

# Influence: How to Get It, Use It and Measure It



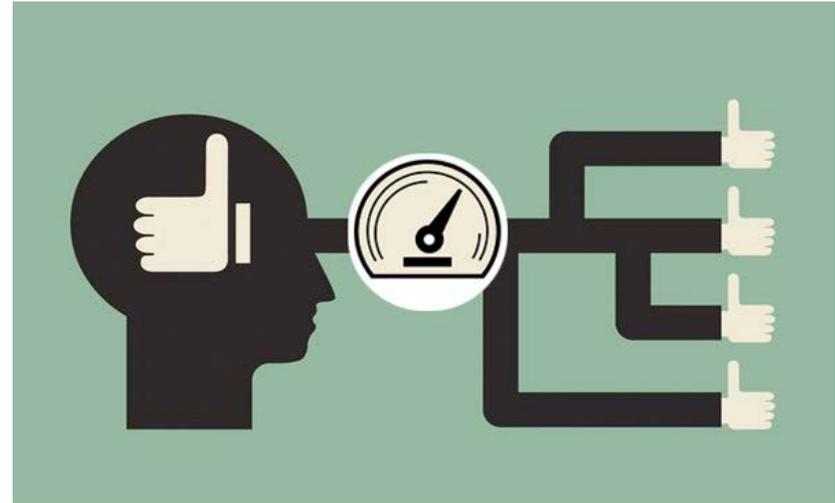
Measurement Hour  
March 22<sup>nd</sup>, 2017  
Katie Delahaye Paine, CEO  
Paine Publishing

# Definitions:

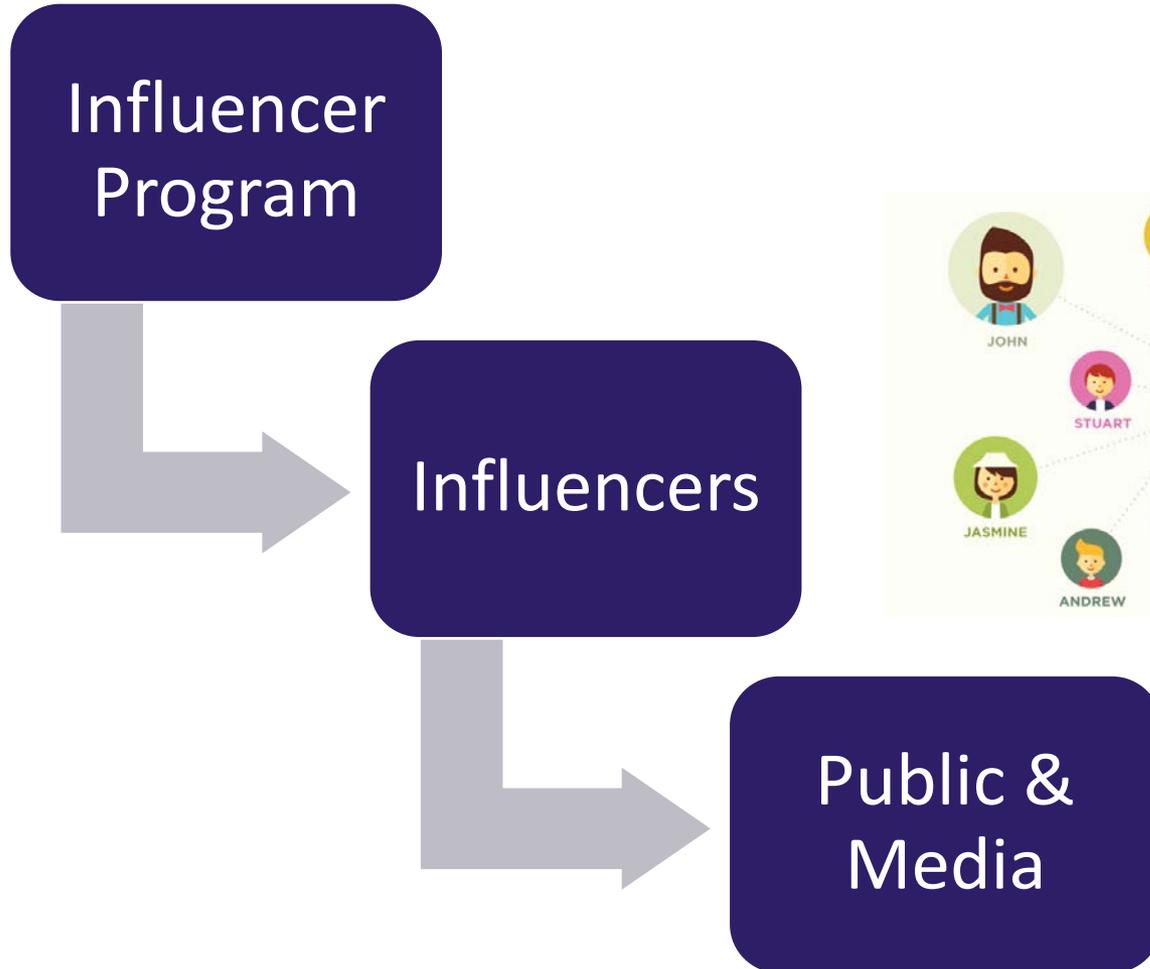
- ▶ Influence is the ability to cause or contribute to a change in opinion or behavior
- ▶ Influencer Marketing is the act of a marketer or communicator engaging with key influencers to act upon influencees in pursuit of a business objective.
- ▶ A “Key Influencer” is a person or group of people who possess greater than average potential to influence due to attributes such as frequency of communication, personal persuasiveness or size of and centrality to a social network, among others.

# Paid vs Earned

- ▶ Earned:
  - Goals:
    - Thought leadership
    - Reach new audiences
- ▶ Paid:
  - Goals:
    - Less expensive impressions
    - Engagement
    - Reach new audiences



# Today's Information Flow



# Understand the landscape

- ▶ Who influences your stakeholders?
  - ▶ People?
  - ▶ Media outlets?
  - ▶ Blogs?
  - ▶ Social accounts?
  - ▶ Events?
- ▶ What influences the influencers
  - ▶ Other influencers ?
  - ▶ Celebrities?
  - ▶ Events?
  - ▶ Authority figures?
  - ▶ Academia?

# Who are the Influencers?

- ▶ Identifying the market
  - ▶ Beyond key words
  - ▶ Focus on networks
- ▶ Tools
  - ▶ Little Bird
  - ▶ Traackr
  - ▶ Klout
  - ▶ Using listening tools



# The Measurement Process

## Step 1: Define the goal

What outcomes are expected from your influencer strategy?

## Step 2: Identify what influences your target stakeholders

How will your efforts connect with your audiences to achieve the goal?

## Step 3: Agree on the path from influence to purchase

## Step 4: Establish priorities

If your budgets aren't unlimited, rank order your influencers so you know where to start.

## Step 5: Define your metrics.

## Step 6: Select your data collection tool(s) and methodology

## Step 7: Analyze the data

Turn it into action, measure again



# Thank You!

- ▶ [Click here](#) to explore the newest articles from *The Measurement Advisor*
  - ▶ Reminder: As a paid subscriber you have 24/7 access to **all** of TMA's articles...just visit TMA's homepage!
- ▶ Follow me on Twitter: [@queenofmetrics](#)
- ▶ Follow Paine Publishing on [Facebook](#) **and** [LinkedIn](#)

*Special thanks to [Montclair State University's Graduate Program](#) for sponsoring this month's Measurement Hour!*