

The impact of Covid-19 on influencer marketing

Issued by [Humanz](#)

19 May 2020

It's clear to anyone paying attention that the Covid-19 pandemic has affected how influencers behave and are perceived. But do you know exactly how? By doing what Humanz does best, we have analysed every single post for every single influencer in South Africa since the start of lockdown and have drawn some key learnings.



We invite you to join Pierre Cassuto (Global CMO/Africa CEO) for a FREE webinar where we unpack our findings and discuss how brands and agencies can shift their strategy to continue connecting with consumers via influencers.

All attendees will also get exclusive early access to our free updated "Influencer Marketing in South Africa Benchmarks Report."

Spaces are limited. Book your spot here: <https://event.webinarjam.com/channel/HumanzCovid19Webinar>

- " Forging the influential bridge: Where do brands intersect with real campaign success? 20 May 2024
- " Nicole Capper named Woman in Media 2024 at Woman of Stature Awards 29 Apr 2024
- " 5 tips for navigating pan-African influencer marketing campaigns 10 Apr 2024
- " Navigating the future: Trends in South African influencer marketing for 2024 1 Feb 2024
- " Generative AI and new updates from Humanz moving influencer marketing forward 24 Jul 2023

Humanz



We are a global influencer marketing and data platform that empowers content creators by connecting them with brands.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)