



INFLUENCER IDENTIFICATION PROGRAM QUICK PLAN

Description

Program from SocialMedia8 which can identify influencers and opinion leaders within the social media landscape, for a brand or specific topic. A social influencer is a third-party individual who has a certain amount of followers and credibility. Therefore a social influencer can significantly shape the audience's purchasing decision. The social influencer is active in a social space, which we call a V-Spot (such as a leading sneaker blog or automotive forum).

Purpose

Create buzz, free PR, awareness, engagement, participation, advocacy and high reach at low cost per contact for brands, products or services among a group of influencers and opinion leaders that influence the purchase decision of their socially connected peers.

A brand should know who their influencers are because:

- **Influencers** are very much involved with brands, products, political movements and so on
- **Influencers** are highly connected in online social spaces and therefore have a large and important reach among their friends and peers
- **Influencers** are looked up to, but foremost, trusted by large groups of peers and followers
- **Influencers** have the power to change their peers' brand preference and buying behavior

Influencer Identification is one of the first steps for a brand towards consumer connectivity programs or CRM. A brand can use the Influencer database for executing an Influencer Outreach or Seeding program in order to create brand fans and brand ambassadors.

Success outcomes

Engagement and connectivity to your brand's fans with the opportunity to turn them into brand ambassadors. Increase of brand preference, loyalty and advocacy. SocialMedia8 delivers its clients an online database with all relevant V-Spots (social hot spots) and most important Influencers.

Guiding principles

Social media and Influencer Identification brings an **attractive value proposition** to the consumers that are most willing to engage in their online decision making and buying process. Most value propositions lack a **human connection** with the journey of discovering the need for a particular product or service. Social media marketing offers that human connection.

Stories of successful buyers and their journeys provide the missing ingredient for deeper engagement in a buying decision-making process: **human connection with personal stories**. Online reputation, positive reviews and ratings by influencers are the **decision making differentiators** in the buying process of Digital Natives, advertising comes next. Around 92% of all 16-34 year old consumers only buy a product if their network of social influencers or connected peers have written a positive review about it (Forrester Research).

SocialMedia8's Influencer Identification helps a brand identify the influencers ranked to influence.

Deliverables

Completion of the project will provide the following:

- **Mapping of V-Spots** - the social hotspots where conversations and buzz emerge
- **Identification of Influencers** within the social hotspots
- **Analysis and ranking of V-Spots**
- **Analysis and ranking of Influencers**
- **V-Spots and Influencers stored** in database accessible for client
- **Valuable recommendations** and consulting by leading SocialMedia8 specialists how to approach influencers

Quantification

Before a project starts SocialMedia8 can give an estimated number of Influencers and V-Spots based on target market(s), brand/ product and scope, all in extended report. For example; SocialMedia8 can identify the 15 most influential tech-bloggers within 25 V-Spots in 1 country.

Investment & Timeline

Investment is based on project scope and number of target markets. For example; Mapping V-Spots and Influencer Identification in 3 countries can be performed within 4-6 weeks. Signed approval needed 2 weeks prior to campaign start.

Work steps

The figure below depicts the production of Influencer Identification programs:



Client will provide a clear briefing with objectives, target audience, target markets. The SocialMedia8 Account Director will send a detailed proposal to client for approval. After signed approval the Account Director and Strategy Director will create a de-briefing for the client. SocialMedia8 will send a detailed planning with all deliverables and milestones to client.

Social Media Specialists and the Strategy Director will create a Mapping V-Spots and Influencer Identification Plan which will be based on project briefing and in accordance with clients approval. SocialMedia8 will perform a final-pass edit for clarity, logic, and meaning, submitting the Influencer Identification for detailed analysis by the client.

Once Identification has started, a ranking of both V-Spots and Influencers will be made based on a set of variables to mark their influence. The database will be delivered to client through online access codes, as well as an Influencer report with valuable conclusions and recommendations by SocialMedia8 experts.

Case studies

SocialMedia8 is WPP's leading social media marketing agency with offices in Amsterdam, London, Milan and Madrid. We are a WOMMA member and fully compliant to their code of ethics. We have performed 100 Influencer Identification projects, seeding campaigns and developed social media marketing strategies for over **100 leading brands**. Please see our [case studies](#) here.