

CREDIBLE INFLUENCE

A Buzz Radar Company

CONTENT • SOCIAL • AUDIENCE • INTELLIGENCE

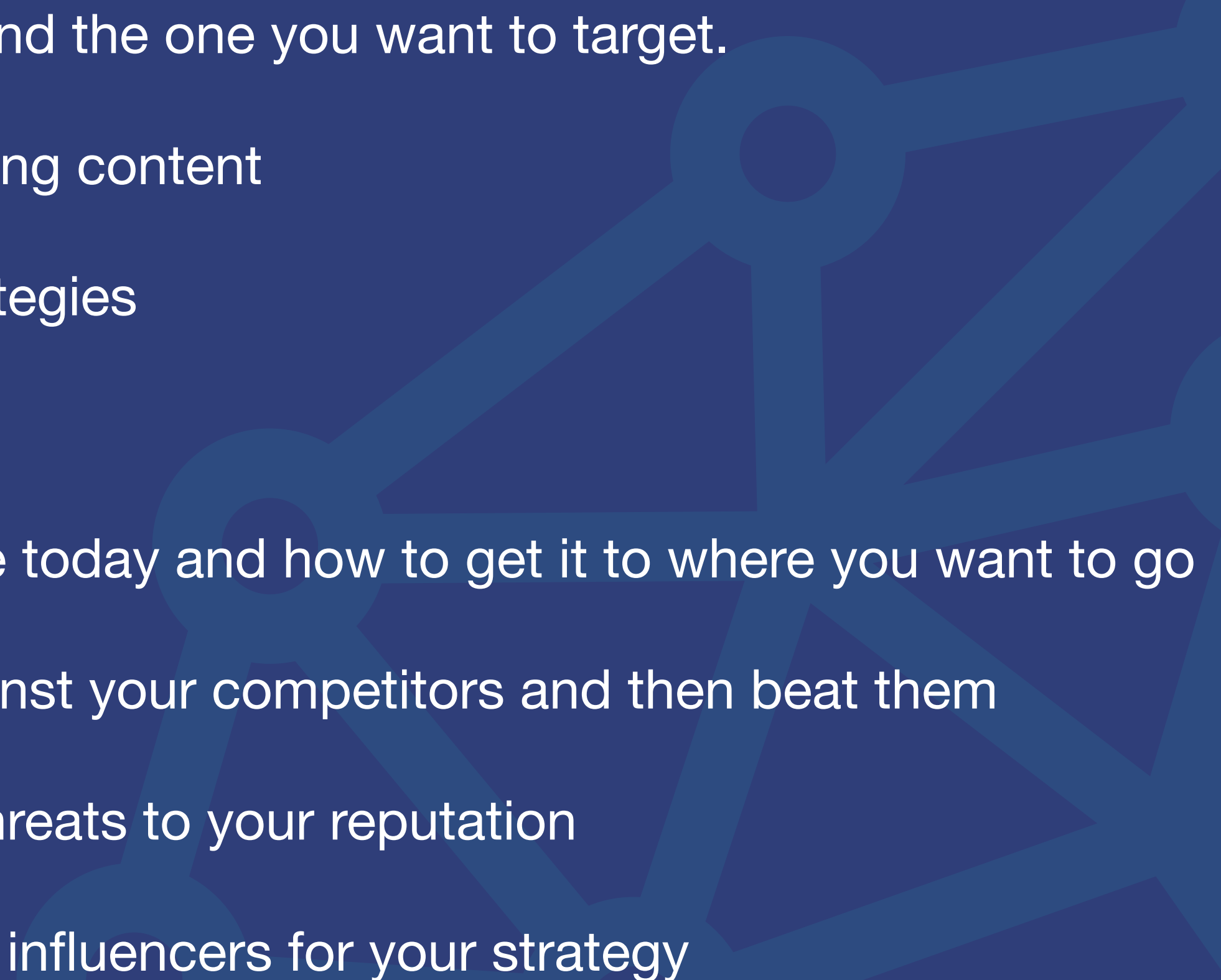
Our Story & USP

Content, social, influencer marketing moves at such a pace it can be mind boggling. As a team we've spent the last 6 years designing and developing Buzz Radar a real-time insight platform for some of the biggest brands in the world. As well as providing cutting edge insight technology our clients have often asked us to help translate that insight, provide context and data driven advice to inform their strategy. So we've created **Credible Influence** to do just that.

Whether it's helping guide engaging creative content or helping predict trends that provides brand with game changing insight. Everything we do is based on state of the art data science.

The engine that powers and supports our team of strategists, tacticians and analysts is our proprietary Buzz Radar platform. 6 years in the making and built using IBM Watson AI it allows us to capture, analyse and visualise vast amounts of data quickly and extract deep meaningful insight.

Combined with our industry leading team we can quickly and easily uncover insights, spot trends and make predictions for our clients. Turning all that, unwieldy unconnected data into powerful actionable intelligence that drives ROI.

- 
- **We use data to...** Understand your current audience and the one you want to target.
 - **We use data to...** Guide you to creating great performing content
 - **We use data to...** Help you create powerful social strategies
 - **We use data to...** Predict the game changing trends
 - **We use data to...** Understand your social performance today and how to get it to where you want to go
 - **We use data to...** Help you see how you stack up against your competitors and then beat them
 - **We use data to...** Help you understand and manage threats to your reputation
 - **We use data to...** Help you pick the right partners and influencers for your strategy

Our Services

- **Social Audits & Data Driven Strategy**

Trying to get a handle on your social performance and what consumers are saying about your brand? Credible Influence analysis of your social universe is industry leading, fast and cost effective . Using our proprietary Buzz Radar AI powered listening and analysis platform we can provide a true picture of where you stand in your industry and provide clear actionable recommendations for how to boost performance and ROI. We'll create a report, recommendations and sit down and walk you through it all within 7 days.

- **Competitor Analysis**

Want to know where you stand with your competitors, what are they doing that you could learn from? We execute comprehensive analysis of 5 nominated competitors their products and social channels. Start with a share of voice between your and your competitors we'll then map out their whole social strategy and tactics. We'll figure out what's working for them and what's not from channel analysis, post performance and influencer campaigns. Finally we'll psychometrically analyse their audiences and even benchmark their social ROI against yourself and each other. The result a deep, comprehensive and meaningful insights that are easy to understand and result in clear recommendations and actions.

Our Services

- **Content Optimisation**

Trying to understand what content is engaging your audience and why? Our deep analysis of all your content goes way beyond standard analytical analysis. Using Natural Language and Visual AI we create a detailed map of what content engages your audience and what doesn't and most importantly why. We also map your existing and targeted audiences and provide in depth recommendations on how to modify your content, and publishing tactics for the best possible results.

- **Partners selection and Influencer Identification**

Partnerships can be some of the biggest investments a brand can make. We help clients identify and validate partnership decisions using data. Our team conduct deep social analysis on sporting and cultural properties to help ensure it's a good overall fit for our clients. We monitor and compare, audience fit, fan engagement, growth and sentiment performance for a partner. We then use machine learning to make predictions on growth and future performance based on historical data to identify and verify marketing opportunities for our clients.

- Influencer verification and fraud detection

Finding the right influencers can be a real challenge. With up to 25% of influencers engaging in some level of fraud validating that they aren't fluffing their engagement and reach with bots and fake followers is even tougher. Using our proprietary platform and years of experience we can help brands find the right influencers to chime with their message on a deep level. We help by providing advice on understand the best way to engage in a partnership and also using our AI influencer fraud detection we can tell if they reach and engagement is real and your investment is warranted and safe.

- Deep Audience Analysis

Understanding who your current audience is should be more than just an overview of basic demographics and interests. Our Audience Analyser creates Psychometric profiles of every follower, influencer and motioner of a brand across social to create true understanding of your audience and a clear guide on how to engage and inspire them.

- Brand Reputation Monitoring and Management

Threats to a brand reputation can come unexpectedly at any time from any direction. They can start small and grow or they can come out of no where. We have developed best in class sentiment measurement and detection with the help of IBM watson and have provided reputation war rooms for Nike, Nestle, Pret a Manger and the Obama Administration. Our sentiment reports let you understand how your audience views you, how they react to your posts, what motivates that sentiment and who is driving it. Alongside this we provide reputation and crisis support and recommendations to provide a steady data driven hand to help you navigate choppy waters.

- Tactical social content advice and consultation

We help our clients answer the burning questions they have across social for example:-

“What is 9:16 vertical video and why should I be using it?”

“What new Instagram new features are a good fit for us to try testing”

“How will recent algorithmic changes on Facebook and Instagram affect my strategy?”

“With our organic reach in decline across all social channels, is all engagement worth paying for?”

“Which of IGTV and YouTube’s new aspect ratios are going to be the most effective for my brand”