

PR NEWS

Find and Earn the Trust of Influencers and Measure the Success of Your Communications with Them on Social Channels

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HILL+KNOWLTON
STRATEGIES

What is Influence?

Influence is not new.

- Top-tier publications / journalists
- Measure the conversations of people who have the ability to change another's opinion or behavior.

How?

There is no free cookie-cutter answer, but there are steps to take with free tools.

Note: Influence is more than the number of friends, fans and followers.



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Steps to Take



LISTEN & IDENTIFY

Listen to *relevant* conversations, identifying influencers by keyword and social footprint.



strategize

STRATEGIZE

Use your findings to inform your engagement strategies.

ENGAGE

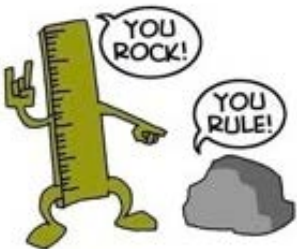
Engage with these influencers about topics important to them

MEASURE

Measure the results and use the information to develop future strategy.

REPEAT

Update your influencer list monthly; measure on an ongoing basis.



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Listen + Identify

Do your research to find and track influencers, using a manual search or through an influencer identification tool, a listening platform or a free online tool.

Find out:

- + Who is talking about your company the most frequently?
- + Who is using a high number of your company keywords?
- + Who is using those keywords the most frequently?
- + What is their social footprint?



Search for: “Free tools to identify social media influencers”

socialmention*

Google
blogs



TWITALYZER
Serious Analytics for Social Business



cyfe

Alltop

The Forever Free Plan

No expiring trials

No contracts

No credit card required



Key Topics

- + Define and refine key phrases / key words.
- + Place them, individually, in a free tool.
 - + Use a search engine or search by channel
 - + Review and refine your results
- + Compile a list in a spreadsheet
 - + Research the people who show up most frequently.
 - + Check for relevant information.
 - + Research their social footprint and reach.
 - + Google page rank
 - + Compete
- + Repeat.

Keywords

Keyword searches help you find relevant conversations by influencers.

- + Press releases
- + Coverage
- + Conversations
- + Wordle/Word Clouds
 - + <http://www.wordle.net/>
- + Competitors/Industry
 - + Websites, Google



Keywords

Three more tips:

- + Start simple (words, phrases)
- + Choose specific keywords
- + Avoid industry jargon



Case Study: Mobile

A mobile company decided in 2006 to extend their traditional media approach to their social media influencer program.

- + As with traditional media, they ran manual searches of blogs and forums to find out who was writing about them.
 - + These days they use Traackr to find influencers.
- + They invited influencers to their events and provided them with products to review, and then measured the outcomes.
- + Bottom line: They treat online influencers in the same way that they approach journalists in top-tier print and broadcast media.

Case Study: Tourism

A government tourism agency wanted to measure increased “heads in beds” that correlated to PR efforts.

- + The conversation volume made it overwhelming to measure, costly and time consuming.
- + So they compiled a list of top influencers, built relationships and engaged with them and measured the outcomes.
 - + Recommendations to travel
 - + Shared itineraries
 - + Purchase intent
- + Bottom Line: They saved time and money, and used data insights to inform future strategy and tactics.

Key Takeaways

- + Influence is more than the number of friends and followers.
- + Measure conversations by people who have the ability to change another's opinion or behavior.
- + Influencers talk frequently about the subjects that matter most to your company/client.
- + Find them using simple keyword searches in free tools, online listening platforms or influencer identification tools.
 - + Then engage, and measure the outcomes.
- + Update influencer lists monthly.
- + Repeat

Thank you!

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