

BEYOND THE HYPE OF INFLUENCE

DRIVE BUSINESS RESULTS THROUGH INFLUENCER COMMUNICATION

SOCIAL MEDIA RESULTS 2012

DRIVE BUSINESS RESULTS THROUGH INFLUENCER COMMUNICATION

#SOCMEDRESULTS
@PIERRELOIC

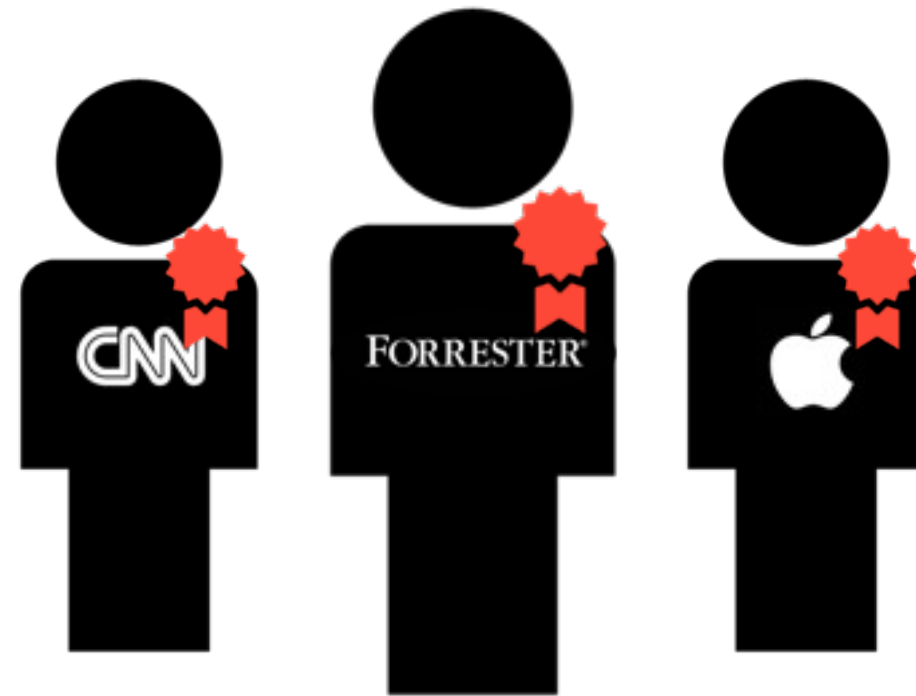
5 MYTHS
5 APPLICATIONS
5 STEPS TO SUCCESS

5 MYTHS ABOUT INFLUENCER MARKETING

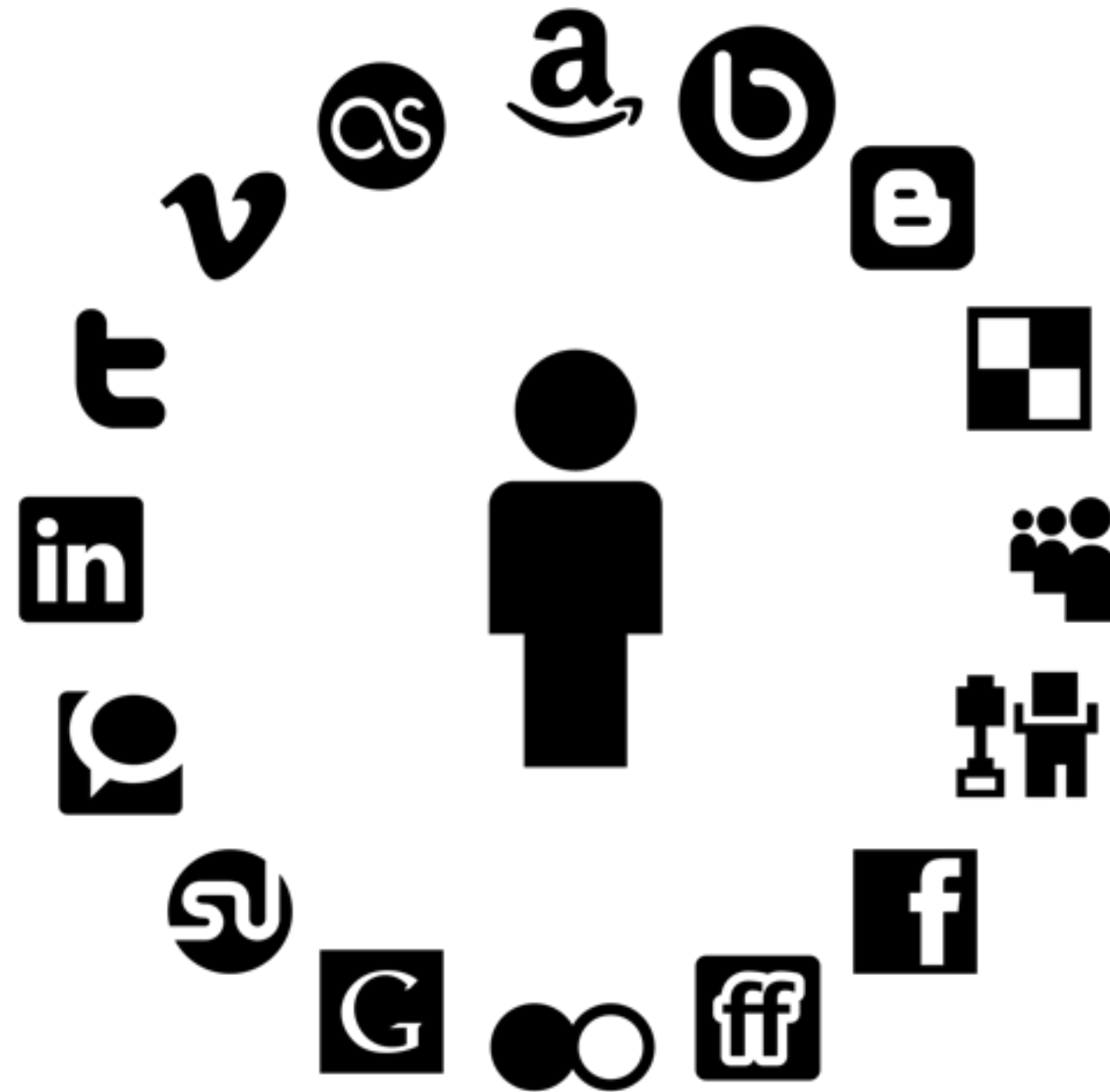
MYTH 1

**INFLUENCER MARKETING
IS A NEW SHINY THING**

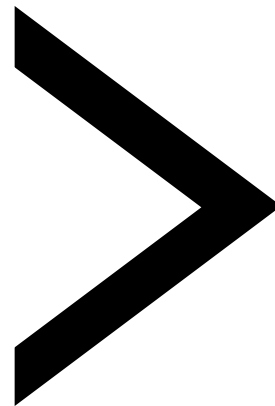
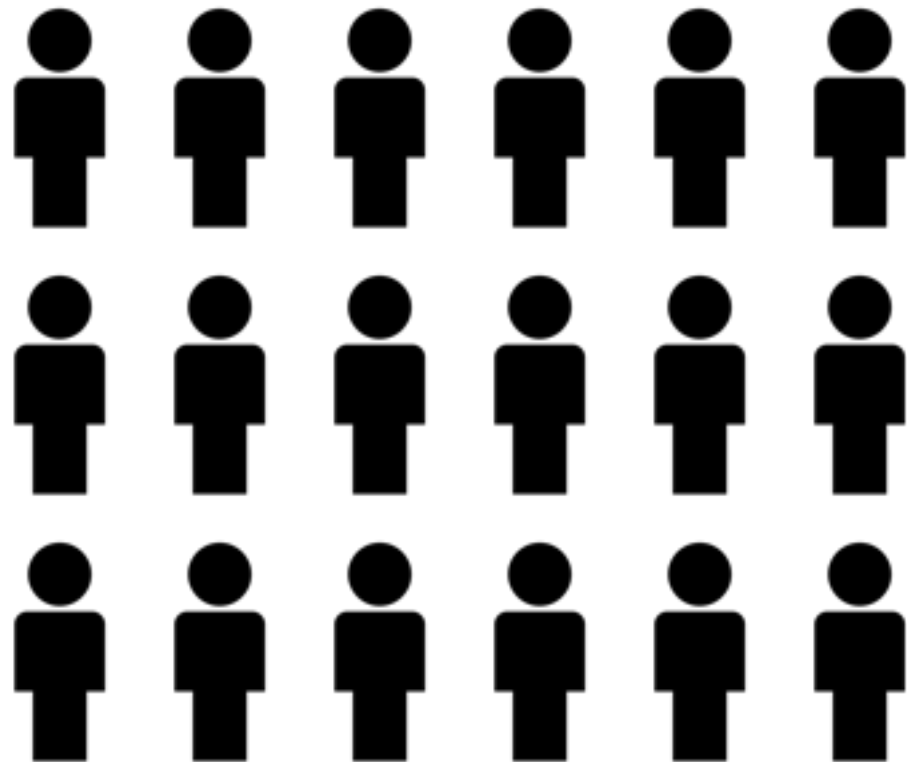
(BEFORE)



(NOW)

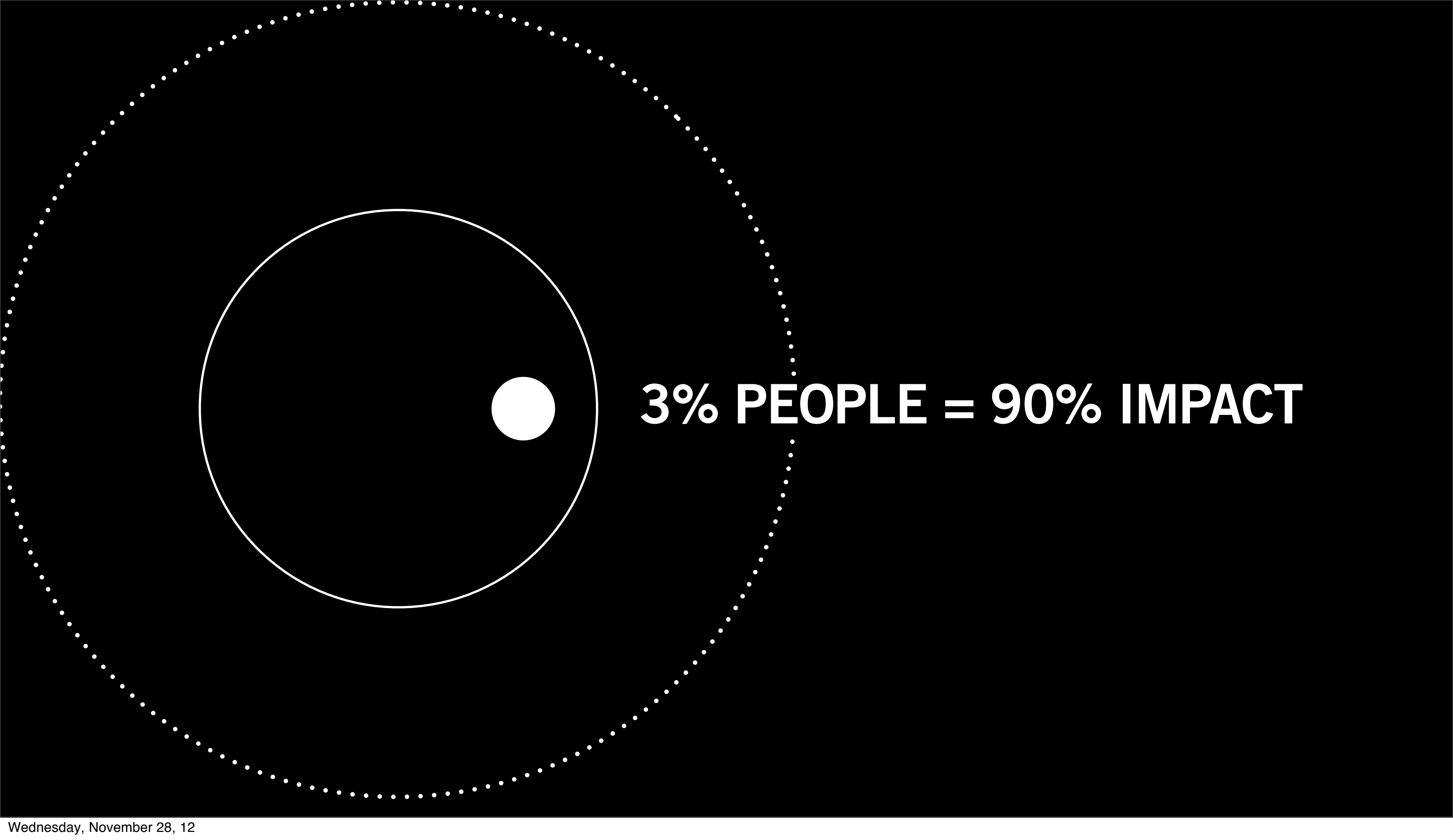


MYTH 2
YOU CAN BUY
INFLUENCE



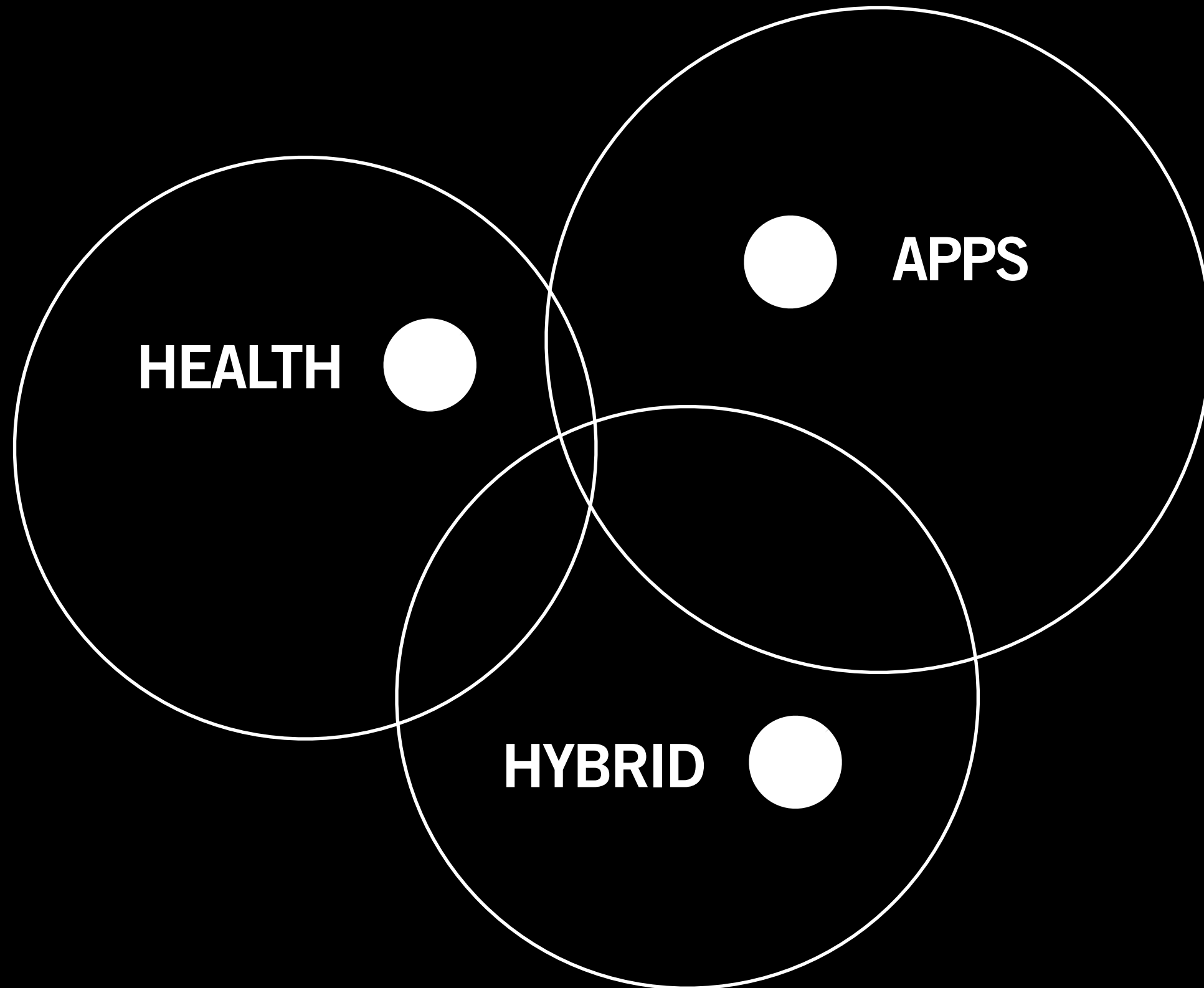
MYTH 3

**CONNECT WITH AS
MANY INFLUENCERS
AS POSSIBLE**



3% PEOPLE = 90% IMPACT

MYTH 4
INFLUENCE
IS UNIVERSAL



MYTH 5

**SUCCESS IS ABOUT
CONTROLLING BRAND
MESSAGE**

**“Your job as brand managers
is being reinvented in front
of your eyes and becomes
less about “managing” your brand
and more about “facilitating” it”**

**Bob McDonald
CEO, Procter & Gamble**

5 KEY APPLICATIONS TO INFLUENCER MARKETING

APPLICATION 1

DRIVE AWARENESS

APPLICATION 2

SEED COMMUNITIES

APPLICATION 3

BECOME AN INFLUENCER

APPLICATION 4

GAIN INSIGHTS

APPLICATION 5

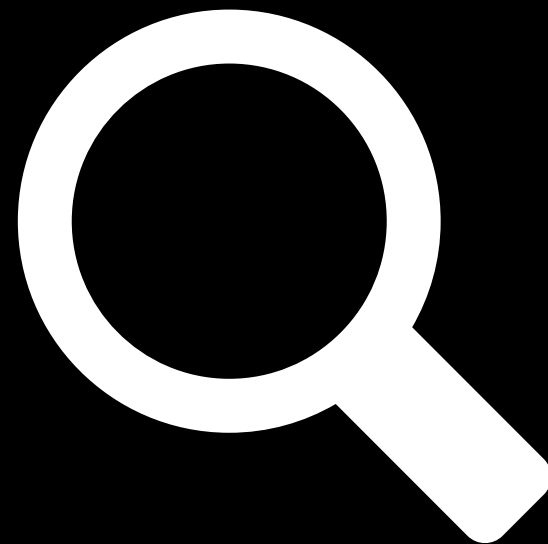
MANAGE A CRISIS

5 STEPS TO UNLEASH *REAL* VALUE FROM INFLUENCER COM

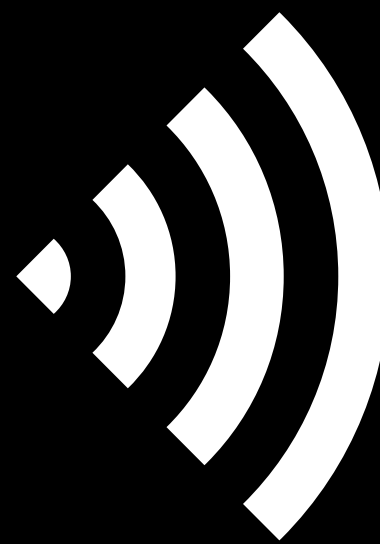
- 1. THINK BIG, AIM SMALL**
- 2. FIND YOUR INFLUENCERS**
- 3. LISTEN AND PARTICIPATE**
- 4. ACTIVATE INFLUENCERS**
- 5. MEASURE AND ITERATE**



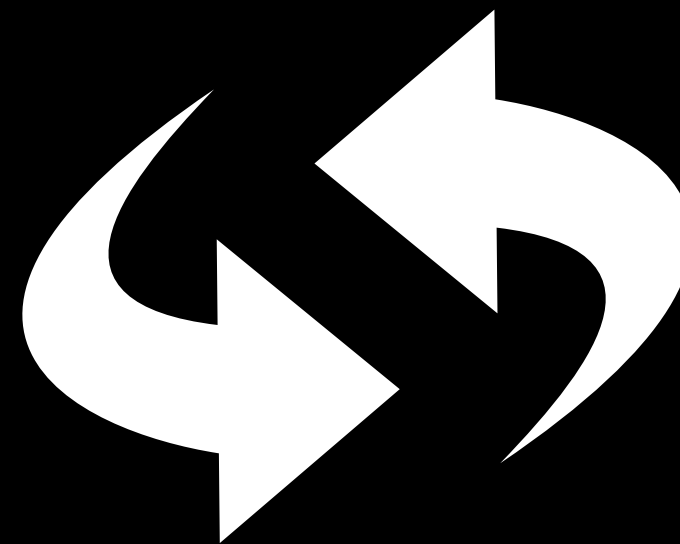
SET GOALS



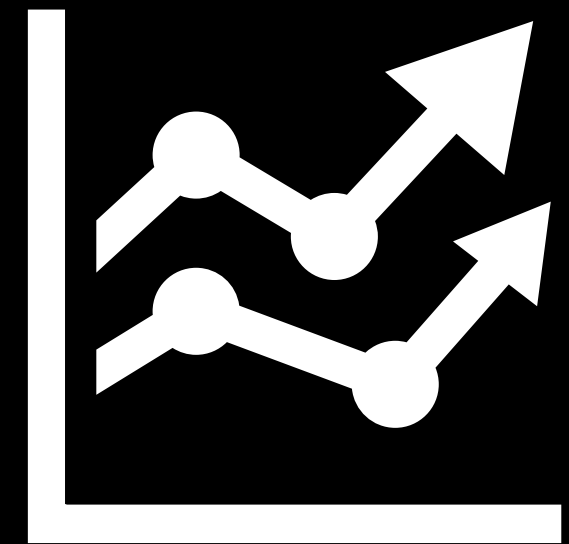
DISCOVER



LISTEN



ACTIVATE



MEASURE

