

Beyond Your Base: Mapping and Managing Key Influencers

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Director, Online Communications
Biotechnology Innovation Organization (BIO)

Stacey Miller
Director, Communications
Cision

The **why** of influencer relations





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INNOVATE

In 2017 Influencer Marketing Is About To Go Through The Roof

What's your influencer marketing strategy?



By Nicolas Cole *Contributor, Inc.com* [@Nicolascole77](#)

SocialTimes

ADVERTISING/MARKETING | SOCIAL MEDIA

10 Reasons Why Influencer Marketing is the Next Big Thing

Study shows non-celebrity influencers are 10 times more likely to drive in-store purchases

What do Tom Brady and Ugg, Charlize Theron and Dior, and Beyoncé and Pepsi all have in common? They are all A-list endorsements, who are getting an "F" with millennial consumers who prefer peer endorsements to those of celebrities according to a new survey.



By Eileen Brown for Social Business | April 27, 2016 -- 16:16 GMT (09:16 PDT) | Topic: Social Enterprise

Forbes

DEC 27, 2016 @ 11:42 PM 16,656 VIEWS

Why Influencer Marketing Will Explode In 2017

@infodude | @StaceyLaMiller



CISION[®]

Influencer relations involves sharing products, services, goals or initiatives with those who can influence others to act. This influence typically stems from an individual's expertise, popularity, or reputation.

By the numbers

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

(Source: Nielsen)

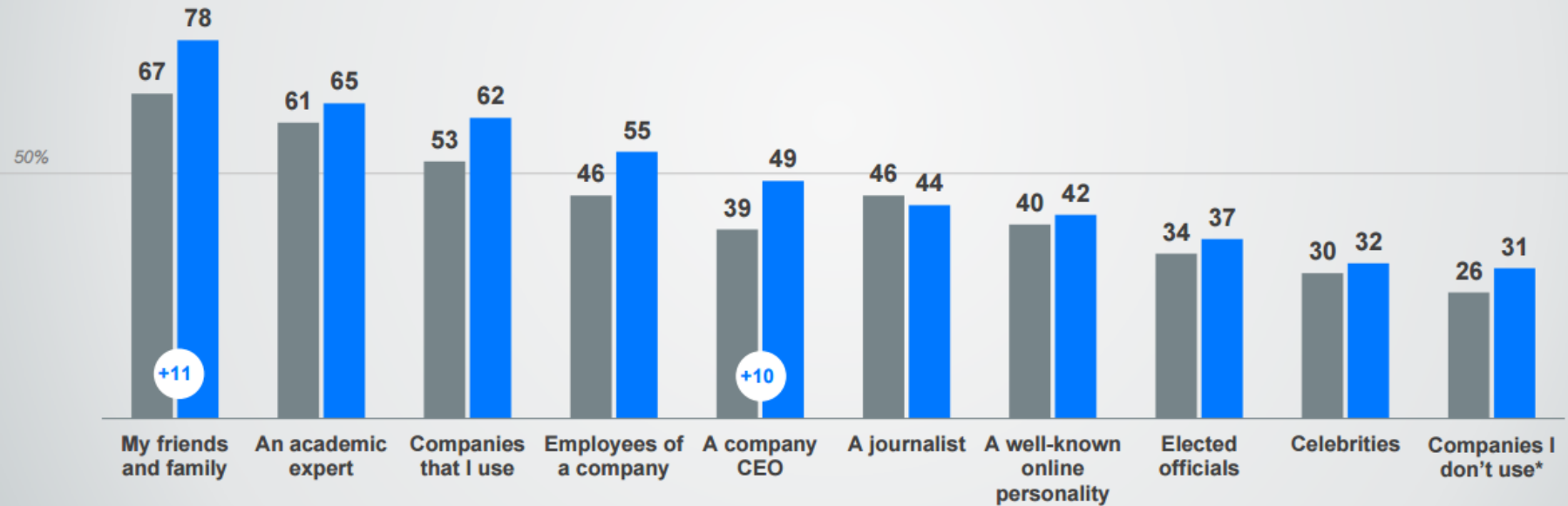
Every Voice Matters

Percent who trust information created by each author on social networking sites, content sharing sites and online-only information sources, 2015 vs. 2016

▲ General Population

2015

2016



Source: 2016 Edelman Trust Barometer Q598-609. Thinking about the information you consume, how much do you trust the information from each of the following authors or content creators? (Top 4 Box, Trust) General Population, 27-country global total, question asked of half the sample.

* Asked as "Brands I don't use" in 2015.

37% better retention is reported for customers or contributors acquired through word-of-mouth.

(Source: Deloitte)

47% of of users are influenced
in their decisions because
social media.

(Source: Deloitte)

Benefits of **aligning** your brand
with influencers

**Boost Brand
Awareness**

**Grow Social
Communities**

**Enable More
Content**

**Encourage
Loyalty and
Advocacy**

**Educate the
Masses**

**Help Mitigate
Crises**

**Drive
Traffic**

**Acquire New
Advocates**

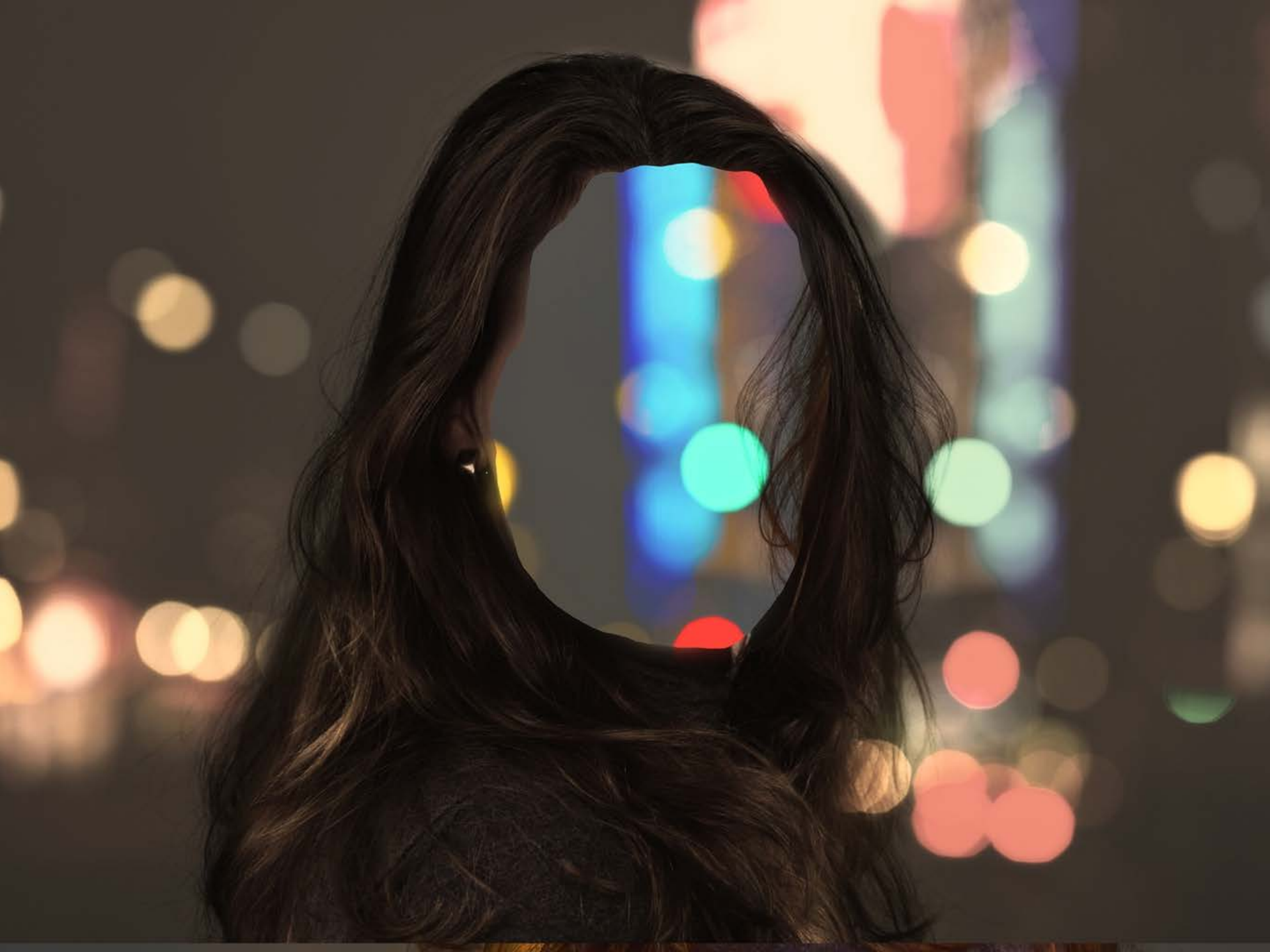
**Increase SEO
Authority
and
Search Rank**

**Establish
Trust and
Credibility**

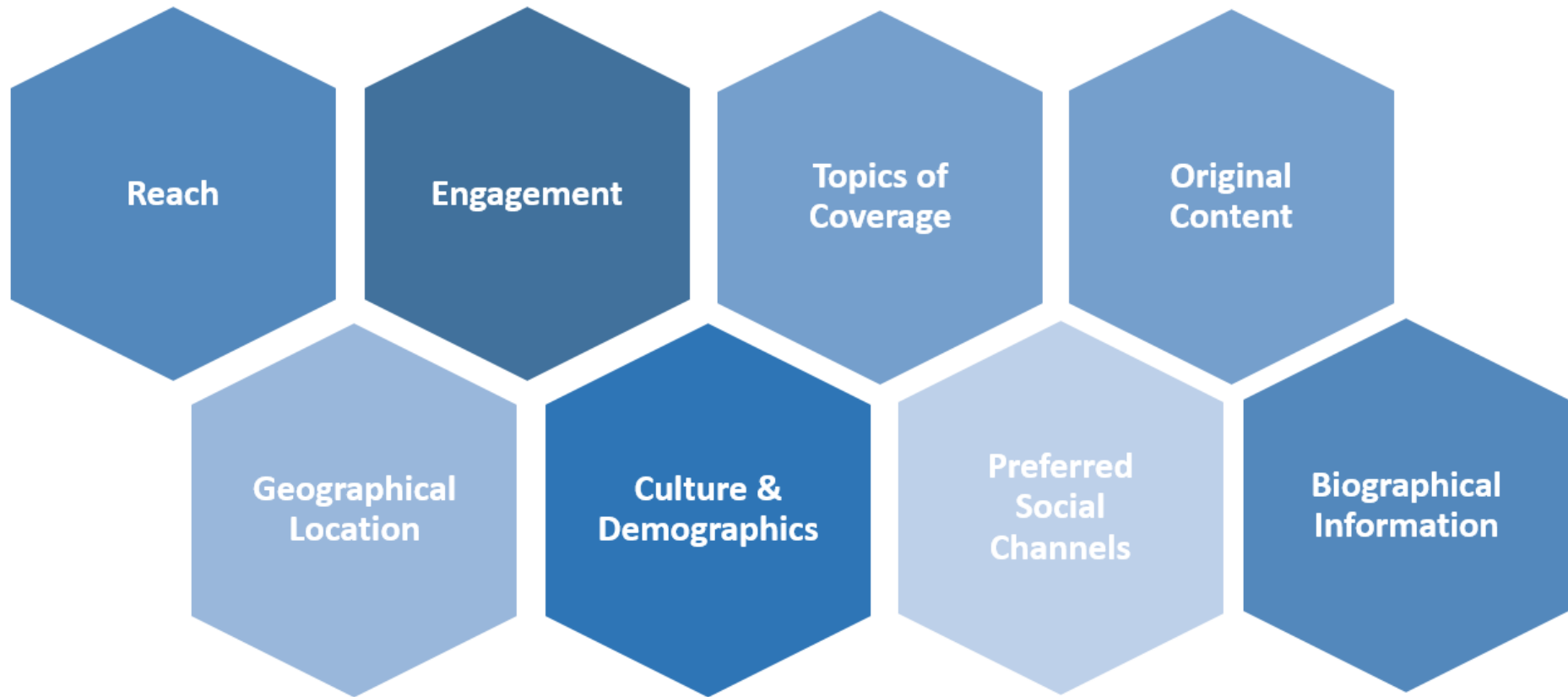
**Break
Through
the Noise**

**Retain
Advocates**

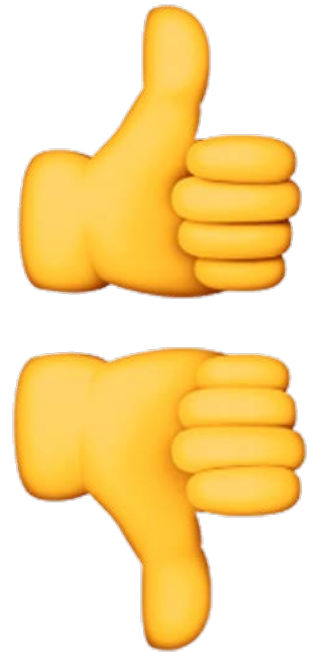
How to **identify** influencers and
potential advocates



8 Key Factors to Identifying **TRUE** Influence



Infl uencer
or Not an
Infl uencer



About Your Company:

- You're the Public Relations Director for the Casa Marina Hotel, a high-end boutique hotel in Key West, FL.
- Your assignment is to find influencers who will bring revenue to the hotel, any type of revenue.
- You have no paid tools, just grit and determination. (*Sound familiar?!?*)



Influencer #1



Christina Saul
@MiddleSeatView

I really love travel, airplanes (official [#avgeek](#)), coffee, photos, beer & sports. Last big trip: Viking River Christmas Market cruise! Next trip: San Diego


📍 Washington, D.C.
🔗 myviewfromthemiddleseat.com
📅 Joined January 2011
🎂 Born on March 17

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
38.8K	1,054	4,396	973	6



Reach	—
Engagement	✓
Topics of Coverage	✓
Original Content	✓
Geographical Location	—
Culture and Demographics	✓
Preferred Social Channels	✓
Biographical Information	✓



Influencer #2

**Justin Bieber** ✓
@justinbieber

TWEETS 30.6K FOLLOWING 301K FOLLOWERS 91.4M LIKES 3,352 LISTS 3

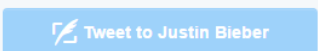


Justin Bieber ✓
@justinbieber


Let's make the world better. Join me on @bkstg at 'justinbieber'. COLD WATER and LET ME LOVE YOU out now. OUR new album PURPOSE out NOW

justinbiebermusic.com

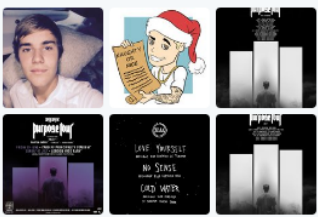
Joined March 2009





261 Followers you know




2,292 Photos and videos

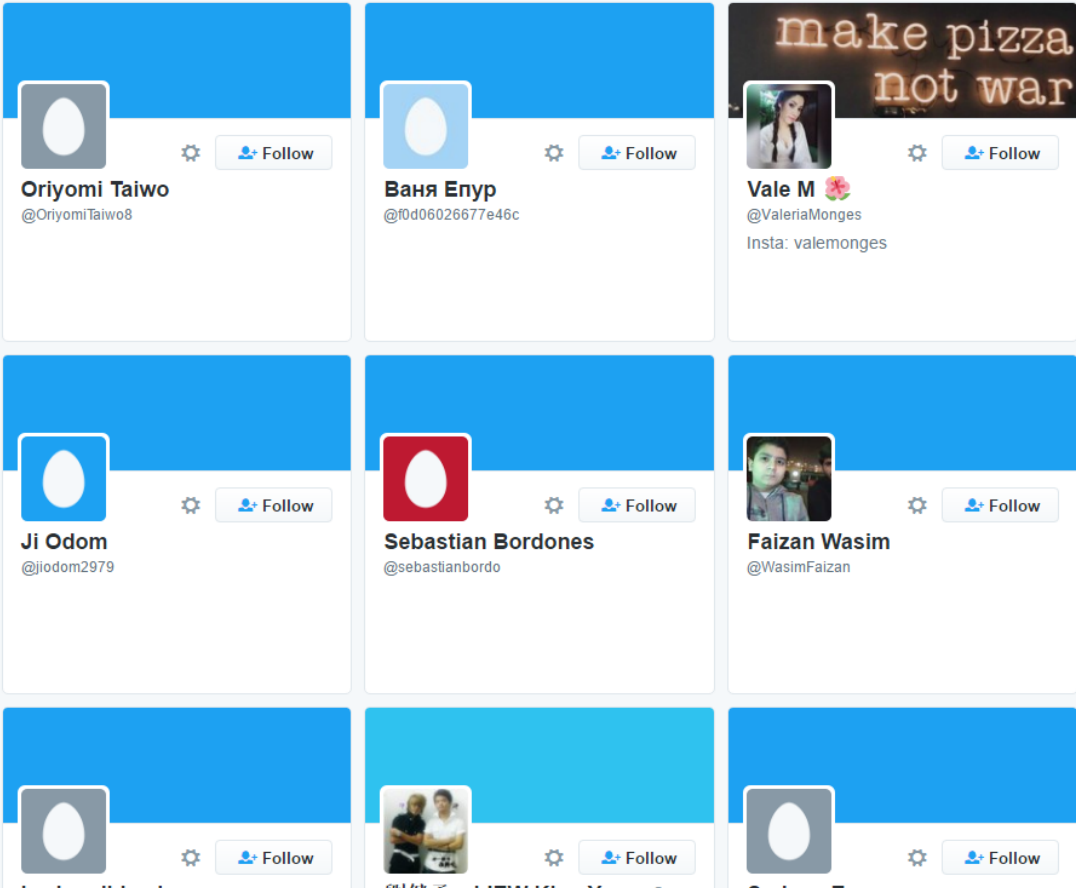


Who to follow · Refresh · View all

**Mariah Maull** @Mari302




All followers 261 followers you know





Influencer #3



Reach	✓
Engagement	✓
Topics of Coverage	✓
Original Content	✓
Geographical Location	✓
Culture and Demographics	—
Preferred Social Channels	✓
Biographical Information	✓



TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
9,685	4,925	6,332	140	2

Influencer #4



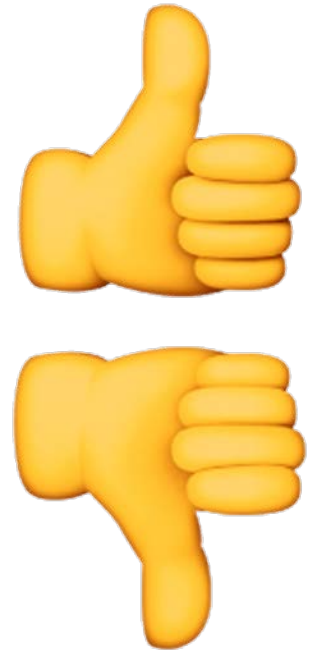
Nomadic Matt 
@nomadicmatt

Nomad, vagabond, and NYT best selling author of [How to Travel the World on \\$50 a Day](#). I help people realize their travel dreams - without breaking the bank.

 Around the World
 nomadicmatt.com
 Joined October 2008

TWEETS 58.5K FOLLOWING 1,645 FOLLOWERS 109K LIKES 714 LISTS 1

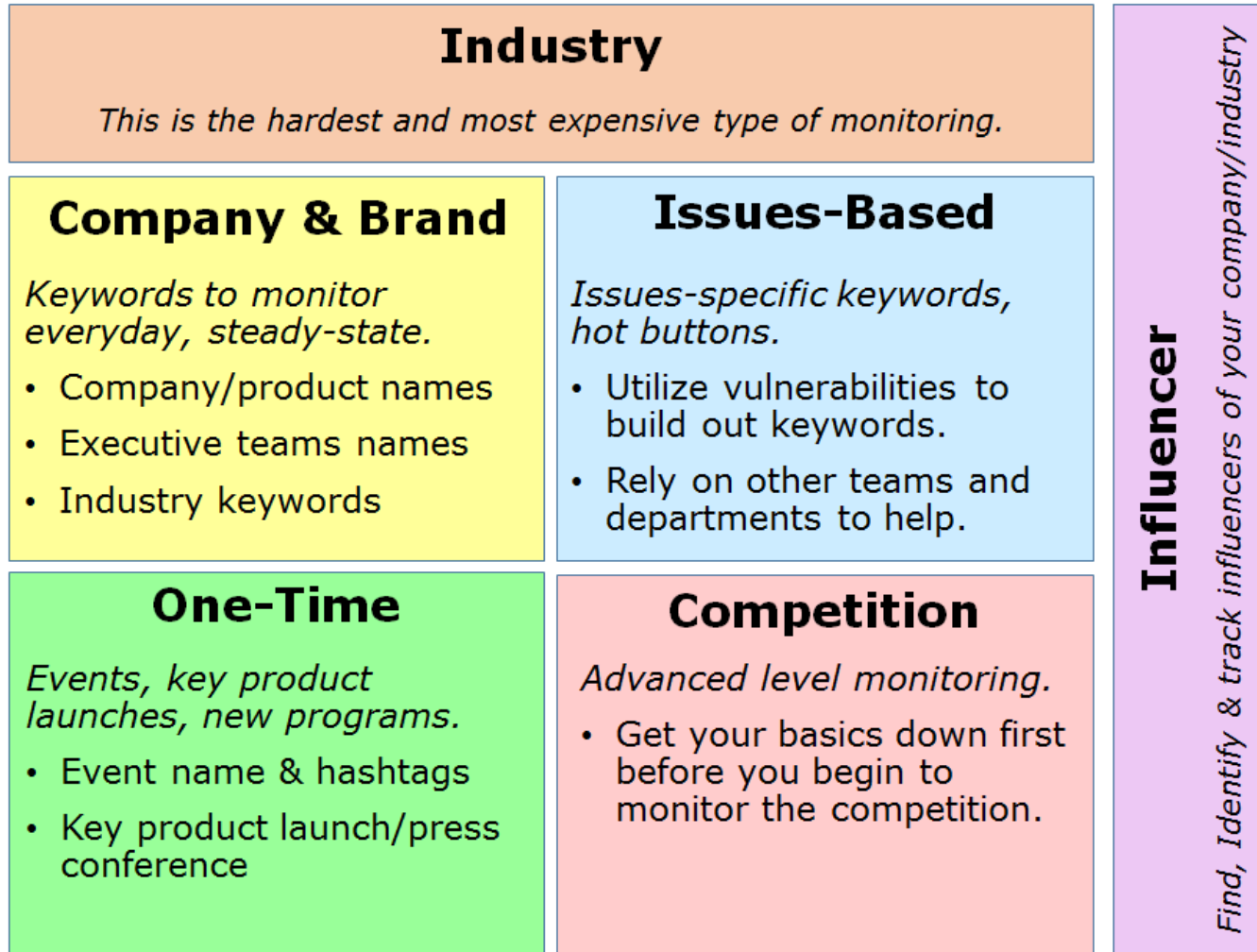
Reach	✓
Engagement	✗
Topics of Coverage	✗
Original Content	✓
Geographical Location	—
Culture and Demographics	—
Preferred Social Channels	✓
Biographical Information	✓



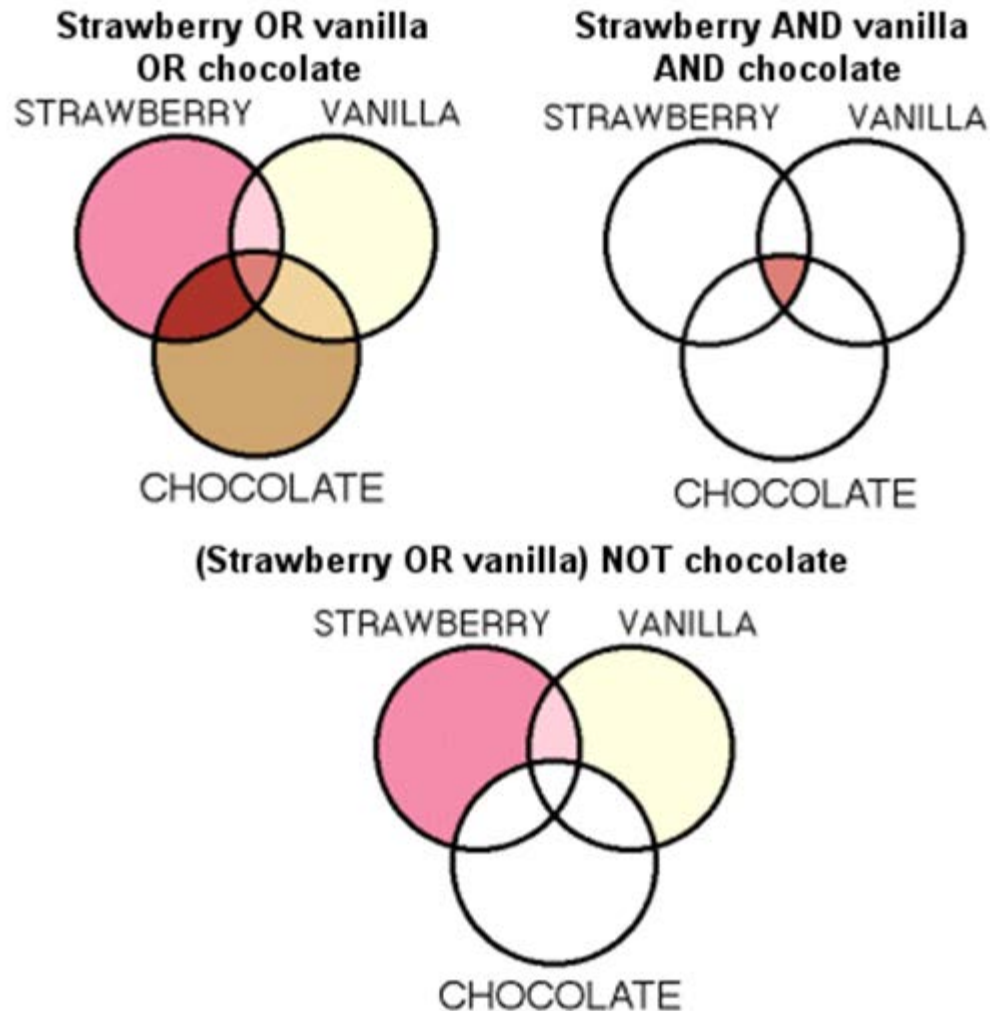


How to Monitor What Influencers Are Saying

Types of Monitors



Boolean Logic



Understand influencers



Leila Abboud

CORRESPONDENT AT
Reuters - Paris Bureau

First List, Second List, Third List,
Fourth List, Fifth List, Sixth List,
6 more

ADD TO LISTS

About

Subject Technology: Communications

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Social Media

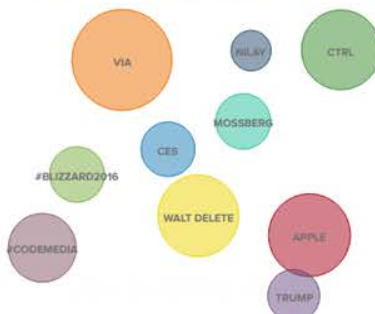


Abboud is a Correspondent and covers Technology, Telecommunications and Industrial Companies in France for Reuters.
Contact her via e-mail.

Abboud joined Reuters in August 2009. She had previously been a correspondent for Wall Street Journal and covered European technology and telecommunications. She joined the paper in 2002. Abboud won a New Reporter Award for Fall 2004 from the Newswomen's Club of New York.

Insights

What Leila is talking about on Twitter



Twitter audience geography affinities



History

ALL ACTIVITIES NEWS



Internet of Things brandishes...

Nov 3, 2015 at 08:34AM

Lorem ipsum dolor sit amet, consectetur adipiscing elit ipsum dolor sit adipiscing



You sent and email to QAColette

Nov 3, 2015 at 08:34AM

Subject: Lorem ipsum dolor sit amet, consectetur adipiscing elit



QAColette mentioned you on Twitter

Nov 2, 2015 at 08:34AM

@positivelinfl Lorem ipsum dolor sit amet, consectetur adipiscing elit



QAColette mentioned you on Twitter

Nov 2, 2015 at 08:34AM

@positivelinfl Lorem ipsum dolor sit amet, consectetur adipiscing elit



QAColette mentioned you on Facebook

Nov 3, 2015 at 08:34AM

@positivelinfl Lorem ipsum dolor sit amet, consectetur adipiscing elit



You created an Activity

Nov 3, 2015 at 08:34AM

Subject: Lorem ipsum dolor sit amet,

Tweets



@labboudles

Foz do Iguaçu
<http://t.co/p4KJ4oghad>

FOLLOW

Tweet	12,000
Following	56
Followers	790

Recent Tweets

Jul 26, 2015 at 7:47 PM

Places you can see me tonight: Anderson Cooper 360, CNN Tonight, The Charlie Rose Show...and this Instagram Post.
<https://t.co/Jf8Qs3D9vG>

Jul 26, 2015 at 7:47 PM

Places you can see me tonight: Anderson Cooper 360, CNN Tonight, The Charlie Rose Show...and this Instagram Post.



Jul 26, 2015 at 7:47 PM

Places you can see me tonight: Anderson Cooper 360, CNN Tonight, The Charlie Rose Show...and this Instagram Post.
<https://t.co/Jf8Qs3D9vG>

Free to Paid Options

- Twitter Lists
- Google Alerts
- Sign-up for your influencers blog/press release distribution.
- Subscription-based services to track all in one place

Create a list

A list is a curated group of Twitter users and a great way to organize your interests. [Learn more](#)

Create new list

How to Manage Influencer Relationships

Building Rapport



#besties

Create an
engagement
schedule.



Relationship Management

CONTACTS ▾

NEWS ▾

CAMPAIGNS ▾

ANALYTICS

From My Lists


My Lists

Influencers

Marketing Top Contacts

Mentions


@bfbad



@monicaf_says





8/6/2015 - 11:29:51 AM


Number 9: Pick a catchy title. Read the first 8 tips on how to write a blog post here - <http://t.co/RRF96fppMK> <http://t.co/XUQq2iYxX>



29 Retweets

145 Favorites






@larry13093





8/6/2015 - 11:29:51 AM


Americans who thwarted train attack awarded France's highest honor. @BrimleyBruton reports <http://t.co/wgpCRmHmwL> <http://t.co/uNm4tQE6E>



29 Retweets

145 Favorites









@ccrook


8/6/2015 - 11:29:51 AM

@bfbad it's prof dan! RT @thedbk UMD professors develop idea for cheaper, painless vaccine <http://t.co/WEFKZtxQon> via @JoeMacZim

29 Retweets

145 Favorites






@maryanna13093





8/6/2015 - 11:29:51 AM


Americans who thwarted train attack awarded France's highest honor. @BrimleyBruton reports <http://t.co/wgpCRmHmwL> <http://t.co/uNm4tQE6E>



29 Retweets

145 Favorites









@ccrook

8/6/2015 - 11:29:51 AM

@bfbad it's prof dan! RT @thedbk UMD professors develop idea for cheaper, painless vaccine <http://t.co/WEFKZtxQon> via @JoeMacZim

29 Retweets

145 Favorites





@monicaf_says

8/6/2015 - 11:29:51 AM

Number 9: Pick a catchy title. Read the first 8 tips on how to write a blog post here - <http://t.co/RRF96fppMK> <http://t.co/XUQq2iYxX>



29 Retweets

145 Favorites





@OG_Professor

8/6/2015 - 11:29:51 AM

Americans who thwarted train attack awarded France's highest honor. @BrimleyBruton reports <http://t.co/wgpCRmHmwL> <http://t.co/uNm4tQE6E>



29 Retweets

145 Favorites



Do's of Influencer Marketing



1. Relationships are at the center.
2. Be sure your mission aligns with your influencer's values.
3. Provide value to the influencer similar to the value you're hoping to gain from the influencers participation.

Don'ts of Influencer Marketing

1. Don't treat influencers like commodities.
2. Don't ask for anything first.
3. Don't forget to disclose if compensation is involved.

When a brand **gives** you something and you write about it,

SHOULD YOU INCLUDE A **DISCLOSURE?**

YES!

but what if....

It's just a coupon

I didn't like it

I have to give it back

I work for this brand

I run a product
review website

They said there's
"a chance" my review
could appear in an ad

STILL YES!

...but I paid for it
and the brand
never gave me
anything

NO

BUT
if the brand has ever
given you something
or WILL in the future...

Learn how to disclose at bit.ly/DontGetFined
Follow Kerry O'Shea Gorgone @kerrygorgone

Case Studies

Red Cross Celebrity Cabinet

National Celebrity Cabinet Quotes



Trace Adkins

"When my home was claimed by fire last year, the Red Cross was among the first on-site. They looked after my family when I couldn't be there and offered to help in any way they could. We were fortunate because we only lost 'things' that could be replaced. That's not the case for every victim of disaster and that's when the Red Cross steps in. From personal experience, I am supporting the Red Cross and their work to unite families and aid in times of need."



Nate Berkus

"After surviving the 2004 tsunami in Southeast Asia, I found myself without food, water, shelter...the most basic needs required to survive. Suddenly my livelihood hinged on the one hope shared by all survivors, 'please let help be on the way.' For me, that help came in the form of The Red Cross. When I saw their volunteers, I knew it meant safety, clean water, a meal...not just for me, but for thousands of other survivors too. The work they do is invaluable. They save lives. They reinstall hope. And, I'm honored to join them in their mission to do both."

*Kristen Chenoweth | Greg Biffle | Jim Cantore | Jackie Chan | Sara Evans | Rascal Flatts | Leeza Gibbons |
Marcia Gay Harden | Wynonna Judd | Heidi Klum | Payton Manning | Rogelio Martinez | Marlee Matlin |
Reba McEntire | Dr. Phil McGraw | Nancy O'Dell | Darius Rucker | Jane Seymour | Michael W. Smith*

Cultivating Influencers Potential



HOW DO CATTLE FARE IN COLD WEATHER?

December 12, 2016 · by thecowdocs · in Blog ·

This lovely arctic blast we received last week was less than pleasant, especially after the balmy November we had. It was kind of like that game we played as kids where we'd sit in the hot tub, and we couldn't stand it, then jump into the cold pool water. We not say

WAYS YOU ARE UNKNOWINGLY KILLING YOUR PET

December 6, 2016 · by thecowdocs · in Blog ·

I realize that
that are w
pets are s

THE ETHICS OF "ANTIBIOTIC-FREE" MEAT

August 9, 2016 · by thecowdocs · in Blog ·

A increasing trend in food today is selling "antibiotic free" meats, meaning the animal has never received an antibiotic at any point in its life. Spurred by misplaced fears of antibiotic resistance, antibiotic free meat commands a price premium in the butcher's case. It is mostly for chicken that this sales pitch is utilized, but it is extending into beef and pork as well.

THE BEST OF COW MEMES

September 26, 2016 · by thecowdocs · in Memes ·

Things have been a bit heavy here on the Cow Docs for a few weeks (save [that really happy post about Cletus](#) getting his first dove). So it's time to lighten the mooood a bit. In order to do so, I collected a few of the best cow-focused memes that I found on the internet. Enjoy!

-Jake and Carolyn





Share What Matters With Everyone

What does environmental responsibility mean to you? Show the world. Let's "Tag Your Green". Let's use the Internet to get inspired, get involved, and get everyone thinking and acting more responsibly. Let's connect and exchange new eco-ideas, thoughts and innovations.

Learn about all the ways you can Tag Your Green by clicking on the "Next" button in that navigation bar up there, or on one of the links down below.



YouTube Video Challenge

Howcast has brought your favorite YouTube stars together to create "green" videos based on suggestions from you, their friends and followers. See the videos, leave a comment, and get a shout-out if they use your idea!

[LEARN MORE →](#)



Photo Project

Take a photo. Upload it. Help make the world a better place. Your actions will help us provide cleaner water, solar power and wind energy for communities in need.

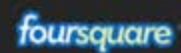
[LEARN MORE →](#)



How-To Videos

Howcast believes that green can be sexy. Green can be badass. Green can even have a sense of humor. Check out these how-to videos that make helping the environment a whole lotto awesome.

[LEARN MORE →](#)



ecomagination on foursquare

Follow ecomagination on foursquare and begin exploring the places around you that are implementing clean, green and sustainable practices. And don't forget to send us tips on Twitter of your favorite sustainable places to share with the community!

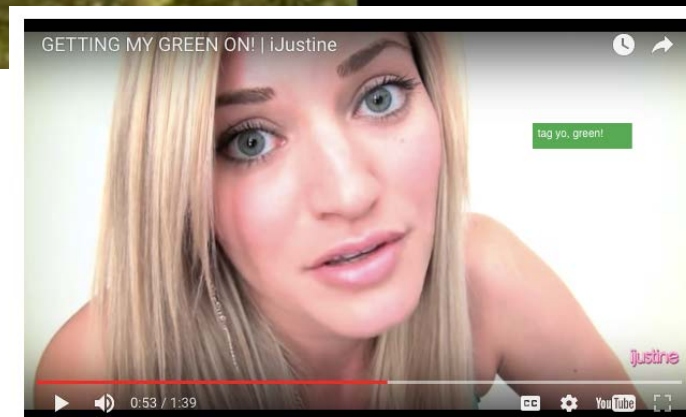
[LEARN MORE →](#)



Filmmaker Project

GE's Ecomagination brings consumers, businesses and the environment together. We asked emerging filmmakers to share their creative vision of the benefits and possibilities of these connections.

[LEARN MORE →](#)



USA for UNCHR Blue Key Campaign



CISION

No one chooses to be a refugee. But you can choose to make a difference.

War, ethnic battles or political oppression determined their fate causing refugees to be separated from their homes, families and community. It's a worldwide problem most of us will never experience.

For more than 60 years, the Office of the United Nations High Commissioner for Refugees (UNHCR) has helped tens of millions of people restart their lives. Today, a staff of over 7,000 people in more than 120 countries continues to help millions of refugees.

In response to a humanitarian displacement crisis, the USA for UNHCR established [The Blue Key Campaign](#), a charitable effort intended to inspire the public to "unlock the door" to a better future for the more than 43 million displaced people worldwide.

The "blue key" is a symbol of the security, stability and comfort of the homes that refugees have left behind, but hope to regain. Individuals who participate in the program by purchasing a Blue Key will join a community of "Keyholders" working with noted celebrities and political leaders around the country to champion the refugee cause.

Through social media marketing, the Campaign is increasing awareness and raising financial support for the UNHCR, the organization safeguarding the rights and well-being of displaced people around the world. At Cision, we are hoping you can help us leverage the power of social media, by encouraging you to share this story with your friends, followers, and fans.

You are the key to the campaign's success.
Here is how you can help:

- Blog about the refugee issue and tell your network that you're supporting refugees around the world.
- Link to the Blue Key Campaign web site to get them involved.
- Tell your network on Twitter about the campaign and use the hashtag #bluekey.
- Encourage your Facebook friends to get a Blue Key.

Get involved in the Blue Key Campaign today—and help unlock the door to a better future.



 **The Blue Key Campaign**

 **USA for UNHCR**
The UN Refugee Agency

43.7 million forcibly displaced people worldwide

25.2 million refugees and internally displaced people receive help from the United Nations Refugee Agency (UNHCR)

20 million refugees under the age of 18

5.5 million Afghans with UNHCR assistance

6,000+ UNHCR staff operating in 140 countries

1 American has helped refugees around the world.





Hawaii grandma's plea launches women's march in Washington



Teresa Shook is pictured in this undated handout photo. Teresa Shook/Handout via REUTERS

	State/	Country	Estimate1 (low)	Estimate2 (high)
Total US			3,273,694	5,175,716
Int'l (partial; not counted in US total):			263,514	353,960
Total Towns & Cities (US)			654	



Collection in progress by Jeremy Pressman (@djpressman, U of Connecticut) and Erica Chenoweth (@EricaChenoweth, U of Denver).



Photo Credit: Kerry Gorgone / Facebook



Eric T. Tung

March 25 near Houston, TX, United States · 🌐

New Ford T-shirt, new MKX, #LifelsGood



Like



Comment



Share



Calvin Lee and 44 others



Jeff Howell You get to drive all the best Ford Motor Company cars... #jealous...

Like · Reply · 👍 3 · March 25 at 12:54pm



Daniella Veras Congrats homie!

Like · Reply · 👍 2 · March 25 at 12:55pm



Stephanie Carper Nice sir!!

Like · Reply · 👍 2 · March 25 at 1:25pm



Adam Purcell Awesome

Like · Reply · 👍 1 · March 25 at 1:41pm



Joel Benavidez And it's from the motor city too

Like · Reply · 👍 1 · March 25 at 5:08pm



Eric Routenberg Convert?

Like · Reply · March 25 at 6:34pm



Eric T. Tung replied · 1 Reply



Write a comment...



Friend Requests

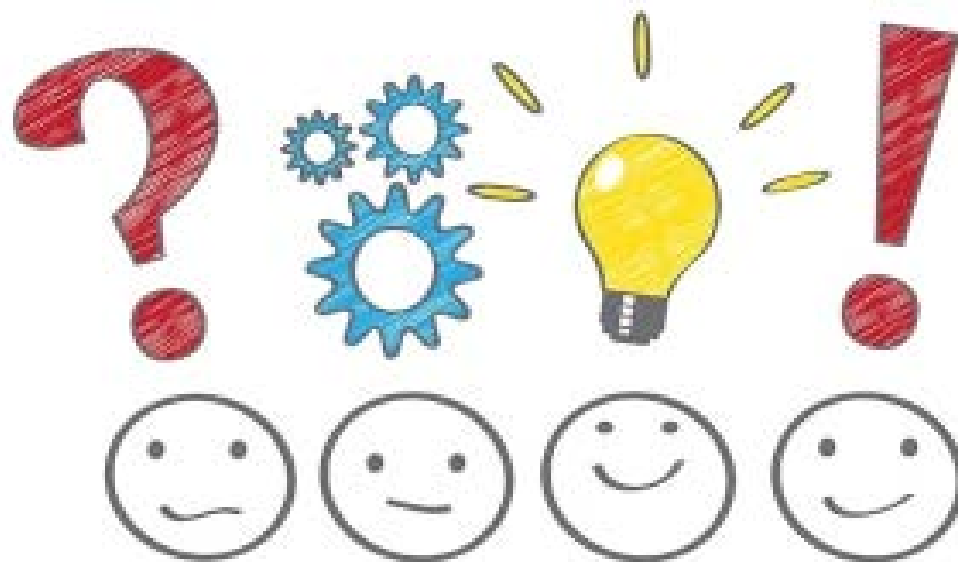
See All



Teresita Escobar

6 mutual friends

👤 Confirm Friend



Questions?

jhansen@bio.org
stacey.miller@cision.com