

# THE MANY FACES OF INFLUENCE

Online influencers come in many forms. From the web celebrity to the nerdy expert to the personal brand. Find out what motivates each type of influencer and understand the best ways to engage with them.



THE  
CELEBRITY

MY ONLINE  
AUDIENCE  
IS THE SIZE  
OF TEXAS



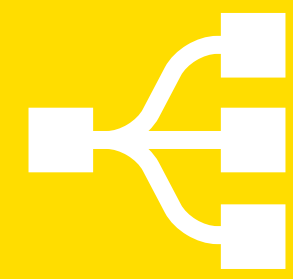
THE  
AUTHORITY

MY OPINION IS  
WORTH MORE  
THAN GOLD  
IN MY SPACE



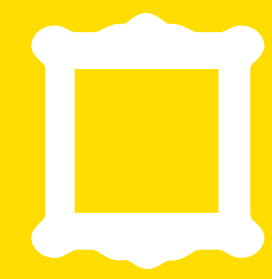
THE  
CONNECTOR

I LIKE TO  
CONNECT  
DOTS AND  
CREATE LINKS



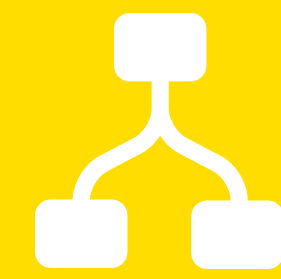
THE PERSONAL  
BRAND

MY NAME IS  
MY EQUITY



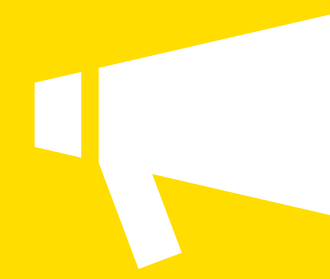
THE  
ANALYST

I FORM AND  
COMMUNICATE  
CREDIBLE  
INSIGHTS



THE  
ACTIVIST

MY BELIEFS  
MAKE ME  
MOVE  
MOUNTAINS



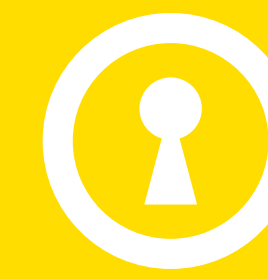
THE  
EXPERT

I WROTE THE  
TEXTBOOK ON  
MY SUBJECT



THE  
INSIDER

I'M A  
RESPECTED  
AUTHORITY  
WITH AN AGENDA



THE  
AGITATOR

I STIR THE POT  
AND CREATE  
HEALTHY  
DEBATE



THE  
JOURNALIST

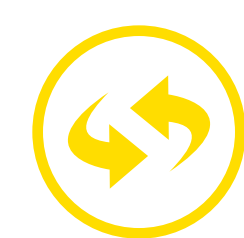
I AM  
THE NEW  
NEWS  
INDUSTRY



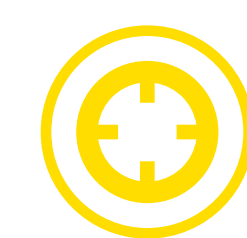
## TRAACKR SCORE



**REACH**  
Audience Size



**RESONANCE**  
Engagement Power



**RELEVANCE**  
Contextual Fit



## WAYS TO ENGAGE

### FIND SPONSORSHIP OPPORTUNITIES

No different than a celebrity endorsement, you probably have to buy their attention.

### CREATE VALUE FOR HIS COMMUNITY

They can't be bought but they can be convinced. They're interested in anything that brings value to their audience and elevates them in their eyes.

### HELP GROW HIS NETWORK

Connectors live off their network. Bring value to it and you will be gold. Make intros and help them nurture more relationships.

### HELP BUILD HIS REPUTATION & SEO

Help them enhance their personal brand and you'll be friends. Hurt it and there's no coming back. Find ways to support their status and increase their visibility.

### PROVIDE NEW DATA AND KNOWLEDGE

Help them build the base of knowledge they need to perform their job. Give them access to insider insights and new data but don't impose your analysis on them.

### PROVIDE HER ACCESS

Don't shy away from engaging with people who disagree with your point of view. To make an impact though, you'll need to join the conversation with an open mind.

### BRING HER IN FOR EXPERT OPINION

Stay focused on their areas of interest. Find ways to help them produce content, deepen their analysis and showcase their own expertise to your audience.

### ENGAGE IN A HEALTHY DEBATE

If you compete with them, engage in a healthy debate but be mindful where the debate takes place. Never play against home court.

### FUEL THE FIRE WITH SUBSTANCE

Challenge them but don't disrespect them. Your purpose is to further the debate and help them take it to new levels.

### BOOST READERSHIP WITH EXCLUSIVES

Engage with them the same way you engage a good old journalist: with an interesting, exclusive, and timely story.

