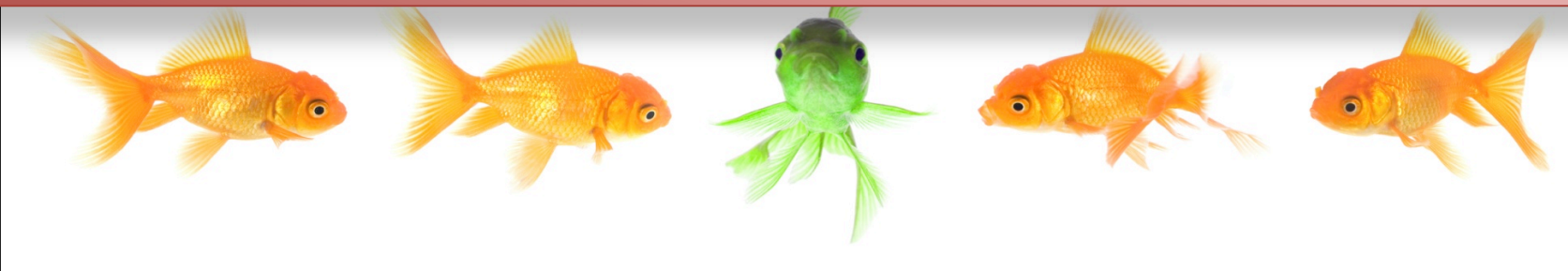




## Who are Influencers, Why do they matter, & How Do We Find Them?

*Gary Lee* CEO, mBLAST  
*Twitter:* @gary\_r\_lee



# Influencer or No Influencer? Topic: Rock 'N Roll



@CowGirlLucy48.  
Former Groupie for  
Rolling Stones First Tour



Doug Gibson, Owner,  
MetalUnderground.com

# Influencer or No Influencer? Topic: Technology, DSLAM, Central Office, Telecommunications



Walter Mossberg. Tech Columnist, Wall Street Journal and co-executive editor of All Things Digital



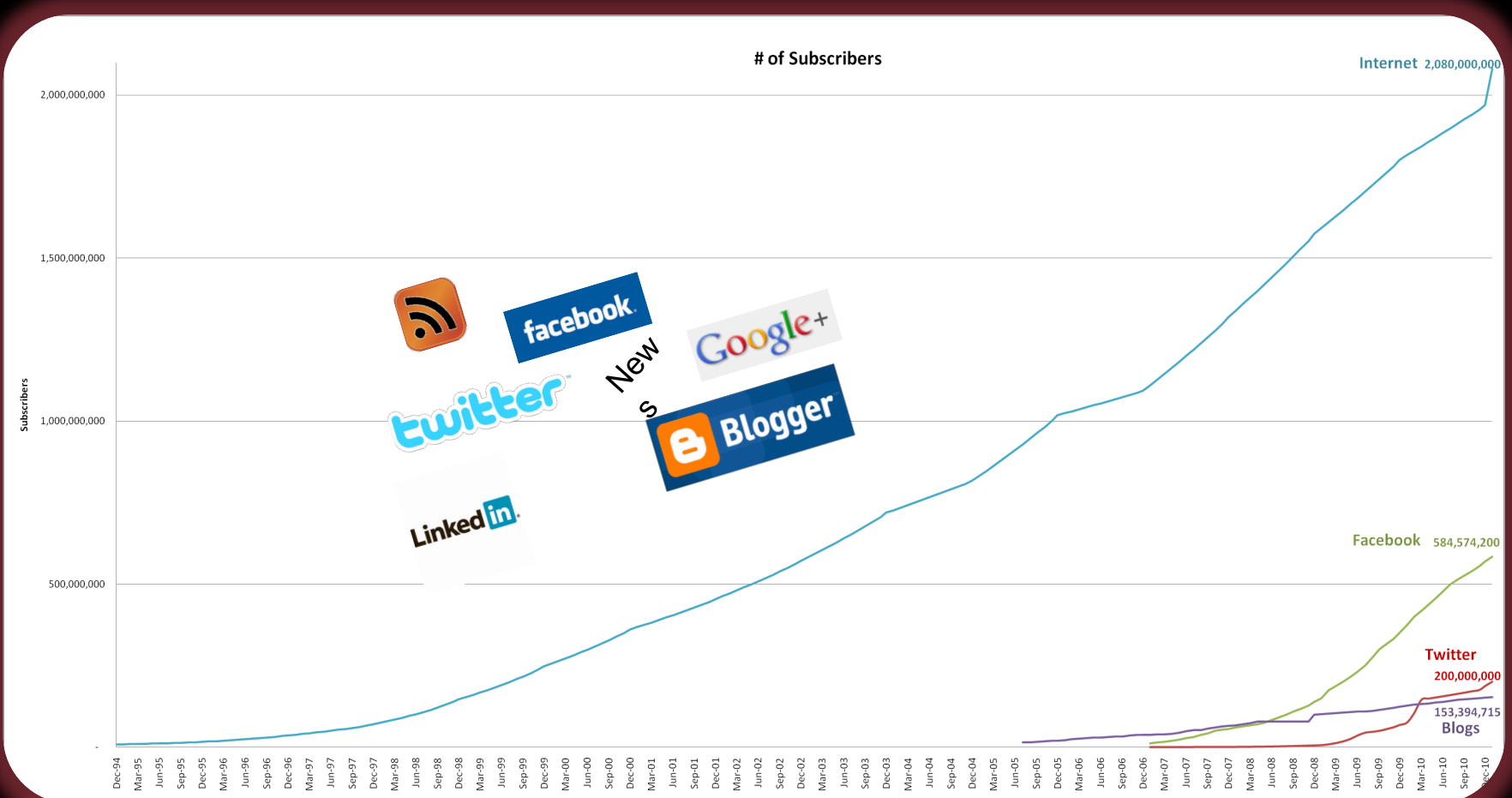
Mark Gibbs. Technobabble Blog, Forbes. Contributing Editor – Network World.  
<http://blogs.forbes.com/people/markgibbs/>



Definition: Influencers are third-parties who inspire desirable and measurable actions and outcomes on our behalf.



**The concept of Influencers is not “new” in the world of Marketing. PR & Marketing professionals have worked with influencers forever...We used to call them “the Press” or “the Media”.**



Today the Medium is now the Media, with 2B+ potential voices across the web.





## Facebook

2.77M Status Updates  
21M pieces of Content

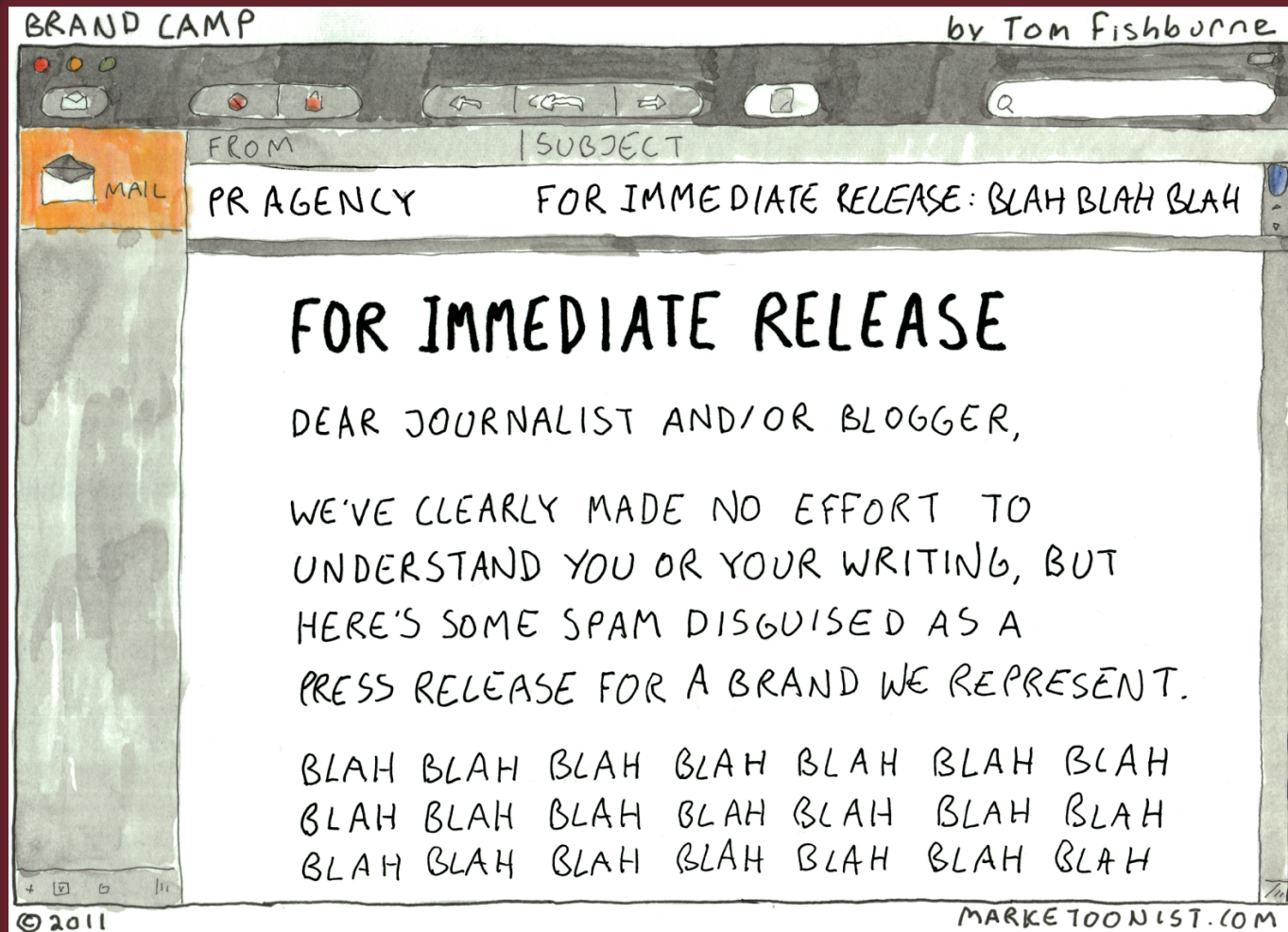
## Twitter

4.2M Tweets

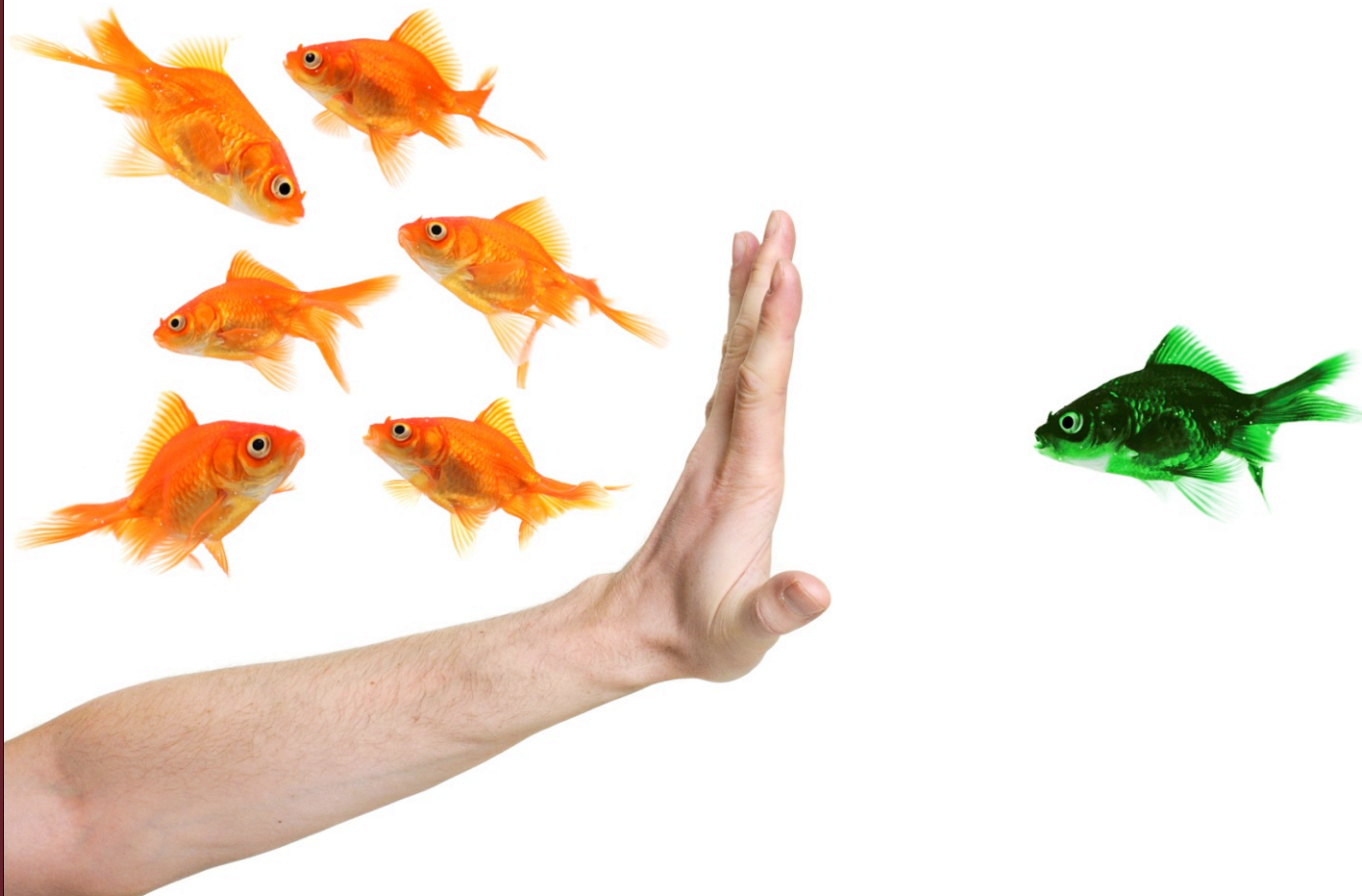
## Blogs

22k posts

During the next 30 minutes, here is the volume of conversations going on across these three outlets. What's being said that matters to you? Who is saying it? And who is really influencing your market?



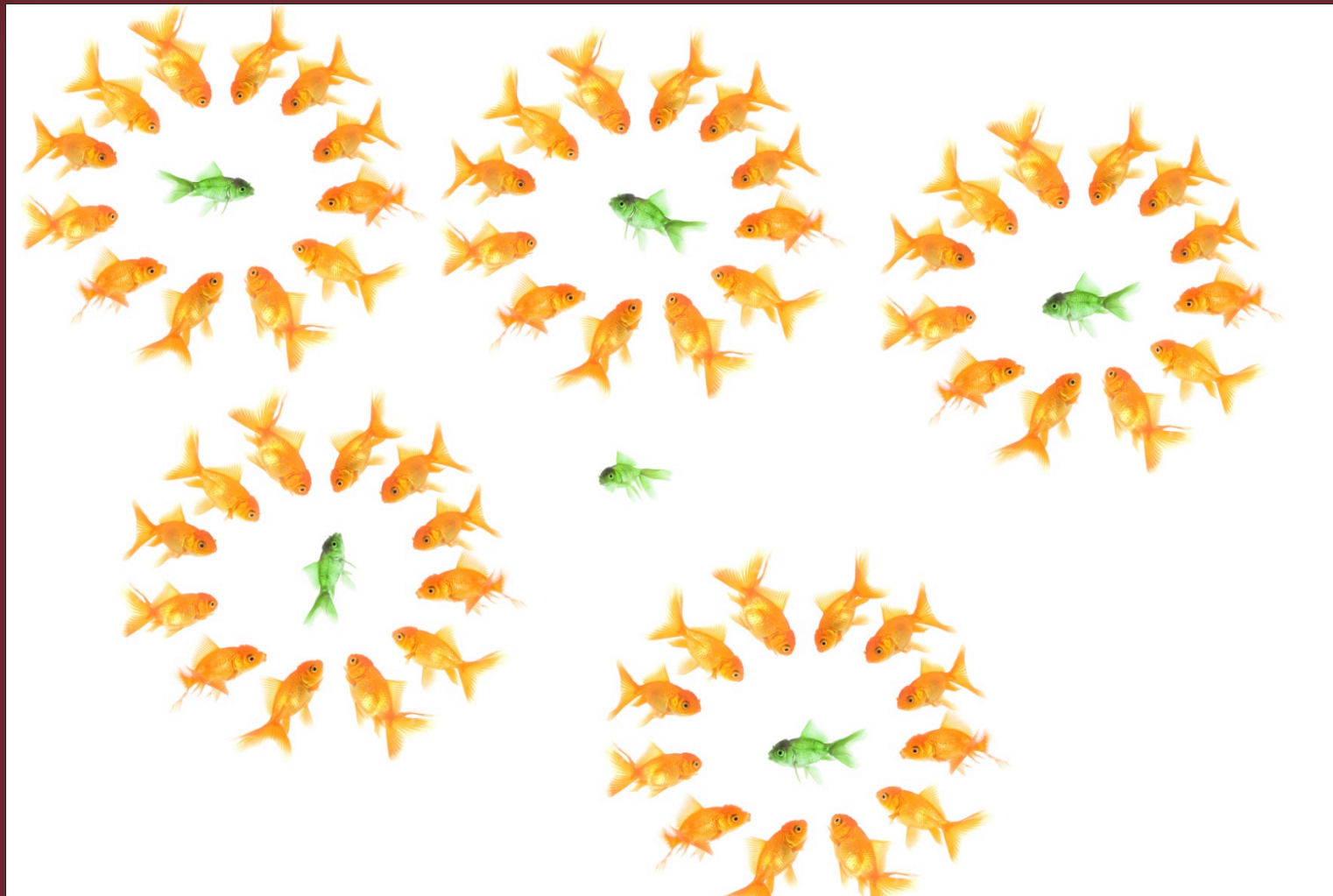
**The Challenge:** Given the shifts in volume, and sheer noise in the market, how do we discover and engage with the key voices that matter (aka: the influencers), and not spam the voices which really don't?



It's a lot harder to figure out who is really influencing your market, and separate these voices from all the noise that makes up today's market.



Influencers usually Influence via a 1:Many Model



Influencer of Influencers: one voice influences other Influencers who influence others.

# Things we've learned about Influencers

Target Market Segment – Transportation & Automobiles

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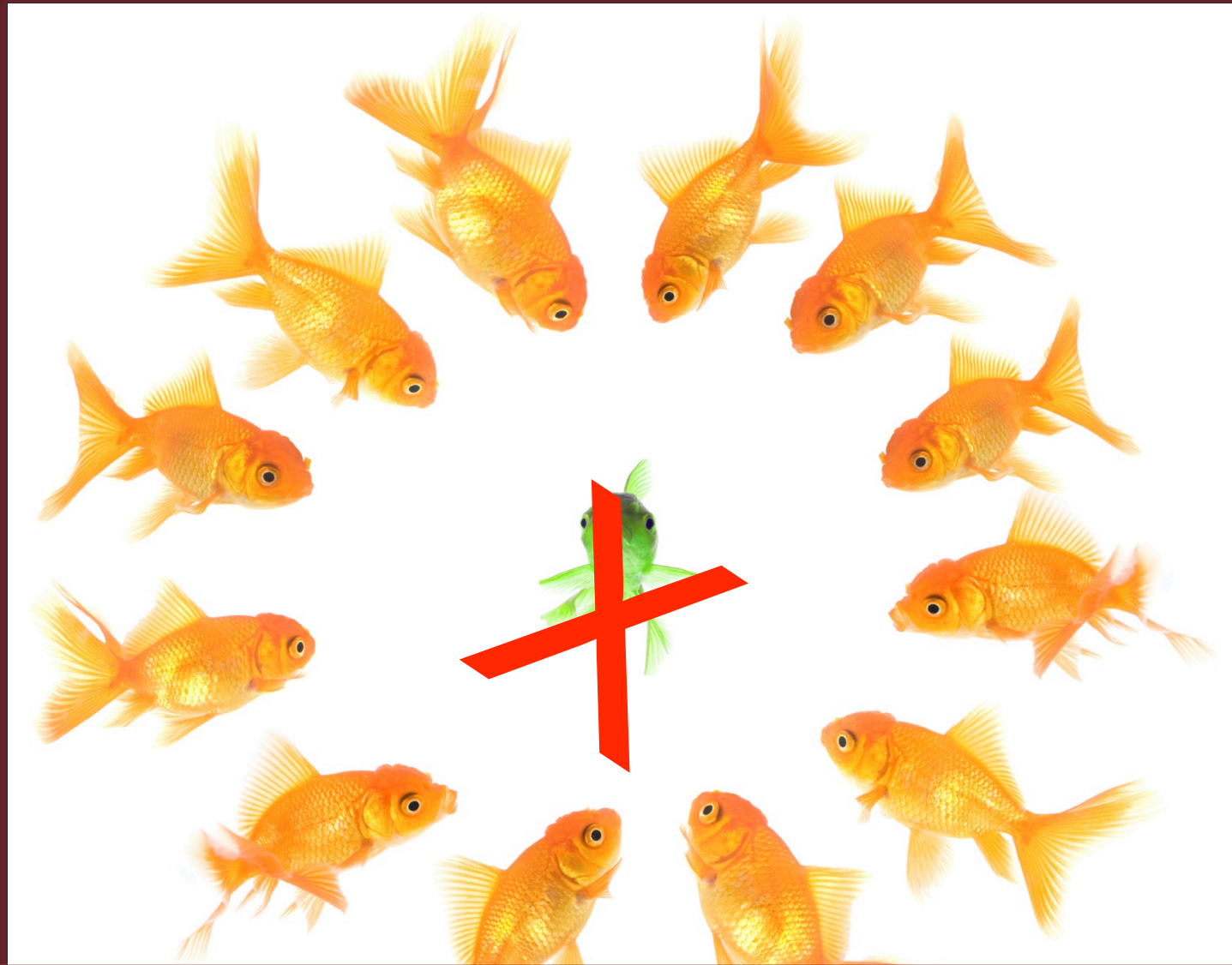
Loud Voice with a stated beat of Transportation, but actual focus is on bicycles

---

Honda  
Ford  
Automobile  
Chevrolet  
BMW  
Hybrid  
Electric



Rule # 1: Influencers must have topical relevancy for your market to listen to them.



Rule # 2: Popularity does not necessarily equal Influence.



Rule # 3: Influencers have Authority (think EF Hutton model here)



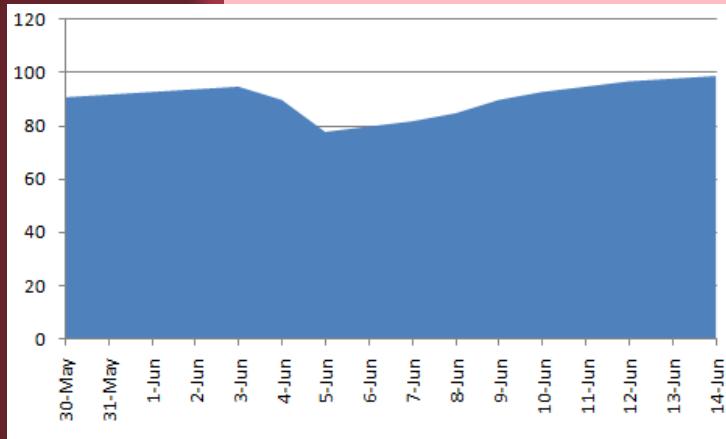
Rule # 3 (cont): Authority must be earned. Not faked – and it cannot be voted in by your mother, great aunt and friends

**Sure, everyone has influence.  
Only mPACT shows you where.**



Rule # 4. People's Influence should be measured by segment / topics.  
Rare to find a single influence score that really is helpful in marketing and PR

**Sure, everyone has influence.  
Only mPACT shows you where.**



- mPACT **99** Lord of the Rings
- mPACT **90** Onion Rings
- mPACT **08** Wedding Rings

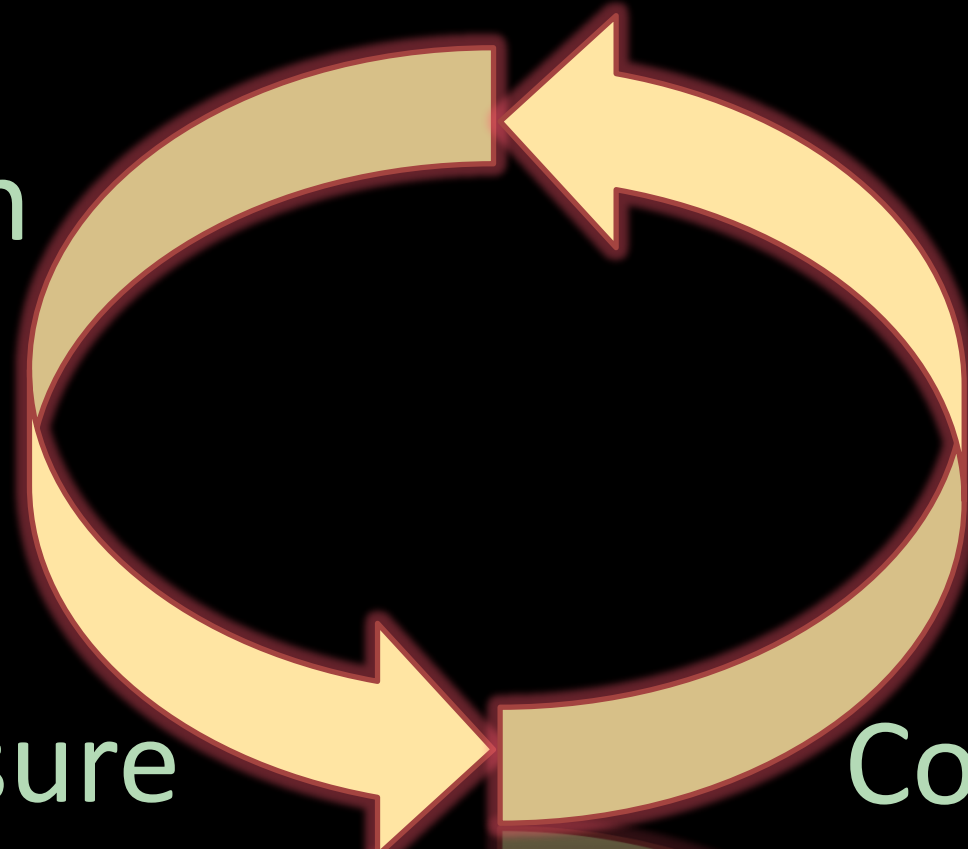
**Rule # 5. and “scores” may change constantly. Measure continuously. Look at Influence over time.**

Listen

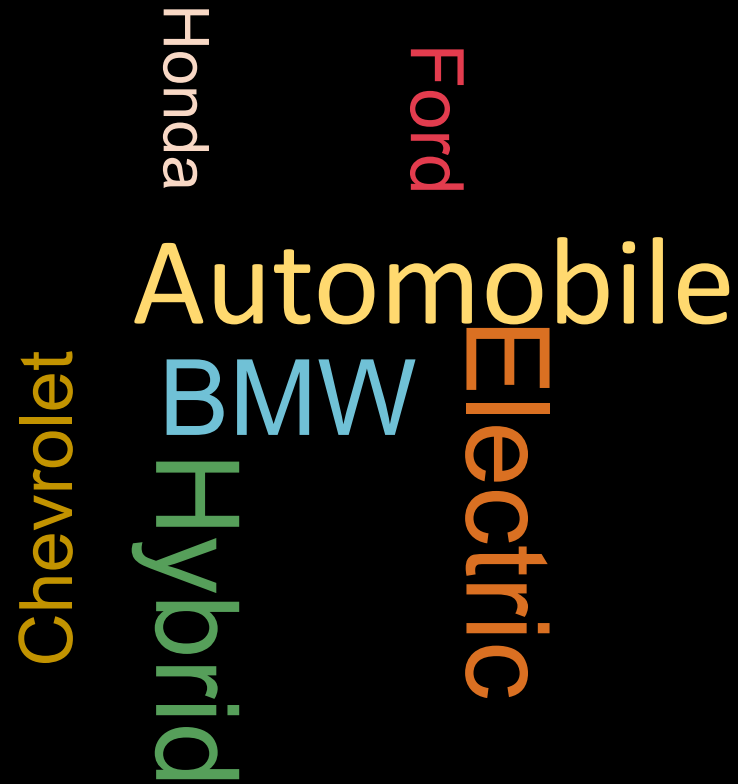
Engage

Measure

Compare



How do we identify Influencers?

A word cloud on a black background featuring the following terms: 'Automobile' (yellow, largest), 'Ford' (red), 'Electric' (orange), 'BMW' (light blue), 'Hybrid' (green), 'Chevrolet' (yellow), and 'Honda' (white).

Automobile  
Ford  
Electric  
BMW  
Hybrid  
Chevrolet  
Honda

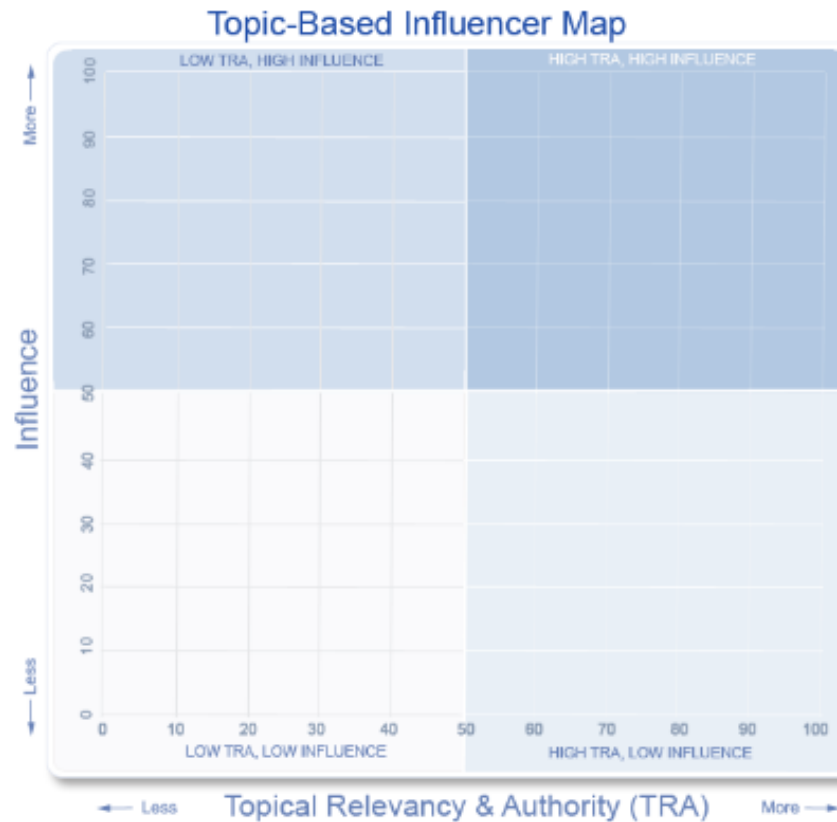
**Step 1: Identify the Market you are serving and what keywords and topics matter to you and your competitors**



**Step 2: Listen / Monitor all conversations to pickup relevant voices that matter. Listen for the passionate.....**



**And the bad happening / about to happen.....**



**Step 3: Measure Topical Relevancy, Authority and their potential influence**

t h i n k i n g



**Step 4: Engage. Get Creative. Wow the Influencers**

Search:

Technology

Name	Title	Publication	Beats
Bob Smith	Technology Reporter	Fish & Game Magazine	Technology
Suzy Deadline	Reporter	Boating Magazine	Technology
Ralph Journo	Reporter	Associated Press	Government and Technology
Billy Riley	Editor	Computers Daily	Technology

Finding Influencers using Media Database Tools: Beats-based searches are obsolete. Beats give generic guidance in a world which is very specific





mobile phone

Search

About 449,000,000 results (0.11 seconds)

Advanced search

- Everything
- Images
- Videos
- News
- Shopping
- Places
- Realtime
- Blogs
- More

Marietta, GA  
Change location

- Any time
- Latest
- Past 24 hours
- Past week
- Past month
- Past year
- Custom range...

- All results
- Wonder wheel
- Timeline
- Social

More search tools

- Something different
- cellular phone
- cellphone
- handset
- smart phone
- handphone

### Latest Mobile Phone

Limited Time Offer! Get An Instant Rebate Online - Select AT&T Phones.  
att.com

#### T-Mobile® 4G Phones

America's Largest 4G Network™ Has Great Phones & Blazing-Fast Speeds!  
t-mobile.com

270 Cobb Pkwy S Ste A1, Marietta, GA  
(770) 795-1745 - Directions

#### NEW HTC Thunderbolt - It's Not Your Dream Phone.

It's the One After That. Pre-Order!  
www.htc.com/Thunderbolt

#### Related searches for mobile phone:

Brands: [Nokia](#) [T-Mobile](#) [Sprint](#) [Verizon Wireless](#) [Motorola](#)  
Stores: [Walmart](#) [Best Buy](#) [Carphone Warehouse](#) [eBay](#) [Argos](#)  
Types: [t](#) [windows](#) [boost](#) [latest](#) [dual sim](#)

#### Mobile phone - Wikipedia, the free encyclopedia

A **mobile phone** (also called **mobile**, **cellular telephone**, or **cell phone**) is an electronic device used to make **mobile telephone** calls across a wide geographic ...  
History - Radiation and health - Features - Mobile phone signal  
en.wikipedia.org/wiki/Mobile\_phone - Cached - Similar

#### Cell phone reviews: Cellphones, mobile phones & wireless phone ...

Aug 28, 2010 ... Cell phone and wireless phone reviews and ratings, video reviews, user opinions, most popular phones, cell phone buying guides, prices, ...  
reviews.cnet.com/cell-phones/ - Cached - Similar

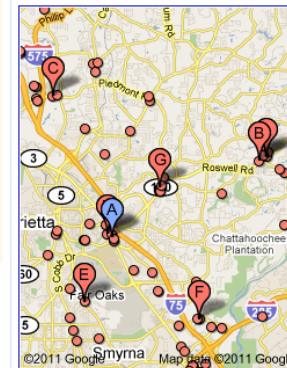
#### Images for mobile phone - Report images



#### News for mobile phone

[How to ease into Google Voice. Freeze your cell phone service](#) ☆  
23 hours ago  
As it turns out, T-Mobile will hold a phone number and rate plan for six months. In my case, the T-Mobile rep said, suspending my plan will also count ...  
CNET - 18 related articles - Shared by 100+  
[Microsoft's mobile fortunes tied to app developers](#) ☆

Instant is on



Ads

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Great Deals On Latest Cell Phones  
At RadioShack®. Shop Today & Save!  
Marietta Trade Ctr A-7, Marietta  
www.radioshackwireless.com

#### iPhone 4 Mobile Phone

This changes everything. Again.  
See the amazing feature & apps.  
www.apple.com/iphone

#### AT&T Cell Phone Deal

Get Up To 2 Free Phones From AT&T  
With Plan. Buy Online + Free S&H!  
www.attonlineoffers.com

#### Motorola Mobile Phones

No Mail-In Rebates On Best Buy®  
Motorola Phones. Save Instantly!  
www.bestbuy.com

#### Mobile Phones

Save On Cell Phones Today!  
Verizon, Sprint, T-Mobile & More  
wirefly.com is rated ★★★★★  
www.wirefly.com

Finding Influencers using Search Engines to look for “WHO is Writing WHAT?” Tons of results. Manual interpretation and intelligence derivation

Google  SafeSearch off  Advanced search

Page 2 of about 133,000,000 results (0.21 seconds)

Everything  
Images  
Videos  
News  
Shopping  
More

Any time  
Past hour  
**Past 24 hours**  
Past week  
Past month  
Past year  
Custom range...

Sorted by **relevance**  
Sorted by date

All results  
Sites with images  
Related searches  
Timeline  
Visited pages  
Not yet visited  
Dictionary  
Reading level  
Social  
Nearby  
Translated foreign pages  
Reset tools

Past 24 hours

[Is Your Brand Worth Professional Treatment? | SiteProNews ...](#)  
www.sitepronews.com/2011/.../is-your-brand-worth-professional-treatment/  
7 hours ago - Audiences Demand Quality Marketing Presentations ... Professional video marketing firms produce material variety companies many ... The Skinny on Google+ ...

[Google Bringing An Ice Cream Sandwich to Android | WebProNews](#)  
www.webpronews.com/google-bringing-an-ice-cream-san... - Cached  
by Chris Richardson  
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[Insanely ugly yet potentially useful tool - Search for Google Plus](#)  
agentgenius.com/.../insanely-ugly-yet-potentially-useful-tool-search-for-...  
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[seo | Tumblr](#)  
www.tumblr.com/tagged/seo - Cached  
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• +Jennifer Aaker: Standard GSB Professor  
• +Dan Barker: Ecommerce & Online Business Consultant  
• +Matt Blay: Search Marketing Consultant, Creative SEO Ltd

[Indi SEO Learn & Fun Event in Ahmedabad - Internet Marketing Blog](#)  
www.internetexpert.in/indi-seo-learn-fun-event-ahmedabad/  
45 minutes ago - Do you know last year "Google Ranking Masters contest" in "Google L & F 2010" Event, ... Business Owners; Search Engine Experts and industry professionals ...

[5 Ways Social Will Change The IT Profession - The BrainYard ...](#)  
www.informationweek.com/news/thebrainyard/social.../231601007  
21 hours ago - 5 Ways Social Will Change The IT Profession ... of the marketing department, with many of the policies and practices around the ... Slideshow: 10 Essential Google+ Tips ... It will expand social technology professionals' data analytics role. ...

[mediaME | For Middle East Advertising & Media Professionals](#)  
mediame.me/... - Cached

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File Edit View History Bookmarks Tools Help

Search

chris richardson - Google+

+Gary Gmail Calendar Documents Photos Reaßery Web 2 re Share...

Google+

Find people

chris richardson  
Um, yeah.

Posts About Photos Videos Buzz

[chris richardson](#) - Aug 4, 2011 - Publ  
Tim Tebow makes for great Twitter conten  
[The Tim Tebow Twitter Feud](#)  
Tim Tebow. The nar sports fans. His suc

People in common (1)

[View all »](#)

In chris's circles (108)

Google is Evolving here...linking authors to their Google Profile. Exactly how this will all work is tbd...

17 hours ago - In 'Is Google+ the Ultimate Content Marketing Platform? .... Computer Repair

Google alerts  
beta

Search terms:  [Preview results](#)

Type:  ▼

How often:

Volume:

Deliver to:

Finding Influencers using Listening / Monitoring / Alerts from search engines: Automation of tons of results. Same manual intervention as before

# mPACT



the reach of mPACT

Articles (past 365 days)	26,733,205
Blog Entries (past 90 days)	12,875,463
Social Media Entries (past 30 days)	1,403,050,001
Twitter	1,016,289,098
Facebook	386,520,432
FriendFeed	270,905
Delicious	39,748
Total Publications	1,036,222
Total Media Contacts	1,292,557

- **Listening:** Keyword-driven model for finding all topically-relevant voices and their content across social media, blogs and articles
- **Influencer Identification and Measurement:** Intelligence on top of the data to rank-order the most influential voices having the biggest Impact on your market today
- **Engagement:** Contact details and clippings for these voices to help you engage with them



SUMMARY: Marketing is about driving action. Influencers matter, this is not new, and they can be an integral part of this if we're smart about our work as marketing professionals

Thanks.

## Next Steps:

- 1) Use our Free My mPACT Product to find top 10 voices by topics and measure yourself
- 2) 50% discount if you act within 5 days to purchase mPACT Pro. Contact me: [glee@mblast.com](mailto:glee@mblast.com)

[www.mblast.com/mpact](http://www.mblast.com/mpact)



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Note: no fish were harmed in the making of this presentation

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