

**BEYOND THE HYPE OF INFLUENCE  
UNLEASHING THE POWER OF  
PUBLIC RELATIONS**

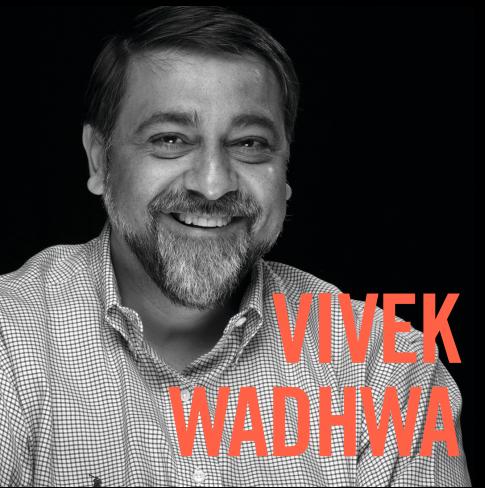
**PRSA COUNSELORS ACADEMY 2012**

# DEMYSTIFY

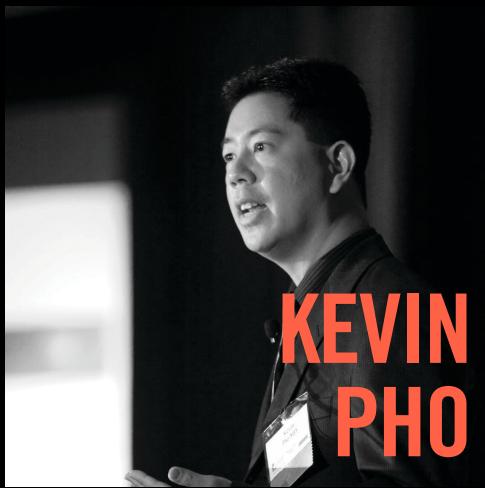
*the influencer hype*

**TO UNLEASH** *the value  
of influencer communication*

# WHO'S MOST INFLUENTIAL?



VIVEK  
WADHWA



KEVIN  
PHO



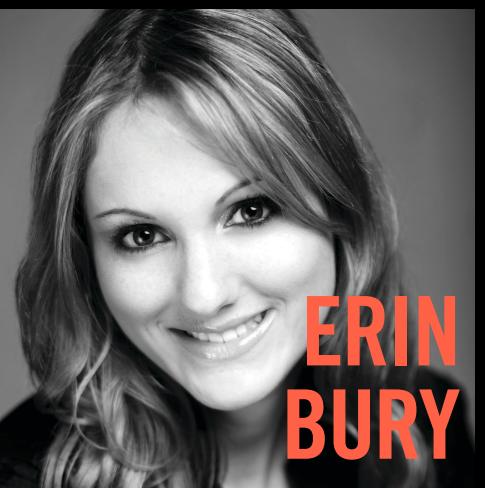
MG  
SIEGLER



NELLIE  
HUANG



EZRA  
KLEIN



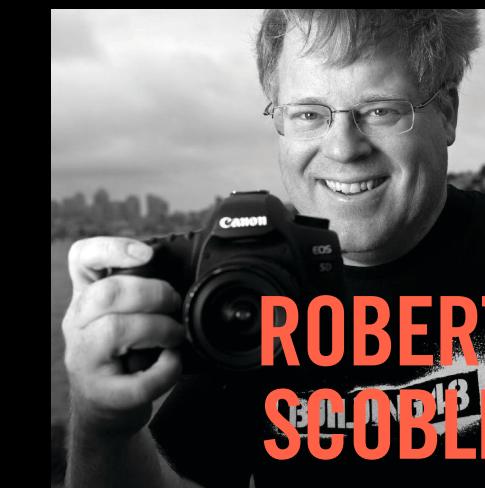
ERIN  
BURY



SETH  
GODIN



MARTIN  
TANTOW



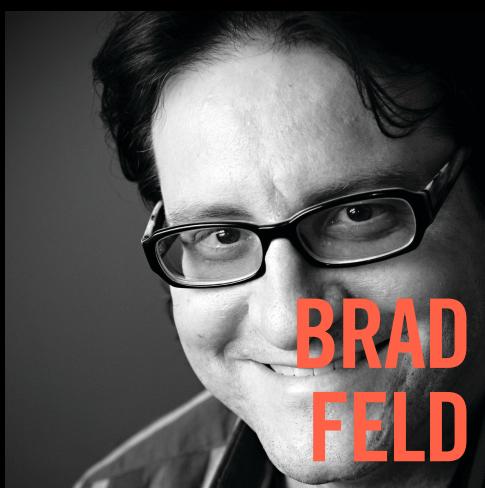
ROBERT  
SCOBLE



RENAI  
LEMAY



SARAH  
EVANS



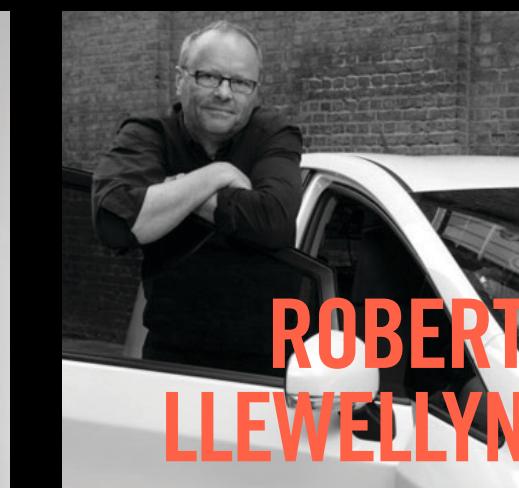
BRAD  
FELD



JESSICA  
SPIEGEL

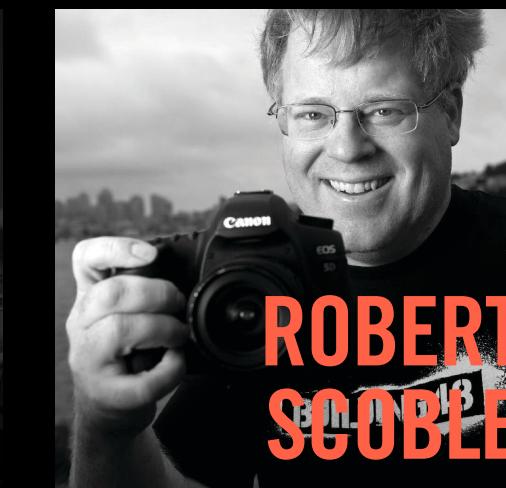
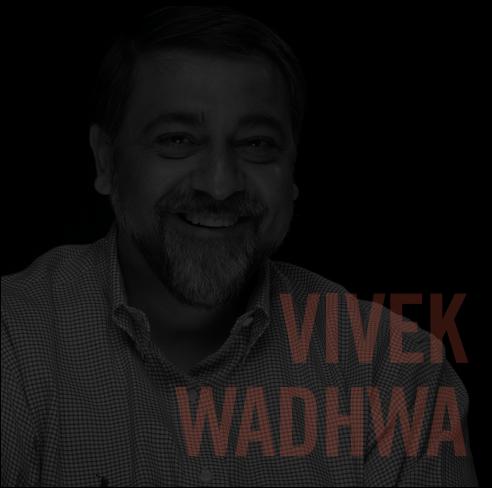


LIRAN  
ZELKHA

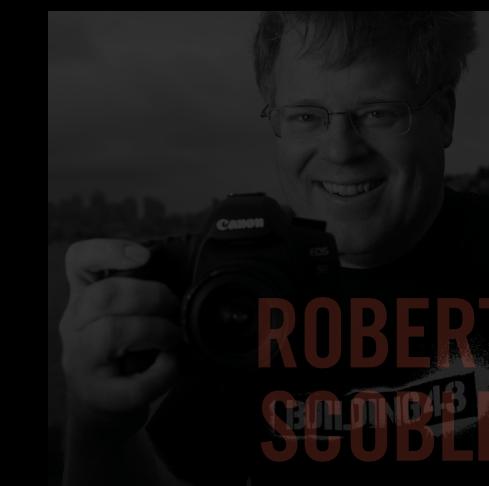
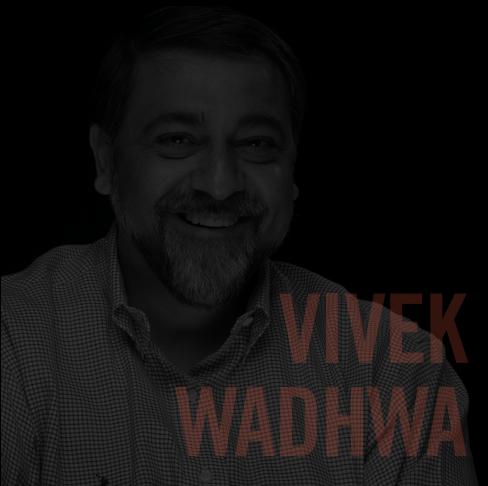


ROBERT  
LLEWELLYN

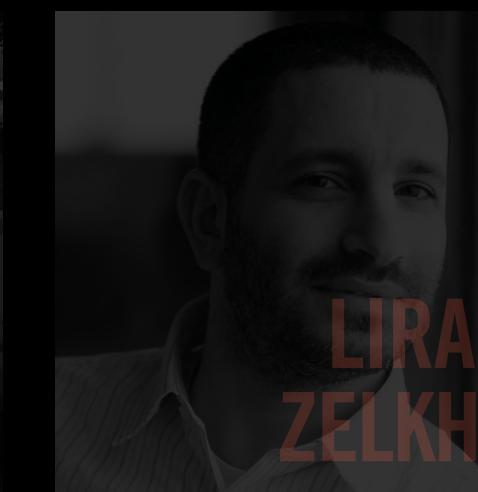
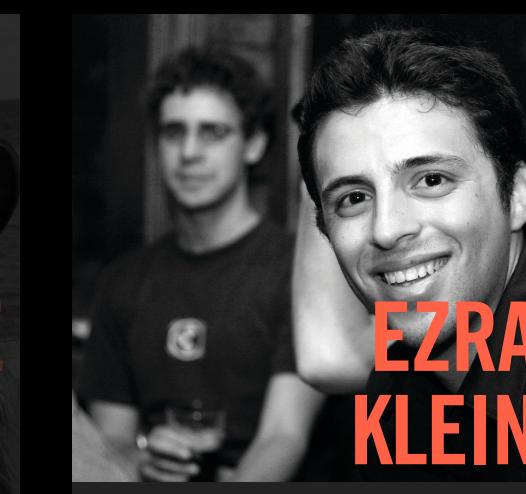
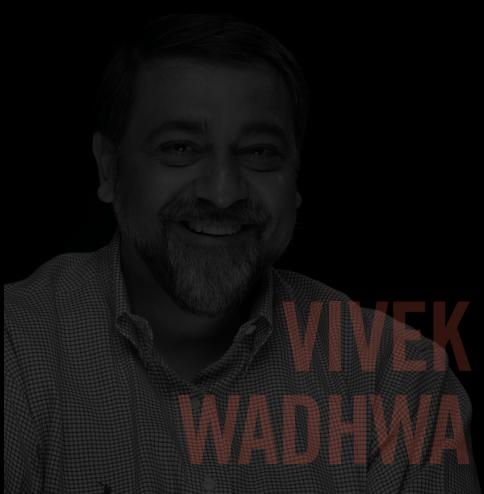
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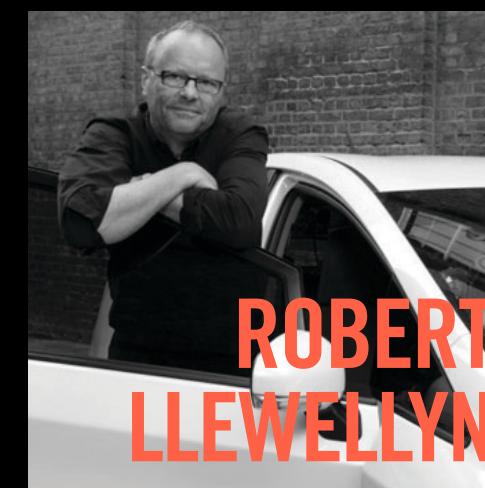
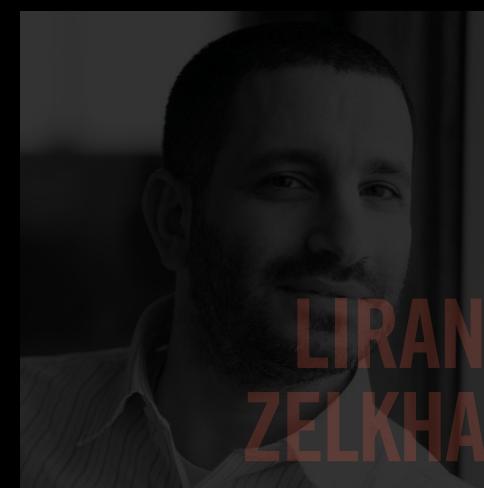
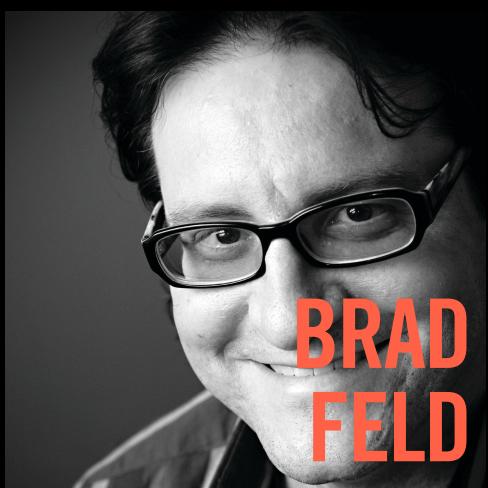
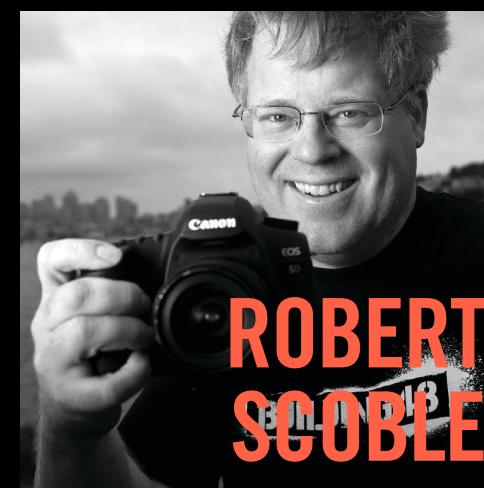
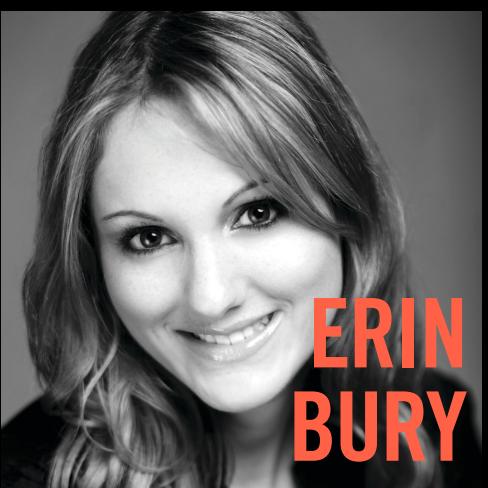
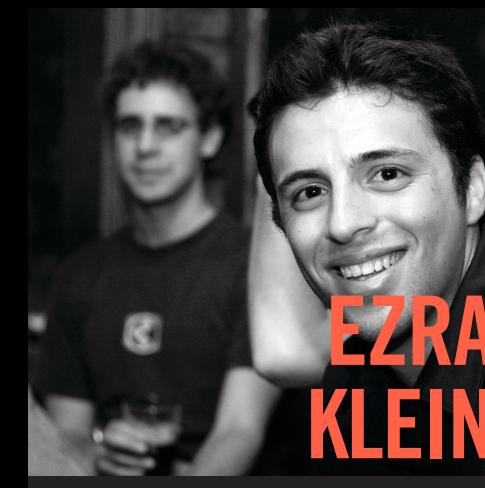
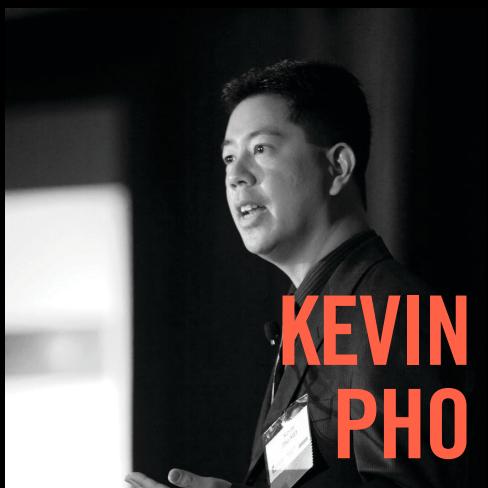
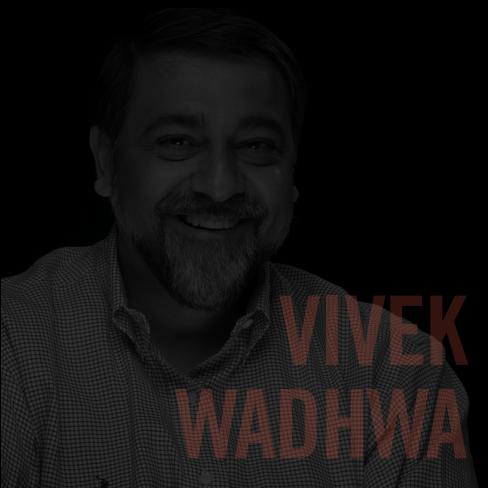
# PEERINDEX:



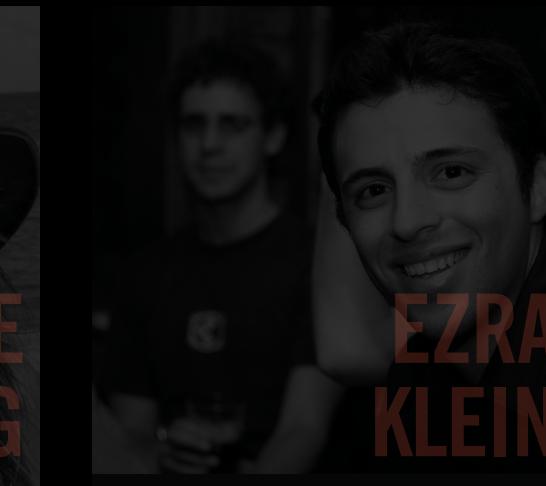
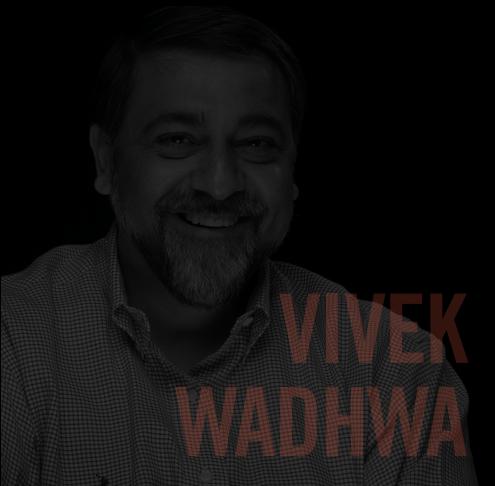
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# TWEET GRADER:



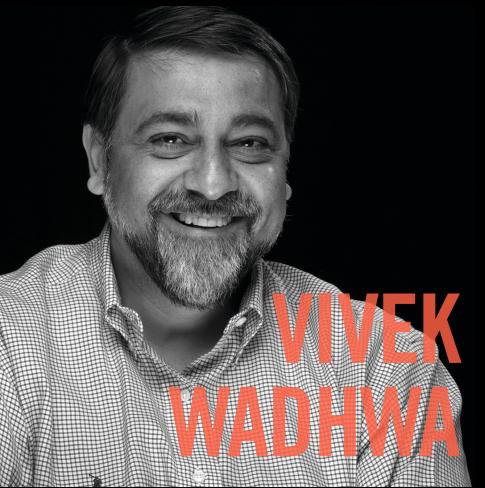
# WHO'S most influential?



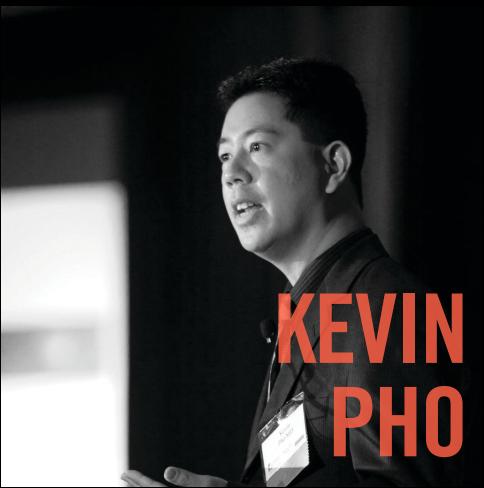
*wrong question*

*now, if you ask TRAACKR...*

# WHO'S MOST INFLUENTIAL?



VIVEK  
WADHWA



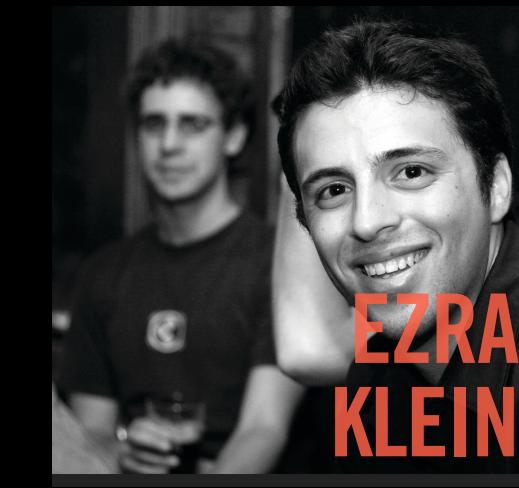
KEVIN  
PHO



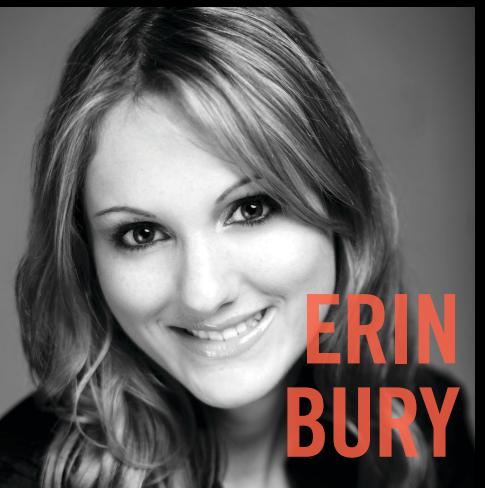
MG  
SIEGLER



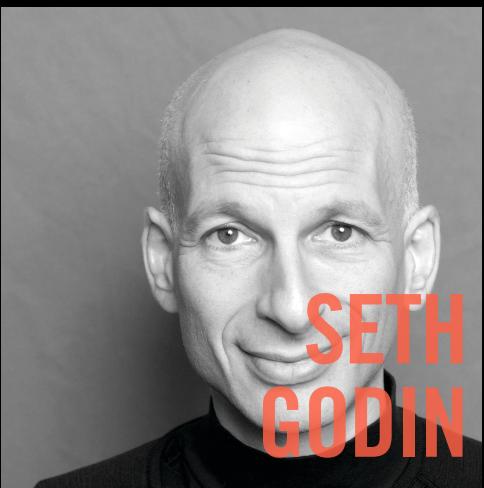
NELLIE  
HUANG



EZRA  
KLEIN



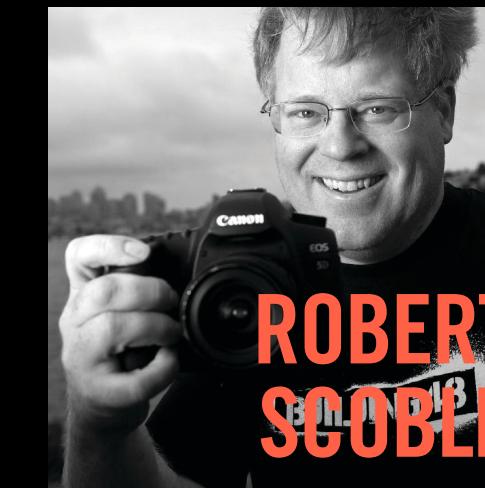
ERIN  
BURY



SETH  
GODIN



MARTIN  
TANTOW



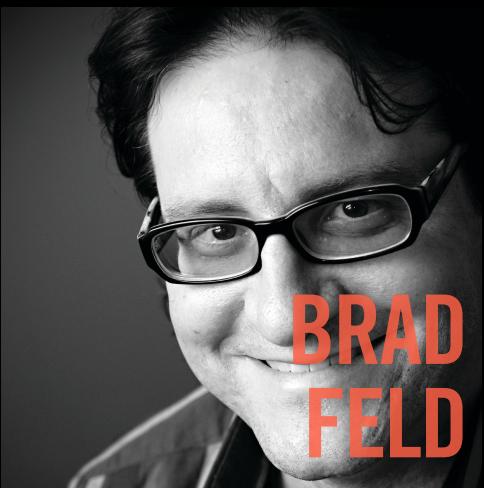
ROBERT  
SCOBLE



RENAI  
LEMAY



SARAH  
EVANS



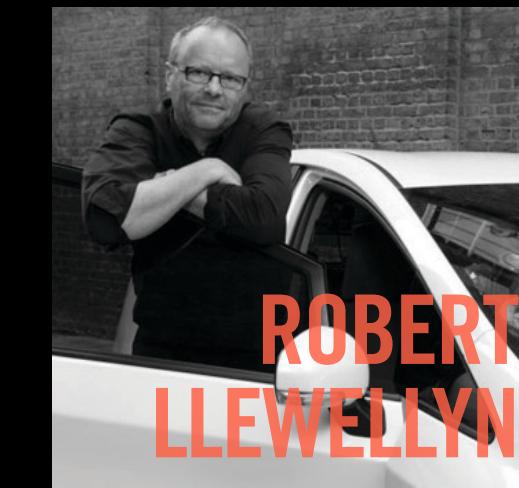
BRAD  
FELD



JESSICA  
SPIEGEL

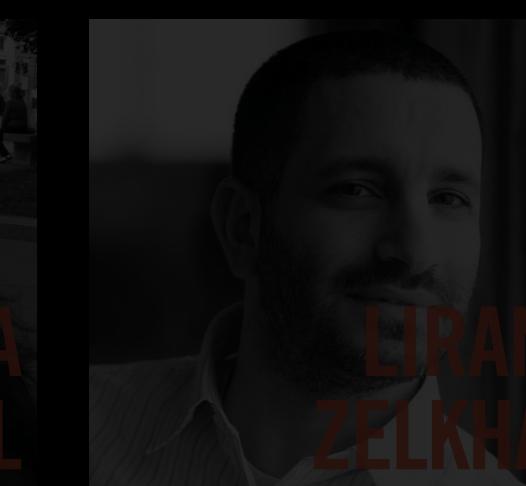


LIRAN  
ZELKHA



ROBERT  
LLEWELLYN

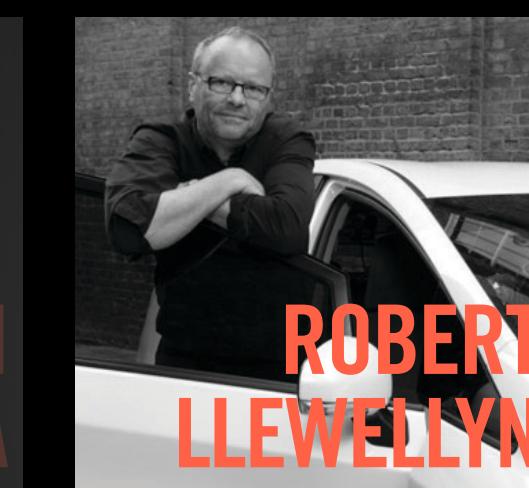
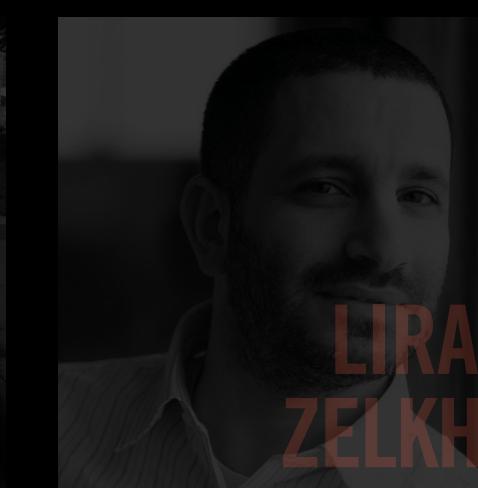
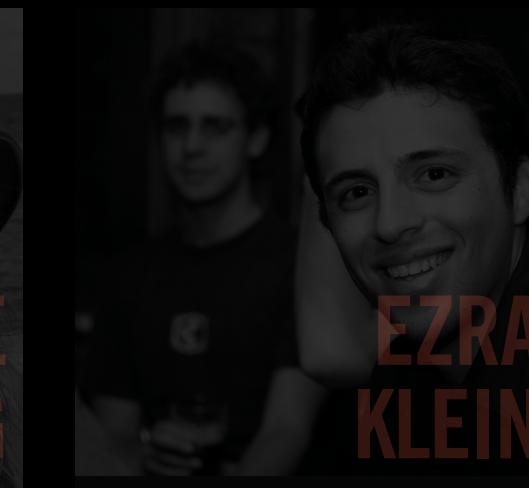
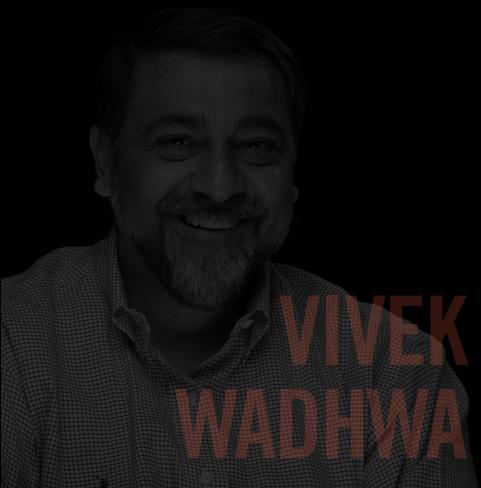
# WHO'S MOST INFLUENTIAL?



*it depends...*

# IN AUTOMOTIVE / HYBRID / UK

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# IN INVEST / TECH / B2C / EARLY

---



VIVEK  
WADHWA



KEVIN  
PHO



MG  
SIEGLER



NELLIE  
HUANG



EZRA  
KLEIN



ERIN  
BURY



SETH  
GODIN



MARTIN  
TANTOW



ROBERT  
SCOBLE



RENAI  
LEMAY



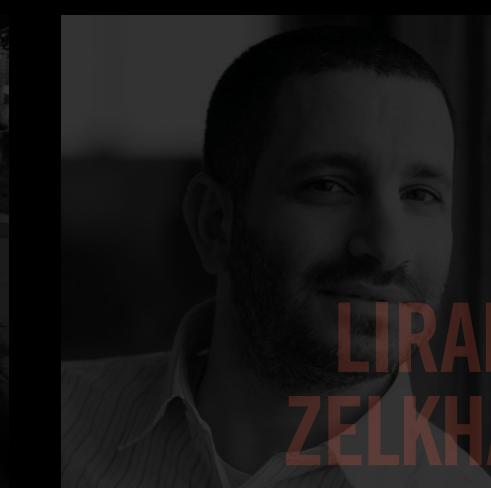
SARAH  
EVANS



BRAD  
FELD



JESSICA  
SPIEGEL



LIRAN  
ZELKHA

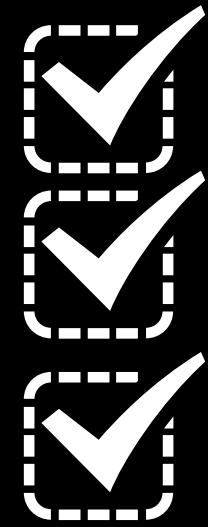


ROBERT  
LLEWELLYN

*INFLUENCE IS NOT  
ONE UNIVERSAL SCORE  
MAGIC  
AFTER THOUGHT  
PERSUASION  
PAID MEDIA*

**INFLUENCE IS  
CONTEXTUAL QUANT/QUAL  
HARD WORK  
A COMMITMENT  
COLLABORATION  
EARNED MEDIA**

*beyond* THE HYPE  
OF INFLUENCE

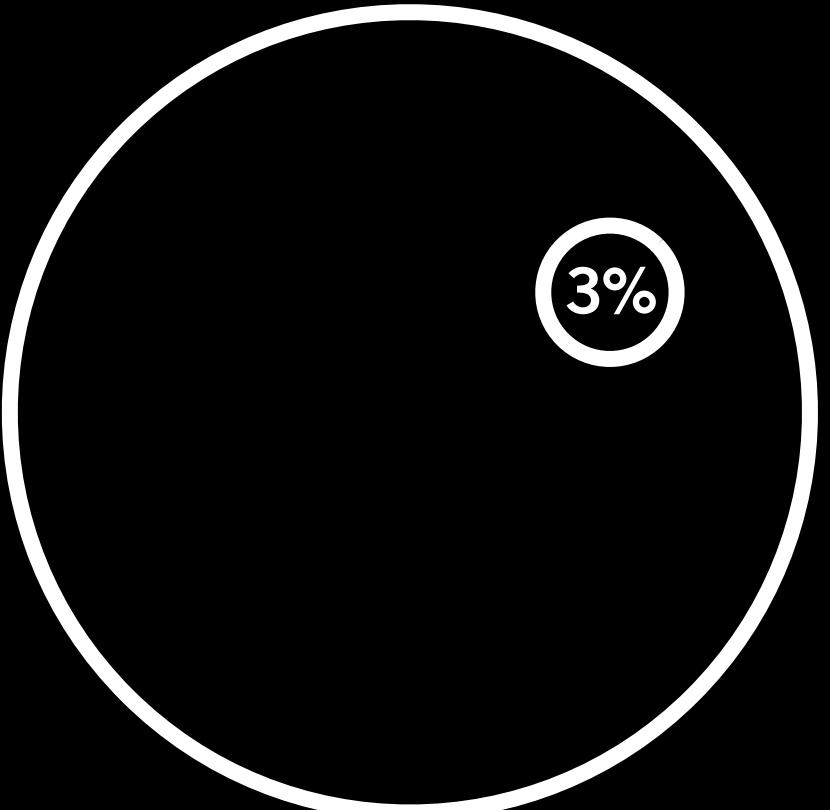


# TRAACKR DATA ANALYSIS 2011 EXPERT SURVEY CASE STUDIES

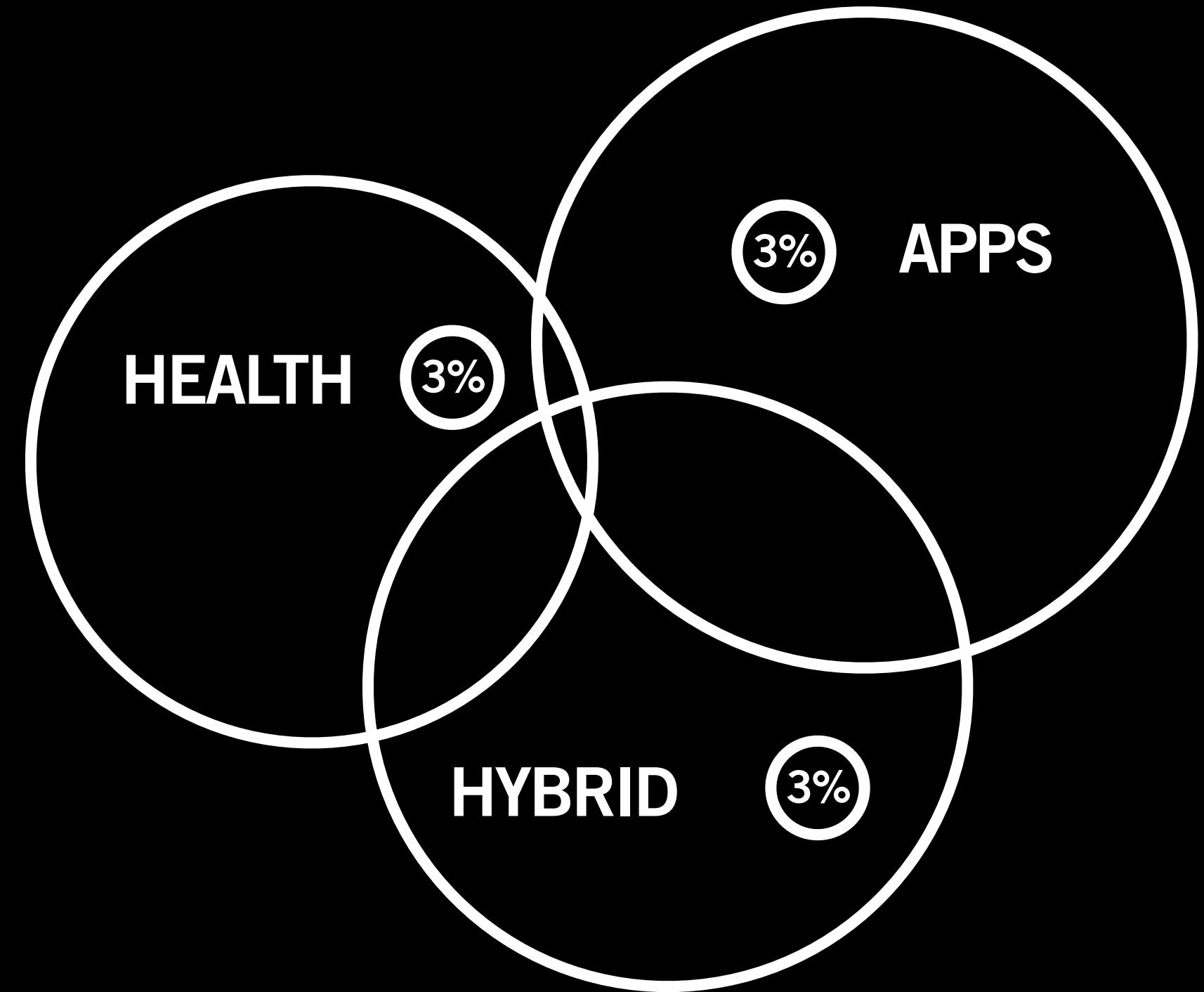


# GOLDEN RULES TO UNLEASH REAL VALUE FROM INFLUENCER.COM

# 1 --- LAW OF THE VITAL FEW



**3% PEOPLE =  
90% IMPACT**



1. ADVERTISING'S ACHILLES' HEEL
2. RELEVANCE > POPULARITY
3. FIND THOSE WHO MATTER

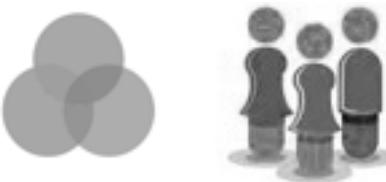


**BOTH ART AND SCIENCE**

# Search



# Score



# Rank



# Track



Google alerts

## Instructions

Count how many times the  
players wearing white pass  
the basketball.

# COGNITIVE BLINDNESS

Search



Score



Rank



Track



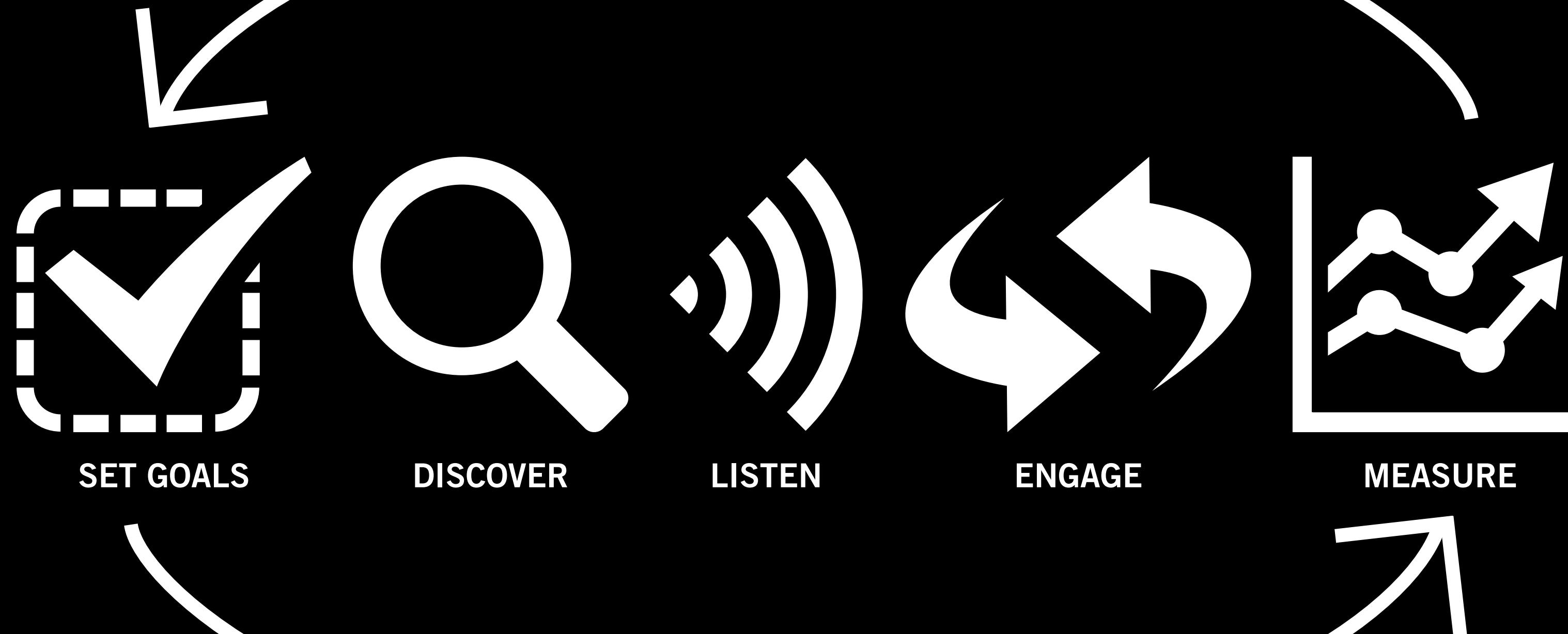
Google alerts

← TRAACKR →

**START WITH AUTOMATED  
& END WITH QUALITATIVE  
HUMAN ANALYSIS**

3

BE STRATEGIC



# 4+

## BUILD A RELATIONSHIP

- 1. PROVIDE VALUE**
- 2. BE RELEVANT**
- 3. BE GENUINE**

*“It’s a marriage  
not a date”*

5

# MEASURE WHAT MATTERS AND GAIN ACCESS

KATIE D. PAINÉ

# measure what **matters**



Online Tools for  
Understanding

**1 ENGAGEMENT METRICS**

**2 WEBSITE TRAFFIC**

**3 BRAND MENTIONS**

**4 SALES**

**5 SENTIMENT**

# 6

NO SILVER BULLET  
NO BLACK MAGIC

A black and white caricature of Woody Allen. He has dark, wavy hair and is wearing thick-rimmed glasses. He is dressed in a dark jacket over a light-colored shirt. The drawing is done in a bold, outline-based style.

*“Success is for those  
who show up”*

*Woody Allen*



**DRIVE WITH VALUE,  
NOT HYPE**

# CASE STUDIES

# **BLUE KEY CAMPAIGN**

## **SHONALI BURKE - MSL WASHINGTON DC**

# The Case of the Blue Key

The screenshot shows the homepage of The Blue Key Campaign. At the top, there's a navigation bar with links: HOME, GET A KEY, ABOUT THE CAMPAIGN, VIDEOS, VIRTUAL BOOK, PRESS ROOM, CONNECT, and BLOG. To the left of the navigation is the USA for UNHCR logo, which includes the text "The UN Refugee Agency". To the right is a large blue key icon with the word "SUPPORTING" written vertically on it. The main title "THE BLUE KEY CAMPAIGN" is centered above a banner featuring a photograph of several people, including children, sitting on a bed. Below the banner, a section titled "About the Campaign" provides information about the refugee crisis and encourages users to get involved. There are also sections for "The Refugee Crisis by the Numbers", "Scarcity of Firewood in Refugee Camps Threatens Environment in Developing Countries", and a video from UNHCR High Commissioner Guterres. On the right side, there's a "GET YOUR KEY" button with an image of a key in a zipper track, and a "What People Are Saying" section with a quote from Antonio Guterres.

HOME GET A KEY ABOUT THE CAMPAIGN VIDEOS VIRTUAL BOOK PRESS ROOM CONNECT BLOG

USA for  
**UNHCR**  
The UN Refugee Agency

## THE BLUE KEY CAMPAIGN

Follow us:

**About the Campaign**

Right now, more than 43 million refugees are displaced by war, violence or persecution. That's nearly the combined populations of New York and Texas. At UNHCR, more than 6,000 staffers around the world help open doors for refugees worldwide and have been doing so since 1951.

By getting your own Blue Key, you'll tell them you support their life-saving work, and stand in solidarity with the other citizens, celebrities and world leaders who do so. Please join us today.

[learn more](#)

**Get Email Updates** Your email

**The Refugee Crisis by the Numbers**

More than at any time in history, the world is witnessing an increase in forcibly displaced people — those driven from their homes and their countries by civil war, ethnic strife and political oppression.

[learn more](#)

**Scarcity of Firewood in Refugee Camps Threatens Environment in Developing Countries**

As part of a new movement in social activism, USA for UNHCR is calling on Americans to play a role in ending forest depletion around African refugee camps.

[learn more](#)

**Video: UNHCR High Commissioner Guterres announces the Blue Key Campaign**

Since 1951, we've opened more than 50 million doors to a new life for refugees worldwide. Your Blue Key will open one more. The United Nations High Commissioner for Refugees discusses how.

[watch now](#)

**GET YOUR KEY**

**What People Are Saying**

UNHCR UNLOCKING A BETTER WORLD

Copyright USA for UNHCR

Used with permission from USA for UNHCR

[www.thebluekey.org](http://www.thebluekey.org)

# 2011 Goal: 6K Keys by Dec. 31



**Get a Key!**

Open your eyes. Open your heart. **Open the door.**

For just \$5 you will join the Blue Key community, a growing contingent of Americans who are standing up for the world's most vulnerable people: refugees. With your key you will open the door to a new life that was unexpectedly—through no fault of their own—closed to refugees.

No one chooses to be a refugee, forced from home, family and everything they have ever known. Yet 43 million people around the world—nearly the combined populations of New York and Texas—find themselves in this exact position. If displacement wasn't enough, many are traumatized by sexual violence, torture, and aggression.

We launched [the Blue Key](#) campaign to give these refugees a voice. More than 6,000 UNHCR staffers worldwide give them the protection, food, shelter and care that they need, opening doors to a new life.

\* required information

**Order Your Blue Key!**

**Contact Information**

First Name:

Last Name:

Email:

Address Line 1:

City:

State:  -- please make a selection --

ZIP/Postal Code:

Country:  United States

**How Many Blue Keys Would You Like?**

Blue Key Pendant:  @ \$5.00 =

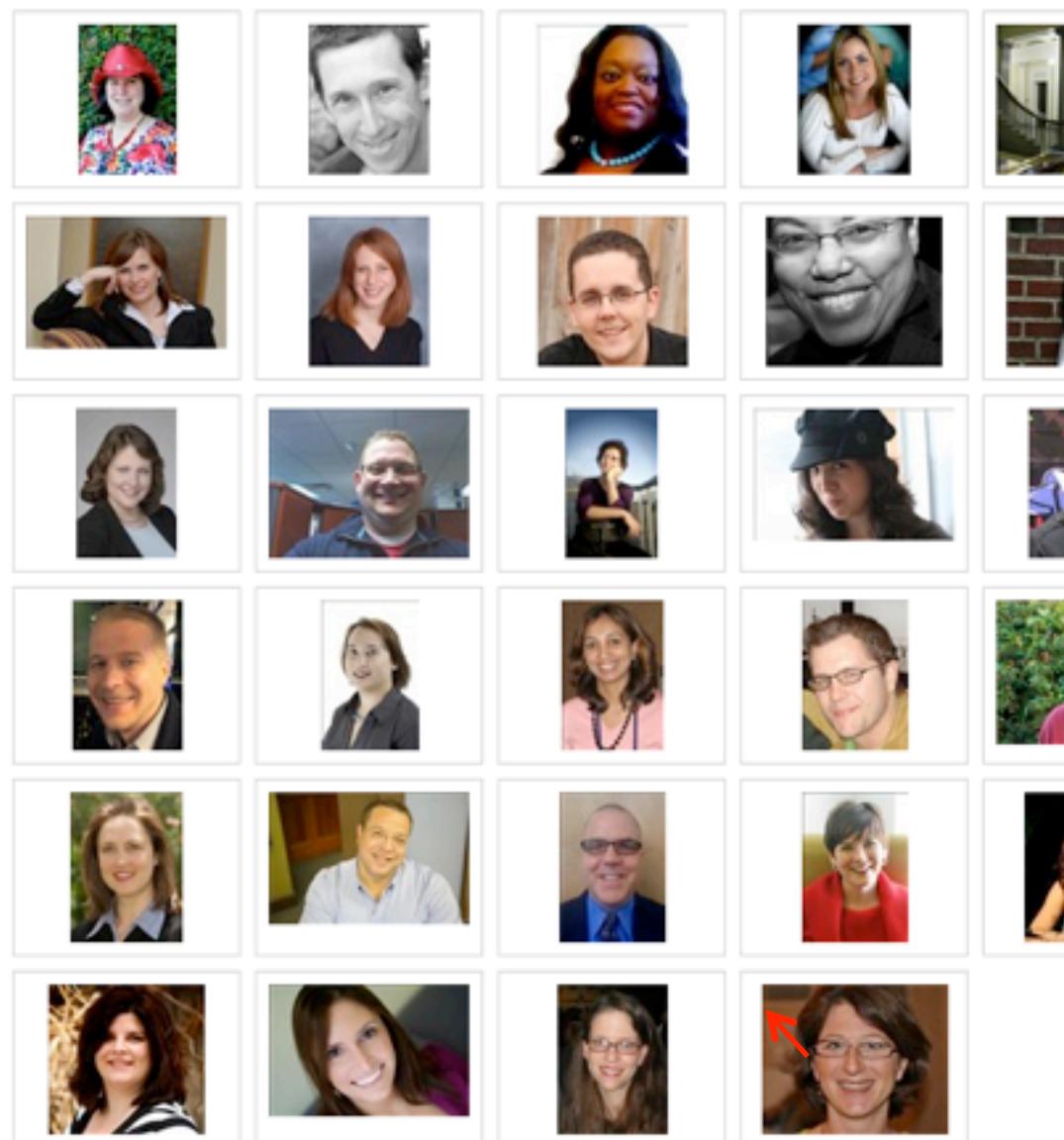
Blue Key Pin:  @ \$5.00 =

**Make a Donation to UNHCR's Global Work**

Amount:

*Used with permission from USA for UNHCR*

## Bloggers aka Blue Key “Champions”



Tracking links were key (no pun intended)

... from Facebook, Twitter, email newsletters, blog, etc...

### USA for UNHCR Kicks Off Blue Key Campaign

Drive Aims to Raise Awareness of, and Support for, the International Refugee Crisis

Washington, DC (PRWEB) May 09, 2011

[ShareThis](#) [Email](#) [PDF](#) [Print](#)

Today, USA for UNHCR, the UN Refugee Agency, put the [Blue Key campaign](#) into high gear. During the six weeks leading up to World Refugee Day (June 20th) the organization is asking 6,000 Americans to [get their own Blue Key pin or pendant](#) to show they are part of a growing community that supports the world's most vulnerable people.

With more than 43 million forcibly displaced people worldwide—because of situations such as the current crisis in Libya—the international refugee crisis has ballooned in recent years. "Some refugees spend years, even decades, in displacement camps," said Marc Breslaw, executive director of USA for UNHCR. "Furthermore, the number of urban refugees – displaced people living within cities – creates unforeseen challenges in the 21st century."

Many refugees are traumatized by sexual violence, torture, and aggression. While displaced, these survivors need some semblance of normalcy—a school, a health clinic, a shelter. Beyond urgent needs, refugees need help rebuilding their lives so that they can once again provide for themselves and their families in a safe, stable environment.

"UNHCR has 6,000+ staffers, who work in 128 countries around the world, striving to enable refugees to restart their lives," said Breslaw. "Unfortunately, the number of refugees continues to increase, straining UNHCR's ability to meet their most basic needs. The vast majority of funding comes from donor governments and concerned individuals, corporations, and foundations around the globe."



Displaced Sudanese Undergo Medical Tests before Journey Home. Photo credit: UN Photo/Albert Gonzalez Farran.

**“** "Some refugees spend years, even decades, in displacement camps," said Marc Breslaw, executive director of USA for UNHCR. "Many are traumatized by sexual violence, torture, and aggression." **”**

# Blue Key Champions Drove the Conversation

Blog posts



Twitter



LinkedIn



YouTube

Secret Facebook Group

Email outreach

#bluekey “tweetathon”

*Used with permission from USA for UNHCR*

# Involve the Community

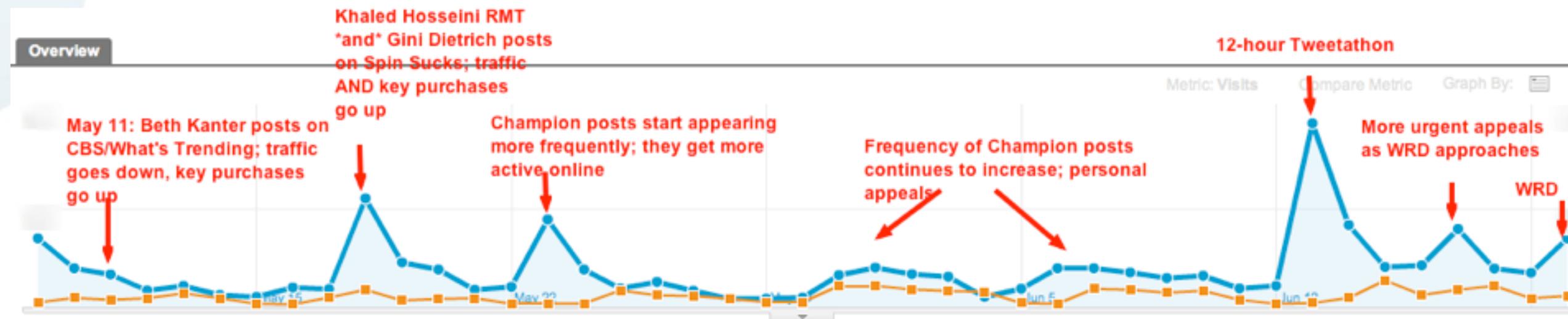
The first tweetathon (June) saw:

- 258 people/1,524 tweets with #bluekey
- 169% increase in web traffic
- >50% of key purchases that week

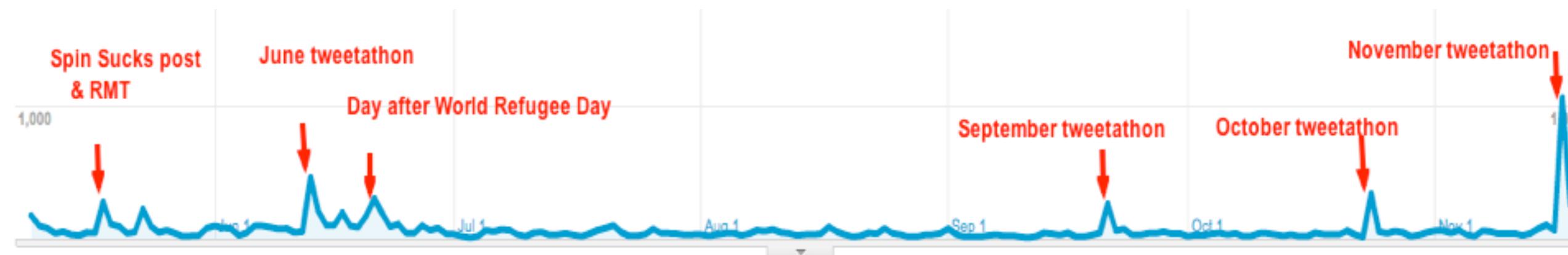
The image consists of three main parts. On the left, a screenshot of a Twitter feed shows a reply between @shonali and @rachaelgk. @shonali says, "Thank you! Did you get your #bluekey, btw? Just \$5 :)" and @rachaelgk replies, "@shonali Oh yes, this AM It was the first I heard of the campaign, but then it blew Twitter up ALL day long. So awesome!!". On the right, a Twitter analytics dashboard for the hashtag #bluekey shows a "Stats Snapshot" with four data points: 1524 Tweets, 8999978 Impressions, 258 Contributors, and 1071965 Reach. At the bottom, a single tweet from user @eleesha is shown, which includes a purple flower profile picture, the text "♥LOVE♥ #bluekey? ♥ —DE®", and a link "http://ow.ly/5gReK".

Used with permission from USA for UNHCR

# Analytics Tell Stories...



... and Measurement Shapes Strategy



Used with permission from USA for UNHCR