

# Influencer Marketing

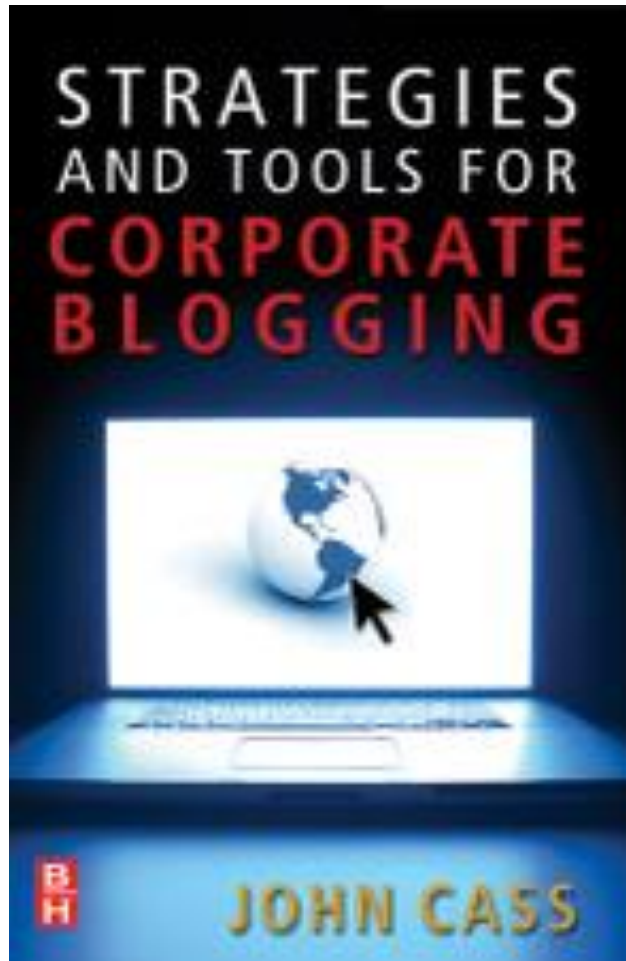
*John Cass, SVP of Marketing*

Authority Marketing

Web & Content Seminar for Search and Social



# My book and background

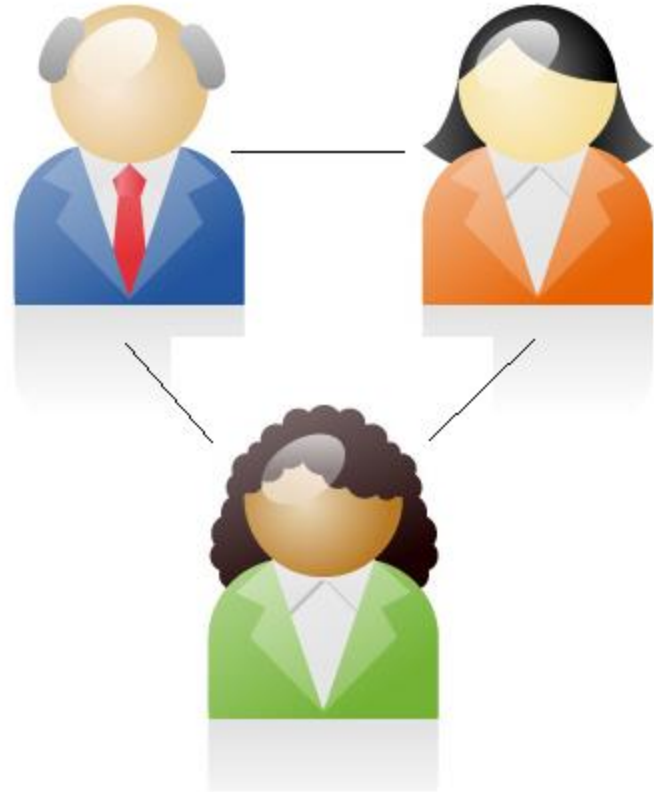


- 2003 Blogging
- 2004 First blog in the web load testing industry
- 2005 First major study on Corporate Blogging
- 2007 Book on blogging
- Online Community Management at Forrester



# What is influencer marketing?

- The process of engagement with influencers

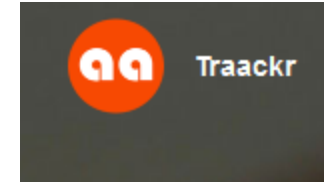


# How does this relate to authority?

- As you gain authority, your relationships with influencers will enable you to connect with their audience

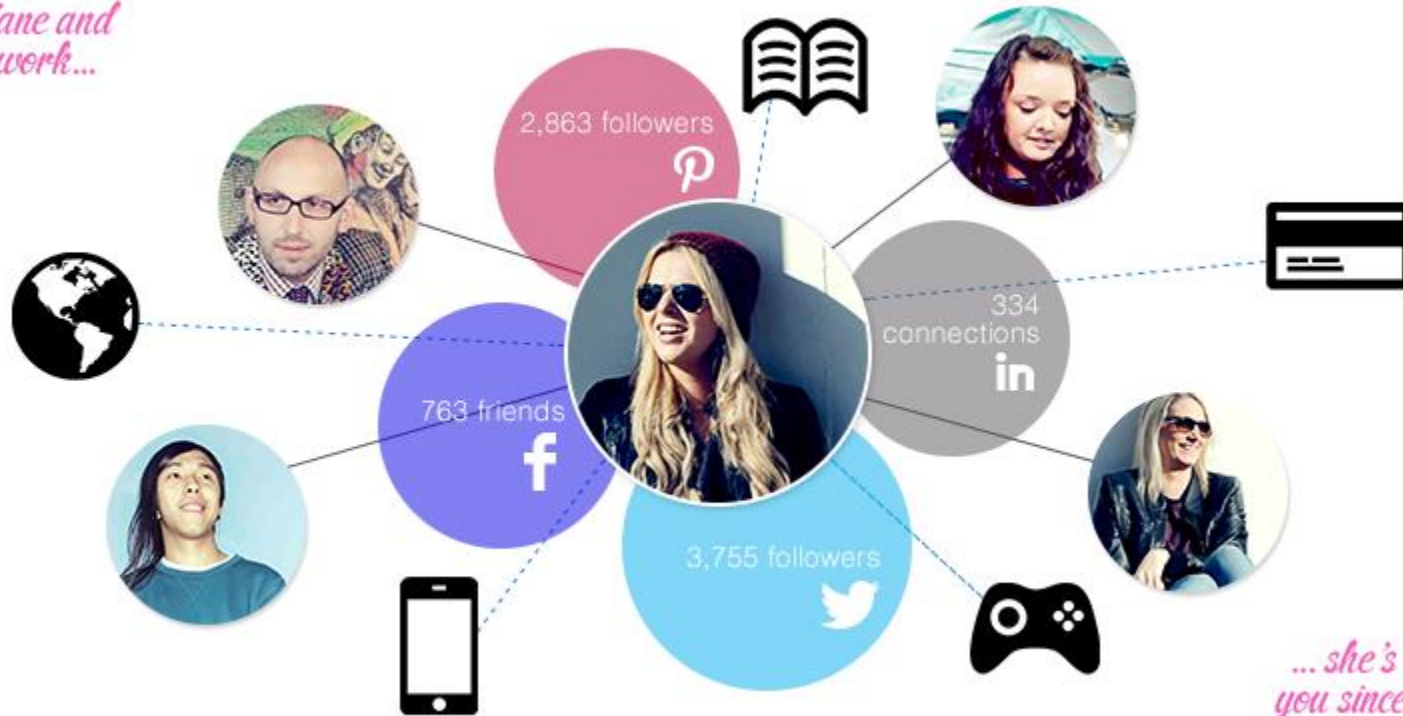


# Amazing tools for finding influencers



# PeerIndex

*Meet Jane and her network...*



*... she's been following you since January 2012.*



# Buzzsumo

content marketing












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# Follower Wonk

## Twitter Analytics: Find, Analyze, and Optimize for Social Growth

The screenshot shows the Followerwonk website interface. At the top, there's a blue header with the logo and a 'SIGN IN WITH TWITTER' button. Below the header, there are navigation tabs: 'Search Twitter Bios', 'Compare Users', 'Analyze Followers', 'Track Followers', and 'Sort Followers'. The main content area has a search bar with 'social media' entered. Below the search bar, there's a table of search results. The table has columns for 'influence', 'tweets', 'following', 'followers', and 'days old'. The results are sorted by relevance.

	influence	tweets	following	followers	days old
<b>CNN</b> @CNN Connecting you to breaking news, the biggest moments and interviews from CNN TV, and the stories and videos garnering attention on CNN.com and social media.	92	25,674	687	5,434,285	2,010
<b>HootSuite</b> @hootsuite Updates about the social media management tool which helps teams to securely engage audiences & measure results. See also: #HootSuite_Help #HootWatch & more.	85	2,521	891,388	3,251,518	1,379
<b>Tony Rocha</b> @RealTonyRocha Web Marketer, Radio & TV director, Social Media Consultant.	80	173,005	83	1,427,521	858
<b>Peter W Bruce</b> @PeterWBruce Major Brand / Celebrity Marketing Specialist, Founder of the Largest Social	85	2,181	9,706	1,208,584	304

Search on any profile data: bio, location, name, URL

Followeronk helps you explore and grow your social graph.

- Dig deeper into Twitter analytics: Who are your followers? Where are they located? When do they tweet?
- Find and connect with new influencers in your niche.
- Use super-actionable visualizations to compare your social graph to others.
- Easily share your reports with the world.

SIGN IN WITH  
TWITTER





PRODUCTS

Platform

Hootlet [↗](#)

App Directory

Mobile Apps

▶ [uberVU via Hootsuite](#)

Campaigns

# Experience deep listening across the entire social web

uberVU via Hootsuite gives you real-time data about your brand. Track influencers, stories, and trends in real time and visualize the metrics in one easy place.



# Steps to connect with influencers

- Research key influencers to target at first
- Make sure those influencers talk about topics relevant to your brand
- Retweet them
- Comment on their posts
- Connect with them on linkedin
- Share on G+



# Typical outreach process

- Find content relevant to your niche
- Find creators of the content and the sites
- Find who shared the content
- Find influencers in a topic area
- Gather extra stats on the authors and sharers to find out how authoritative they are
- Filter through the list and add them to an outreach list
- Reach out and build relationships with them.
- Co- Create content including **interviews**
- Create content that works for their channels



# Engagement calendar

- Just as you build a plan for content – Build a plan for engagement with influencers
- Track the success of the engagement
- Does the influencer engage you back, do they share the content with their audience
- If your engagement produces results does the connection with the influencer's audience produce conversions over time? If not you may have to rethink your engagement tactics



# Co-create content

## Steps for co creation success

1. Define goals
2. Select topics
3. Find and recruit influencers
4. Co create content
5. Inspire promotion and participation
6. Track results



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Posted by [Rick Short](#) on Monday, February 1, 2010

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How to handle social media

**Contact Rick Short**  
+1.315.381.7554  
[rshort@indium.com](mailto:rshort@indium.com)

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# Supporting Subject Matter Experts

- It's tough for SME's to find the time to engage
- Cluetrain Manifesto – Want conversation but in reality they don't have the time
- Use this process to support your SME's
  - Listen – 1) Keywords 2) Topics 3) Influencers
  - Triage
  - Quality Control
- It's less about volume and more about quality.. You can adjust to meet your resources



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# It's not just about one influencer...

- You are not just interacting with one influencer at a time, but rather a community of influencers
- 20 bloggers writing about one topic can quickly dominate a fortune 500 company's rankings

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-STEVE JOBS

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 **RE: CX focus for 2015**  
By: [Lynn Hunsaker](#), 7 hours ago  
Posted in: [CXPA Open Forum](#)  
Good question, Nancy. I believe 2015 will be the year of Customer Experience Enablement, acting...

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 **HARNESSING THE VOICE OF EMPLOYEES TO IMPROVE CUSTOMER EXPERIENCE**  
By: [Randall Brandt](#), 12 days ago  
This is the first of several blogs in which I will...



# What content influences?

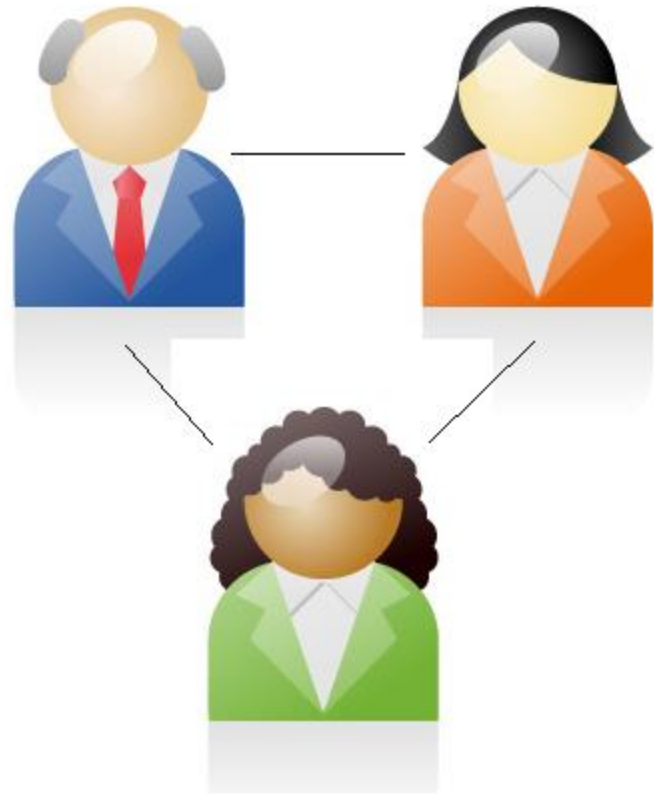
- **Feature Articles** – Must have some depth
- **Social Content** – Include other influencer's opinions  
Chris Brogan's Twebinar comes to mind
- **Round Up's** – Quick, easy, but require you also to give your opinion
- **Face-to-Face** – Events and conferences, if you don't meet people regularly they will not really get to know you
- **Content Optimization** – Leverage content across different channels – have a plan to take one piece and push it across different channels





# Building Authority Through Influencers

- If you want to be an authority you have to understand how to market to influencers
- Support for SMEs is often the only way you are going to make scarce resources produce results



# Takeaways

1. Influencer marketing is the process of marketing to people who have authority and influence in their community
2. Tools for finding influencers include: PeerIndex, FollowerWonk, Klout.com
3. You can connect with influencers by following them in social media, or co-creating content
4. Build an engagement calendar to management scarce resources and know who you need to contact
5. SMEs need support, 3 steps to supporting them include 1) Listen 2) Triage 3) Quality Control
6. It's not just about marketing to one influencer but whole communities such as the Knot.
7. Co-create content with influencers and some additional ideas for creating content with influencers



# Resources

[Buzzsumo.com](http://Buzzsumo.com)  
[Followerwonk.com](http://Followerwonk.com)  
[PeerIndex.com](http://PeerIndex.com)  
[Klout.com](http://Klout.com)



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