

Online Influencer & Stakeholder Mapping

Leveraging Key Voices to Further Your Cause

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SPARKINFLUENCE
by Whistle Stop Digital



Oprah's Favorite Things

"I love this time of year because I love
to celebrate giving and receiving and
I hope my favorite things will be
some of yours, too!"
- Oprah

Why Does Online Influencers Matter?



>20%

Between 20 and 50% of all purchasing decisions

Word-of-mouth recommendations are the primary factor behind 20-50% of ALL purchasing decisions

McKinsey

Why Does Influencer Mapping Matter?

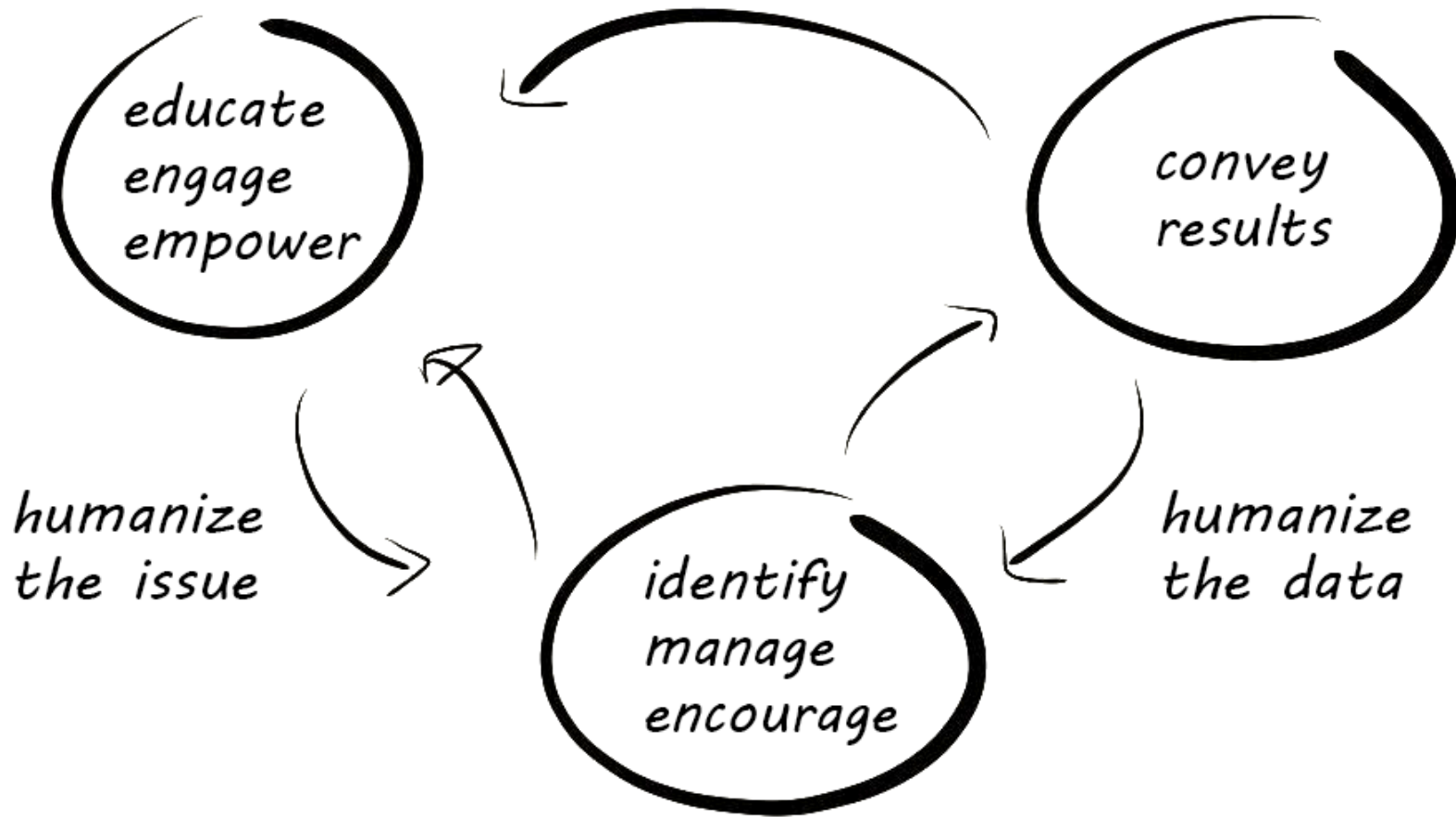


>70%

Greater than 70% of all Millennials feel it's their responsibility to help others in the decision-making process

Fleischman-Hillard

Our Ethos: Think Like a Product



What Are We Looking For?

REACH

Audience Size

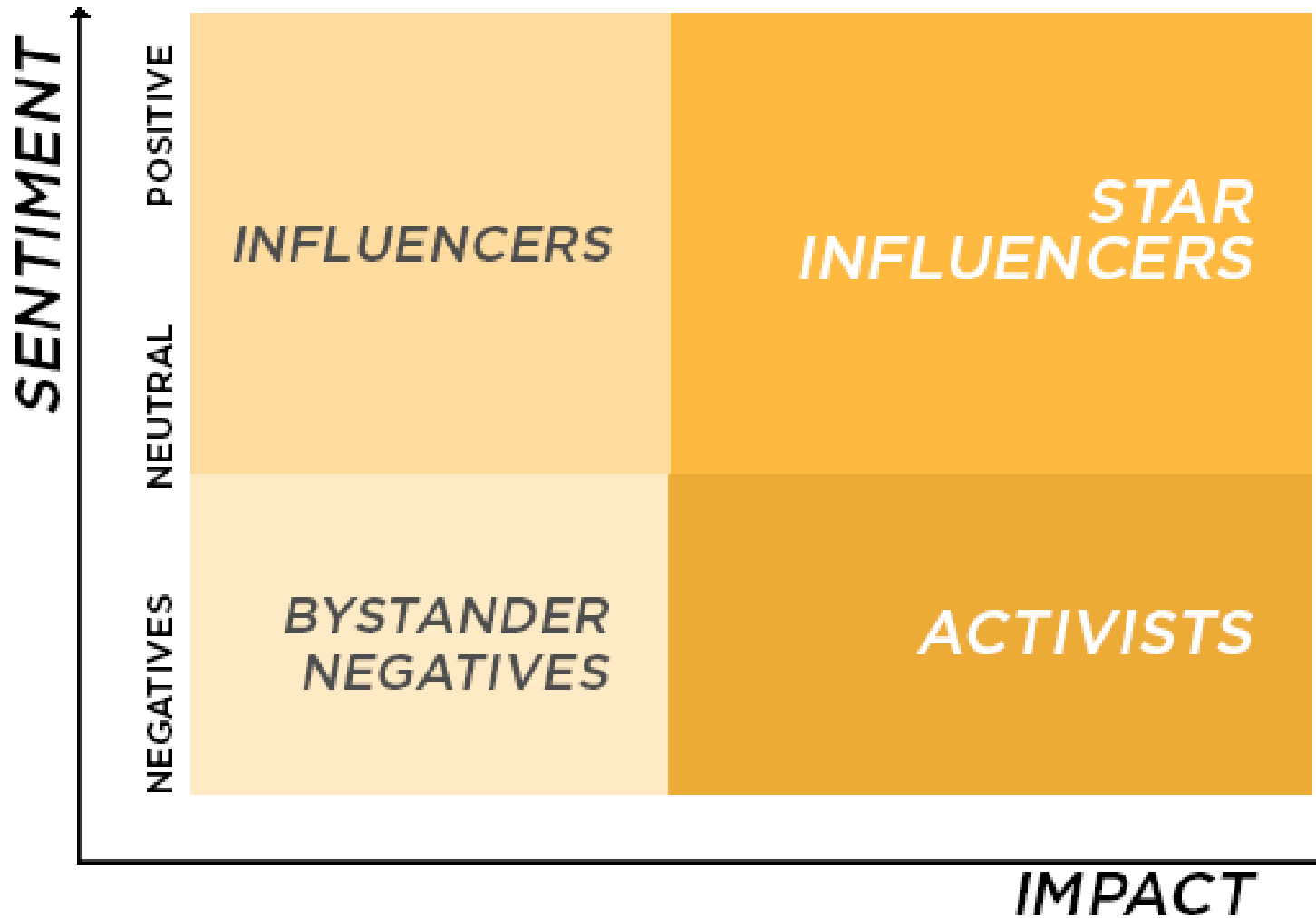
RESONANCE

Engagement Power

RELEVANCE

“Product” Fit

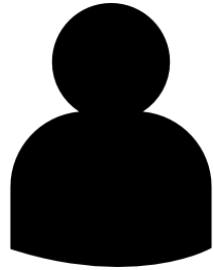
Influencer Matrix



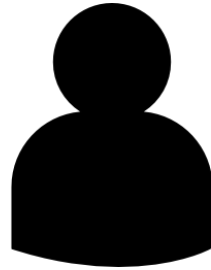
Personas



The Wonk



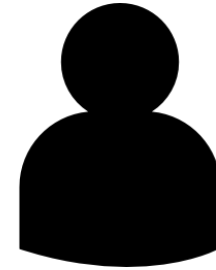
Provider



Consumer



Believer

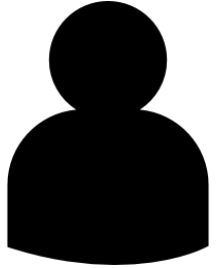


Rules Follower

How can we craft a message that
would get each of these groups to take action?

How about influence others?

Personas



Provider

DID YOU KNOW?

Sales in X would decrease Y if this bill were repealed.



Consumer

MYTHBUSTER

The price of A would go up B if this bill / regulation were implemented.

Where Do We Start?

SOCIAL LISTENING

Twitter, Facebook, Instagram

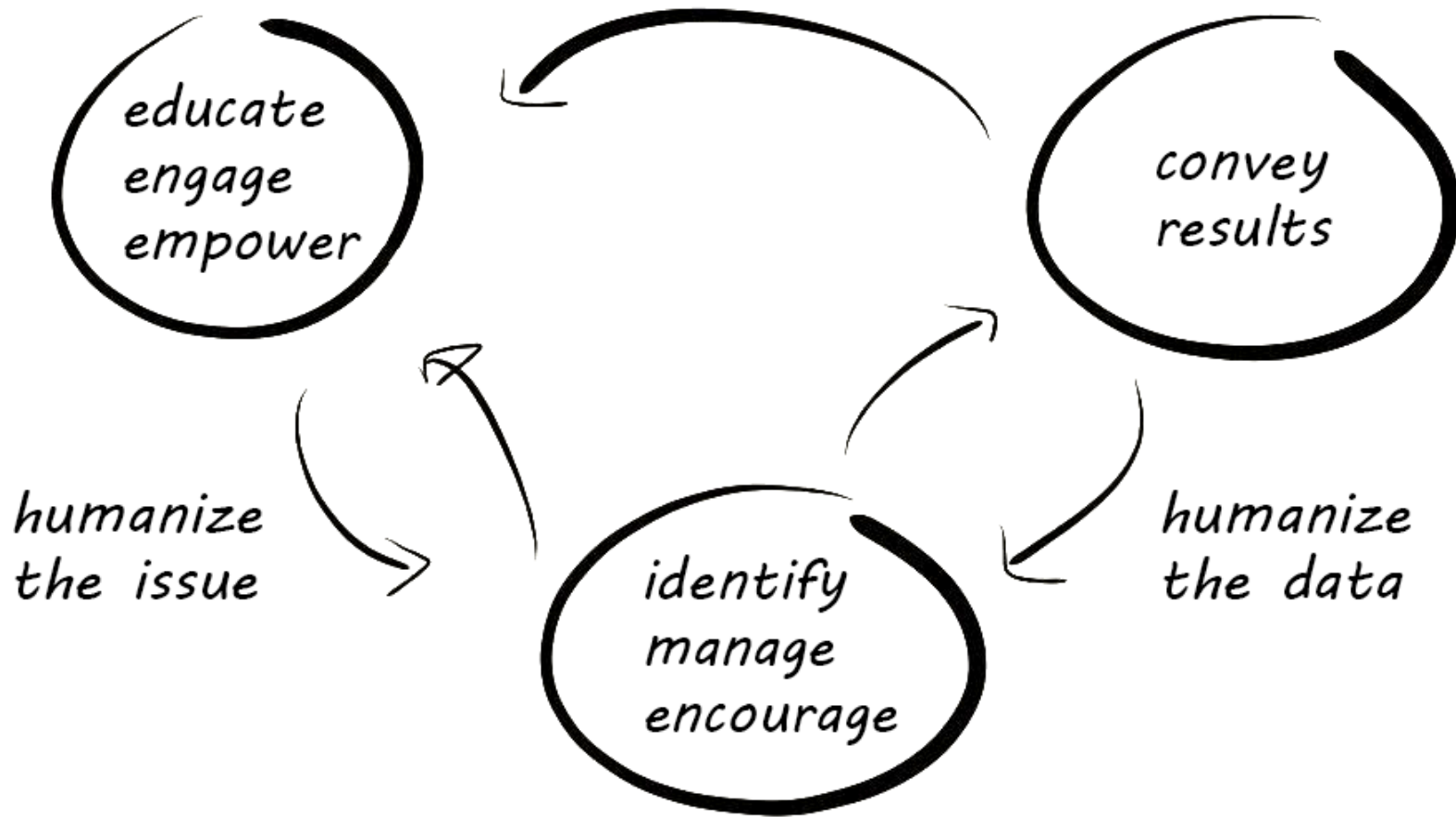
SOCIAL AGGREGATION

Hashtags, Klout Topics, LinkedIn Skills

PARTICIPATING

Don't be afraid to be part of the conversation

Our Ethos: Think Like a Product



Questions?



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