

Opinion leader

An [opinion leader](#) is an individual who has a significant influence on the opinions or beliefs of others within a [community](#) or market. They are often respected and trusted by their peers, and their opinions and recommendations carry weight in shaping the attitudes and behaviors of others. In marketing, opinion leaders are often sought out by [companies](#) to endorse or promote their products, as their influence can be used to increase brand awareness and drive sales. Opinion leaders can be found in a variety of industries, including entertainment, politics, and technology, and they can be identified by factors such as expertise, social network, and media presence.

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