



## Must Have Social Tools For Your PR Toolbox

 **ancestry.com®**

August 2012



# Businesses Don't Understand Digital Influence

- With the rise of social media, word of mouth is becoming a tangible form of consumer influence
- When defining a strategy, a good place to start is by going back to the basics:
  - What is influence and what makes someone influential?
  - Who is influential in social networks and why?
  - How can I recognize influence or the capacity to influence?
  - What effect does digital word of mouth have on my business?
  - How can I measure successful engagement with influential consumers?
- By better understanding how digital influence works, and with the help of the various social media influence services, brands can proactively shape and steer positive conversations and eventually desired outcomes
- \*Dr. Bernardo A Huberman, Director of HP Labs' Social Computing Lab says:
  - *"Businesses have a finite amount of money and time; therefore, they must identify the most connected people they can to help expand their reach. In social networks, brands can connect with everyday people who are celebrities of their networks. The value to businesses is that they can have access to the respective Rolodex of consumers and reward them as a result"*

# Getting Started: Social Activation Platforms

- What are they?
  - Platforms that partners brands and digital influencers to power and amplify online conversations
  - Allow you to engage with influencers in niche topics and target demographics
- \*What are you looking for in a platform?
  - Reach
  - Relevance
  - Resonance

# Brand Advocates: Social Activation Platforms

## Full Service Platforms



## Self Service Platforms





# Taking Action: Develop An Influence Plan

1. **Benchmark:** Understand where you are today
2. **Audience:** Decide who you are trying to reach
3. **Strategy:** Devise a strategy that connects the dots between you, connected consumers and their communities
4. **Influencer Identification:** Identify individuals who match up with “*what your looking to gain*”
  - *Reach, Relevance, Message Resonation*
5. **Campaign:** Execute your campaign in real-time and observe what is and is not working, then optimize throughout
6. **Measurement:** Measure your campaign using proper KPIs
  - Activities, behaviors, what worked and didn't work



# *Thank you!*

**Nick Cifuentes**

**Director, Global Social Media**



- [Twitter.com/nickcifuentes](https://twitter.com/nickcifuentes)
- [Facebook.com/nickcifuentes](https://facebook.com/nickcifuentes)
- [LinkedIn.com/in/nicholascifuentes](https://linkedin.com/in/nicholascifuentes)
- [NickCifuentes.com](http://NickCifuentes.com)
- [TheRunningFool.com](http://TheRunningFool.com)
- ClickZ.com Column:  
<http://www.clickz.com/author/profile/2205/nick-cifuentes>