THE COMPLETE GUIDE TO INDUSTRY & B2B INFLUENCER MARKETING



WRITTEN BY:

ALICIA RUSSELL & TIM WILLIAMS

onalytica

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INTRODUCTION & BACKGROUND

Introducing Influencer Marketing with thought leadership and story telling at its core.



Research shows that trust in companies, ads, and brands has declined for 10 consecutive years. Who do people trust? Each other. Influencers aren't just business leaders or technical experts. They are seen as trusted friends. There is no better way to cut through the information density of content shock than with the clear, passionate voice of a trusted friend.

Mark Schaefer, Keynote Speaker & Author of "Marketing Rebellion: The Most Human Company Wins"

Influencer Marketing is now at a point where we no longer feel the need to explain why it is important. Despite the Fyre Festival saga and there always being *yet* another Influencer scandal around B2C product advertising, Influencer Marketing is going from strength to strength and has become an integral strategy for Industry and B2B Marketing.

Influencer Marketing was voted the 2nd most important trend for B2B Marketing according to research released by Raconteur in July 2019 interviewing 214 senior B2B Marketers across North America and Europe. (This is on a par with AI with Personalisation, the leading trend).

Add to this that WOMM (Word of Mouth Marketing) has been around for as long as humans have. When we have a positive or negative experience with a brand, we are inclined to share that with our peers. WOMM results in 5x more sales than paid media and people are 90% more likely to make a purchase based on a friend's recommendation.

Influencer Marketing is no longer the "nice to have", but rather the "must have" strategy. As we approach 2020 the conversations have moved on from whether to invest in Influencer Marketing, to how much to invest.

Despite a wide adoption in many industries such as Tech, Finance, Healthcare, Environment, Energy and Retail most brands and Influencers are however still experimenting and exploring how to create, manage and deliver successful Influencer programs.

There are still no industry-recognised frameworks or rules to abide by, meaning the industry resembles the wild west when it comes to brand-Influencer partnerships.

This playbook, contributed to by over 250 of the leading global experts and industry Influencers, gives you a practical step-by-step guide to run best-practice programs. It is relevant to B2B and B2C marketers looking to put thought leadership and storytelling at the heart of their Influencer Marketing journey.

The mission of this playbook is to help you address the following challenges that marketers face today:

1. Trust in brands and logos is on a continuous decline. Brands need to constantly **reinvent** themselves

2. Lack of offline & social media **awareness** and **engagement** around thought leadership themes

3. Unable to reach certain **audiences** through traditional broadcast marketing, PR & comms

4. Brand content is too **self-serving**, **uninspiring** and not performing well in driving awareness or demand generation

5. Advertising's effectiveness is declining and becoming more and more restricted to the **top of the funnel**

6. Over-reliance on **paid social** to reach target audiences

7. **Internal Subject Matter Experts (employees)** either have no social media profiles or are not seen as thought leaders in the marketplace

8. Lack of brand **consideration** and poor **pipeline conversion**

If you're a marketer wanting to gain back trust, educate your target audience, improve your brand's reputation online and/or increase demand generation, this guide is for you.

1.1 The 5 Key Stages of Influencer Marketing

The process of an Influencer Marketing program is simple enough and can be broken down into the following stages:

1) **Discover** – discovering and ranking topically relevant Influencers

2) **Insights** – understanding the Influencer community, selecting engagement targets and benchmarking your current awareness and engagement with the Influencer community

3) **Activation** – developing relationships with your engagement targets and creating Influencer-generated content

4) **Management** – managing your Influencer program & connecting the program with other marketing activities

5) **Measurement** – measuring the results and ROI to report back to senior management, and to scale up your program

At each stage there are various key questions to ask to ensure you are structuring your program in the best way.

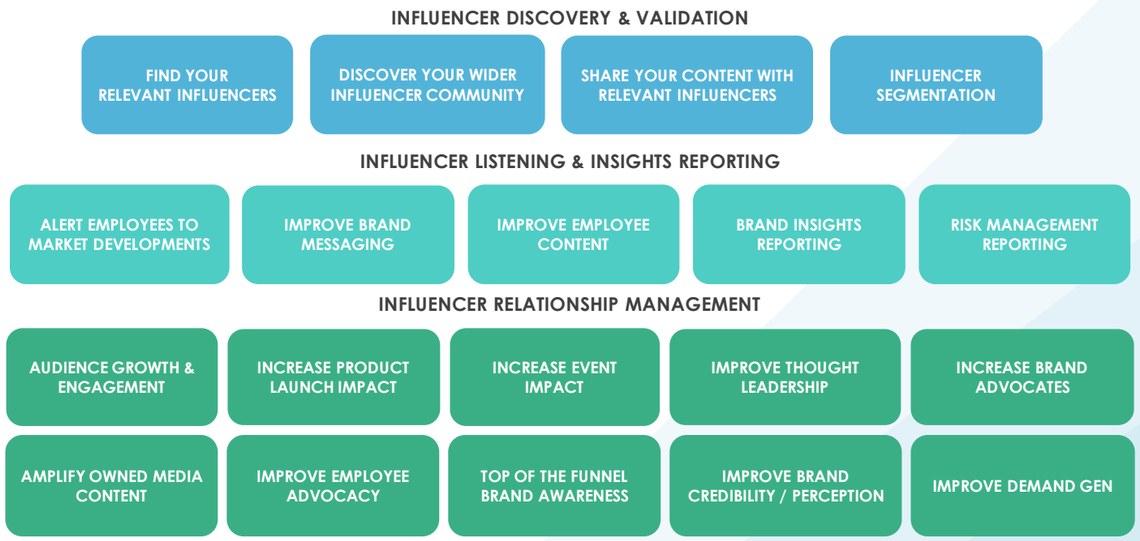


1.2 What is your main Influencer Marketing use case and program focus?

There are many use cases for discovering and engaging Influencers across your organization in marketing and communications.

Not everyone has the budget to start an "Influencer program" and so you can kick off your Influencer journey in pilot mode or choose to power an existing use case.

In the graphic below there are multiple use cases that are relevant to Business-As-Usual (BAU) activity:



Discovery & Validation is all about identifying who is out there.

Listening & Insights Reporting enables you to understand your current brand awareness and perception within the Influencer community as well as helping to align your brand and employee content on social to the hot topics of the industry.

The above two focus areas work really well even if you are not yet considering or planning on engaging the Influencers and would like to first go into listening mode.

Influencer Relationship Management is when the real engagement happens and your program is in activation mode to help drive business outcomes.

1. **Improving Brand Awareness** – creating thought leadership content with Influencers around innovation & challenges in the industry to increase awareness and drive consideration with target audiences

2. **Fast-tracking Perception Change** – engaging and leveraging Influencers' level of trust within the marketplace to help shape brand perception as brand messaging continues to evolve

3. **Increasing Demand Generation** – partnering with Influencers to generate real demand for products, services or solutions, rather than relying on expensive paid search or PPC campaigns to generate leads. Customers not clicks!

4. **Reaching New Audiences** – Partnering with Influencers to engage and activate hard-to-



Tweet this

There are very few short cuts in digital marketing. Raising your Domain Authority takes time. Growing an email list takes time. Building a social following takes time. But Influencer Marketing is a giant short cut. It's just a much faster way to reach an audience.

Andy Crestodina, CMO & Co-Founder, Orbit Media



JIM MAROUS

Named as one of the most influential people in banking and a top 5 financial services and artificial intelligence Influencer to follow, Jim Marous is an internationally recognized industry futurist, co-publisher of The Financial Brand and the owner and publisher of the Digital Banking Report.

Follow Jim:

Full Interview >

How did you become an expert?

I started my career as a banker out of college, and after 15 years I served as a strategic consultant for various direct and digital marketing agencies serving the banking industry. For the past 10 years, I have been writing about retail banking innovation, technology, marketing, customer experience and digital transformation.

What topic areas are you most passionate about?

At this time, I am most passionate about digital banking transformation and the need for leadership and culture to adjust to the new digital realities. Despite the needs for embracing technology, the biggest challenge today is not in finding digital solutions, but with having the leadership and culture needed to become a digital bank.

What are your passions outside of work?

Most of my passions outside of work are related to the sports career of my son, who is a lacrosse player at the university level. Personally, I am focused on a wellness journey I began late in 2018, where I have adjusted many of my nutrition and physical behaviors. Part of this journey has been the focus on exercise that includes fitness classes and an increasing number of bike

rides. I also focus on extending all of my visits to countries outside the US to include cultural immersion through tours and private events.

How would you describe your offline influence?

While there is a lot of attention paid to online social media influence, much of my impact is made through my regular writings for The Financial Brand and the research I conduct with the Digital Banking Report. I have also just introduced a new podcast series, Banking Transformed, where I interview global business leaders about the impact of digital transformation across all industries. Finally, I am fortunate enough to travel globally to meet with groups from 10 to 10,000, presenting on how digital technology is changing the way we do business and serve consumers. In 2019, I will have close to 50 of these meetings, where I dig deeper into the opportunities and challenges in the future.

If a brand wanted to work with you, what offline & online activities would you be more interested in?

Because of my ongoing writing and report publishing, I am somewhat limited as to outside engagements I can handle. That said, I enjoy the opportunity to engage through small and large meetings to impact the way companies, organizations and individuals can embrace change, take risks and disrupt themselves.

JIM'S INFLUENCERS


@rshevlin


@BrettKing


@Chris_Skinner


@JPNicols


Jeffry Pilcher


@briansolis


@mikewalsh


@garyvee

COLLABORATION OPPORTUNITIES

- **Providing a quote for content or news article**
- **Speaking at an event as a keynote speaker**
- **Co-create long for content (Blogs, eBooks & research)**
- **Podcasts, videos, webinars or online chats**

BUILD YOUR BUSINESS CASE

Learn how to write a concise, yet thorough business case that is going to speak the language of the boardroom.

Writing a concise yet thorough business case is of paramount importance when you need to get internal buy-in and sign off. This is especially true for a relatively new and often misunderstood strategy such as Influencer Marketing. Within B2B Senior Management, Influencer Marketing is often confused with how B2C brands leverage Influencers as a stream of advertising. The Influencer Marketing that we are going to be talking about throughout this guide is a long-term strategy with organic, authentic relationships & partnerships at its core.

When it comes to getting sign off and writing a business case, you need to speak the language of the boardroom. You must understand the problems and / or the objectives that your organization is working towards and understand how Influencer Marketing fits into the picture. You need to position Influencer Marketing as a no-brainer when it comes to achieving company objectives and create a sense of urgency to do it *now*; not only focusing on what you seek to *gain* in doing it, but also what you're at risk of *losing* if you don't.

The key with writing an effective business case is to always refer back to what your business cares about and to let the stats do the talking.

Below we'll take you through the main points you need to cover off when you're in a sign off meeting with your boss, or if you're drafting a written business case.

We've even included a pre-populated email template for you.

BUSINESS CASE TEMPLATE

PROBLEM: What problem are you facing as a marketing team and a business?

Example: "our content is not delivering in terms of lead generation."

IMPACT: What is the extent of the problem? What solutions have you tried? Have they worked?

Example: "we have had to increase our paid media spend from _____ to _____, in order to hit _____site traffic goals and clicks to website, but this has not resulted in increased lead generation."

SOLUTION: How is Influencer Marketing going to help solve your problem and drive your business objectives? Reference stats as much as you can.

Email your boss your business case

Example: "Influencer Marketing is a proven strategy to reach and influence our target audience in a more cost-effective way, with 82% of consumers being likely to follow an Influencer recommendation.

Through engaging with industry Influencers we will create more credible and inspiring content that will drive 2 x the amount of views and quality downloads and enable us to reduce our reliance on paid media and search."

COMPETITORS: Who out of your competitors are doing Influencer Marketing? Which Influencers are they engaging with?

Example: "Many / all of our competitors are engaging Influencers such as ___ , ___ and ___ who are now creating content for them. This content is driving much more organic engagement and credibility with our target audience."

SUCCESS KPIs: What is the immediate return that you can show your boss?

Example: "With our upcoming research report and podcast we are targeting _____ views and downloads to prove the concept of working with a handful of Influencers."

LONG-TERM PROGRAM VISION: What is your vision beyond proving the value of Influencer Marketing?

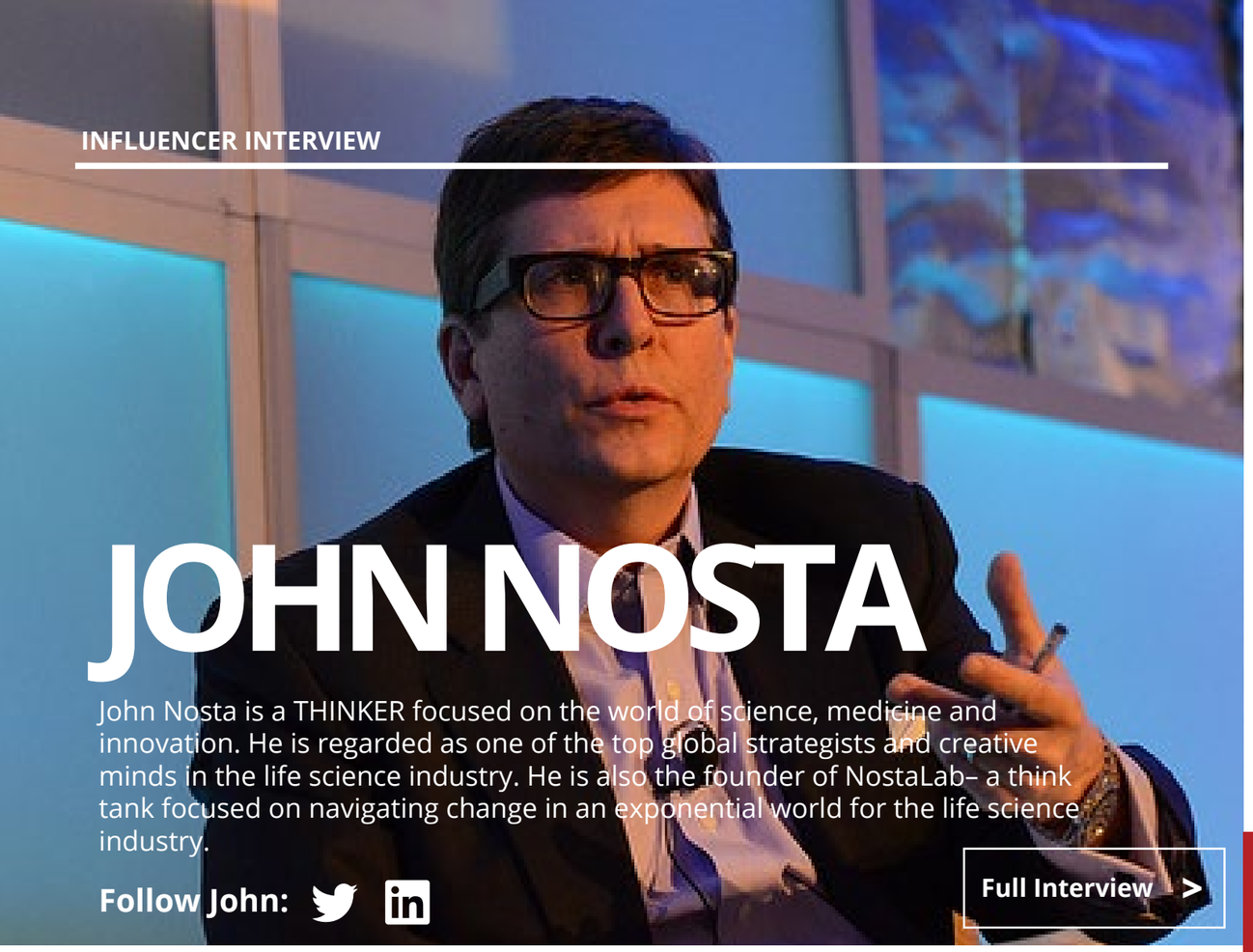
Example: "I would like us to develop relationships with the leading industry Influencers and develop 10 brand advocates by the end of the year."



The context for Influencer Marketing is that we are tuning out the product messages and communications directly from brands. We don't want or trust promotional branded content or ads. Influencer Marketing is really one super important aspect of the future of marketing (along with storytelling and employee activation).

Michael Brenner, CEO, Author & Keynote Speaker, Marketing Insider Group

onalytica



JOHN NOSTA

John Nosta is a THINKER focused on the world of science, medicine and innovation. He is regarded as one of the top global strategists and creative minds in the life science industry. He is also the founder of NostaLab– a think tank focused on navigating change in an exponential world for the life science industry.

Follow John:

Full Interview >

How did you become an expert?

My background is in science and marketing. Early in my education, I was a research associate at Harvard Medical School and studied cardiovascular medicine. However, I felt that medicine wasn't right for me and looked in more "creative ventures". That's where my science training intersected with marketing. I never looked back. My level of health tech expertise really resulted in this new ability to be "bilingual"— to speak both medicine and marketing. This is a skill that has worked to differentiate my career and build my business.

What topic areas are you most passionate about?

The single most important area for me is data. And I guess you can say "big data" as a more accurate reflection of what's going on. Just like Gutenberg and Google, data and knowledge have become game-changing power that is in the hands of everyone—from patients to clinicians. Big data is emerging as the third window into humanity following the microscope and telescope. This will have a tremendous impact on society and will actually advance human evolution. Similarly, clinical practice will advance to new and amazing levels of accuracy. While big data will be at the heart of this, other central advances will play a synergistic role in bringing data to life. Of course, central to this will be artificial intelligence. AI will be the tool to transform

the big data tsunami into practical applications. Along the road, there will be bumps, as insights and revelations will shock humanity to its very core, but in the final analysis, AI and big data will emerge as a defining aspect of humanity and the practice of medicine.

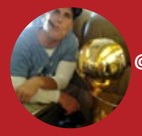
Another key area will be the role of very early diagnosis—stage zero disease. We will see that prevention (by old-school tactics like diet and exercise) will give way to early detection and treatment at a sub-clinical level. Further, the idea of biological regeneration will add another key dimension to this concept. Just as we have "check engine lights" for our car, we will see "check body lights" that drive interventions.

Interestingly, with advances in areas like stem cells science, we will drive repair and recovery that will advance life expansion and extension.

Which brands or products stand out to you in HealthTech?

I'm a big fan of AliveCor. I believe that Dave Albert and the team have leveraged sound clinical medicine and validation to create a product that fills a key marketplace need. I'm also a big fan of telemedicine—in a more abstract way. Companies like MDLive are building the technological infrastructure to truly disrupt medicine.

JOHN'S INFLUENCERS


@mcuban


@ValaAfshar


@johnsculley


@CMichael Gibson


@TonyRobbins



@harvardmed


@Peter Diamandis


@daniel_kraft

COLLABORATION OPPORTUNITIES

" The biggest role I can see playing is helping companies think. I don't want to be your advertising agency or PR firm. I want to make them better my leveraging my insights in this marketplace as an active participant. From strategy to tactics, I'm interested in providing solutions that make the competition cry foul! "

CREATE YOUR STRATEGY

Create your end-to-end Influencer Marketing Strategy in 5 minutes.

This stage is absolutely crucial and will help you shape your program focus and investment into achieving your desired outcomes.

Creating an influencer program without setting targets and a robust measurement framework risks having siloed campaigns without tracking overall business impact. Too often marketers engage with influencers without defining what the end goal is. Building relationships is a means to an end and you have to understand what your long-term objectives are to ensure your influencer partnerships are delivering value to your business. Influencer marketing should contribute to achieving overarching business objectives and it is important to document both short-term objectives and your long-term program vision. Here is a quick model to enable you to create a short-term campaign strategy which is high level and will get you up and running.

3.1 How to build your strategy

Step 1 - Outlining your main objective:

This is likely to differ depending on if you're a B2B marketer or B2C marketer and also which department you're in. You may even find that you have multiple objectives that fit in with the below; in this case, we recommend that you pick the one that is easiest to measure in order to be able to effectively prove success to your senior management team to secure buy-in.

- **Brand Awareness & Perception** - Gain visibility with your target audience through Influencers
- **Employee Advocacy** - Market your brand through the authentic voice of your employees
- **Account Based Marketing (ABM)** - Target your key accounts by combining social selling & Influencer Marketing
- **Demand Gen** - Drive new business by collaborating with the right Influencers
- **Event Impact** - Give your event major amplification on social media
- **Issue Tracking & Brand Reputation** - Work with Influencers to manage your brand reputation

Step 2 - Defining your KPIs:

Now that you have outlined your main objective, what main KPI is most important to your business? This enables you to effectively benchmark your current performance before you start your Influencer program, and to regularly measure your performance on a monthly, quarterly and annual basis.

Brand Awareness & Perception	Volume of influencer brand posts Brand share of voice vs competitors Influencer Brand Posts (on key topics) Brand Influencer Reach Audience Social Engagement Site traffic
Employee Advocacy	Volume of influencer brand posts Brand share of voice vs competitors Number of influencers engaged by employees Numbers of influencer & employee interactions Audience social engagement Site traffic
Account Based Marketing	Volume of influencer brand posts Brand share of voice vs competitors Influencer brand posts (on key topics) Influencer shares of brand content Audience social engagement Site Traffic
Demand Gen	Volume of influencer brand posts (Gated content) Brand share of voice vs competitors Influencer shares of dated brand content Audience Social engagement Site traffic Content views / downloads
Event Impact	Volume of influencer brand posts Brand share of Voice vs Competitors Total reach of influencer brand posts Brand key topic association trend Influencer brand posts (on key topics only) Influencer shares of event content
Issue tracking & brand reputation	Volume of influencer brand posts Brand share of voice vs competitors Total reach of influencer brand posts Audience social engagement Influencer positive reputation driver brand posts Influencer brand posts key message penetration

Step 3 - Describing your perfect Influencer

Now that you're clear on what you're aiming to achieve with your Influencer program, you can start describing what your perfect Influencer will look like. Some key areas to consider are:

Expertise – Which topics should the Influencer be knowledgeable about? *Example: healthcare, fintech or digital transformation*

Audience – Who do you want to reach with your campaigns? Which networks are best to reach that audience? *Example: C-Suite, Managers, doctors, teachers, academics, journalists, policy makers, millennials*

Location – Where is your target audience located? *Example: by country, region or even city (if applicable e.g. a local event)*

Channel – Which channels are most important to reaching your target audience? *Example: Twitter, LinkedIn, Facebook, Instagram, Blogs, YouTube*



The definition of an Influencer has evolved massively, especially in B2B. To us at SAP, an Influencer can be anyone external or internal to your organization that influences behaviour – that includes your customers and employees.

Amisha Gandhi , Vice President, Influencer Marketing & Communications, SAP

We will go into more depth around identifying your Influencers in section 4.

Step 4: Selecting your engagement tactic

Now that you have an idea of the kinds of Influencers that are perfect for your brand, you need to plan ways that you can collaborate with them. When deciding on this, you need to

consider who the Influencer is and what will be aligned to their interests and expertise, but also what existing opportunities you already have in your marketing and communications calendars.

Tip: What do you want to work with Influencers on? Some Influencers are great for speaking at your event, others will prefer to write a blog, while some can amplify your content to a large audience.

Some things to consider when you pick an engagement tactic:

Is this something you can deliver in your own department? Or will you have to liaise with other teams? Is this something you're already doing, or will you need to secure additional resource? Will you be able to measure the impact Influencers have on your desired KPI?

Example engagement tactics:

- Influencer keynote or panel
- Tweet-up with 2-5 Influencers
- VIP lunch / dinner with Senior Execs
- Q&A Influencer video interview
- Round-table customer event
- Industry round-up blog post with Influencer quotes
- Blog incorporating Influencer quotes
- Influencer interview in person or in video
- Thought leadership podcast / webinar
- Influencer promotion of report
- Online chat or Q&A with 2-3 Influencers
- Social media amplification campaign
- Employee social media engagement with Influencer content
- Co-creation of content with employees
- Employee posts tagging Influencers
- Interactive eBook
- Infographic



When we look at the word collaboration or the most successful collaborations that we've ever seen, it is always a case of being mutually beneficial. Where both parties, or multiple parties are collaborating and not only feel like they are getting something out of it, but they also feel equally a part of the of the strategy, process and execution.

Brian Fanzo, Keynote Speaker, iSocialFanz

In section 5 we will go into more detail about how you can effectively engage Influencers.

3.2 Building skills in-house

A question on many marketers' lips is: "who do we need to hire to make our program a success?". Starting an Influencer Marketing program doesn't mean you have to hire a new team; you'll just have to develop and build upon your skill-sets as a team. If anything, there shouldn't be one role dedicated to Influencer Marketing, but rather, every marketer should adapt their skill-set in order to leverage Influencers to complement all marketing activities. The 5 key skills required for a successful Influencer marketer are:

1) Relationship Building & Networking both online and offline - It is imperative to be able to build organic and authentic relationships with the key Influencers that have an impact on your industry and who are influencing your target audience.

2) Content Creation & Design – in a time of content overload, it is now more important than ever to grab your target audience's attention quickly. The way to do this? Visually compelling, exciting and inspiring content. Whether it is video or an infographic, make sure that you're developing your team's content and design skills. Another thing to note here is that there's no such thing as content that's too long, just too boring. The art of the written word is not lost, you just need to make sure you're providing real value – something that Influencers are great at supplementing.

3) Content Curation – creating great content is one thing, but amplifying the content and driving impact is another. You need to make sure that you're able to effectively connect the dots when it comes to integrating your Influencer-generated content into your social media scheduling tool, employee advocacy tools or your customer/client nurturing programs.

4) Social Media Acumen – each social media channel is different from the last in terms of its algorithm and the culture. Your team must be savvy when it comes to understanding how the platform works so that they can effectively tailor content length, messaging and Influencer activation in order to drive the most engagement and impact.

5) Analytics & Measurement – this part comes down to measuring what matters rather than measuring what you can; the hardest things to measure are often the most important. It is important to develop the skills to connect the dots and be able to link metrics such as social media shares and engagement back to your wider marketing and business objectives.

For a bite-size video on the above, click below.



Build your strategy in 5 mins!

THEODORA LAU

A speaker, writer, and advisor, whose work seeks to spark innovation to improve consumer financial well-being and health. As founder of Unconventional Ventures, she focuses on developing and growing an ecosystem of financial institutions, corporates, entrepreneurs, and venture capitalists to better address the unmet needs of consumers (e.g. older adults), with keen interests in women and minority founders.

Follow Theo:

Video Interview

How did you become an expert?

Through my work with a local non-profit a few years ago, I started exploring the start-up ecosystem for technology solutions around ageing population, and the challenges faced by "minority" entrepreneurs that are not based in the major hubs. I was also writing and speaking more – and eventually started Unconventional Ventures with my co-founder Bradley Leimer to pursue our mutual interests in creating a more equitable society and to make banking better. I have also started a weekly blog (distributed by Irish Tech News), and continue to contribute regularly to various industry publications and corporates, along with a podcast (Rhetoriq) on longevity and fintech innovation.

What topic areas are you most passionate about?

I am most passionate about solutions that can improve well-being of the society, especially those that are under-served (women, gig workers, older adults). I believe technology should be age-agnostic – and there are lots of opportunities that can be well-served by advances in technology, including leveraging AI and advanced analytics for wealth management, personal finance management, and financial care-giving. Voice technology is also another area I am closely following – it is a solution that has great potential in bringing communities

closer together and preventing isolation for older adults.

What are your passions outside of work?

Reading, running, and fine dining.

How would you describe your offline influence?

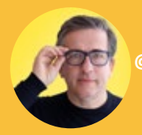
I am an advisor for two FinTech startups: Bond and Envel. I have been engaged in multiple paid projects for the past few years. I speak regularly at industry events, including Milken Global Conference, MIT Tech Review, Money20/20, Finovate, and Source Media. I am also a regular contributor to publications such as American Banker, Financial Brand, and FinTech Futures. Aside from our own podcast on Rhetoriq, I also join in the Breaking Banks podcast from time to time. I collaborate with various brands including Adobe, IBM, Capgemini, Oracle, and Salesforce on special events and topics around AI and Future of Work.

What brands have you worked with?

Corporates include Adobe, Oracle, AARP, Capgemini, IBM, Mercer, PwC, and BAI.

I have also worked with incubators including Plug and Play, Village Capital, and Startupbootcamp.

THEO'S INFLUENCERS


@SpirosMargaris


@leimer


@JimMarous


@BrettKing


@Chris_Skinner


@guzmand


@kaifulee


@Kasparov63yuval

COLLABORATION OPPORTUNITIES

- **Providing a quote for content or news article**
- **Speaking at an event as a keynote speaker**
- **Co-Create long for content (Blogs, eBooks & research)**
- **Podcasts, videos, webinars or online chats**

IDENTIFY YOUR INFLUENCERS

Define and identify Influencers for your program that are perfect for your brand and objectives

4.1 What do we mean when we say “Influencer”?

When most hear the term “Influencer” they will immediately think of high-profile celebrities with lots of Instagram followers.

This is because, we have fallen into the habit of interpreting “influence” as a noun rather than a verb; when we talk about “influence”, we’re referring to the ability to impact a decision or a behaviour – something that anyone is capable of doing.



The biggest problem is still confusing influence and audience. Influence means you can drive behavior. A large following doesn’t equate to behavior change in every case.

Jay Baer, Founder, Convince & Convert

Therefore, Influencers come in all shapes and sizes. The main types of Influencers are:





An Influencer can be defined as an individual who is NOT a journalist, analyst or politician and who influences a decision or change in behavior with your target audience

Tim Williams, CEO, Onalytica

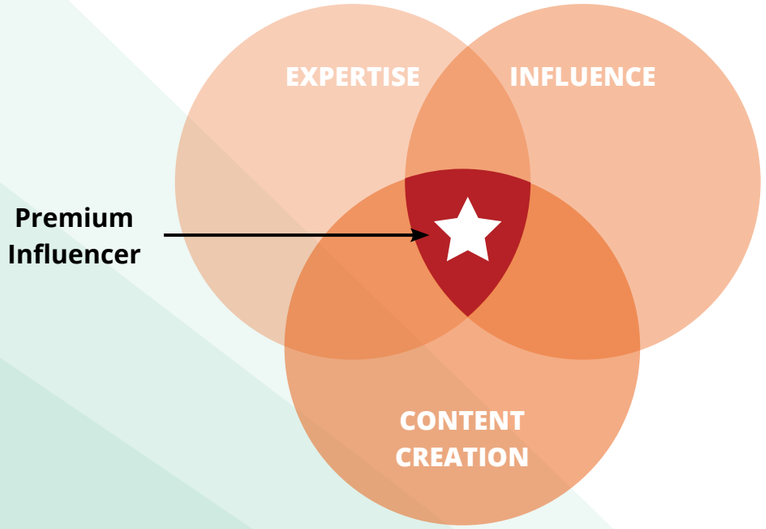
1) INITIAL SELECTION CRITERIA

When identifying Influencers it is very easy to get caught up in follower numbers and post engagements. While these are important, when it comes to identifying the perfect Influencers, it is important to initially analyze Influencers In 3 core areas:

Expertise: Their level of expertise on the topic(s) that matter to your brand and are relevant to the content that you're producing now and in the future. This Is best measured by their topical authority within the industry.

Influence: Their level of influence - how much of an impact they are having within the industry. Follower numbers and engagements are considered here. See the next section for more on calculating "Influence".

Content creation: How much content they are creating on the relevant topic(s). Or are they just sharing and amplifying content?



While it is possible to identify Influencers that fit 100% of the criteria, you will likely pay a premium for this kind of Influencer as they are in demand by many other brands . Generally speaking, the rule of thumb is that you should aim to work with Influencers that fit a minimum of two out of the three. Some examples:

An Influencer that is an expert in their area and is producing a lot of content but has a

relatively small audience and level of influence compared to others.

An Influencer that is one of the top experts in their space with lots of influence over the market, but they're not necessarily producing lots of content.

An Influencer that is pushing out lots of industry content causing an impact in the market, but they're not necessarily the leading expert in the space.

Knowing which two out of the three your Influencers should fill ultimately comes down to your objective and what value you can offer the Influencer.

At this stage you should have a long list of potential community Influencers to work with that can be tracked as part of a social listening exercise. Some of these Influencers will never actively be engaged by your brand, but can continue to be tracked and listened to map the community, align your content planning with hot topics and measure your brand awareness and engagement compared to competitors.



Peers and experts have buyer attention over brands and it is more important now than ever for marketers to find ways to become part of this new "circle of trust". Like few other marketing tactics, Influencer Marketing provides an effective way for companies to partner with the credible experts that have the attention and trust of customers.

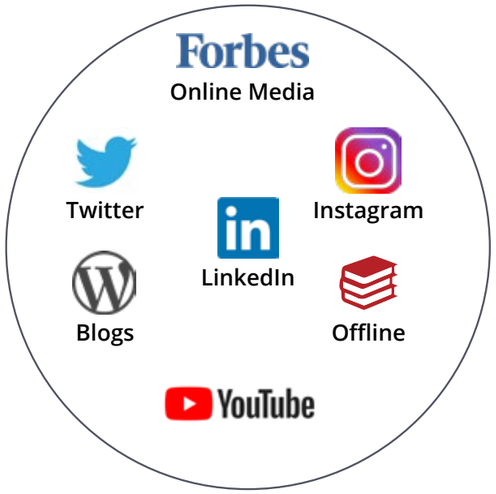
Lee Odden, CEO, TopRank Marketing

2) YOUR CHANNEL FOCUS

Once you have your Influencer short-list, you now need to understand which social media channels the Influencers are focused on and if these are in-line with your program activity.

For example, if your Influencer community and target audience are predominantly on Twitter, and you're looking to do a Twitter chat led by Influencers, then an Instagram Influencer would

not be best-fit. If you're looking to have a wider impact on the media agenda, then you may choose to engage Influencers whose focus is on writing influential blogs and for online media such as Forbes



3) ARE YOU REACHING THE RIGHT AUDIENCE?

Once you have identified Influencers that fit 2/3 out of your criteria that are on the right social platforms, you can start to dig down deeper into the Influencer profiles to really understand their audience, to ultimately confirm that you're reaching the right kind of people through that Influencer.



Role
The Influencer's day job to gather which audience(s) they have credibility with

Topical Authority
How authoritative is the Influencer on relevant topics?

Size of network
Total number of followers, readers & subscribers

Demographics
Does the Influencer's audience fit within your target demographics?

Region
Where the Influencer is based to gather where their audience are based

Influencer community
Where does the Influencer sit within the wider Influencer community?

4) HOW WELL ALIGNED IS THE INFLUENCER?

Now that you're confident you're reaching your target audience through your Influencer, it is advisable to carry out more qualitative analysis to ensure that the Influencer is aligned with your brand.

This is especially important when looking to develop long-term relationships as the Influencers you select will help you shape your brand reputation.

Brand values
Do they stand for the same things?

Trust
Are they well trusted by their target audience?

Personality
Is their personality & tone of voice aligned?

Reliability
How reliable are they deemed to be?

Experience
Is their experience relevant?

Reputation
Do they have a positive reputation in the marketplace?

Existing relationships
Are they working with your brand, competitors or partners?

5) SELECTING YOUR KEY TARGETS

Now that you have a full understanding of the Influencer's level of influence, reach and alignment, you can then categorize your influential experts into 6 personas which will largely dictate how you engage them and whether it Is on an organic or paid basis .

Social Media Amplifier
Community Influencers who curate and share other people's content

Niche Content Creator
People who can be engaged without payment and creating original content on social media

Professional
Pay-to-play Influencers who work independently and mostly self-employed

Event Speaker
Authoritative, experienced and inspiring speakers

Industry Practitioner
People who have the experience and the knowledge in how to apply solutions to industry

Industy KOL
Small number of industry thought leaders influencing the media and analysts

4.2 Calculating influence

Influence comes in all shapes and sizes. The key is to identify the external influencers who are not your stakeholders, not currently managed by other departments and can independently influence your target audience. Quantitative metrics include:

Relevance

How often the Influencer has posted **on the topic** in the last 12 months

What proportion of their content is focused **on the topic** in the last 12 months

Resonance

Average number of **engagements** the Influencer has had on their on-topic posts

Reference

Peer-validated authority metric that looks at how often other relevant Influencers are referencing them on a specific topic

Reach

Combined audience size for the Influencer across social channels

Qualitative metrics include:

Description

Understanding an Influencer's **role & persona** so that you can effectively activate them

Content Quality

Looking at the **quality** of an Influencer's on-topic content

High Relevance is important because these individuals are likely to have more expertise in their topic and have more sustained influence over your market. Look for individuals who post frequently and have a high % of total content output on your specific topic. Ignore spammers or people who act like bots and automate social sharing on their account.

High Resonance demonstrates that the influencer is creating an impact with their audience, rather than having a large audience that they fail to engage. It is important to calculate their resonance on your program topic as influence is topical.

High Reference is a good metric for identifying Key Opinion Leaders and Event Speakers that are respected as an authority by their peer influencers. Engaging this type of influencer will help you win over the other influencers in your community.

High Reach gives you an indication of the size of their audience and their popularity. It is the most widely used metric as people mistakenly associate Reach with influence in the absence of better data. Be careful with this metric as some people are buying followers, automating their accounts and creating fake reach stats to game the system.

To use these 4Rs to discover your influencers you need to first define a topical context to measure their influence against as everyone's influence changes on different subjects or topics. Try defining your context around one of the following areas:

Thought leadership themes – For example: Digital Transformation or Artificial Intelligence

Key verticals - For example: Manufacturing or Education

Product categories – For example: Mobile phones, Makeup or Driverless cars

Your brand vs. competitors – For example: Microsoft vs. Apple

Your products vs. competitor products – For example: iPhone vs Android

Industry Issues – For example: Climate Change, Data Security, or Obesity

Breaking down your areas into topical contexts that resonate with the influencer community will be key for identifying your relevant influencers. Influencers talk about innovation, product categories, industry issues and less about brands.

Once you have defined your topical context you need to create a Boolean keyword search query that, through a technology platform, enables you to create a social media data sample of relevant historical posts for analysis. Depending upon how fast the industry debate is evolving it is recommended to analyze data over the last 6-12 months.

With your dataset you can determine their topical resonance and social behaviours by carrying out analysis on their social channels. Network mapping technology is also a great technique to identify the engagement between influencer communities. When using network analysis it is important to realise that B2B communities tend to have more dense networks than B2C where consumers engage in smaller more disparate clusters.

4.3 Choosing the right Influencer for your use case

Professional Influencers and Industry Key Opinion Leaders are often influential across the main topics of a sector and therefore are great speakers and Influencers to drive awareness and consideration.

Social Media Amplifiers are very useful for an awareness play as well as they help push content across the community and drive engagement for your content with many different audiences.

However, when you are looking to drive customer conversion and trust it is often better to leverage Industry Practitioners that are experts in applying niche solutions to your sector, whether that be tech, environment, finance, healthcare or energy for example. They tend to be able to talk much more credibly about the solution detail and talk through case studies that will help you build trust with your prospects and customers.

4.4 The optimal number of Influencer targets

While the true answer to this question is that it depends on a whole array of factors from what your objective is to how much resource you have within the team, we have put together a framework that should help provide guidelines.

Firstly, you need to analyze the Influencer community to answer these key questions:

- How many Influencers are influencing your **industry?**
- How many Influencers are driving **innovation**?
- How many Influencers are creating **content**?
- How many Influencers are making content go **viral**?

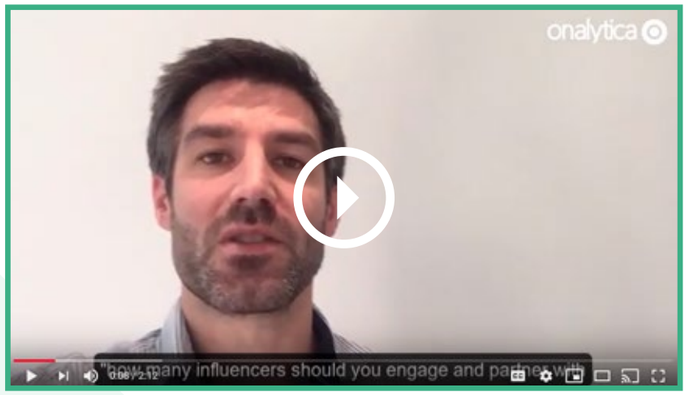
Typically, we see circa 500 key Influencers as a good number of community Influencers driving the most amount of impact and creating the content within an industry.

Secondly, you need to shift your focus from the Influencer community, to your internal situation. Ask yourself:

- How many Influencers are you going to **feasibly** be able to engage with in the first couple of months?
- How many people within your team will be building **relationships** with Influencers?
- What opportunities have you got coming up that Influencers can easily be **integrated** into?
- Have you engaged Influencers before, or are you just **starting out** with Influencer Marketing?
- Do you have an Influencer **tool** to help scale your activities?

If you're new to Influencer Marketing, we typically recommend that you start out by engaging with 30 Influencers. This is engaging with "light touches" to see which Influencers are receptive, so that you can effectively best manage your time. Some examples of light touches are: tagging Influencers in social media posts, sharing Influencer content from your brand & employees' social accounts and sponsored content / native advertising.

It is also important to make sure that your engagement targets are realistic and feasible to engage. From here, you may have a 1 in 3 success rate of Influencers saying "yes", so long as you have nailed your value proposition.



4.5 Introducing 'Employee as Influencer'

You'll have noticed at the beginning of section 4 that we include "employees" as an Influencer type. This will be more common territory for comms and HR professionals that have rolled out employee advocacy programs within their organizations.

Employee advocacy programs are largely focused on driving impact and engagement of brand content. However, employees are the face of the brand and the ones who engage directly with your customers, so their influence has the potential to be exponential, when they're activated in the right way.

When employees are given the training and tools needed, they have the potential to be your biggest brand advocates. We will talk more about engaging your Influencers in the next section, and the different types of employee advocates & connecting your employee advocacy efforts with Influencer Marketing in more depth in section 7.

TAMARA MCCLEARY

Tamara McCleary is the CEO of Thulium, a marketing and digital consulting agency specialising in social media brand amplification, Influencer Marketing, and thought leadership

Follow Tamara:

Full Interview >

How did you become an expert?

My interest started years ago in the early 1990s, (when AI wasn't quite the buzzword it is today), while doing cancer research in molecular physiology. We were light-years behind where the field of artificial intelligence is today, and much of what we had to isolate, track and calculate were left to very slow and laborious human programmer processes. Today I am involved in AI through using advanced technology within our organization to support B2B and Enterprise companies achieve more efficient marketing on social media channels. I also travel globally speaking on the topic of innovative technologies as a keynote speaker, panellist, and moderator of expert panels.

What topic areas are you most passionate about?

I am most interested in augmenting and supporting the betterment of human life. AI's application in healthcare to earlier diagnoses and more effective and personalized treatment modalities... and even better, preventing or averting disease entirely. Within the field of artificial intelligence I am most drawn to machine learning, specifically unsupervised learning. Also, natural language processing, and affective computing, (the ability to simulate human affects) - I'm most passionate about the application of these to the future of our day-to-day living, our work, including

industrial applications, energy and utilities, (Smart Grid), marketing and advertising for the future, urban transportation initiatives, and Smart Cities Solutions, IoT (only AI will be able to make sense of all the data coming in from our connected world). Of course I'm wildly passionate about studying, and discussing, our co-existence with AI, and all the ethical considerations.

Which brands or products stand out to you in AI?

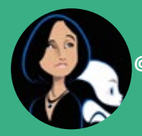
Tesla, Amazon, Apple, Verizon, Huawei, Microsoft, Facebook, Twitter, Google, Intel, IBM, SAP, Salesforce, Banjo, Jibo, Affectiva, Baidu, Shell, Spotify, Skype, Uber, Ford Motor, Argo AI, Samsung, Nokia, Oracle, eBay, AOL, Yahoo, Hitachi, Jaguar, GE.

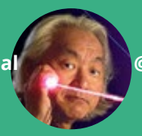
If a brand wanted to reach out to you, what offline/online activities would you be most interested in?

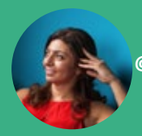
Hosting or participating in podcasts, webinars, white papers, speaking opportunities, brand ambassador attending live events and engaged in on-the-ground real-time amplification, live streaming video, moderating expert panels, writing guest Influencer blog posts, increasing engagement through driving relevant conversations across social channels, and increasing brand awareness through establishing thought leadership for the brand where I dig deeper into the opportunities and challenges in the future.

TAMARA'S INFLUENCERS


@drfeifei


@cynthiabreazeal


@michiokaku


@kaliouby


@kjaerglobal


@amywebb


Hua Wu


@petitegeek

COLLABORATION OPPORTUNITIES

- Providing a quote for content or news article
- Speaking at an event as a keynote speaker
- Co-Create long for content (Blogs, eBooks & research)
- Podcasts, videos, webinars or online chats

HOW TO ENGAGE INFLUENCERS

Learn how to build mutually benefitical partnership opportunities.

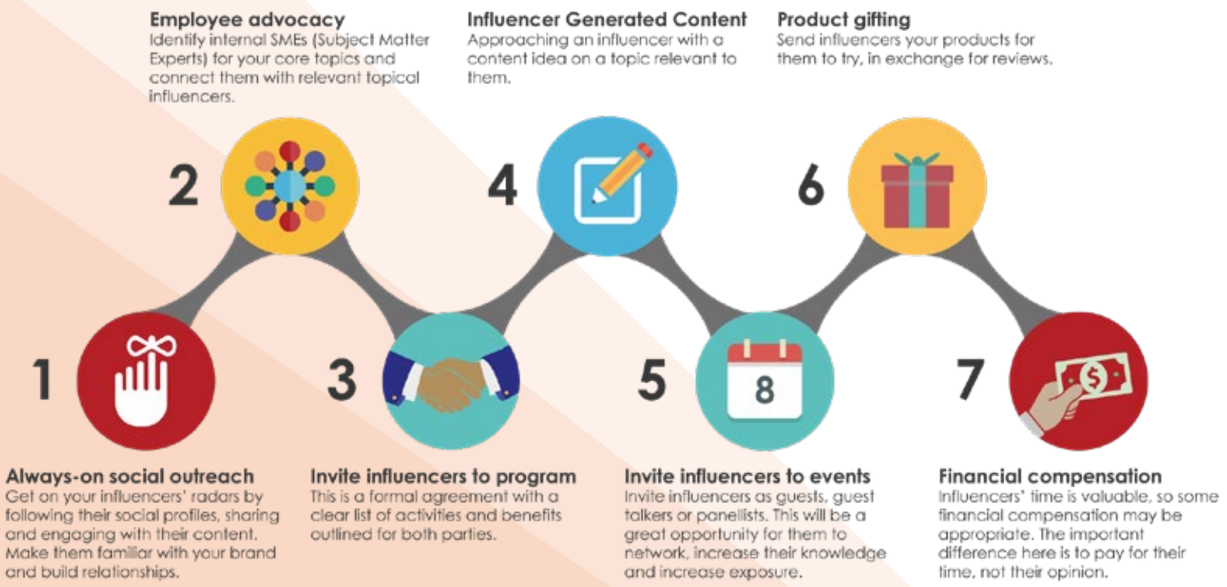


One of my favorite sayings about this topic is, "Engage an Influencer for a campaign and they're your friend for the day. Help someone become more influential and they're your friend for life".

Lee Odden, CEO, TopRank Marketing

There are various ways to engage Influencers, depending on the opportunity or value that you have to offer an Influencer, how advanced your Influencer program is and how much budget and resource you have to play with.

There are 7 main types of Influencer engagements:



There are also different levels of Influencer engagement depending on how far into your program you are and how many relationships you have already built. These range from "light touch" social media engagements right the way through to developing brand advocates.

Light Touch	Recognise Influencers	Activate Influencers	Develop Advocates
Tag Influencers in Social Media Posts (Organic)	Influencer List (Organic)	Connect Subject Matter Experts with assigned influencers (Organic)	On-going Social Media Engagement (Organic)
Share influencer content from brand & employees social accounts (Organic)	Influencer Quotes (Organic)	Employees co-create social posts with assigned influencers (Organic)	Guest Blogs (Organic / Paid)
Sponsored Content / Native Advertising (Paid)	Influencer in-depth Interviews (Organic)	Campaign Influencer Generated Content (Organic / Paid)	Influencer Blog posts commenting on brand research / product launch (Organic / Paid)
	Content Forms: Blog Posts, eBooks, Infographics	Audio / Video Interviews (Organic / Paid)	Event Keynote / Panel Speaker (Organic / Paid)
		Interactive Panel Discussions (Organic / Paid)	Podcasts / Series Product Reviews (Paid)
		Co-creation of longer form content (Organic / Paid)	Influencer Taking over Brand's Social Media Handle (Paid)

5.1 Organic vs Paid - When and how much you should pay Influencers



There must be a fair value exchange for the Influencers. That is not necessarily money. I saw a stat that showed that 98% of Influencer content is unpaid. That's significant. The value exchange might be coming in the form of information, exclusivity, access to executives, a view of new products, events, and more.

Mark Schaefer, Keynote Speaker & Author of "Marketing Rebellion: The Most Human Company Wins"

The marketplace is developing fast with many Influencers now earning a living solely from creating thought leadership content for brands.

There are also many influential experts who are already paid a full-time salary and become Influencers to drive an impact for their brand, publication or analyst house.
So there is a place for organic engagement driving non-monetary value for the Influencer and a place for a pay-to-play Influencer.

The reality is there is currently not a perfect pricing model for brands and Influencers to work together but this will change in 2020 as the category and the model professionalises.

Here is a guide to whether to pay an Influencer or drive organic value broken down by our previous persona types.

Influencer Activation Rate Card	Professional Influencer	Industry Key Opinion Leader (KOL)	Industry Practitioner	Niche Content Creator	Social Media Amplifier
Keynote Speaking – Same City (No flight needed)	**$5-10K**	**$5K**	**$5K**	n/a	n/a
Keynote Speaking – Different Country	**$10-20K**	**$5K**	**$10K**	n/a	n/a
Event Panel & Promotion	**$3-8K**	**$2-5K**	Organic	Organic	**$2-5K**
Blog Post & Promotion	**$2-3K**	n/a	Organic	**$1-2K**	**$2-3K**
Write a Whitepaper	**$10-15K**	**$3K**	n/a	**$3-5K**	n/a
Podcast, LinkedIn Article & Twitter Promotion	**$7-10K**	Organic	Organic	**$2-3K**	n/a
In-person Influencer Interview	**$2-5K**	Organic	Organic	Organic	Organic
Remote Influencer Interview	**$2-3K**	Organic	Organic	Organic	Organic
LinkedIn Article & Twitter Promotional Posts	**$2-3K**	Organic	Organic	Organic	Organic
Forbes Article	Organic	Organic	Organic	Organic	Organic
Twitter Content Shares	Organic	Organic	Organic	Organic	Organic
Sharing early / exclusive access to new research	Organic	Organic	Organic	Organic	Organic

The key to scaling your Influencer program will be to look for how you can engage Influencers organically as there are only a limited amount of professional pay-to-play Influencers per industry.

Use this Equal Value Partnership framework to assess if your opportunity will serve both your brand and the Influencer's expectations in terms of driving value:

What can your brand offer influencers?	**Audience value**	**Exclusive** or early access to senior execs
		Exclusive or early access to content
		Exclusive or early access to product
		Content creation with brand & peer influencers
	Personal influence	**Network** with other influencers at brand's events
		Access new audiences through brand's network
		Expand global reach through brand's network
		Increased traffic to personal blog
		Increased social media engagement through brand promotion
What can influencers offer your brand?	**Brand equity**	**Awareness** - increase in earned media attention through influencers posting content about your brand or products
		Content Amplification - drive viral attention through influencers sharing your content URLs on key drivers
		Reputation - influencers can drive brand association and perception on key drivers
		Consideration & trust - recommendations from influencers whose audience trusts them will help you build trust
	Audience reach	**Reach** different audience segments that traditional marketing or communications does not influence
		Expand global reach by working with influencers whose audience is based in key locations
		Drive higher quality and more relevant audience to your site than paid search



It's not just about money: Brands can offer influencers a lot of different things in creating a mutually beneficial collaboration. They can provide unique experiences such as being behind the scenes, invite them to an event or to speak at the event, or even mention them in a shout out on their network. Brands yield influence and influencers want to work with brands, and the more influence a brand yields the more influencers will want to work with you.

Neal Schaffer, Keynote Speaker & Author, Age of Influence

5.2 How to phrase your initial message to Influencers

Your initial outreach message needs to be very strategic as the Influencers' response is likely to vary based upon whether it seems like you are asking for a favor, or whether you are presenting them with a great partnership opportunity.

When crafting your outreach message to Influencers, follow the below acronym to ensure that you're framing the opportunity to make the Influencer more receptive and likely to say yes.

R – relevancy: make sure what you're proposing to them is relevant to their topical and industry expertise & focus.

E – exiting: the collaboration has to be something that they're passionate and interested in.

C – comfortable: ensure that the Influencer feels comfortable by building rapport, connection and trust during the first lines of the email/message. Consider referencing a mutual connection on LinkedIn or talk about other peer Influencers who you are also collaborating with.

E – exclusive: show the Influencers that you've gone through a selection process and come to the conclusion that they would be the best Influencer to be at the forefront of your campaign.

Make the Influencer feel special but not that they are the only option!

I – interesting: the content has to be interesting to their end target audience, as that is the asset that the Influencers care most about. They are not going to engage in a collaboration that alienates them from their audience who trusts them to deliver leading industry content.

V – value to the Influencer? You need to answer the "What's in it for me?" question that the Influencers will ask themselves. This can be financial reward or an organic equal value partnership.

E - easy next step? Make sure they can easily say yes to your request and that next steps are in place to make the collaboration as time efficient as possible for the Influencer.



5.3 Do you need to write an Influencer brief?

It is very important to write an Influencer brief that provides the specific detail you are looking for, but at the same time it is important to not be too prescriptive as Industry and B2B Influencer Marketing is not like B2C Product Advertising.

Influencers are great at creating content and are experts in their space, and you should work with them on a true collaboration and partnership basis. Therefore, by all means, give them guidelines and expectations of what their end of the bargain entails, but do not put any

restrictions on their creativity, otherwise you will risk losing authenticity (not to mention their target audience will see that the partnership is not authentic).

It is best practice to talk about what content outputs you are looking for from the Influencer and what marketing KPIs you are looking to hit but not to list out for example how many Tweets, LinkedIn posts they need to do and what to say. This will create more of a transactional relationship and you will lose the magic that you are looking for from the Influencers!

If you're considering working with Influencers, you are fully aware of both the decreasing effectiveness of branded content, and the level of trust that Influencers have with their audience; trust that you also need to mirror.

Once you have developed great relationships with your Influencers you and they will know what each other's expectations are and you should feel confident in their abilities to deliver without having a formal contract.

5.4 What the Influencers want



The best incentive is to build our platforms together. We all want to have more influence, so both brands and Influencers need to find those common areas of interest so we can build audiences, build trust with those audiences and deepen the relationship.

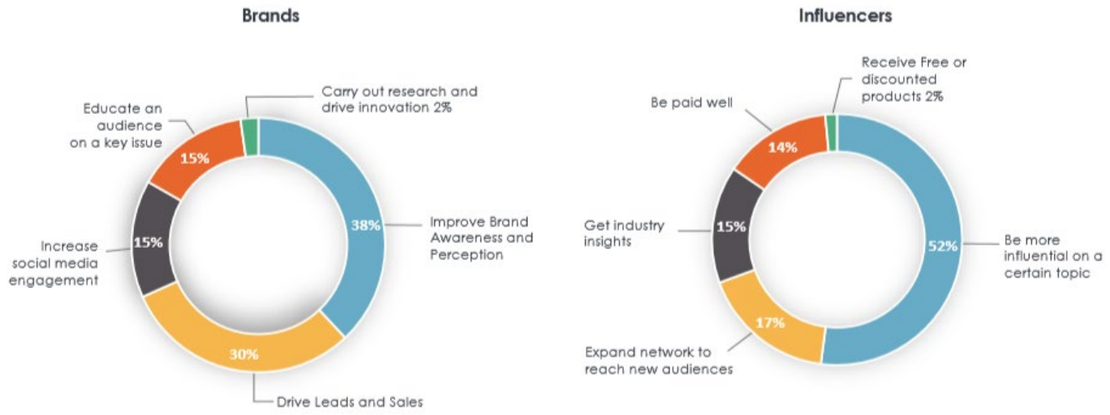
Michael Brenner, CEO, Author & Keynote Speaker, Marketing Insider Group

Back in 2018 we conducted some research into the current state of brand and Influencer partnerships, by surveying 500 Influencers and marketers to hear and compare their side of the story. In short, we asked the brands what they were offering the Influencers, and then we asked the Influencers what they were being offered by brand, and if it was in-line with their

expectations. As expected there were some discrepancies, meaning there's lots of room for improvement.

You can read the full report here, but the key takeaways that you should consider are:

1. What Influencers and brands are seeking to achieve by working together



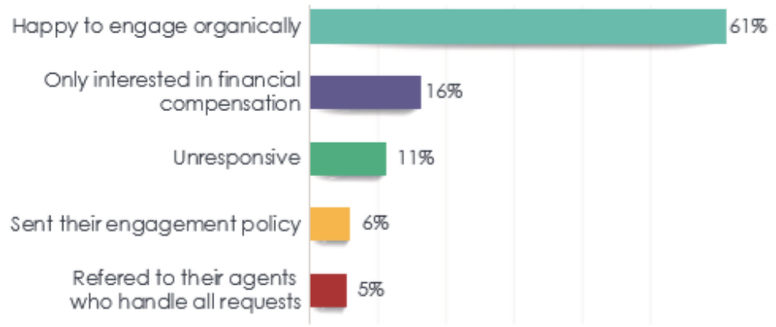
The overwhelming motivation of Influencers (52%) is to become more influential in their area of topical expertise, whereas for the marketers the top 2 outcomes they are seeking from Influencer partnerships are growing brand awareness / perception and driving leads and sales. This is an interesting concept as at first the motivations may seem incompatible and at odds with each other.

It would explain why many marketers feel that they must pay Influencers to achieve their marketing goals. However only 14% of Influencers consider being paid well as the most important outcome when partnering with brands, so this is not the Influencers' primary motive. In reality, the top outcomes of brands and Influencers match up very well - the credibility and expertise Influencers can bring to brands is precisely what marketers need to drive improved awareness, perception and consideration.

Marketers should think about how they can help Influencers drive their top outcomes and support their needs. Consider that Influencers are often building up businesses themselves or looking to be respected domain experts in their industry or trying to become authors - so there are organic and effective ways in which marketers can partner with them.

The other disconnect is that more than 1 in 7 Influencers placed "getting industry insights" as their top outcome choice, yet only 2% of marketers are looking to integrate Influencers into research or innovation. This is a big opportunity lost where investment from marketing can power industry-leading research that many Influencers would be happy to contribute to with their valuable expertise. Take this survey as an example!

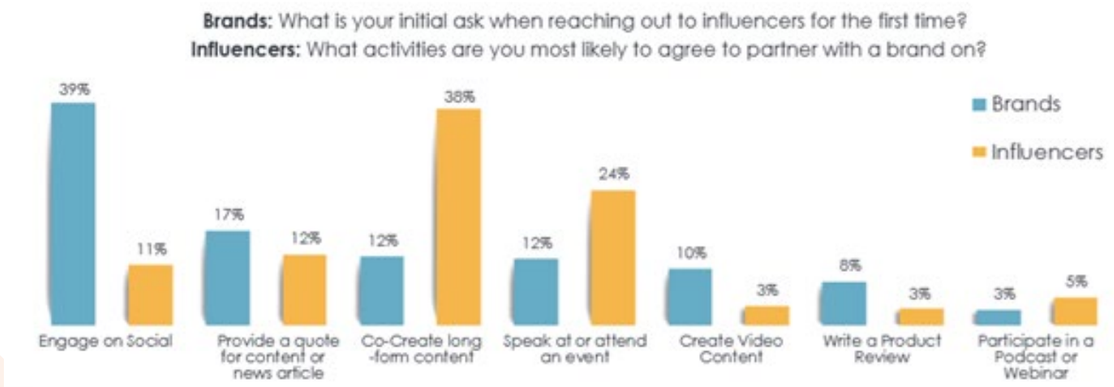
2. How are Influencers responding to brands?



61%, or more than 3 in 5 Influencers tell marketers that they are happy to engage with them organically. This is very encouraging, and marketers should take this as a sign to not be shy in getting in touch with Influencers.

What is also interesting is that only 16% of Influencers reply asking for financial compensation. If there is a monetary aspect to the conversation that should come further down the line. What is more important at this stage is discussing what you are seeking to achieve by working together, why it would be mutually beneficial and how your messaging is aligned.

3. What activities do Influencers want to partner on?



Influencers often have sizeable online audiences, so it is not a surprise that 39% of marketers are asking them to share / create posts or take part in online chats. However, only 11% of Influencers are likely to agree with that, leaving many marketers without the outcomes they are after.

Influencers, as we know, want to be better known and seen as an expert on a topic, so they primarily want to publish their opinion in longer-form content and speak at events. However only 12% of marketers are asking for this so there is plenty of opportunity for marketers to integrate Influencers into their content marketing and events strategy – more on how to do this in the next section.



A lot of brands will try to tell the Influencer what they need to create for that brand and I will always challenge that and say "Aren't you hiring them for what they know and the trust they have?" why are we not leveraging that so that we can create things based on what they already know and have learnt?

Brian Fanzo, Keynote Speaker, iSocialFanz

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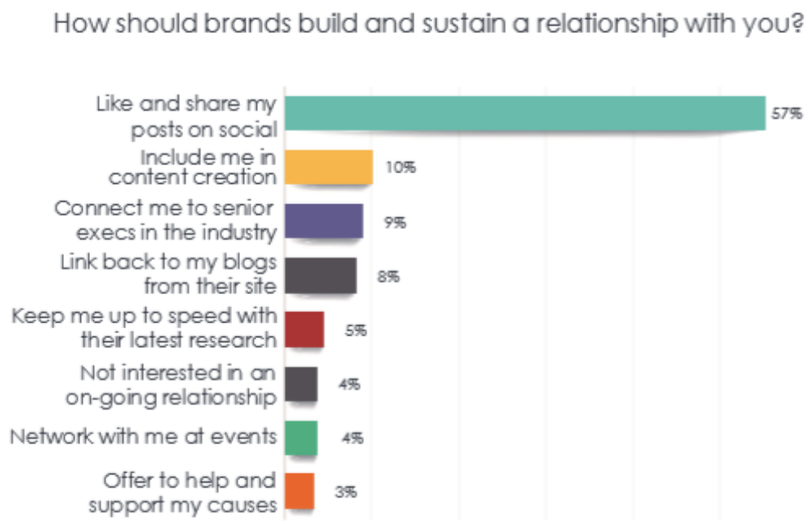
4. How do Influencers want to be incentivized?



Although Influencer Marketing is an emerging category, it is clear that the large majority of marketers are not offering payment and instead focusing on the value their brands can offer in terms of access to senior execs, networking and working to grow an Influencer's authority. These are good signs for the Influencer Marketing industry and show how the earned, organic space is maturing.

Paying Influencers is often a grey area for marketers, and although being paid well is not the top objective for most, when and what to pay for requires consideration. A micro Influencer will sometimes need their expenses covered but otherwise enjoy the opportunity for exclusive access and opportunities to network. Likewise, a content creator may require a budget to be creative, but if the content is mutually beneficial then further payment may not be necessary. The key is to consider the Influencer's role, persona and the size and demographics of the audience they can impact vs. the value you are offering.

5. How can brands build and sustain relationships with Influencers?



The good news is that 96% of Influencers are keen to have an on-going relationship with brands, which provides real opportunity for brands that are looking to nurture relationships. Furthermore, 57% of Influencers value brand handles and employees liking and sharing their social posts. This endorses the view that Employee Advocacy programs can help sustain Influencer relations way beyond a marketing program.

TOM MURRAY

Director of Innovation for Future Ready Schools at the Alliance for Excellent Education located in Washington, DC, working alongside that body and the US Senate, the US Department of Education and state departments of education, corporations, and school districts throughout the country to implement high quality personalised learning.

Follow Tom:

Full Interview >

How did you become an expert?

Personally, I don't view myself as an "expert" but as someone who is blessed to have had a myriad of opportunities to serve kids at different levels. After teaching elementary and middle school for a number of years, I moved to my first administrative positions as a middle school and then elementary principal. After developing a passion for what was possible when using edtech effectively, I became a Director of Technology in Bucks County, Pennsylvania. This role taught me more about hardware, security, and infrastructure than I knew was possible and helped give me a global, district-wide view of both instructional needs and successes at various levels.

In my current role as Director of Innovation for Future Ready Schools, I have the opportunity to work with school leaders around the country on leadership, school culture, and the effective use of edtech to create personal learning experiences for the students that we serve.

Which edtech topic areas are you most passionate about?

The U.S. alone spends billions of dollars each year in educational technology. A tremendous amount of those purchases goes to waste and is used for low level learning. I'm not passionate about technology use. I'm passionate about

effective, high level student experiences that are empowered by technology. Today's technology can be used passively to create low level digital worksheet storage hubs, or can be used actively, where students explore, design, and create, to unleash their genius. Simply put, I'm passionate about leveraging educational technology to support authentic, personal experiences for kids!

Which brands or products stick out to you in edtech?

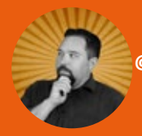
Although so much of my work is brand agnostic, today's students and educators have countless tools that can support dynamic teaching and learning in the classroom. Personally, on a regular basis, I use Gsuite to communicate and collaborate. I leverage Apple's platforms for communication with others around the world. For my own children, I've seen my daughter grow leaps and bounds through dynamic McGraw-Hill curriculum, gain interest in STEM related skills through maker and robot experiences, and watched her incredible teacher communicate in a safe and effective way through Bloomz, a tremendous parent communication tool. In my mind, the most effective tools are those that are easy to use, make communication effective, adapt to the needs of the individual, and put kids at the heart of their why.

TOM'S INFLUENCERS


@E_Sheninger


@Dwight_Carter


@gcouros


@mrhooker


@coolcatteacher


John Maxwell


Dave Ramsey


@casas_jimmy

COLLABORATION OPPORTUNITIES

"I have previously worked with vendors to develop learner-centered visions, discuss various aspects of student privacy, provide feedback on particular products, and help them outline high quality professional learning opportunities for end users."

BUSINESS AS USUAL

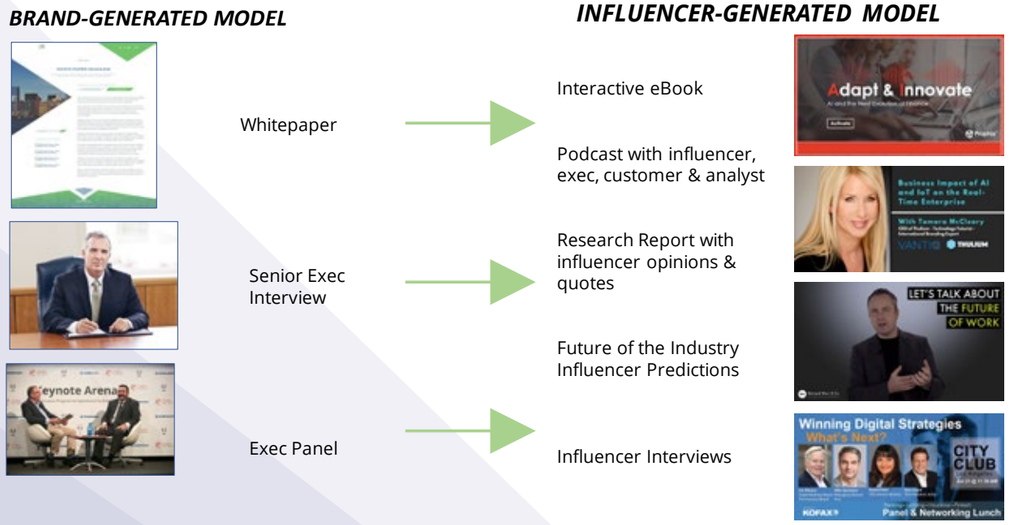
How to integrate Influencer Marketing into your business as usual events marketing & content marketing strategy

The key to successful Influencer Marketing programs and the quickest & easiest way to get a program off the ground is to integrate your efforts into business-as-usual activity.

Where lots of brands go wrong, is that they try to reinvent the wheel, when often, you are able to complement what you're already doing as a marketing team and just accelerate your success. Influencer Marketing only becomes an integral strategy when you can activate Influencers into your marketing & comms activity.

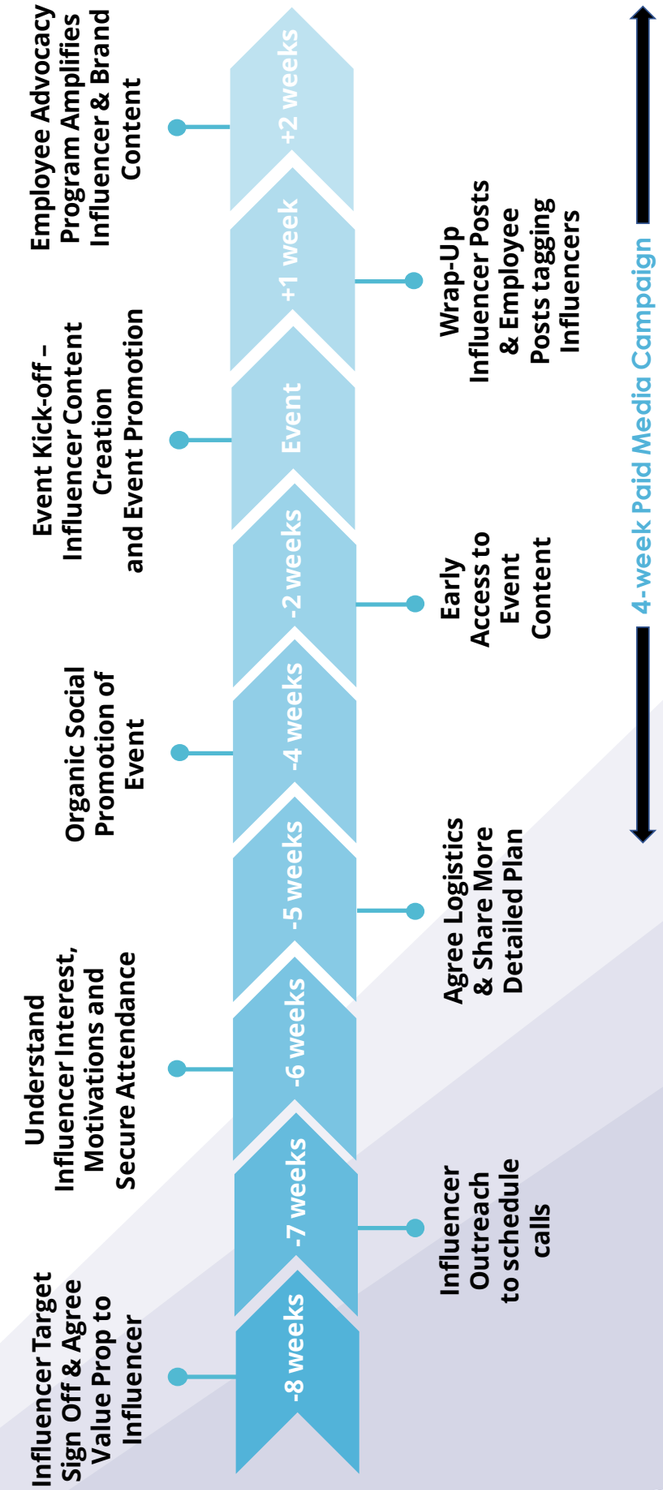
It requires a change in mindset from creating brand-generated content to Influencer-generated content.

Here are a few examples of how you can shift from a more traditional content creation model to an Outside-In Perspectives Influencer-Generated content creation model.



People and large brands by nature are likely to be resistant to change and it is therefore important to present simple frameworks and playbooks for your organization to adapt how they usually run events or create content to think about how Influencers can get involved. Whatever your use case it is useful to build Influencer activation steps into your content creation and event activation plans, so that you feel prepared and everyone knows the strategy!

Here is an example model to integrate Influencers into your events strategy which starts 8 weeks before your event and continues 2 weeks after:





MARK JACOBSON

Director of the Atmosphere/Energy Program and Professor of Civil and Environmental Engineering at Stanford University. He is also a Senior Fellow of the Woods Institute for the Environment and of the Precourt Institute for Energy.

Follow Mark:

Full Interview >

How did you become an expert?

My career goal, ever since I was a teenager in the early 1980s, was to understand and solve large-scale air pollution and climate problems. For the first 10 years of my research career, from 1989-1999 (during my PhD from 1989-1994 and my first years as a professor at Stanford University, starting in 1994), I only studied the problems through the development and application of computer codes to simulated air pollution, weather, and climate. However, in 1999, I started working on solutions together with the problems. I simulated the impacts of different energy technologies on pollution and climate, and evaluated with my students, wind energy resources. This culminated in a review paper in 2009 where I evaluated different energy technologies that had been proposed to solve the climate and pollution problems. Dr. Mark Delucchi and I then wrote a paper in 2009 evaluating whether it was technically and economically possible to power the world for all energy purposes with the highest-ranked of these technologies, namely wind, water, and solar power. The conclusions was that it was possible but social and political barriers existed. Since then, we have been refining our solutions to the country, state, city, and town level and looking at grid stability.

What topic areas are you most passionate about?

Transitioning homes, towns, cities, states, and countries to 100% clean, renewable energy and storage for all purposes.

Eliminating air pollution and climate problems with clean and renewable energy.

Understanding better the impacts of different technologies on the atmosphere.

How would you describe your offline influence?

I teach and advise students, write scientific papers, speak in lots of forums (conferences, workshops, seminars, in documentaries).

What are going to be the key developments in the industry in the next 12 months?

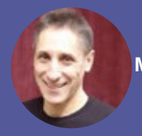
Expansion of floating offshore wind turbines and offshore solar.

If a brand wanted to work with you, what activities would you be most interested in collaborating on?

Webinars & speaking opportunities

MARK'S INFLUENCERS

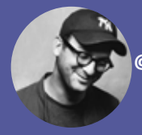

Gilbert Masters


Mark Delucchi


@howarth_cornell


@Mark Ruffalo


@KrapelsMarco


@joshfoxfilm


@BillNye


@algore

COLLABORATION OPPORTUNITIES

Speaking at an event as a keynote speaker

Podcasts, videos & webinars

INFLUENCER MARKETING & SEO

How collaborating with Influencers can help you improve your SEO performance.

Search engines are constantly changing their algorithms, but what doesn't change is the importance of driving back-links, building authority, increasing relevance and building & maintaining trust – all things that external Influencers greatly contribute to.

7.1 Driving back-links through Influencers

Any brand with an SEO strategy in place will be focused on back-links; that being third-party websites and blogs hyper-linking back to your website and content. In order to drive back-links, you need to nail two things: 1) content worth linking to and 2) relationships.

Collaborating with Influencers on content will organically drive lots of links back to both yours and their content. You would typically expect an Influencer to link to your website from theirs and, as more of their audience are exposed to your content offering, they may feel inclined to do the same.

7.2 Building authority through Influencers

Not all back-links carry equal weight – the authority of the back-links is also extremely important. Influencers back-linking to your website and content will typically carry much more weight and therefore SEO value to your website, than an unknown website or individual. This is usually because of their authority and status within their market, driven from others writing about and linking back to their brand pages. So in order to rank well in search engines, you need to be well connected in the industry!



Digital PR is a type of Influencer Marketing - just add that to your definition and you'll see immediately how powerful it is for SEO. If you want to rank, you need authority. If you want authority, you need links from other websites; if you want links from other websites you need to collaborate with publishers. That's called Influencer Marketing. it's the same thing by a different name,

Andy Crestodina, CMO & Co-Founder, Orbit Media

7.3 Increasing search relevance

In order to appear in the search results when your target audience are searching for key-words, you need to be creating content that is relevant to key topics. Ultimately, that's the whole purpose of a search engine – to serve the most relevant answer to the user. This is where industry marketing is of absolutely paramount importance.

You need to understand the topics that are important in your industry and that your target audience care about, and collaborate with Influencers to create content around these themes. Search engines will then deem your website far more relevant on the topics your target audience are searching for.



Search is all about matching queries with content topics that serve as the best answer to what's being searched on. SEO emphasizes topic research to uncover what ideas are in demand amongst buyers so content and promotion can be optimized for what customers are looking for.

Lee Odden, CEO, TopRank Marketing

7.4 Creating trust signals

Search engines' number one priority is user experience; serving the best and most relevant answer to the user query. Therefore, when it comes down to determining whether to rank one site higher than another, it partly comes down to trust signals. Not only is this looking at which brands are most often searched in the context of a keyword, but also looking at the higher authority, more trusted sources i.e. Influencers.

Influencers also play a big role in driving demand for certain keywords – so building relationships with Influencers is a great way to not only rank well, but to a certain degree, have some input into the types of keywords that users search for.



Much of Google's focus has shifted towards E-A-T, that being Expertise, Authority and Trustworthy signals of both author and content. These signals are now the dominant factor in ranking one page above another in the search results. Influencer Marketing can help build these signals with the user and with Google, for any particular search query, for any particular product or service.

Ben Alfrey, Head of SEO, Session Media

7.5 What types of Influencers are best for SEO?

There are three key criteria for selecting Influencers who will drive your SEO:

1) Strong content creators – are they creating lots of quality industry content on their blog? Is this content high value and therefore going to receive lots of link backs? Influencers that are just present on social media channels will not be as effective in driving SEO value.

2) High topical authority – how authoritative do other Influencers deem them to be? An Influencer with high topical authority will receive lots of link backs from other high authority sites be they individual Influencers or online media sites.

3) High topical relevance – they have to be topically aligned to your brand with a key focus on your thought leadership themes.

If they fit the above criteria they will be creating content on relevant topics that is going to be linked back to by the industry.

The best two personas for SEO are:

• Professional Influencers as they are often also professional marketers as well as thought leaders on a specific set of topics

• Niche Content Creators as they have high degrees of relevancy and are focused on

creating thought leadership content with the industry experts

When collaborating with Influencers the best content assets to improving SEO will revolve around un-gated, longer form content. Content types such as reports are great for SEO as you're providing exclusive, hot off the press information that is more likely to be referenced.



Ultimately, SEO is most effective when the quality of content on a theme is the best there is. So, paying for Influencers to create and share quality content can get returns.

Dr. Dave Chaffey, Co-Founder, Smart Insights

Tweet this



SPIROS MARGARIS

Spiros Margaris is a Venture Capitalist and Thought Leader in the FinTech and InsurTech scenes. He is ranked No. 1 FinTech and No. 2 InsurTech global Influencer by Onalytica, and he regularly appears in the top three positions in several industry rankings.

Follow Spiros:

Full Interview >

How did you become an expert?

My background is in banking and money management (hedge funds) in New York and Switzerland. I launched two startups in New York, one of which would nowadays be called a FinTech. I was lucky to have been at the right place at the right time with the right professional background when FinTech started to take off many years ago. All those ingredients mentioned would not have been enough to succeed, though. Without hard work and without the fantastic support of my followers, it would not have been possible to become who I am now. The fact that I was fortunate with my FinTech and InsurTech investments does not hurt my credibility in the market. It helps if you're passionate about your work; people sense that kind of commitment and are supportive of others.

In the end, it is the hard work (24/7). This is not unlike the commitment I like to see when I evaluate a start-up and its team. That makes all the difference—and, of course, the support of our community. As I always tell everyone who wants to listen, the cake is big enough for all of us to share. We must support all the great FinTech, InsurTech and AI minds with their great ideas that make this fantastic ecosystem possible and strong.

What topic areas are you most passionate about?

Merger and partnerships – I think we'll see many FinTech companies partner with or be bought by incumbents. Some FinTech players will become so big that they will start to diversify their core offerings, but they need to balance this diversity against the danger of losing focus and staying agile to new opportunities.

Un-banked and under-banked – I'm a strong believer that FinTech's greatest achievement will be helping the un-banked (people with no access to financial services) and the under-banked (individuals who have insufficient access to financial services) of this world. Technology can be a fantastic enabler to help our society become fairer and in the end to advance us all by building a stronger community where people have access to opportunities.

Cybersecurity – For me, this is the big elephant in the room that affects incumbents as well as FinTech start-ups. The problem is that we can't really protect ourselves against cyber hacks; we can only make it more difficult so that the attackers look for easier targets. For start-ups, a cyber attack is likely a business killer because, unlike incumbents, they don't have the money to compensate their clients. It will be the biggest threat any business will face as we become more digital.

Which brands or products stand out to you in Fintech?

The Tech Giants: Apple, Amazon, Google and Facebook

FinTechs: Monese, TransferWise, Betterment, Currencycloud, Stripe, Oscar and Robinhood

Challenger Banks: Starling, Monzo and N26

Publications: TechCrunch, Wired, WSJ, CoinDesk, The Financial Brand, Breaking Banks and FT, to name a few.

Which Fintech Influencers influence you?

So many people influence me that I will avoid naming a particular FinTech, InsurTech or AI Influencer. I would hate to leave out someone I respect and who influences me. However, a good way to see who I follow is to look at my Tweets on @SpirosMargaris.

COLLABORATION OPPORTUNITIES

"The opportunities that would interest me the most are taking on an advisory and board seat; venture capitalist and fundraising and being a speaker."

EMPLOYEE ADVOCACY

How to activate your employees as your internal Influencers, and connect them with external Influencers.

8.1 What is employee advocacy?

Many brands believe that employee advocacy is about getting employees to promote their brand organically through their social media channels. As you have probably grasped already from when we have referenced employee advocacy so far in this guide, they have a key role in helping you build relationships with external Influencers to drive thought leadership for your brand.

Employees are a company's greatest asset – an engaged, motivated and aligned workforce is essential to create quality products, sustain high morale, deliver exceptional customer service and build positive brand reputation in the marketplace. If brands put the employee first and invest in them then, in return, brands will be rewarded by employees becoming fans of the brand and delivering better results all round.

From a brand's perspective there are 5 main motivations behind encouraging employee social media use today, with the first two being more commonplace and the last being our main focus:

1. Encourage employees to share branded content to increase content reach and access new audiences.

2. More effective 2-way channel to **communicate** with their employees than the traditional intranet.

3. Increase **staff retention** by helping staff to develop and build their personal brands.

4. Encourage employees to create their **own content** online to increase awareness and drive consideration in the marketplace.

5. Connect employees with **external industry Influencers** to increase engagement and influence in the marketplace offline and online.

8.2 What are the benefits of integrating employee advocacy?

The beauty of integrating employee advocacy into your Influencer Marketing efforts is that you very quickly get scalability. An Influencer Marketing program's scope led solely by a central Influencer Marketing team is limited by how big your marketing team is. In the same breath, your marketing team may not be experts at what your company does, whereas the rest of the employees are. When you open up your program to include employees, you have access to many more relationship builders who are likely to speak far more credibly on a 1-to-1 level to your industry Influencers.

Other benefits to employee advocacy include:

Increase reach – on average, employees collectively have 10 x the reach compared to brand handles.

Increase engagement – not only do employees on social media collectively have larger audiences than a brand's social media handle, but they drive more engagement too. On average, content shared by employees receives 8 x more engagement than content shared on brand channels and is 25 x more likely to be re-shared by their audience.

Increase brand awareness – 65% of brands report increased brand recognition from their employee advocacy program.

Influence the buyer journey – It is now more important than ever to focus more time and attention on the earlier stages of the buyer journey as 85% of customers seek out trusted expert content when considering a purchase and 84% of C and VP level buyers use social media in their decision-making process. Because of this, 70% of the B2B buyer's journey is complete before they even reach out to sales.

Increase lead conversion – 84% of B2B buyers start the purchasing process with a referral and leads generated through employees have been found to convert 7 x more than any other lead gen source. Social selling also offers a great solution to the decreasing effectiveness of the cold call.

Improve brand perception – engaging and associating with industry Influencers is a very effective method of changing and shaping brand perception.

Increase brand trust and confidence – people are much easier to trust than logos. The humanization of your brand by your employees being the face of your brand will enable customers to trust and feel a connection with your brand.

Improve staff retention - increase job satisfaction and create a rewarding corporate culture. Attract new talent – gain more visibility as a desirable place to work.

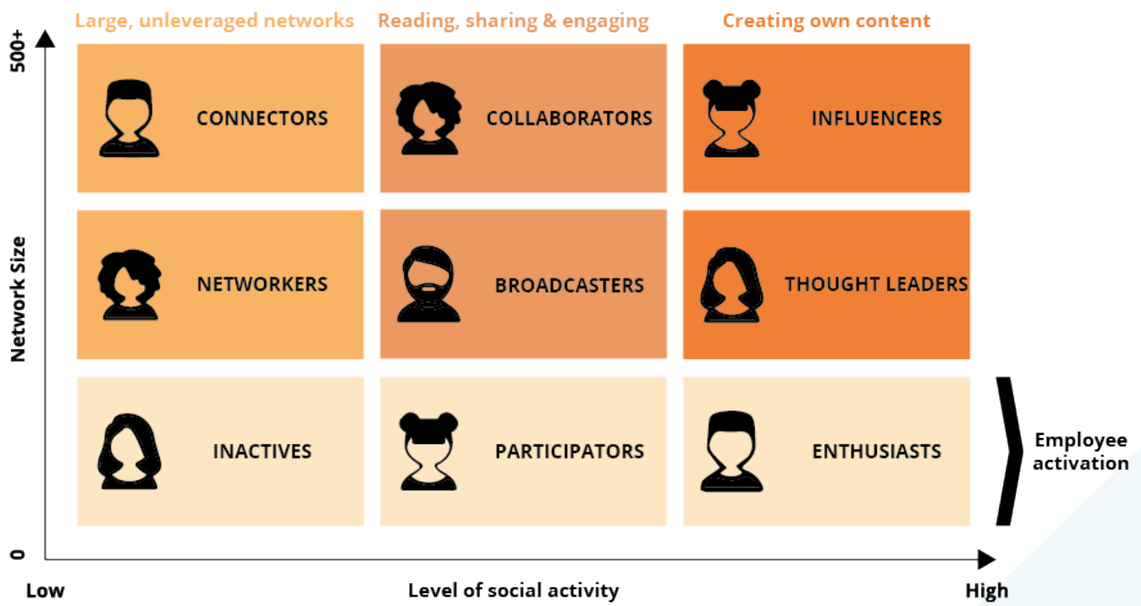
8.3 How does employee advocacy link in with Influencer Marketing?

A major difference between the standard employee advocacy program and one that is connected with Influencer Marketing is a change in program mindset; shifting from viewing employees as a broadcasting channel to recognizing employees as the largest pool of potential brand advocates and Influencers externally

The first step towards transitioning employees into advocates and Influencers is to conduct an audit based on employees' audience size, social activity and impact to identify which persona category they are currently in. The idea is to help employees simultaneously increase their network size and social activity.

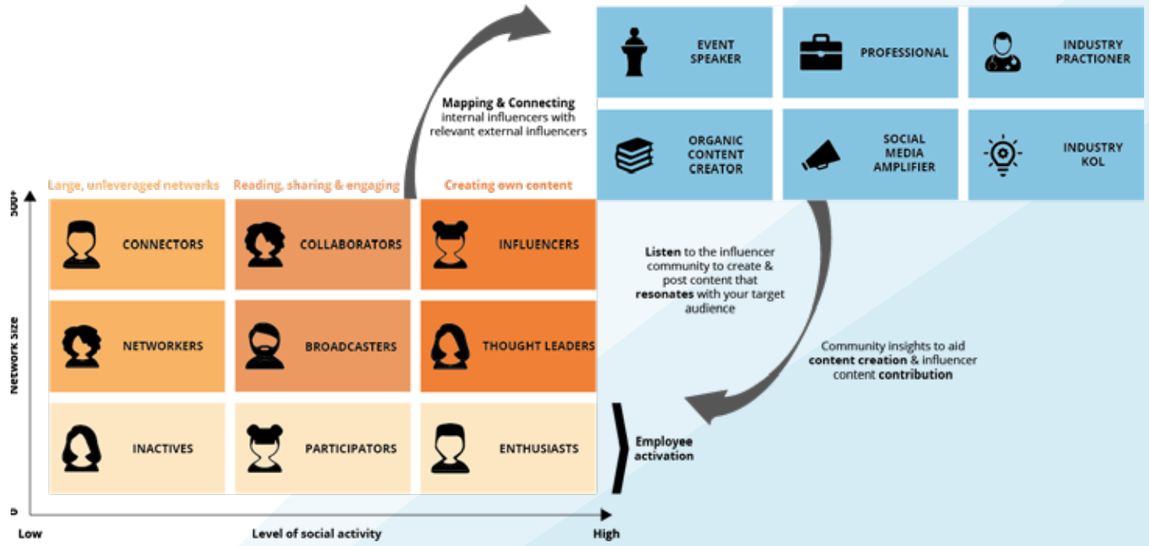
However, it is important to bear in mind that not all employees will become your internal Influencers. The idea is to get in-actives to start participating, networkers to become connectors and enthusiasts to become thought leaders and Influencers. The difference between the persona groups also comes down to what they do with their networks and how active they are with both branded content and industry content.

Sales reps tend to mainly sit in the top-left section, with large, un-leveraged networks, whereas social sellers tend to sit in the top-middle section, where they actively read, share and engage with content and their network. Where the true magic happens however, is in the top-right section, where social sellers and employees start creating their own content to truly influence the marketplace.



Source: Tribal Impact

Connecting your employee advocates with the key Influencer personas:



Define your Employees' Personas

After analyzing your employee personas, it is possible to gauge what Influencer personas are most appropriate to connect with the employees. For example, an employee that falls into the 'thought leader' or 'Influencer' category would be appropriate to connect and collaborate with your external Influencers whereas the social sellers that are regularly at industry and networking events would connect with your prospects as part of your ABM strategy.

Define your Employees' Topical Niche

Every employee is passionate and an expert at something that relates to their field and role. This is the basis upon which brands should connect well-aligned Influencers. For example: connecting the marketing team with external marketing Influencers.

Listening to Influencers for Community Insights

This process goes beyond connecting employees with Influencers, as it is also highly valuable for brands to monitor conversations amongst the Influencer community to understand what topics are trending and resonating with their target audience. These insights can then be fed into the content creation strategy.

8.4 Connecting employees and Influencers through content

Listening to the Influencer community enables brands to create content that is going to resonate with the Influencer community and target personas. There are three types of content within an advocacy program:

Branded content – Feeding off community insights to guide which topics brands should write branded content about on owned media channels.

Influencer-generated Content (IGC) – referencing relevant Influencer content and / or collaborating or getting an Influencer to contribute to branded content.

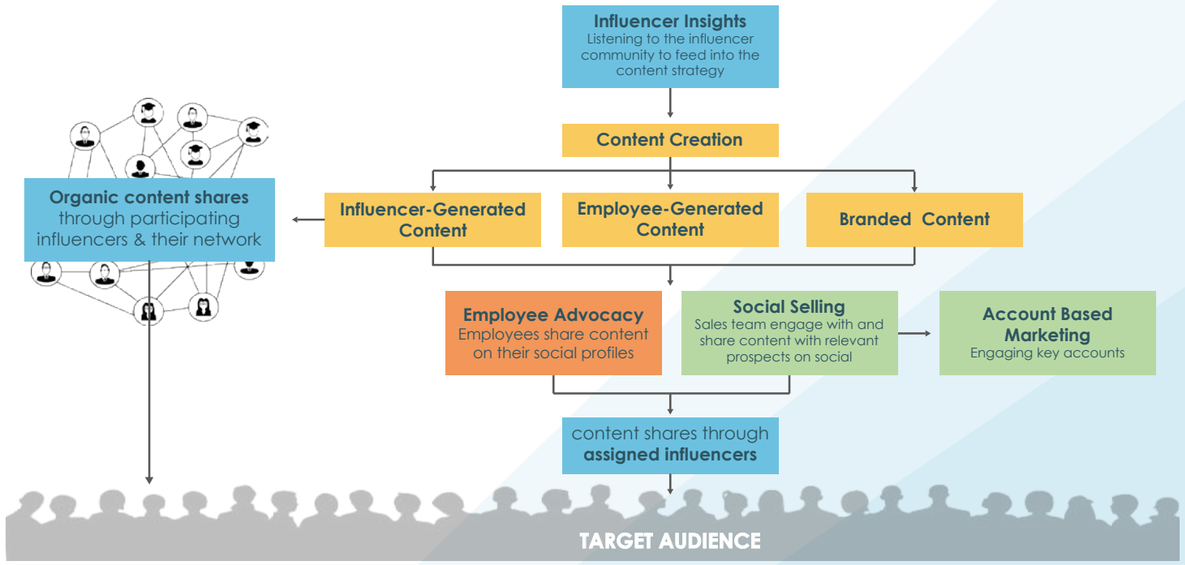
Employee Generated Content (EGC) - Employees creating their own content and connecting with Influencers to contribute and share their content.

While branded content remains important, it is highly effective to combine it with IGC and EGC. Employees are far more likely to share non-branded content and in particular content that their colleagues have written. Employees' audiences are also far more likely to engage with content that has been written by a peer within the company over content written by a brand.

Advocacy programs thrive when content is focused around innovation and solving industry problems rather than marketing your products and services.

Once brands have categorized their employee personas and identified their topical focus, they can start identifying and assigning external Influencers that are relevant to employees. Employees can then start engaging, building relationships and sharing brand, Influencer and employee content as a way of generating organic engagement with your target audience.

The below visual shows an example of how this can work in practice:



1. **Listen** to the Influencer community that comprises of key industry Influencers whose insights and content is relevant to the brand and the topics they care about.

2. Use these insights to **optimize** the brand's content strategy to create content that is relevant and going to resonate.

3. **Create content**:

   a. Branded content on owned media channels.

   b. Collaborate on content with relevant target Influencers to stimulate organic Influencer shares with their audience.

   c. Employee-generated content.

4. **Share** this content with assigned Influencers and prospects

   a. Employee advocates to share content with their audiences and assigned Influencers as a means of reaching their target audience.

   b. Social sellers to share content direct with key prospects and assigned Influencers relevant to their prospects' industry, as part of the wider ABM (account-based marketing) strategy.

8.5 Employee Advocacy rules of engagement

Here are some considerations when looking at leveraging and activating your employees' voice.

1. Employee limitations

There are three main barriers felt by your employees:

1) They don't know **what** to share or **how** to share it.

2) They're not sure **if** they are able to share content.

3) They do not see the **value** in using social media in the workplace if their end target audience is not on social.

Here are some areas in which you can help their motivation and understanding to build their personal brand and become successful advocates for you.

2. Defining the "what's in it for me?"

This ultimately comes down to the rewards and gains that they can make should they get on board with an employee advocacy program. This is an area that many brands tend to neglect, as they are too focused on: 1) what the brand can gain and 2) deploying a tool.

But without gaining employee buy-in, the long-term impact of advocacy will be limited.

By reward we do not necessarily mean gimmicks such as free parking spaces and gift vouchers but simply outlining the reasons as to why employees should *want* to do it. Brands should avoid short-term motivations such as prizes and leader boards as these are short lived. There is the added risk of demotivating employees that were already active and advocating their brand voluntarily. Talking about how it can accelerate their career and help position them as subject matter experts (SMEs) and thought leaders should be enough to motivate best-fit employees.

By building an advocacy community, others can learn from their peers – especially the celebrated champions and early adopters – and share content ideas. Rewards can then be built into the program: consider things such as time with leaders, assistance with writing, blogging or social media skills, rather than financial rewards. The skills-related rewards mean gains for both employee and organization. They feed into the engagement and continual improvement ethos of a connected organization.

Things to Lead with are:

- Growing their personal brand
- Growing their network with like-minded people in their field and with Influencers
- Recognition from executives
- Professional success
- Being able to directly affect the bottom line (through shares, clicks, connections and relationships)
- Social sellers being able to attract and develop new business and referral



> Look at conversion by source. Is advocacy-driven traffic driving higher conversion rates? Are deal cycles quicker? Are deal sizes larger when they come via advocacy? Integrate advocacy metrics into what you are already tracking and see the impact of advocacy vs other sources.
> **Sarah Goodall, Founder, Tribal Impact**

3. Activating different personas

Every organization will consist of active and passive social media users. Every advocacy program will therefore uncover champions and the completely uninitiated: social heroes and social zeros. It is critical to understand where each participant is in terms of their social media maturity: this will indicate the level and type of training that will be needed throughout the launch of the program and beyond.

For example, an employee that fits into the thought leader category already has high levels of social activity and a moderate network – brands are just simply trying to help them grow their network. Compare this to an employee that is inactive – brands will need to help them grow their network before they engage with and share content. It is worth noting here that not all employees will be motivated – employee advocacy programs are not for everyone and that is fine. The sooner brands accept this, the quicker they can work with employees that are keen to participate and then grow the program once other employees see how well it is working.

Creating a playbook for each persona is fundamental in making it as easy as possible for them to join the program and transition into the next persona. For in-actives this will include instructions such as creating a social profile, uploading a professional photo and writing a concise bio, whereas for thought leaders, the playbook would cover more advanced help such as how to identify engagement opportunities with Influencers.

4. Creating a social culture

Becoming immersed in an advocacy program will help employees to understand their own organization better. An incredible 74% of employees feel that they are missing out on company information and news and only four in ten employees can confidently describe to others what their employer does. In an age where news and information are at our fingertips, these statistics do not reflect connectivity in the workplace. By curating relevant content within their advocacy program, an organization does two things: it helps employees understand not just the facts and figures of their business, but also the ethos and values of the brand. It shows people what sort of content is suitable for sharing.

Employees - particularly millennials, are far more likely to get on board with an employee advocacy program if there is a strong social culture. It is important for C-Suite and senior management to lead by example: sharing branded and industry content and engaging with industry thought leaders.

Brands must clearly articulate what the overall goals of the company are and how their input contributes to this. Brands should celebrate the wins and successes of employee advocates openly too as these will be effective change agents for the rest of the employees.



> *To me it's not about joining an advocacy program, it's about creating a social culture within an organization; it's about educating your employees and getting buy-in by helping them understand what's in it for them.*
> **Melonie Dodaro, Founder, Top Dog Social Media**

5. Social media training

Providing tailored training is an important success factor for an advocacy program. For employees to take on the challenge of increasing their social media standing and truly begin to influence the buyer journey, they need to learn in an individual way. Some will prefer face-to-face workshops whereas others will happily complete e-Learning training modules via their phone. Blended learning delivery options are key to ensure you on-board as many employees as possible.



Tweet this

> *Employees need training and guidance on how to enhance their social presence, project their expertise, stimulate engagement, and value. To ensure that employees are focusing their interactions where they will drive business outcomes, be sure that workforce enablement is a key part of your integration strategy*
>
> **Susan Emerick, Principal & Founder, Brands Rising**

Just as important as individuality and choice of learning styles, is sustained availability. People take time to come around to new ways of working. An employee advocacy program will not hook in all employees overnight, or even during the few months of initial launch. A learning program will need to enable everyone, from new starters to experts and existing social media users, to continue and refine their learning journey in their own preferred format and time-scale.

Training is an area that is so important yet so neglected by brands – 72% of respondents in the Hinge Research Institute study stated that they have not received any type of training, and out of those that have received training 57% indicated that additional training would have a significant impact on the success of the program.

Social media training can be led by social media or marketing and should cover everything from the basics such as creating a profile, to the specific areas such as:

- Using social media to create engagement
- Best practice for sharing content
- Best practice for engaging with Influencers
- Finding their tone of voice that is in-keeping with brand tone of voice
- Generating and nurturing leads on social media
- How to surface content to share with their audiences
- Best practice on responding to questions and queries (both positive and negative)
- Social media training for specific social media platforms (for example: the differences between LinkedIn, Twitter and Facebook)

6. Social Media Policy

Any organization implementing an employee advocacy program needs to ensure it sets out the boundaries of what is and isn't acceptable social media behavior. Individuals may be frequent users in their personal lives, but the advocacy program is about creating a connected organization, with one voice, a recognizable brand style and a content stream that will assist and educate prospective buyers.

This is more of a challenge for some larger brands that have stringent rules and regulations from their PR and legal teams. Brands must ensure that they liaise with them to determine the dos and don'ts so that they can effectively put together a social media policy that is easy for their employees to adhere to.

The main tip here is that the simpler the policy is, the better. Brands want to ensure that their employees feel that they are safe so long as they adhere to the policies, but do not want them to feel overwhelmed or intimidated by it. The aim should be that employees don't really have to over-think when it comes to what they're allowed to post as this hinders creativity and personality.

7. Make it easy with technology

EMPLOYEE ADVOCACY

Technology is essential to take the heavy lifting away from employees and enable them to participate in community content and topical debates.

1. **Social listening** – listening to and monitoring the external Influencer community to implement insights into content strategy.

2. **Content curation** – upload brand approved and vetted content into a portal so that employees can easily share appropriate content with their audience, with their own insights added for authenticity. Employees can also feel safe in the knowledge that the content is ok for them to share.

3. **Influencer identification & mapping** – to identify and map relevant external Influencer communities so that they are able to easily connect employees with Influencers.

The simpler the process, the more likely employees are to participate. This also takes the risk out of the process and enables brands to have better control over brand messaging, while maintaining authenticity.



Read our full Employee Advocacy guide here

ACCOUNT BASED MARKETING

How you can influence key contacts at your target accounts through Influencers.

The main objective of your ABM strategy is to influence key individuals in your target accounts. These individuals are much more likely to be influenced by 3rd party influential experts than by your brand's marketing content.

There are 3 key areas to adapt for you to link up your Influencer Marketing AND ABM strategy:

1) Type of Influencers

2) Content Assets

3) Sales to activate the content

The best persona to target are Industry Practitioners (not Professional Influencers or Social Media Amplifiers for example) as they are typically individuals who apply and consult on solutions to your sector.

They have the credibility and experience to speak on a deeper level whether this be applying technology to industry or delivering environmental solutions to improve the environment for example. Many of these practitioners may not call themselves Influencers but their opinions will help you build trust and credibility with potential customers already in your pipeline.

The 2nd key area is around content strategy. As many of your target accounts are likely to be in the same sector they are likely to have similar challenges and areas of interest around market innovation. You can then therefore create sector landing pages where you can publish your Influencer-generated content as well as creating customized webinars, and in-person events.

The key is to create relevant Influencer-generated content that can be re-purposed into different content assets by your marketing and comms teams.

Once you have created your Influencer-generated content it is important to enable your internal subject matter experts to share this content through your employee advocacy program and for your sales team to share the content in an educational way with your target accounts as part of your social selling strategy.

Key Questions to consider when building your program are:

• How many accounts are you targeting?

• Can you segment your accounts by sectors or hot topics around innovation and customer challenges?

• What content assets are you creating for your ABM strategy? For example: blogs, videos, infographics, landing pages, webinars and events.

• How are you disseminating this content to your key accounts?

• How much are you currently spending on content creation and promotion for your ABM strategy? (this figure can then be used as a performance benchmark for ROI).

• Can you use UTM codes to track your Influencer-generated Content?

• Can you connect the UTM analytics with site traffic on your sector landing pages or unique ABM content assets?

In terms of measurement for ABM the main metrics are around referral site traffic and site visits to specific sector or account landing pages as well as, of course, lead generation. This can be done through UTM content links and specific landing pages created for sectors or individual accounts. For more info about measurement please see section 11.



MATURITY MODEL

What does an Influencer Marketing program look like as it matures? Which department owns Influencer Marketing?

10.1 Which department owns Influencer Marketing?

Influencer Marketing programs will be started in various different forms across your organization. PR and AR are examples of legacy Influencer programs to manage journalists and analysts respectively.

Brand, Marketing, PR & Comms, Social Media and Event teams will be interested in working with Influencers and therefore it is important to have a centralized strategy to best manage this across your organization.

One of the challenges for brands to achieve this is not knowing which department owns the strategy. The inclusion of the word “Marketing” coupled with it being very focused on increasing demand and reach would point to your traditional Marketing team, but building relationships with Influencers can be a new approach to your typical marketer, whereas it is familiar territory for your PR teams. Shaping brand perception is at the Communications team’s core, while the social media aspect would point towards your Social Media and Digital team, and the content collaboration would seem to fall into the Content Marketing team’s remit. So this prompts the question: who owns it?

The quick answer to this questionis that it isn’t about ownership, but rather leadership. In order to get the most out of your program, it really does take a collaborative effort across both marketing and communications. Not only will this get you the best results, but you’ll have better access to knowledge, skills, resources and budget.

Having said that, your Influencer program needs to be structured so there needs to be a program manager who oversees the operation and ensures effective and efficient collaboration across the teams.

Investing in Influencer Marketing software is also important to provide your teams with real-time access to Influencer discovery, in-depth profiles, CRM functionality to manage relationships and understand current and past activity and measurement reporting. This improves collaboration and also ensures that Influencers are not contacted by multiple



> *I advocate a shift in wording slightly from 'own' to 'lead'. It may seem overly nuanced, but the difference is pertinent. 'Ownership' conjures up images of barriers. Building walls around specialisms can no longer be best practice – or commercially sensible – as the lines surrounding communications' disciplines become ever-more blurred."*
>
> **Scott Guthrie, Influencer Marketing Consultant**

people in your organization with different messages!
Many programs start in pilot phase and mature over time as you experiment, learn and improve.

As proof of concepts and case studies are shared within the business, people start to see how Influencers can power your events and content strategy and then how Influencer Marketing can connect and drive benefits to wider marketing and communications activities.

Here are 3 maturity models for the role of an Influencer Relationship Manager, Community Manager and Employee Advocate. It is important to note that these models can be used to guide your Influencer Marketing vision and assess your progress through various milestones. It will also help you to scale your Influencer Marketing program beyond pilot phases and drive consistency within your organization.

10.2 Maturity Model for Influencer Relationship

Roles & Responsibilities

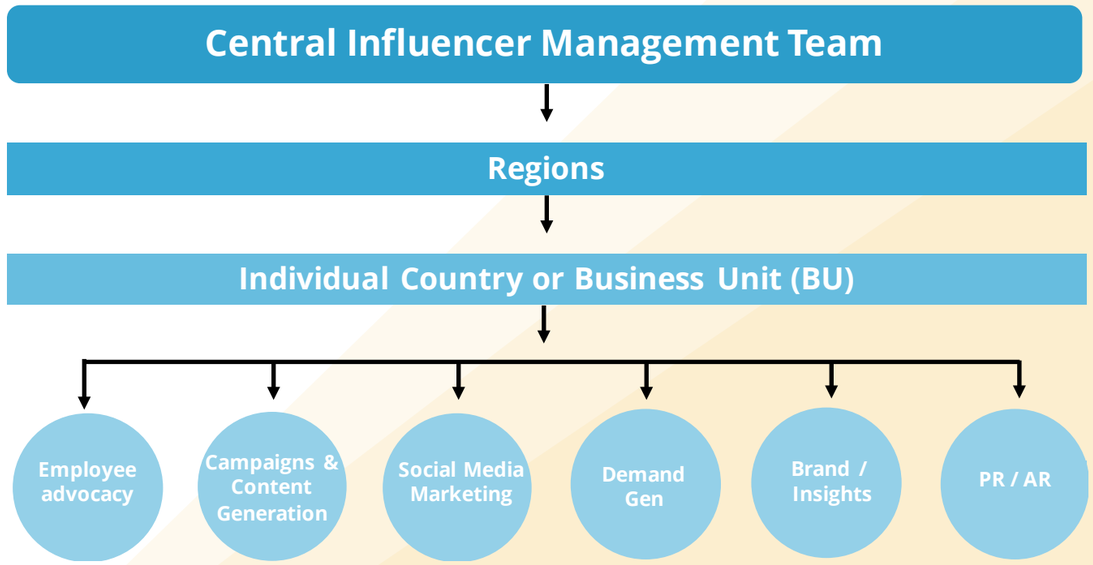
1. Influencer Relationship Managers
2. Country Community Manager Leads
3. Employee Advocates

Influencer Management team to act as a central hub and consolidator of Influencer

activities

1. Connect activities to demand gen
2. Enable Regional / Country leads to run always-on Influencer programs
3. Manage and develop Influencer relationships
4. Drive Spokesperson Engagement
5. Connect Employee Advocacy program to Influencers
6. Involve Influencers in content generation
7. Invite Influencers to events
8. Influencer-led brand & market insights
9. Facilitate alignment between internal teams

Influencer programs normally start in one area with a single use case but as you develop Influencer advocates and Influencer-generated content you can start leveraging Influencers and their content across various departments.



10.3 Maturity model for Influencer Marketing community Managers



Many community managers are just starting their Influencer Marketing programs and may not be ready to engage Influencers yet. This model provides a simple step-by-step guide on how you can start listening to the Influencer community, gain insights and then move to the engagement and scaling & structuring stages at a later date. It also enables Influencer Program managers to create a playbook model for different countries / Business Units (BUs) to follow a simple approach that helps you roll out a strategy with a consistent methodology.

10.4 Maturity model for employee advocates

Your internal Subject Matter Experts are key to how you can successfully scale your program. To help them get on the radar of your external Influencers and drive impact here are 10 steps to get them engaged with the external Influencer community.

1) **Follow** your assigned Influencers on Twitter & LinkedIn

2) **Like, comment** and **share** your assigned Influencers' content that resonates with your business/personal values & priorities

3) Setup **email notifications** for when Influencers post about your brand & key topics

4) Start **conversations** with Influencers around events you might be attending or opinions on the innovation/challenges in the market

5) share **brand & industry** content with Influencers one you have built a relationship

6) Invite Influencers to your upcoming **events**

7) Ask Influencers to contribute to your personal **content**

8) Always-on social interactions - **weekly touch-points**



Why do you need an influencer marketing playbook?



MEASUREMENT FRAMEWORK

How to measure the success of your Influencer Marketing program against your marketing and business objectives.

11.1 Inputs, Outputs & Outcomes

Demonstrating the value and impact of your influencer marketing program is one of the top challenges cited by influencer marketing professionals in 2019. Senior management do not understand what success looks like in influencer marketing terms and so, in the absence of well understood metrics, they will naturally ask what the impact is on the bottom line.

There are a lot of social media metrics to measure online awareness such as potential impressions and content shares which show the popularity of your content right through to business outcomes such as demand generation and sales.

There is also the complication of 'dark social', which could be the exchange of private messages or links by email, which by definition, cannot be measured directly. You should therefore not try and measure everything and align all measurement with program objectives and relevant business outcomes. Measure what is important rather than what metrics are available to you.

On the next page is a model that you can use to measures the success of your Program Inputs, Outputs and Outcomes. Choose at least one metric per stage and gauge how many influencers you can move through the influencer relationship pipeline from Identified to Engaged to Advocate.



OUTCOMES	ACTION	Volume of influencer posts from wider influencer community / media talking about your brand, sub-brands or products compared to competitors	Change in semantic language from wider influencer community /media around a brand, product, policy or reputational issue	Volume of site traffic / downloads / subscriptions / user adoption though influencer referral traffic (unique content URLs)	% of influencer referral site traffic/ total site traffic multipled by conversion revenue OR Number of sales through unique coupon code / landing page used only for program	ADVOCATE
		Brand Awareness	**Brand Perception**	**Lead Gen**	**Sales Revenue**	
	ADVOCACY	Volume of target influencer posts talking about your brand, sub-brands or products compared to competitors	Voume of target influencer posts about your brand or products in association with key themes, product / solution categories or reputation drivers compared to competitors	Volume of content created in collaboration with target influencers on key topics or themes	Volume of target influencer posts talking positively about or recomending your brand, sub-brands or products compared to competitors	
		Brand Attention	**Brand Association**	**Influencer Generated Content**	**Brand Preference**	
INFLUENCER PIPELINE						
OUTPUTS	ACTIVATED	Number of influencers who have accepted your program invitation	Number of influencers attending your events (offline / online)	Number of influencers engaging with your brand, internal SMEs, advocates or evangelists (offline / online) compared to competitors	Number of influencer relationships you have developed	ENGAGED
		Program Influencers	**Event Influencer Attendance**	**Brand Influencer Engagement**	**Influencer**	
INPUTS	ACTIVITY	Number of influencers invited to your influencer program	Number of offline & social outreach posts to target influencers	Number of events (offline/online) organised where influencers are invited to participate	Number of Internal Subject Matter Experts, Advocates or Evangelists recruited to influence the influencers	IDENTIFIED
		Program	**Social Influencer Outreach**	**Event Invites**	**Employee Advocate Recruitment**	

Inputs

Measuring inputs is measuring the level of activity and effort you are putting into the program. This is normally at its highest at the start of a program or when you are scaling an existing program to target significantly more influencers.

Whether you are launching a new program or running a global program across multiple markets, if you are not trying to engage with influencers then you cannot demonstrate a successful program.

Analyzing the number of program invites, amount of social media outreach, event invites sent to influencers and internal subject matter experts (SMEs) recruited shows how much program activity is happening.

Outputs

If the outreach has been good then you can start measuring your program outputs which are based around engagement levels you have received back from the influencers as a result of your outreach.

Outputs such as number of influencers who have accepted your program invite, attended your events or engaged with you on social are very useful metrics to highlight the number of relationships you are developing with your key influencers.

Achieving high outputs is unlikely to make a material difference to any business outcomes but it does demonstrate the platform you have built up in the form of an influencer channel who now have the connection with your brand and hopefully the desire to drive advocacy for you on an on-going basis.

Outcomes

It is imperative to provide credible outcome-based measurement to help you demonstrate the value of building long and sustainable relationships.

There is a difference between Advocacy and Action in the framework because Advocacy measures the advocacy of your target influencers whereas Action measures the end desired outcome from the wider influencer community and your target audience.

Quantitative Indicators

These metrics help you understand whether you are reaching your target audience: location, demographics, views, engagement. Try to avoid vanity metrics such as potential impressions and concentrate on number of engagements (comments like and shares). You can also use more advertising focused metrics such as Cost-Per-Click (CPC), Cost-Per-Thousand (CPT) or Cost-Per-Action (CPA) when measuring site traffic.

Qualitative Perception

Use metrics such as brand share of voice, brand association and key message delivery to show whether you have achieved a shift in consideration, credibility or perception.

11.2 – Selecting your Metrics per Use Case

It is often a good idea to decide on what the main KPI metrics are that will define your program success. Here are six suggested metrics you can connect together to apply to different use cases.

BRAND AWARENESS & PERCEPTION	EMPLOYEE ADVOCACY	CONTENT MARKETING
Volume of Influencer Brand Posts	Volume of Influencer Brand Posts	Volume of Influencer Brand Posts
Brand Share of Voice vs. Competitors	Brand Share of Voice vs. Competitors	Brand Share of Voice vs. Competitors
Influencer Brand Posts - Key Topics	Number of Influencers Engaged by Employees	Influencer Brand Posts - Key Topics
Total Reach of Influencer Brand Posts	Number of Influencer & Employee Interactions	Influencer Shares of Brand Content
Audience Social Engagement	Audience Social Engagement	Audience Social Engagement
Site Traffic	Site Traffic	Site Traffic

DEMAND GENERATION	CAMPAIGN MEASUREMENT	ISSUE TRACKING & BRAND REPUTATION
Volume of Influencer Brand Posts (gated content)	Volume of Influencer Brand Posts	Volume of Influencer Brand Posts
Brand Share of Voice vs. Competitors	Brand Share of Voice vs Competitors	Brand Share of Voice vs Competitors
Influencer Shares of Gated Brand Content	Total Reach of Influencer Brand Posts	Total Reach of Influencer Brand Posts
Audience Social Engagement	Brand Key Topic Association Trend	Audience Social Engagement
Site Traffic	Influencer Brand Posts - Key Topics	Influencer Brand Posts - Positive Reputation Drivers
Content Views / Downloads	Influencer Shares of Event Content	Influencer Brand Posts - Key Messages

MEASUREMENT

Due to the nuanced nature of influencer commentary it is not recommended to use automated sentiment analysis for evaluating influencer posts. Whilst automated sentiment analysis works for social media listening for product feedback it does not work well for influencer relations as there are fewer posts to analyze and the content is more geared towards discussing industry issues.

11.3 Internal Milestones

Influencer marketing programs require integration with your overall marketing and communications strategy so it is also important to look internally and check that you are hitting your internal program milestones as well as measuring external performance.
Here are some examples of internal opportunities that can help you progress your program:

- Getting program buy in from senior management
- Unlocking access to senior execs as a key value driver for Influencer engagement
- Integrating skill-sets outside of your team such as content and design resources
- Recruiting additional internal subject matter experts to participate in the program
- Access to paid media budget to sponsor Influencer posts
- Editorial rights to use a specific social handle
- Expand program regionally or into different Business Units

Your measurement needs to be focused on short-term campaign goals and your long-term vision. In the first 3-6 months you might be looking for brand awareness and association with key topics whereas after 6 months you may be aiming for valued 2-way relationships between your brand and your market influencers who are pre-disposed towards understanding your value proposition and communicating this message to the marketplace.

As a general rule you should invest around 15% of your Influencer Marketing budget into measuring the success of your program.

FUTURE GAZING

What does the future hold for Influencer Marketing?

The Influencer Marketing industry is evolving at a fast rate with learnings on all sides from brands, Influencers, agencies and technology vendors.

Here are the key trends identified by 250+ Influencer Marketing global experts and practitioners.

Professional Influencers need to demonstrate more ROI

Influencers that are on a pay-to-play basis need to become more professional in their approach, showcasing their impact (not their followers) and providing meaningful ROI. From speaking to hundreds of marketing practitioners there are only a few Influencers who actively bring up what impact they are going to drive and what success looks like to the brand.

Emergence of Influencer Relationship Managers

Influencer Marketing will be owned by relationship managers who then connect the Influencers to the relevant content & events across BUs and different markets. This is no different to the principles of how PR and AR work in managing journalists and analysts.

Increased Investment in Thought Leadership

Brands will focus less on directly marketing their products and services and increase their investment in thought leadership & storytelling around key themes that are driving high engagement with the Influencer community and their target audience. Once the relevant target audience is engaged brands can then introduce how their products and services enable their customers to drive innovation and solve industry challenges.

Brands to align content calendars with Influencers

Influencers are often more in tune than brands with what the hot industry topics are that their target audience cares about. Brands will align their content calendars with what content Influencers would like to create similar to how media features work in a trade publication or reports that analysts are writing.

Influencers to become more integrated into BAU

Brands to incorporate Influencer Marketing activity into Business as Usual (BAU) campaigns, content creation and events as they will drive additional impact with their outside-in perspectives.

Stronger business case required for Senior Management

Research by Raconteur in July 2019 shows that one of the top challenges for marketing professionals is demonstrating value to Senior Management.

Too many brands are not connecting their campaign metrics to business outcomes and will need to provide a stronger business case and ROI for senior management for on-going investment in their Influencer Marketing programs.

Increasing shift from Awareness plays to Demand Gen

According to research Onalytica carried out in 2018, Influencers are predominantly used to create buzz and social media amplification around content and campaigns to promote various events and thought leadership material.

As the value of the Influencers becomes more apparent and the maturity of Influencer campaigns continues to evolve marketers will be under pressure to provide demonstrable financial ROI.

Engagement more important than Follower Count

Obsession over follower count is fading in favour of impact measured by social engagement and real business outcomes. Brands are looking beyond social following to partner with industry experts that are knowledgeable, create content and drive impact with their target audience

Internal Subject Matter Experts treated the same as External Influencers

It is normal that your internal thought leaders or Subject Matter Experts (SMEs) are treated differently than external Influencers you engage. But we think this is going to evolve as brands realise the benefits of helping employees and external Influencers become more influential – it all drives awareness, trust and credibility for the brand as part of a WIN-WIN strategy.

The Rise of Topical Communities

Topical debates on social media have created communities around the key thought leadership topics across every industry. The brands that help facilitate and advance the discussion by creating inspiring content will capture the hearts and minds of their target audience.

EXPERT TIPS

A compilation of tips and predictions from the industry's leading experts.

Tim Hughes, CEO & Co-Founder of Digital Leaderships Associates

The issue we see in B2B (Business to Business) marketing is lack of top of funnel (ToFu) activity. Traditionally marketers use events as a way to generate initial interest in their products or services. We have seen Conference attendance, where people are looking for new goods or services by 60%, in some markets by 80%. An excellent replacement is Influencer Marketing. Influencer Marketing is where you activate the Influencer to talk about you to their network. Remember the Influencer's audience is interested in them and not you. This is your opportunity to energise and excite their audience. The Influencer should know their audience and guide you as to what they think will resonate. Too often brands want the Influencer to write an "advert" for the brand. The objective here is for earned, not paid media.

Michael Brenner, CEO, Author and keynote speaker

Please! Influencer Marketing people: stop measuring the number of tweets and impressions you get from Influencer programs. Influencer Marketing should be measured like all other marketing programs: contribution to marketing goals (awareness, engagement, conversion, retention). Influencer Marketing should be tied into all content that a brand is creating: blogs, webinars, live events. And then the KPIs are relevant to those programs. Successful Influencer Marketing measures the contribution from those Influencers to the success of marketing overall.

Ryan Bares, IBM Systems Social Programs Marketing Lead, IBM

B2B social Influencer Marketing is still in its infancy. As organic social reach continues to decline for brands, Influencer Marketing should be considered as an important part of the marketing mix. I see the industry moving toward being more open and transparent. It'll be far less about the size of someone's followers -- as we know reach doesn't equal influence -- and more about how she or he engages with their network, ease of collaboration, and can they deliver results. What I'm most interested about in B2B Influencer Marketing is the creation of trusted marketplaces. How great would it be to view an Influencer's previous work, how they measure success, rate sheet, topics of authority and if they have the bandwidth to take on a project all in one platform. The opportunities are endless!

Danielle Guzman, Global Head Social Media & Distributed Content, Mercer

When investing in Influencer Marketing, do not neglect the social capital represented by your

employees. They are your secret sauce. Your employees are trusted more than your brand or your executives. Much like we have classifications for Influencers (celebrity vs. engagers vs. activists vs. micro vs. nano for example), you should apply the same discipline to your employees. Each one of them is an Influencer, and you should work to identify their strengths and engage and empower them within your social media ecosystem. By thoughtfully integrating your employees and Influencers into one strategy, you can transform your Influencer Marketing program from an activity-based initiative to an authentic relationship-based program

Scott Guthrie, Influencer Marketing Consultant

As Influencer Marketing budgets have risen so too has the commercial imperative to provide measurable return on investment. This has manifested in better, measurable objectives being set upfront and better evaluation and measurement processes being introduced post activation. Communicators are eliminating waste as well as meeting set objectives. Influencers who undertake Influencer fraud are being identified and avoided.

Amisha Ghandi, VP Influencer Marketing & Comms, SAP Ariba

Influencer Marketing is now driving multiple programs such as Employee Advocacy, Customer Advocacy and ABM. Influencers give an essential outside-in perspective that is not your brand marketing view – this drives much more validity and credibility with your target audience. When engaging Influencers don't ask Influencers to promote your content if they aren't involved in the content creation unless it is research – social media promotion is not authentic. And when Influencers are creating content for you don't be too prescriptive on how they promote that content as it happens naturally.

Konstanze Alex, Director, Influencer Relations & Storytelling, Dell Technologies

The climate has changed. Influencer Marketing has gone from a tag-on program to an integral program driving our brand awareness & reputation in the marketplace. Look beyond the number of followers to engage a community of Subject Matter Experts who have the expertise and drive impact. Expert practitioners with a local flavor and / or niche expertise can often have a greater impact at the decision maker level than global social amplifiers with a large number of followers.

Rani Mani, Head of Social Influencer Enablement, Adobe

Influencer Marketing is like dating with an eye to long-term commitment and relationships online

should be treated the same as you would offline. Everyday industry practitioners that are social savvy are great sweet-spot Influencers to work with. We need to get past this transactional mindset and treat Influencers as an extension of your team beyond a few events. Use them in focus groups, tap into communities of Influencers as brain trust and help them build out your roadmap. Cultural mindset shift needs to happen to ensure that Influencers are not banner ads.

Angela Lipscomb, Influencer Relations Manager, SAS

Brands that work with Influencers are evolving beyond experimental programs to more mature models that demand results. Influencers that will thrive are those that develop a relationship with the brand and can provide demonstrable ROI. This means putting in the time to get to know the organization, its products and services, beyond one-off transactional plays and being able to deliver on agreed metrics. Brands should look for Influencers that are not just a great fit for their audience but really understand their true influence

Luke Brynley-Jones, Managing Director, OST

I've noticed a surprising lack of confidence among B2B brands to engage with Influencers. Most Influencers will welcome a genuine, well-researched approach and will openly discuss their expectations and concerns. There's no need to pussyfoot around!

Micole Garatti, Founder, SocialMicole.com

Stop working with Influencers because they have lots of followers and start working with Influencers because they are industry experts. Influencers create content. Experts support the entire business.

Jason Falls, Director of Digital Strategy, Cornett

Influencer Marketing is no longer about one-off sponsored posts. It's about building relationships with multiple Influencers, often who can be integrated for the same initiatives, to provide better reach, awareness and long-term reinforcement of what you do. That's where smart brands are spending their time with Influencers.

Ste Davies

B2B Influencer Marketing is one of the most exciting areas of marketing today. B2B brands have the opportunity to work with niche but influential subject matter experts who have built a direct

and trusting relationship with their audience using blogs, podcasts, newsletters and other social media. While B2C Influencer Marketing is reaching a maturity and saturation point, opportunities abound in the growing B2B space.

Rachel Miller, Senior Social Strategist, Thulium

B2B Influencer Marketing is driven by long-term collaborations with industry experts, micro-Influencers, and employee advocacy. A program will likely be more successful if all three elements are included. Focusing on one element may bring short-term success, but it is hard to sustain. Having a holistic strategy ensures that the internal and external communities are continuously engaged and thriving and driving business value.

Scott Guthrie, Influencer Marketing Consultant

Be realistic - Be realistic about the time required to set up a programme and to start reaping the rewards from it. Be realistic about the costs. Not just in payment to Influencers but the hidden costs in terms of time required to identify, select, and recruit the most appropriate Influencers for your brand. Be realistic about the money needed to be spent on third-party tools to find these Influencers, and to undertake digital due diligence on them for best fit. Think, too, about the need for contracts and compliance.

Wilko Walters, Managing Partner, d2twelve Strategy Consultants GmbH

To be successful in Influencer Marketing as a brand, it really is about building a 'community' of Influencers. A community of individuals with different work backgrounds is ideal to facilitate real engagement because it can not only amplify paid-content [Inside-Out] like many Influencers did in the past - but can bring in new expertise/insights [Outside-In] to enrich the content side with fresh ideas! With this two-sided approach SIEMENS has been quite successful since founding its "SIEMENS Influencer Community" #SIEx.

Mariska Kesteloo, Founder, Word of Mice

A mistake a lot of people make is to look at quantity but it's more important to look at the quality of the followers that the influencer has. We don't work with celebrities, we work with experts who have the right match with your desired target audience. Do your research : Always check their

profile and personality before you start

Ryan Robinson, Blogger, ryob.com

As general trust in large brands has shown to consistently erode over the past few decades, Influencers are becoming more poised than ever before to become a more authentic channel for those brands to actually connect with their customers in a meaningful way (and grow their user base). That being said, while trust in the individual Influencer has grown, it's also incredibly important that Influencers do not sacrifice the legitimacy of their content, recommendations and relationships with their audience, for the short-term financial gain of promoting a product they don't personally stand behind. As more companies turn to Influencer Marketing as a growth channel to experiment with in the coming years, Influencers need to formulate their own code of ethics that'll always keep their authentic relationship with followers as the primary "metric" to determine success.

João Bocas, CEO, Digital Salutem

I would say that the most important thing is to share insightful industry-specific content, of course related to the industry that you working in and collaborate with other Influencers. In my humble opinion Influencer Marketing could be called amplifier marketing, as the main goal is to make interesting content seen by as many people as possible. I see a lot of Influencers trying to compete, my approach is completely the opposite. If you are new to Influencer Marketing, I would advise you to understand the environment well. For example the intersection of digital and B2B business interactions. All businesses are different and communicate in different ways.

Lastly, the potential is enormous ….from promotion to competitor analysis, to talent identification to scrutinise innovators and/or potential business partners to hunting for B2B clients. The future is digital….most of all type relationships (business and personal) start online today.

Frederic Gonzalo, Business Owner, Gonzo Marketing

Micro-Influencers are the next eldorado, but like with any hot new trend, there are pros and cons for brands seeking to work with smaller Influencers. Great niche audiences, authentic and original contents that results in higher engagement rates on one hand. Yet on the other hand, uneven results and a lot of back-and-forth with parties that don't always realize what's at stake from an industry standpoint.

Karen Freberg, Associate Professor in Strategic Communication

Influencer Marketing is the strategic communication and relationship management process to create a win-win situation among the brand, Influencer, and respective communities impacted. Influencers not only need to be creative strategists in their work, but also empowered to educate, empathize, and support the efforts for their communities and for the brand. Balancing these efforts is what is making Influencer Marketing both an innovative art as a profession and creative scientific specialization. Taking the time to build relationships and communities that are long standing and mutually beneficial will be the trend to note and embrace for Influencer Marketing in the future.

Ted Rubin, CMO & Advisory Board Member, Photofy inc

The biggest mistake brands make when trying to engage Influencers is not first trying to understand who they are and what they stand for. They think it is all about the money, and simply the numbers and reach. I write a lot about Looking People in the Eye Digitally… so for me the most important Influencer Marketing tool is building relationships. Influencer Marketing, when used to its best effect, is about building a network of business relationships that will yield results over time.

Ross Quintana, CEO, Social Magnets

Influencer Marketing is not just about audiences and metrics, it's about strategic long-term partnerships with authentic alignment. With that mindset the brand benefits become exponential. Find your natural advocates, reward them, empower them, and appreciate them.

Jonathan Aufray, Co-Founder & CEO, Growth Hackers

I see a lot of entrepreneurs, business owners, startup founders and marketers focusing on the number of followers an Influencer has when they want to work on Influencer Marketing campaigns. They don't even consider micro-Influencers with a few thousands followers. They want Influencers with millions of followers, even 100,000s is often too low for them. From my experience, this is a huge mistake. Micro-Influencers (Who have a high engagement) often have a very targeted and engaged community of followers. If you know precisely who your target is, find micro-Influencers in your niche and work with a few at the same time. It will cost you less money and the results will be better.

Kent Lewis, President & Founder, Anvil Media

Alignment and transparency: Moving forward, look for brands and Influencers to create better alignment and transparency. According to research, 84% of consumers believe authenticity is important when choosing Influencers to follow. Millennials are increasingly sceptical of businesses' motives and impact on society, according to Deloitte (via eMarketer). The writing is on the wall, especially for brands targeting younger consumers.

Ann Tran, President, Ann Tran LLC

Measuring ROI for brands continues to be challenging. Yes, there are tools out there to measure fake followers, likes and pods. However, I tested an app where I was penalized for unfollowing inactive accounts that have not posted for years. Perhaps Influencer apps should focus on measuring genuine engagement and links to a booking or purchase. Social media platforms need to clean out bots and dormant accounts on a regular basis. Quality content will still be king. Getting people to read and watch will get more challenging in a sea saturated with Influencers.

Scott Monty, CEO & Principal, Scott Monty Strategies

The term "Influencer" gets thrown around quite a bit. Typically it's associated with someone who has a significant number of followers on one or more platforms. But recall that influence is defined as "the capacity or power of persons or things to be a compelling force on or produce effects on the actions, behavior, opinions, etc., of others." So when you're planning your Influencer Marketing efforts, think in terms of results, not reach. An Influencer will be able to get others to take action or change their minds, not just wrack up a bunch of likes or views.

Larry Kim, CEO, MobileMonkey

Whether you're an Influencer or a brand looking for Influencers, you need to find your unicorn channel – that one marketing channel for your brand with the hottest engagement. Go where the engagement is. For example, Facebook messenger is a great channel to be around since the open rates of messages sent through messenger are about 80%, while the click-through rate is 20%. So, if you're frustrated with Facebook's declining organic reach, Facebook messenger is a great platform to be at! High engagement rate. Low competition. Free organic reach.

Jan Barbosa, Marketing Representative, Scientific Games

My first advice to anyone before embarking on an Influencer Marketing campaign would be to understand the difference between a celebrity advertiser and an Influencer. If you were going to buy a car today, would you rather consult Brad Pitt or Elon Musk? Yes, the celebrity holds a certain charm and magnetism but it's not as alluring as a recognized and educated voice of expertise in an area where you need a trustful opinion. My second advice is to single out and take care of your micro-Influencers, those consumers and fans who follow, like and comment about your business, micro-Influencers give energy, emotion, and credibility to your brand. To dismiss them is the ultimate folly.

Jim Toblin, President, Carusele

Over 400 Influencer Marketing companies were started in 2017 alone. Over the next 12 months, we'll see a lot of them (agencies and software providers) closing down. For marketers, I'd look for those firms that can do more than find you Influencers and hire them. That's not enough to drive results and it's no longer a differentiator.

Andrea Learned, Strategic Climate Influencer Campaign Specialist, Learned on

Approach the Influencer with the understanding that it will be about long-term, resilient alignment that has substance. No B2B Influencer wants to connect with a flash-in-the-pan or trending-this-minute topic. Building social capital is an investment and the true ROI, for all involved, comes from what bubbles up, not from what you try to make happen in a big way or immediately.

Xavier Gomez, Founder & COO, INVYO

Influencers do not force corporates to follow them, they invite them to share the future of business

Jim Marous, Co-Publisher, The Financial Brand

Before engaging with an Influencer, organizations need to make sure the person they want to connect with already is seen as a strong voice in the tightly defined target market hoped to be reached. Many firms are tempted by the 'next shiny object,' without taking into account how influential the person is seen by your current customers and prospects. Has the Influencer been a consistent voice heard by your prospect audience? Is their perspective aligned with your brand? If

not, there is a better place to invest your marketing dollars.

Claire Burdett, Co-Founder & MD, The Media Marketing Co

There are lot of changes happening on the social media platforms at the moment, including the disappearance of likes on Instagram and Facebook posts and the growth in importance of Chinese networks, such as TikTok. So don't restrict yourself to one network or Influencer, and make sure you have the analytics set up properly your end and that your Influencer gives you a monthly report showing reach and engagement.

Lilach Bullock - Content Marketing and Social Media Specialist, Speaker, Lilach Bullock Ltd

This has been said before, but I think it's one of the most important aspects brands need to keep in mind when working with Influencers: numbers aren't everything. Don't go for a huge Influencer just because they have millions of followers. Rather, what you need to look for is relevance and audience engagement - an Influencer who targets your audience and who has a great relationship with them (which you can tell by how much their audience interacts with them!)

John Nosta, President, Nosta Lab

The central issue regarding the engagement of Influencers can be defined by one word: CONNECTIVITY. It's essential that an Influencer be well connected to a specific network, have true expert knowledge in the category, and be actively engaged the the topic dialogue.

Marija Butkovic, Founder and CEO, Women of Wearables

For many brands, regardless of the industry they're in, working with micro-Influencers has actually proven to be more effective than working with celebrities and huge Influencers. Micro-Influencers are often much more cost effective and although they have a smaller audience size, that also usually means a more targeted audience and more direct and higher engagement rate with their followers because their audience trusts them and they love the content that they put out. So if you haven't worked with a micro-Influencer yet, now is definitely the time!

Shep Hyken, Customer service/experience expert and NY Times bestselling author, Shepard Presentations

The concept of "thought leadership" and "Influencer Marketing" belong together. An expert and recognized thought leader becomes an Influencer based on recognition and number of connections/followers. What I'd add to that is that while recognition and numbers are nice, engagement is also crucial. Does the Influencer actively participate in discussions and respond to comments? It may be impossible for the Influencer to respond to every comment, but a certain level of engagement is very important.

Debra Ruh, CEO, Ruh Global IMPACT

Brands should think of B2B Influencers as B2B Brand Partners, not "B2C-like Product Promoters". Start by selecting Influencers who are recognized as "experts" within your space and whose followers represent your target audience. Collaborate with them to put an ongoing spotlight on your Brand (and on them). For example, as the first of many collaborations, an "AI" Brand assembles 3 "AI" Influencers to discuss the state of "AI in Marketing" via an online webinar which is co-promoted on social media before, during, and after the event. Brands should work with market Influencers that actively and meaningfully engage on topics that complement the brand. Take the time to understand the Influencer's content and their community engagement. You must take the time to understand the Influencers especially if they will represent your brand. Also please include a diverse group of Influencers. Remember we are stronger together!

Robert Levin, Chief SMB Officer, RSL Media

To be successful, your content must change the POV of the audience. To do so, work with Influencers that are top-notch subject matter experts. Their level of expertise is much more important to your brand than their number of followers.

Timothy Snow, Founder, Snow Solutions

An Influencer is influential because they have their own voice and opinions, rather than simply echoing the opinions of others ~ this is the reason why brands choose to work with him/her in the first place. Limiting their creative freedom and NOT showing them respect as professionals runs counter-productive to the entire idea of reaching out to them in the first place.

Andy Crestodina, CMO & Co-Founder of Orbit Media

Picking the Influencer is just the beginning. Success comes from aligning that Influencer with a format and channel that supports your goals. Some Influencer / format combinations will drive awareness. Others drive traffic. A few can even drive registrations and email list growth. So first look at your desired outcomes and then craft the program to meet the goals.

Rachel Teare, Director, EMEA Digital & High Touch Experiential Marketing, Citrix

Influencer Marketing isn't just about sentiment and awareness, for me it has a real place within the demand generation aspects of marketing. I'm looking for conversion as we reach audiences with higher engagement and we're able to influence buying decisions.

Chris Smith, Associate Director, Ketchum

"Beware of online echo chambers" is a phrase that you'll often hear mentioned in relation to political and societal issues. But when it comes to B2B online marketing, a tight-knit community of like-minded individuals, exchanging information and views about the things that interest them, is a huge business opportunity that many are only just starting to discover. That 'eureka' moment is an exciting one, but can often also lead to overly enthusiastic and speedy executions; you can't just rock up to the party and expect everyone to immediately start listening to you. That's why it's absolutely vital that the first step is knowledge and understanding; once you can answer even just the basic questions of who, what and when, you have the building blocks of a powerful B2B Influencer Marketing strategy.

Whitney Cubbison, Communications Director, Western Europe, Microsoft

At its core, marketing is an engine to drive sales. Add more dollars to the engine; it moves faster. The term 'Influencer Marketing' is therefore a bit of a misnomer, because truly effective Influencer Marketing has nothing to do with engines and very little to do with how much money you can put into it. It's about creating a true value exchange between your brand and theirs, based on shared goals.

Jay Baer, Founder, Convince & Convert

Start inside out. Find the topical Influencers among your customers and employees. Get them rolling first, then worry about external Influencers.

Andy Crestodina, CMO & Co-Founder of Orbit Media

My best advice for marketers starting out with Influencer Marketing, is to not just find & grow relationships and collaborate with people that your audience already trusts, but to follow up and to stay involved with them: their lives and their work, in some meaningful way. Don't just let it go. We're not looking for a press hit, we're looking for an ongoing friendship & partnership. We're trying to drive value back to these people that we're collaborating with - it's not always monetary, it might be, but not always. So be sincere, be genuine, be considerate. Build relationships before you pitch, don't just make it a cold email. And then follow up in unexpected ways - send a small gift or write a handwritten thank you note; recommend them; be a sincere advocate for their brand. Where you are a true believer in the trust that you want your audience to feel in you, that you genuinely feel in them. Because then it's legit.

Lee Odden, CEO & Co-Founder, TopRank Marketing

Make a commitment to understand what is possible and develop an informed plan to test, evaluate and scale. If you are not fully confident about how to do that, connect with a resource that has deep experience in the area of Influencer Marketing that you want to pursue.

Neal Schaffer, Keynote Speaker & Author, *Age of Influence*

My number one piece of advice is about having a mindset that influencer marketing is about community, not campaign. Social media shouldn't just be about marketing but should be about collaboration - that's the key thing. Marketers - it's the 21st century, we're digital 1st, organic social's dead, we need to re-tune our mindsets and think of social media as an unprecedented way of collaborating with people, especially influencers.

Michael Brito,EVP, Zeno Group

In my opinion, the outlook for Influencer Marketing is research. Influencer Marketing doesn't always mean an activation. Many times, the insights from studying Influencer behavior is enough, as long as the insight are implemented. Here's an example. If Influencers are using jargon or keywords about a topic and research shows that their usage is increasing, brands should use that intelligence and incorporate the same language in their social and long-form content. Doing so will drive home relevancy to the group of Influencers and over the long-term higher visibility in Google for those terms. Typically, Influencer conversations and language create search demand.

Ian Truscott, Executive Strategy Director, appropingo

How are you going to decide who are your ideal Influencers? You could just choose the noisy people with the most followers, but with all the fakery, the follow / unfollow shenanigans, the buying of followers and likes, you need to look deeper than vanity metrics.

Look for evidence that these folks will deliver against your goals, you might be surprised that when you scratch at the surface of these big follower numbers and number of tweets and discover very little engagement.

Shailendra Kumar, Vice President & Chief Evangelist, SAP

My number one piece of advice for a brand looking to work with influencers, is to consider the influencer's profile beyond their total reach, to also understand their followers' interests, location and engagement. This way a brand will get maximum return on their investment.

Joel Backaler, International Keynote, Best-Selling Author & Global Marketing Strategist, Joelbackaler.com

Based on my research, I've found too many brands are stuck in a "tactic trap." They focus on one-off, transactional collaborations without a clear set of established goals or consensus on why a specific influencer is the right fit, and how the collaboration will accomplish their original goals. Brands need to escape the "tactic trap" and start approaching influencer marketing as an enduring, critical component of their global marketing strategy.

Theodora Lau, Founder, Unconventional Ventures

Consider partnering with influencers who can work with your brand to create unique content for their audience and your customers - that can help amplify the message. Content can include blog posts, podcasts, infographics, or short videos, allowing the influencers to stay true to their style and expertise, while putting a face to the "voice" and "message".

Michael Brenner, CEO, Marketing Insider Group

I'm seeing the future of influencer marketing already starting to manifest. Instead of short-term tactical influencer campaigns, leading brands are investing in strategic relationships with executives, customers, partners, and most of all, their own employees, who are all being celebrated for their expertise, diversity, and strength of their relationships. HR teams are even getting involved because of the value of these networks to the employer brand as well.

Jay Palter, Chief Engagement Officer, Jay Palter Social Advisory

B2B influencer marketing is most effective when it's undertaken on a continual basis, as a person-to-person networking and outreach effort, that engages the most visible and credible voices in your industry through sharing insights, adding value and generally supporting the business ecosystems in which you operate. Success is best measured through the development of long-term, productive relationships with top influencers in your industry

Chris Lee, Founder, Eight Moon Media

People working with influencers need to put themselves in the influencer's shoes and think about what their audience wants and needs first. An influencer's chief concern is their audience. Without an audience, the influencer is finished - there are plenty of influencers out there to follow, after all - so to get your suggested collaboration over the first hurdle, you must be able to articulate what's in it for the audience. Why should they care? As a micro-influencer (I run a football culture blog and podcast called Outside Write) and PR director, I see it from both sides, and I get a lot of seriously un-targeted, impersonal, scattergun approaches from PRs and SEOs. Think of the audience first and your pitch or proposal will stand out.

Samuel Pavin, Marketing and Communications Coordinator, The University of Queensland

Influencer marketing is a constantly moving beast; From celebrities to micro-influencers, virtual personas and more. Looking forward, I reckon more focus should be put on communities. Bringing together people selected not only for their level of influence but also their audience, personality and ability to collaborate and amplify each other - and the brand, exponentially. It's about human relations (building up understanding, collaboration and strong engagement) rather than the commercial ones ("order, post, pay").

Vladimer Botsvadze, Entrepreneur, Fortune 500 Consultant, Professor & Keynote Speaker, Botsvadze Global Digital Marketing Solutions

Influencer marketing is the best way to gain access to potential customers and establish trust. Brands have been spending billions of dollars to work with influencers and such brands always stay ahead of the game. There are hundreds of new platforms and influencer marketing focused agencies since there's $5.20 the average earned media value per $1 spent on influencer marketing.

Influencer marketing campaigns have seen 8X ROI; 60% of people consult blogs, vlogs or social media posts on products before considering a purchase. Working with influencers can fulfil many different types of goals including brand awareness, SEO authority, social following, sales and trust. Majority of brands are encouraged to invest more in an influencer program next year.

Dave Hubbard, CEO and Founder | Chief Revenue Growth Consultant, Marketing Outfield

Brands should think of B2B Influencers as B2B Brand Partners, not "B2C-like Product Promoters". Start by selecting Influencers who are recognized as "experts' within your space and whose followers represent your target audience. Collaborate with them to put an ongoing spotlight on your brand (and on them). For example, as the first of many collaborations, an "AI" Brand assembles 3 "AI" Influencers to discuss the state of "AI in Marketing" via an online webinar which is co-promoted on social media before, during, and after the event.

Naully Nicolas, Digital Marketing Consultant, Rayka

The most important voices are not always 'celebrities' or those with the greatest repercussions, but they are people who have turned to social because their stories have not been reflected in mainstream media. These voices are instrumental in generating distinctive and strong brand narratives when achieved authentically.

Jo Peterson, Vice President, Cloud and Security Services, Clarify360

Wikipedia defines domain knowledge as knowledge of a specific, specialized discipline or field. We are starting to see savvy brand marketers in the B2B tech space utilize the platform and voice of an influencer, in a specific discipline like cloud technology, which is a foundational technology, and then build upon that foundation with complementary disciplines in the tech space, such as security, AI or ML. Each of these influencer voices add a different perspective. This cohesive use of complementary domain expertise in campaigns adds credibility, provides a prism based approach to the content and extends reach.

Glen Gilmore, Independent Social Media & Digital Marketing Consultant & Brand Ambassador. Lawyer. Travel & Tech Influencer, Gilmore Business Network

Consumers are expecting more from influencers: more authenticity, more creativity and more transparency. Brands need to take note of higher expectations when it comes to influencer

marketing. Influencer marketing shouldn't be a one-night stand. It should be about creating real relationships between the brand and the influencer to create more authentic content. Brands and influencers need to be more attentive to their regulatory disclosure requirements. Those that aren't risk real sanctions - and, more importantly, risk losing community trust. (FYI, in addition to being an instructor of Social Media and Digital Marketing at Rutgers University, and a brand ambassador for several brands, I'm an attorney and author of "Social Media Law for Business".) B2B influencer marketing typically requires more care and effort as the industry has been slower to understand and leverage influencers than B2C brands. Influencer-marketing is only going to get more important as data-protection laws continue to hamper traditional Digital Marketing methods.

Debbie Friez, Influencer Marketing Strategist, TopRank Marketing

Successful B2B Influencer marketing is all about relationships. Don't forget these important steps: 1) Before you reach out to a new influencer, dive into their background, so you understand who they are and what interests them; 2) Engage with the influencer via social media and 3) Set yourself up for continued success, by maintaining an ongoing relationship after the project ends.

Sally Eaves, Emergent Technology CTO | Global Strategy Advisor - Blockchain AI FinTech | Social Impact | Keynote Speaker and Author, Sally Eaves Consultancy

Authenticity of Fit, Authority of Experience and Alignment of Interests, Values & Expectations are my 3 keys to building mutually fulfilling B2B influencer marketing relationships. These essential components ensure the quality, legitimacy and impact of engagement that connects to the right audience at the right time, with the influencer informed and trusted to create or co-create content. This enables activations that feel personalised, compelling and natural, whilst cultivating long-term partnerships between influencer and brand that continually expand in relevance, resonance and reach.

Konrad Sanders, Founder, CEO & Content Strategist, The Creative Copywriter

In my opinion, differentiation and authenticity are crucial ingredients in influencer-relationship building. Those big industry players get contacted by every Tom, Dick and Harry on a regular basis. So how can you stand out, make a splash and get on their radar, while retaining your authentic "real" brand personality? It's a delicate balancing act.

Heidi Cohen, Chief Content Officer, Actionable Marketing Guide

First visible in mid-2019, the Seismic Marketing Shift has disrupted the content, information and data ecosystem in which your marketing now operates. This massive disruption results from the convergence of three concurrent trends that often remain undetected: 1) Voice-first digital (including smartphones, voice-enabled assistants, cars and other devices) to discover and retrieves information. So only one answer served to answer the user's question based on context often without branding. 2) Marketing AI to process massive amounts of data using technology that learns and improves without humans to provide a better assessment of the environment and audience interactions. 3) Content Saturation to reduce content, information and data reach from all sources due to diminished audience trust and privacy concerns.

For 2020 and beyond, influencers will remain a key element of a balanced marketing strategy to increase and maintain their brand visibility because people provide the power of quality real time human-to-human relationships to develop audiences, nurture relationships and close deals. Even better influencers add humanity that stands out in a device-driven, information overloaded landscape.

Kathleen Hessert, Founder & President, Sports Media Challenge and WeRGenZ

The future of successful Influencers will evolve dramatically. The infancy of influencer marketing was built around charismatic, well-designed or celebrity personal brands that became consumer magnets that built awareness. As the industry grew into adolescence, consumers became savvy to influencer business models and often lack of authenticity and awareness wasn't enough ROI. Instead of colorful generalists, B2B Influencers will need to be specialists with deep, niche industry expertise. They'll be measured by their ability to drive more meaningful and higher margin business interactions. I fully expect Influencer Marketing will trade some of its iconic flash for greater and longer-term business partnerships and be more valuable in the long run.

Amber Osborne, Chief Marketing Officer, Doghead Simulations

The new age of influencer marketing will be focused on a diverse reach; content will be more targeted to audiences outside the usual influencers' reach - ones that aren't already overwhelmed with content of that type. Influencer programs will be structured to feature and foster micro-influencers instead of the megaphone influencers.

Shane Barker, CEO, Shane Barker Consulting

One of the most interesting trends to watch out for is going to be the rise of CGI influencers. It's a forward-looking concept that is still in its nascent stage. Prada, GQ, Vogue, and other big names are already experimenting with the concept. It won't be too long before we see celebrities and brands creating their own CGI influencers for marketing and sales initiatives. I think early movers will definitely have an edge over their competitors.

TOO LONG DIDN'T READ

A summary of the full guide's key takeaways.

1. Despite bad press for B2C Influencer Marketing, Industry and B2B Influencer Marketing is now an **embedded strategy** across many industries such as Tech, Finance, Healthcare, Environment, Energy and Retail. It is no longer a *"nice to have"* but rather a *"must have"* strategy.

2. Most brands and Influencers are however still **experimenting** and **exploring** how to create, manage and deliver successful Influencer programs.

3. There are still **no industry-recognised frameworks or rules** to abide by, meaning the industry is still resembling the wild west when it comes to brand-Influencer partnerships.

4. Do not under-estimate the importance of thinking through and writing your **Influencer Marketing strategy** right at the start. Having your strategy documented gives you direction and focus, making you far more likely to be successful.

5. When writing a business case, it is important to **speak the language of the boardroom**. Always link Influencer Marketing back to what the business cares about.

6. Influencer Discovery Selection should be based on **Expertise**, **Influence** and **Content Creation** initially then refined through Channel, Location, Audience and then Qualitative Judgement for best brand fit.

7. There is still an on-going **controversial debate** between brands on whether you should be **paying Influencers** or not. The bottom line is that the answer to this question varies depending on the **collaboration opportunity** and how much **value** the influencer can gain outside of monetary compensation.

8. There shouldn't be a need for brands to latch onto control when partnering with an influencer. **Collaborate** with an influencer who you **trust** and who is aligned to your brand. An influencer knows their audience best and so you should give them full **creative freedom, with some guidance.**

9. Definition of the word "Influencer" has changed. An influencer can be anyone that

impacts a change in behaviour. Influencers can include employees, customers, users, journalists, analysts etc.

10. The industry had the best intentions at heart introducing terminology such as **“Micro”, “Macro” and “Nano”** Influencers, but these terms have come with **negative connotations** and have meant that we’re still focusing on **reach** as a way of identifying and categorizing influencers.

11. There are **6 Key Influencer Personas**: Event Speakers, Professional Influencers, Industry Practitioners, Niche Content Creators and Industry KOLs

12. It is not a case of which department “owns” Influencer Marketing but rather which department takes a **“lead”**. Influencer Programs should **not be run in silos** and should **connect** to Events, Content & Campaigns, Employee Advocacy, Social Selling & ABM programs. The key to Influencer Marketing success is to integrate it into **BAU**.

13. **Employee Advocacy** is the best strategy to help you **scale Influencer programs** beyond your marketing team, across multiple geos, BUs and topical communities.

14. Employee advocates are your **internal Subject Matter Experts** who are passionate experts. You just need to give them the **tools**, **training**, **guidance** and **permission** to represent your brand.

14. There are **5 maturity stages** for an Influencer Community Manager: Discover & Listen, Insights & Strategy, Light touch Engagements, In-depth Engagements, Scale & Structure

15. Shift your focus away from **vanity metrics** such as likes and shares, and instead focus on measuring how Influencer Marketing is helping you hit your **wider marketing and business objectives**.

ABOUT THE AUTHORS & ONALYTICA



Alicia Russell, Senior Content Marketing Manager

Alicia joined Onalytica in 2016 and is now their Senior Content Marketing Manager, managing their educational content strategy, creation and collateral to help new and existing customers get the most out of their Influencer programs. She also plays a large part in Onalytica's messaging, branding and design. Alicia is passionate about educating the industry on organic Influencer Marketing best practice, one thought leadership blog post at a time.



Tim Williams, CEO

Tim has over 15 years' experience connecting brands with their key Influencers across political, traditional media and social media channels. He joined Onalytica in 2012 and became CEO in 2014. Tim has personally led the Influencer program strategy and implementation for brands such as Microsoft, Barclays, IBM, Coca-Cola, Thomson Reuters, The Gates Foundation, The British Heart Foundation and RSPB helping them to incorporate social Influencer relations into their marketing & communications strategy.



Onalytica provides consultancy-led Influencer Marketing software for industry & B2B marketing and communications professionals looking to identify and engage with social media Influencers.

Their software enables brands to implement and run structured Influencer Relationship Management programs with large Influencer communities to improve brand awareness, perception and demand generation.
Founded in 2009, and backed by Bebo founders Michael and Paul Birch,

Onalytica have created over 1000 B2B and B2C Influencer programmes for global clients which include Microsoft, Coca-Cola, Amazon, Lenovo, Centrica, British Airways,

Key questions we help solve

LEARN MORE

- Who are my relevant influencers?
- How do I engage them and build relationships?
- What influencer generated content can I create?
- How do I measure success and ROI?
- How do I structure and scale my program?

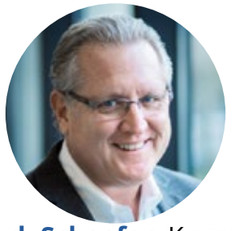
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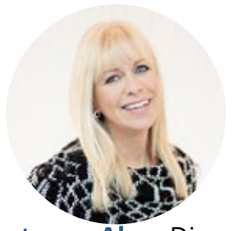
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