](http://www.bbc.com/capital/story/20180[...]orld-of-instagrams-virtual-celebrities)

### **Influencers are faking sponsored content to gain more credibility on ...**

19 Dec 2018 ... Instagram influencers are faking sponsored posts in the hopes of building their ... which released an "influencer's

guide" that must be followed, regulations around fake sponsorships currently do not exist. ... Show all 10.

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[https://www.independent.co.uk/life-sty\[...\]ships-ad-money-followers-a8690936.html](https://www.independent.co.uk/life-sty[...]ships-ad-money-followers-a8690936.html)

## **[How to Spot Fake Instagram Followers \[Free Instagram Audit](#)**

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FREE Instagram Audit Tool [Fake Follower & Audience Credibility Checker] Take away much of your worry about the credibility of potential influencers.

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[https://influencermarketinghub.com/ins\[...\]tagram-fake-follower-bot-checker-free/](https://influencermarketinghub.com/ins[...]tagram-fake-follower-bot-checker-free/)

## **[10 Telltale Signs Your Social Media Influencers are Fake Spin Sucks](#)**

17 Jan 2018 ... Fake social media influencers are on the rise. Use these tips to ... Multiple followers in a row that all use the same username structure. Multiple ...

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<https://spinsucks.com/communication/fake-social-media-influencers/>

## **[Top Instagram Influencers Strike It Rich, Making Millions](#)**

Subscribe to our industry digest for the latest news and trends on top Instagrammers, YouTubers, bloggers, & Snapchatters!  
How Top Instagram Influencers Strike It Rich

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<http://mediakix.com/2016/03/instagram-influencers-making-money/>

### **[5 Ways To Tell If An Influencer Has Fake Followers - Scrunch Blog](#)**

But in the world of Influencer Marketing fake followers and fake engagement is a ... where we've worked out the engagement rate on all of the influencers on the ...

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[https://blog.scrunch.com/5-ways-to-tel\[...\]ll-if-an-influencer-has-fake-followers](https://blog.scrunch.com/5-ways-to-tel[...]ll-if-an-influencer-has-fake-followers)

### **[Insights - Linqia | Linqia](#)**

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<http://www.linqia.com/insights/>

### **[How to spot fake influencers - Combin Blog](#)**

15 Oct 2018 ... In order to help brands detect fake influencers right away protect the savings from being wasted on fraud, I

piled up all important factors to pay ...

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<https://blog.combin.com/how-to-spot-fake-influencers-2083b825be0e>

### **[How researching B2B influencers can deliver actionable ...](#)**

How researching B2B influencers can deliver actionable intelligence Contributor Michael Brito details how to gather and utilize information to inform a successful influencer campaign.

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[https://marketingland.com/how-research\[...\]deliver-actionable-intelligence-242490](https://marketingland.com/how-research[...]deliver-actionable-intelligence-242490)

### **[5 Ways to Spot Fake Social Media Influencers - Business News Daily](#)**

5 Nov 2018 ... But partnering with fake influencers can hurt your reputation. Here's how ... However, not all social media influencers are genuine. Rather than ...

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[https://www.businessnewsdaily.com/1112\[...\]pot-fake-social-media-influencers.html](https://www.businessnewsdaily.com/1112[...]pot-fake-social-media-influencers.html)

### **[Homeland Security to compile database of journalists ...](#)**

08/04/2018 · The work request from DHS seeks a firm that has the ability to monitor up to 290,000 global news sources; ability

to track media coverage in up to 100 languages and the ability to "track online ...

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[https://www.cbsnews.com/news/homeland-\[...\]ces-for-journalists-media-influencers/](https://www.cbsnews.com/news/homeland-[...]ces-for-journalists-media-influencers/)

## **6 Criteria to Spot Fake Influencers on Social Media - Meltwater**

17 Sep 2018 ... Brands are spending marketing budgets on fake influencers, with no real impact . How to identify fake influencers on social networks?

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<https://www.meltwater.com/me/blog/spot-fake-influencers/>

## **Celebrities Lose Millions of Fake Followers in Twitter Purge**

The internet's biggest social media influencers lost millions of followers on Twitter as the platform tackles widespread social media fraud

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<http://time.com/5337863/twitter-fake-accounts-bots-purge-celebrities/>

## **How brands can spot influencers with fake followers - Marketing Week**

12 Nov 2018 ... While they can be difficult to spot, there are certain steps all brands using influencer marketing should be

taking to help to detect fake followers.

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<https://www.marketingweek.com/2018/11/12/fake-followers-influencers/>

### **[Are Instagram stars facing a brand backlash? - BBC News](#)**

Unilever has taken a stand against 'influencers' who buy social media followers to game the system.

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<https://www.bbc.co.uk/news/business-44539536>

### **[InstaFraud: How fake Instagram 'influencers' are gaming brands for ...](#)**

18 Aug 2017 ... The stunt was to prove a point: anyone can game the system and become an Instagram influencer. All you need is money to buy enough ...

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[https://www.abc.net.au/triplej/program\[...\]rs-are-gaming-brands-for-money/8821440](https://www.abc.net.au/triplej/program[...]rs-are-gaming-brands-for-money/8821440)