

ENGAGING DIGITAL INFLUENCERS *TO ENHANCE REPUTATION AND WIN CAMPAIGNS*



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Level Setting



WHY ENGAGE?



YOUR OBJECTIVE



DIGITAL INFLUENCER
ENGAGEMENT



INFLUENCER
CREDIBILITY



TRANSFORMATION TO DIGITAL AGE

92% of people trust recommendations from individuals (even if they don't know them) over brands

63% of people get their news from Twitter or Facebook

55% of influencers are motivated by a desire to grow their reach and their audience and to become opinion leaders

76% of Congressional staffers believe that social media enabled them to have a more meaningful interaction with constituents.

36% of Congressional staffers can identify if a social media post is from a constituent.

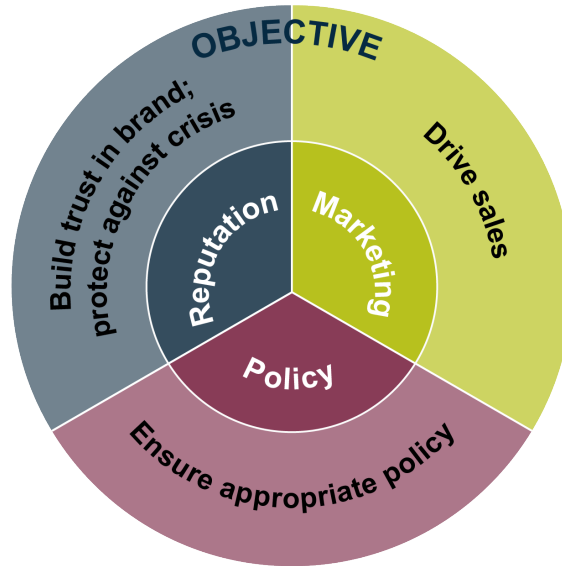
30 or fewer social responses required to get Congressional staff's attention.

6 hours

The window to get your social comment into most members of Congress after a statement for them to review it.

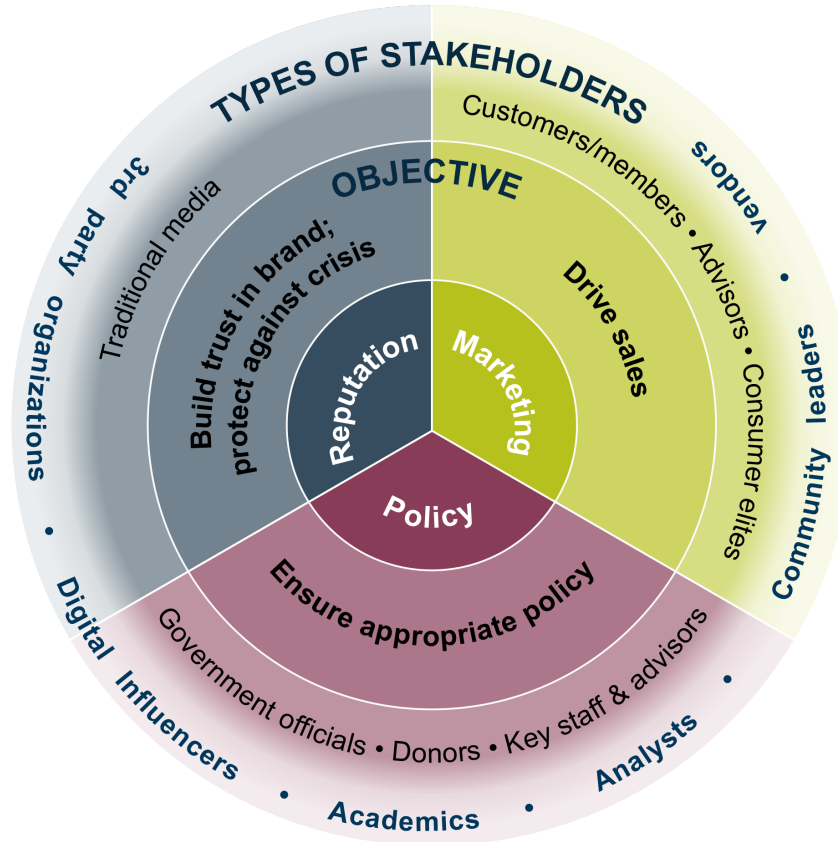


IT STARTS WITH YOUR OBJECTIVE



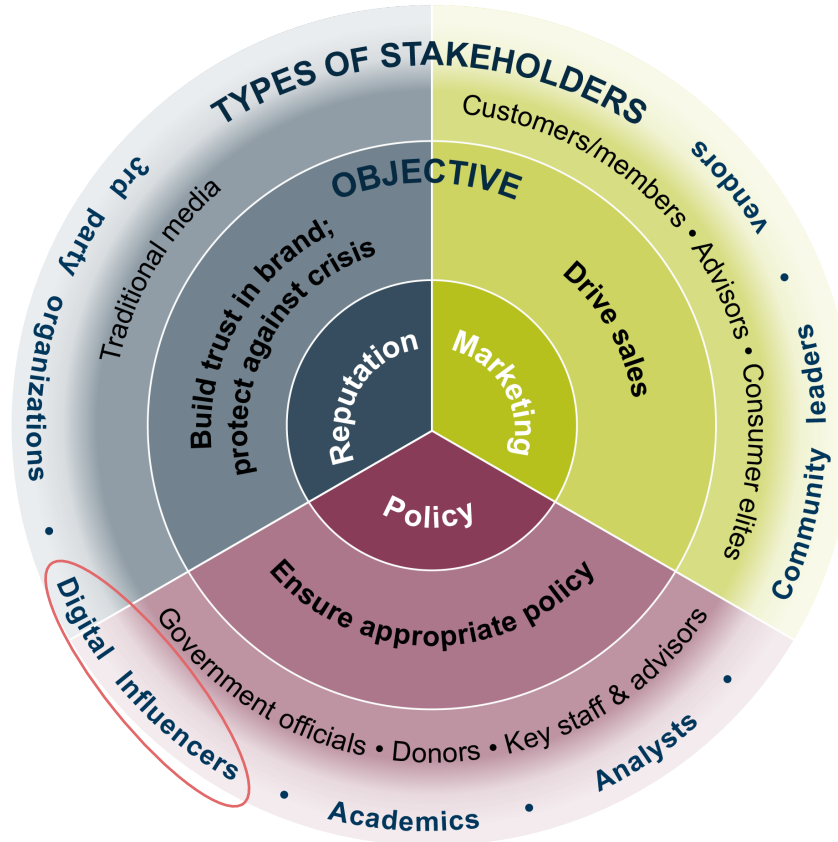


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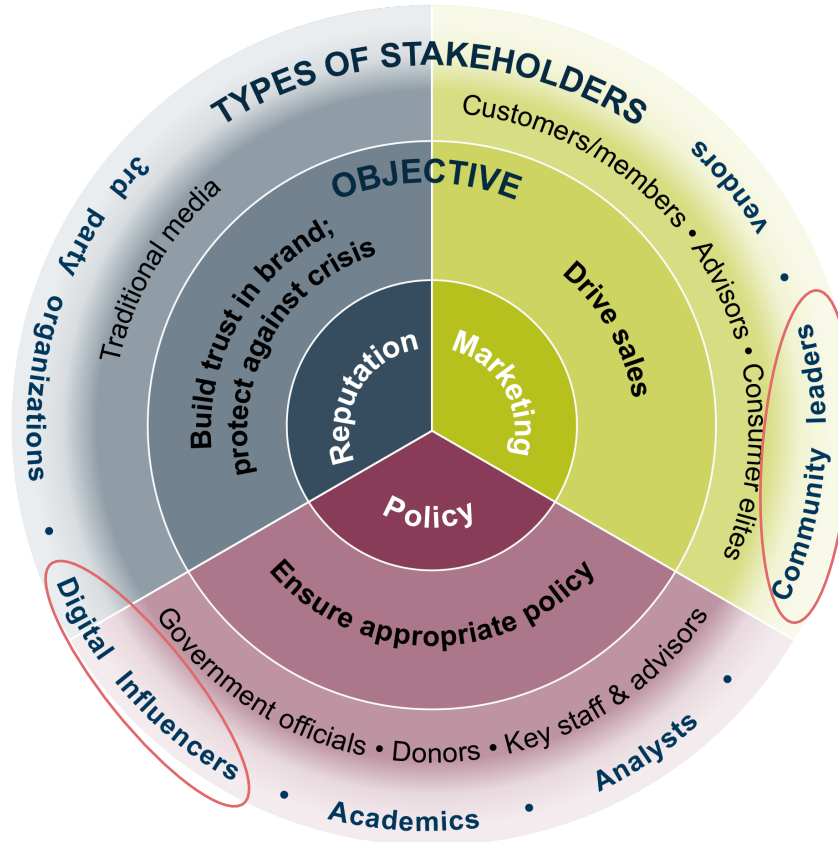


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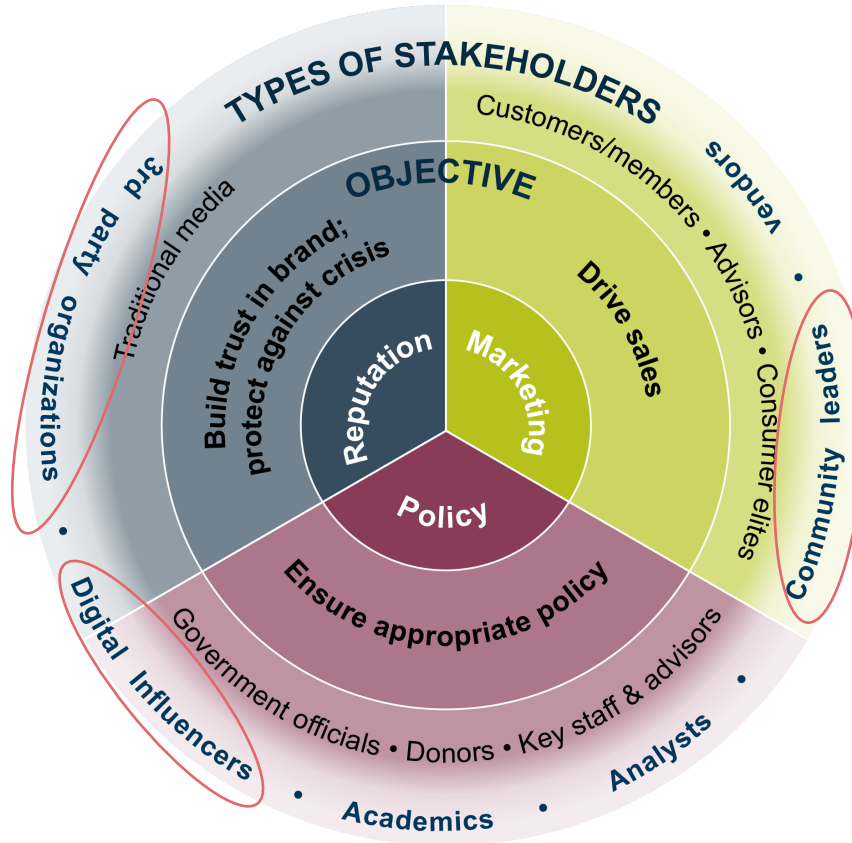


IT STARTS WITH YOUR OBJECTIVE





IT STARTS WITH YOUR OBJECTIVE





DIGITAL INFLUENCER ENGAGEMENT





DIGITAL INFLUENCER ENGAGEMENT





DIGITAL INFLUENCER ENGAGEMENT







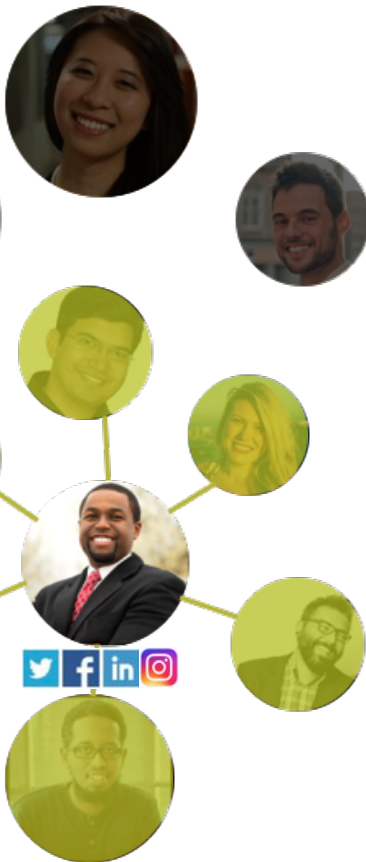
DIGITAL INFLUENCER ENGAGEMENT





DIGITAL INFLUENCER ENGAGEMENT

Digital Influencer Engagement
Identifying the people that your target group listens to.





INFLUENCER CREDIBILITY





INFLUENCER CREDIBILITY





INFLUENCER CREDIBILITY





INFLUENCER CREDIBILITY



Identifying Digital Influencers



TOOLS OVERVIEW



MANUAL RESEARCH



TALENT SCOUTING



TOOLS OVERVIEW

Trackr

Identify influencers across multiple social platforms, learn social insights about them and discover additional connections in their social orbit. Factors reach, resonance and relevance into their algorithm.



Identify influencers by pre-defined topics. Easy user interface that provides comprehensive metrics.



LITTLE BIRD

Great tool for identifying influencers by topic. One of the best tools for social graph analysis – i.e., discover links between individuals and networks, identify paths to influencers, etc.

followerwonk>>

Understand your followers, and your target audience's followers, and how to best engage them.



Identifies influencers within blogosphere, as well as website metrics reporting.

TOOLS FOR MONITORING:





MANUAL RESEARCH





Conduct a social graph analysis of
your target connections



Conduct a social graph analysis of your target connections



Take your offline stakeholder map and pull in their social profiles



TALENT SCOUTING



DALLAS REGIONAL CHAMBER®

Methods for Prioritizing



SCORECARD



STRANGER-
TO-FAMILY



POWER-INTEREST
MATRIX



Components should be based on objective and stakeholder types being mapped.

This individual is associated with a website, magazine, or other outlet/publication/venue with a significant circulation or reach (100K - 400K=1 point; 400K – 800K=2 points; more than 800K=3 points)

This individual is associated with an organization, website, magazine or other publication/venue that reaches c-suite executives or key decision makers. (1 point)

This individual's Klout score is above 63. (2 points)

This individual's/organization's website has an Alexa score below 100,000 (1 points)

The individual is considered an influencer on LinkedIn. (2 points)

This influencer contributes to a single influential person/organization or multiple persons/organizations (\$10K - \$100K per organization =1 point, \$200K - \$1M= 2 points; more than \$1M= 3 points)

This individual frequently writes articles or other content that is published and re-published by media outlets that also have a circulation over 100K (1 point)

This individual is ranked on industry lists as one of the “top” or “most influential” i.e. Financial Planning Magazine's List of Movers and Shakers. (2 points)

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STRANGER TO FAMILY



Stranger or Competitive

- No existing relationship — may or may not be aware of you
- Actions are low effort; less likely to take action



Acquaintance

- Existing relationship, but not as substantive — most likely aware of you, but not currently aligned or involved
- Actions are medium effort, somewhat likely to take action



Friend

- Good existing relationship — aware of your objectives and currently aligned/involved
- More willing to take a high level of effort for actions taken; likely to take action

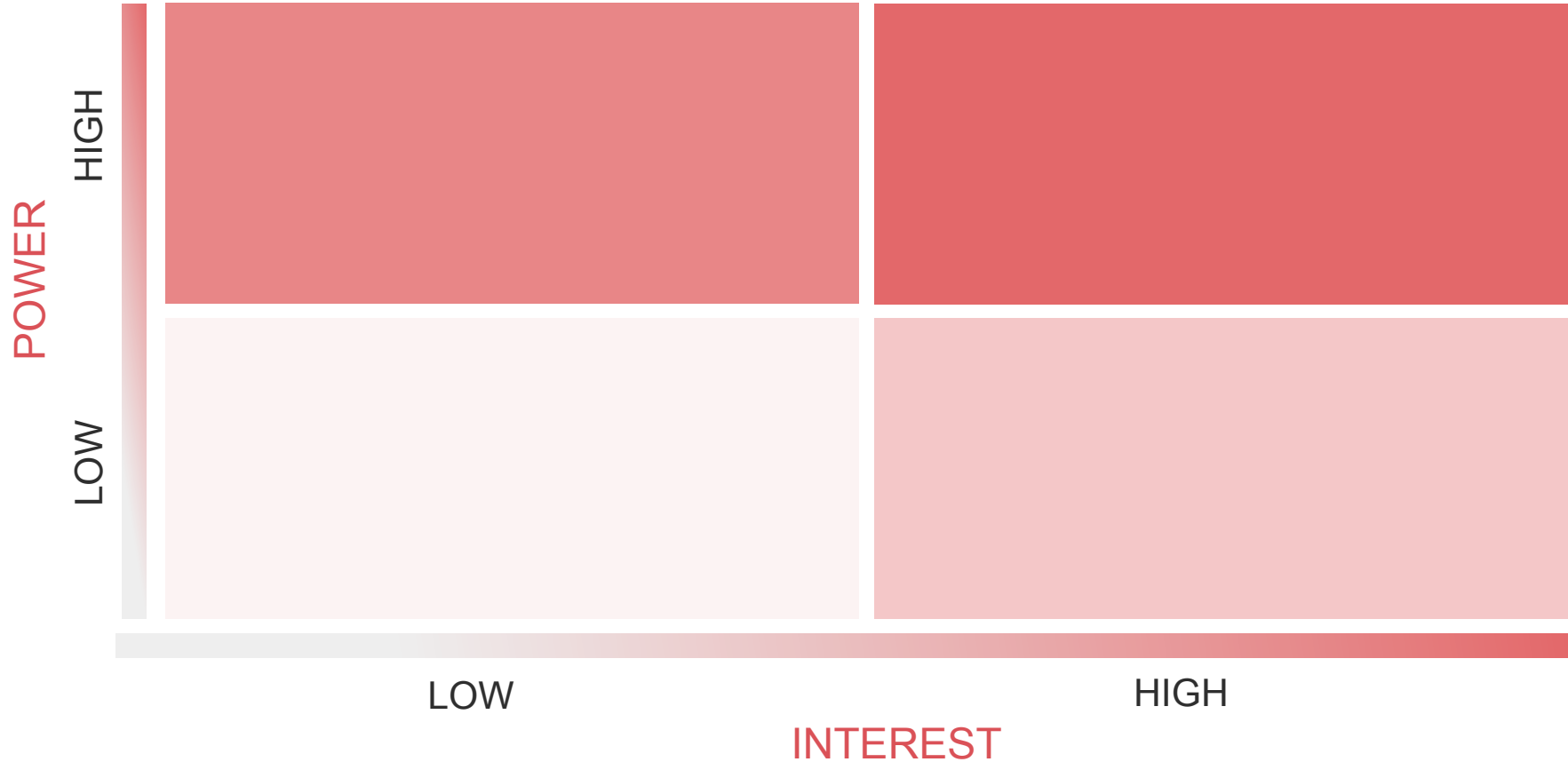


Family

- Excellent existing relationship — often an official/unofficial partner
- Willing to take very high level of efforts for actions taken

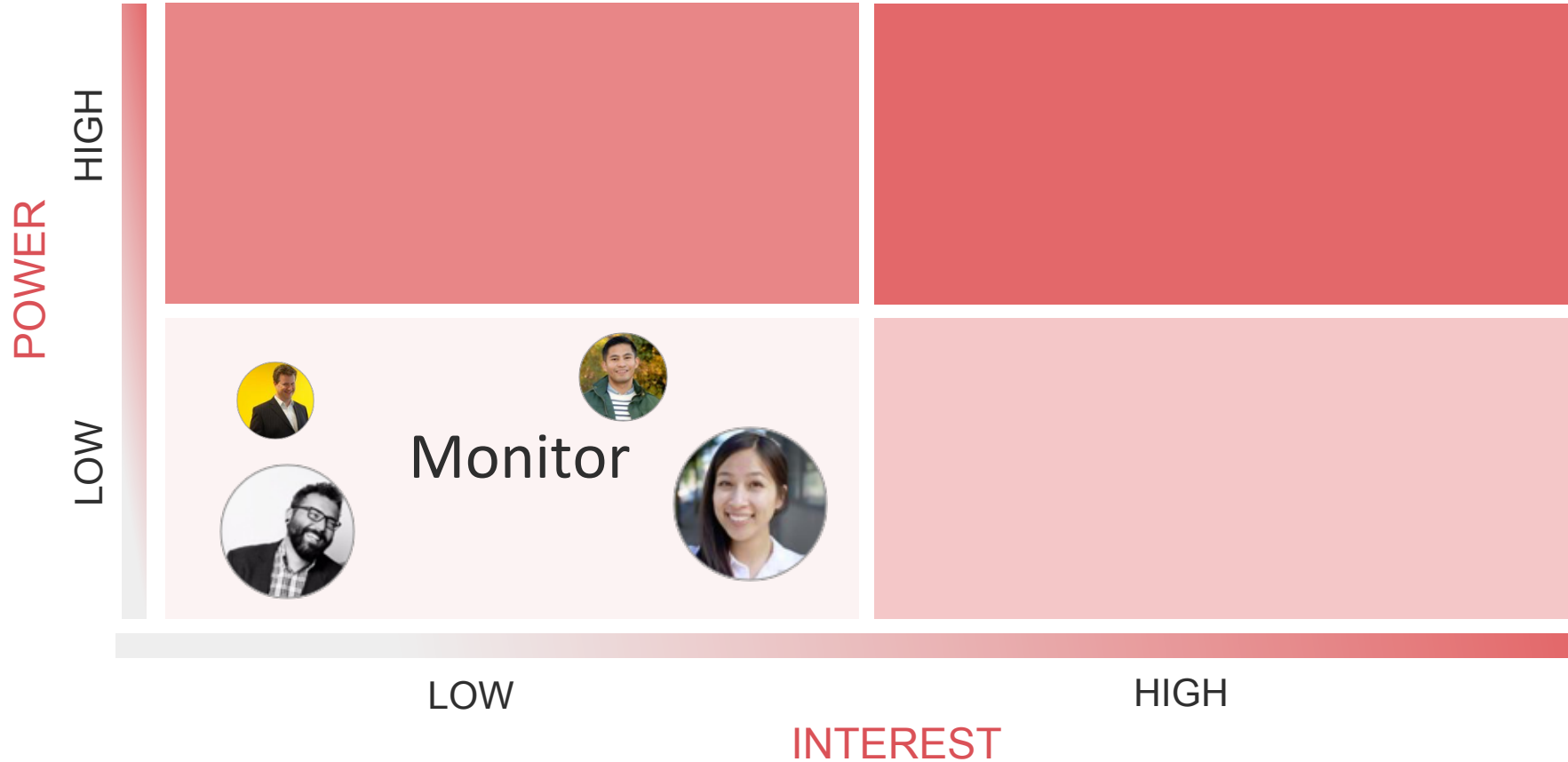


POWER-INTEREST MATRIX



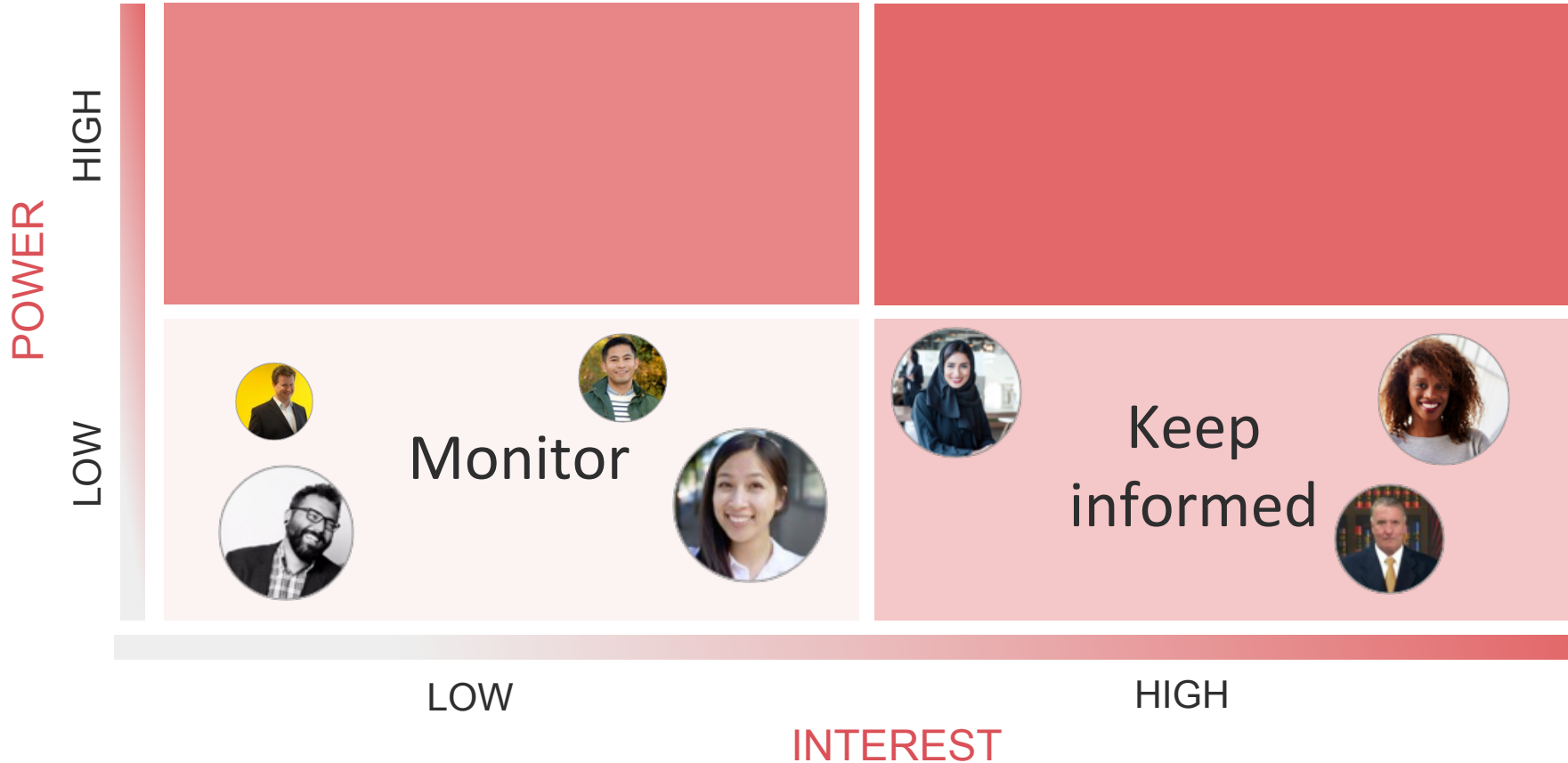


POWER-INTEREST MATRIX



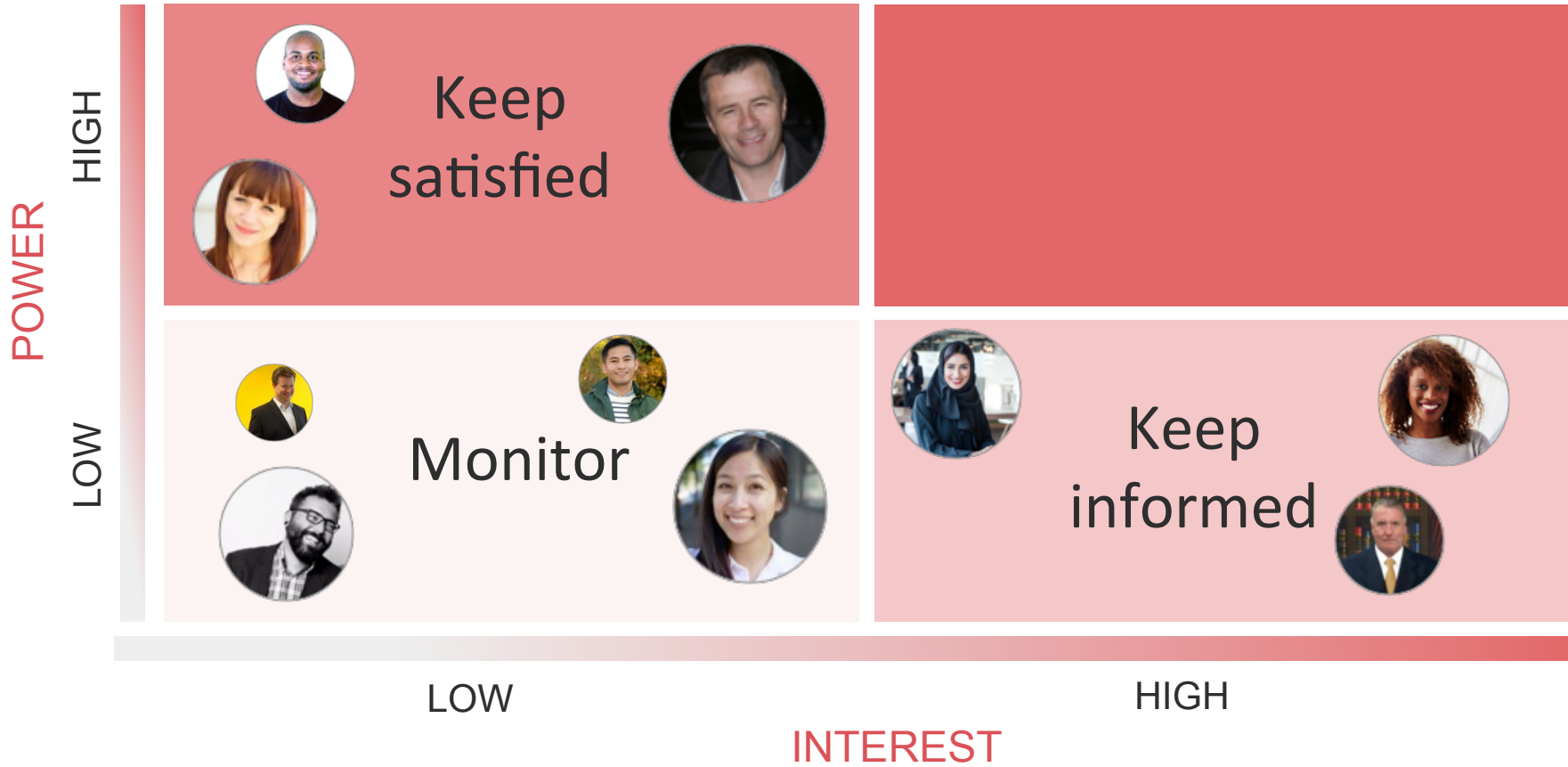


POWER-INTEREST MATRIX



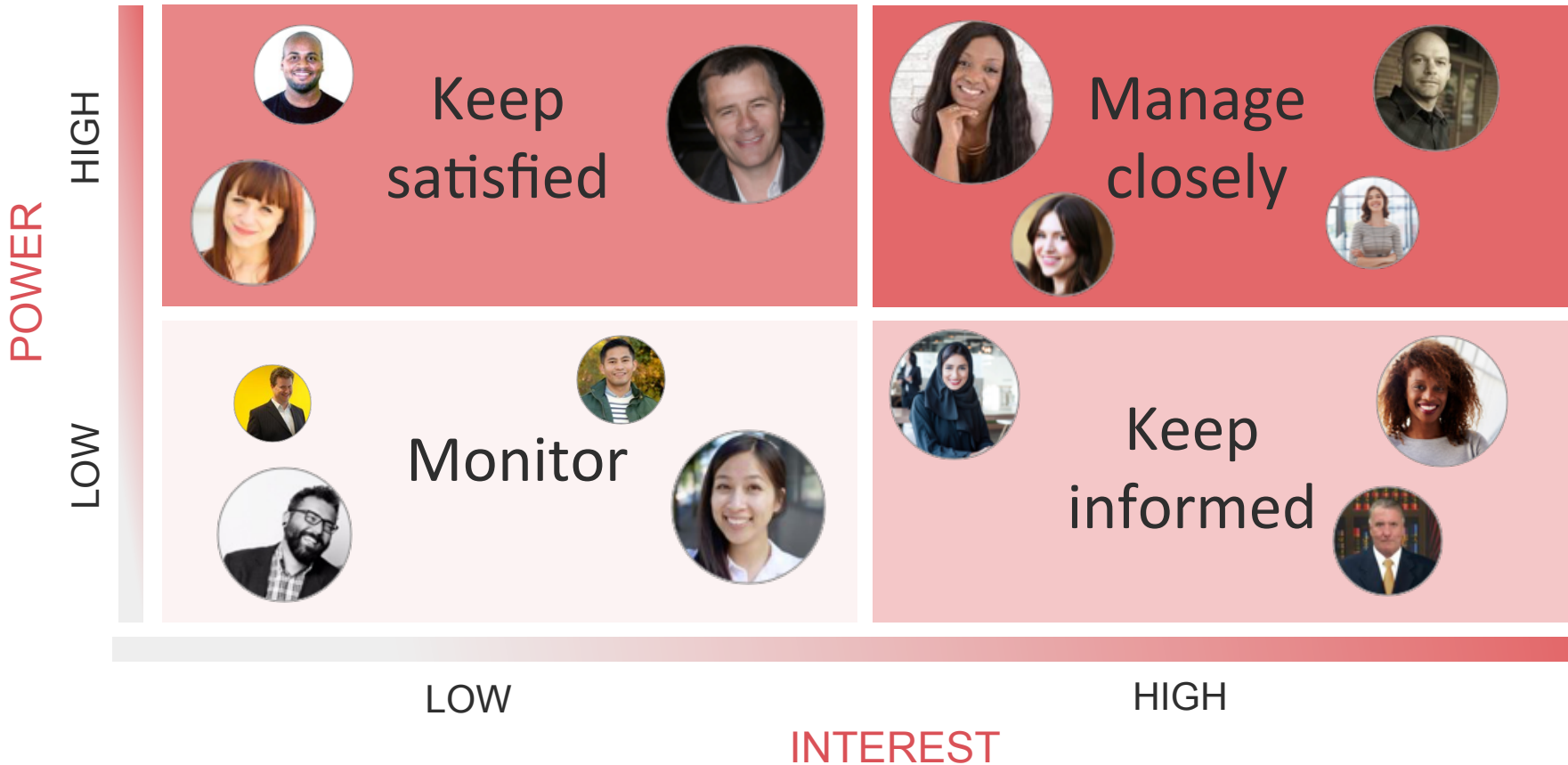


POWER-INTEREST MATRIX





POWER-INTEREST MATRIX



Engaging Digital Influencers: Quick Campaigns



TACTICS FOR
RAPID DEPLOYMENT



TACTICS FOR RAPID DEPLOYMENT

INTRODUCE

- Follow and subscribe to their content
- Share their content with your community
- Connect with those who influence them
- Reach out to them directly, when appropriate

ENGAGE

- Curate useful content
- Link back to their content
- Comment on their posts
- As a personality, not a brand

ADVOCATE

- Comment to elected official/outlet
- Post comments on blogs/media articles
- Write original content about issue
- Ask their followers to engage

Engaging Influencers: Proper Care and Feeding



ONBOARDING
DIGITAL
INFLUENCERS



ONGOING
ENGAGEMENT



INVESTING IN
CONTENT



ONBOARDING DIGITAL INFLUENCERS



Bring them to your facilities for behind the scenes look



Provide the chachkies



Inform them about your ongoing issues



Make sure they get best customer care for their issues

Promote their post online

Have them contribute to your communication channels

Give them an opportunity to weigh in on your issues
and products/services



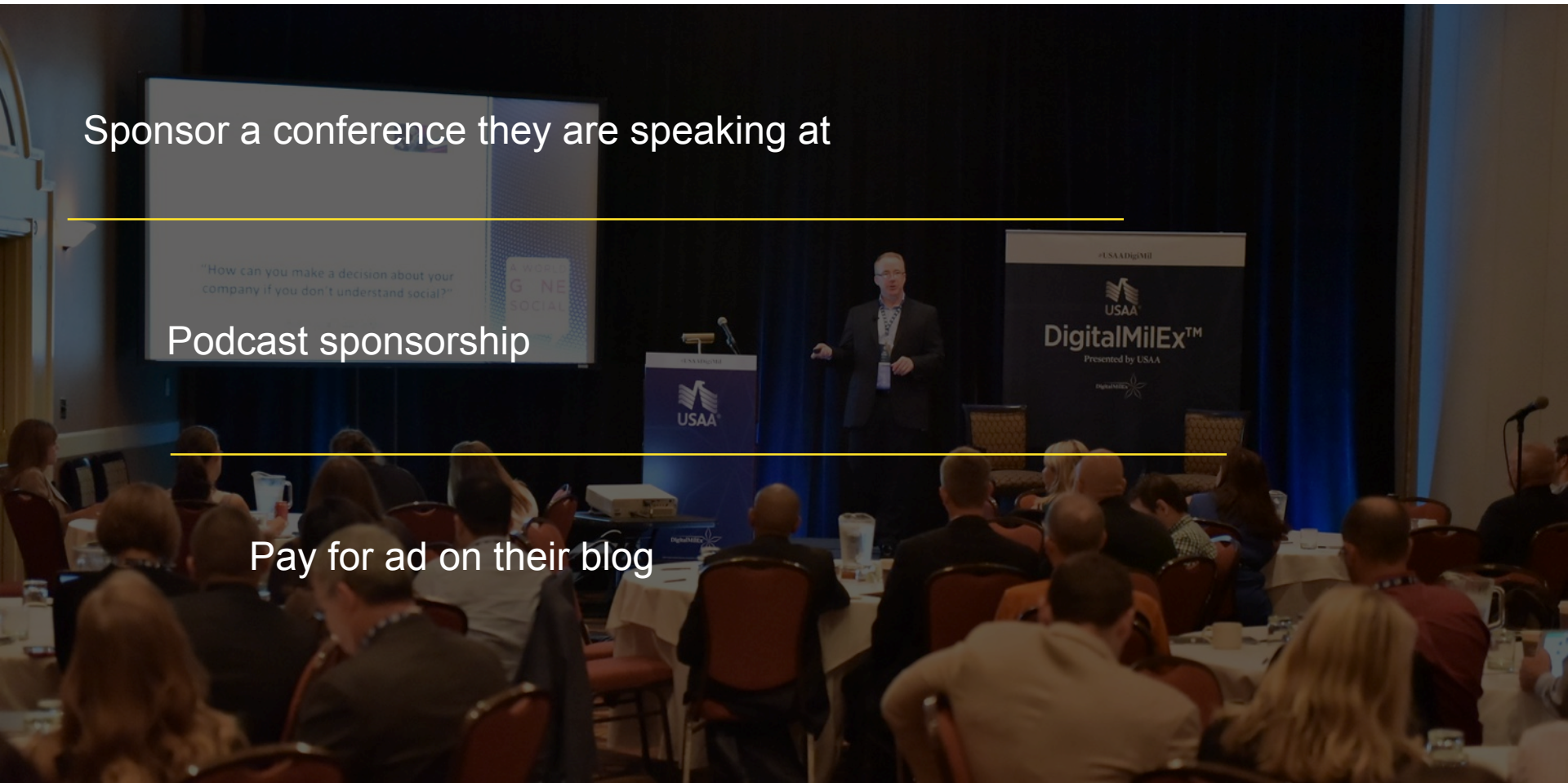
INVESTING IN CONTENT



Sponsor a conference they are speaking at

Podcast sponsorship

Pay for ad on their blog



FINAL THOUGHTS



1. Look for brand fit and credibility, not just reach
2. Invest in the tools ... if not, plan to invest in the elbow grease
3. Take your identification and outreach offline
4. Prioritize your influencers ... don't try to boil the ocean
5. Engage as a personality, not a brand
6. Invest in your influencers



ANY QUESTIONS?

