How to Align with Social Media Influencers in Your Market

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Director of Social Media & Engagement

PR News' Social Media Summit and Visual Storytelling Boot Camp

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W2O is an emerging, global full service agency with 450+ full-time professionals across 13 offices

LANGUAGES WE WORK IN TODAY

- ENGLISH
- SPANISH
- FRENCH
- GERMAN
- ITALIAN
- KOREAN
- RUSSIAN
- PUNJABI
- POLISH
- ROMANIAN
- JAPANESE

- CHINESE (CANTONESE)
- CHINESE (MANDARIN)
- GREEK
- HINDI
- ESTONIAN
- BULGARIAN
- ARABIC
- PORTUGESE
- LITHUANIAN

- SWEDISH
- TURKISH
- HEBREW
- MALAY
- THAI
- SERBIAN
- UKRANIAN
- CROATIAN
- CRYLLIC
- DUTCH

SAN FRANCISCO   SILICON VALLEY   LOS ANGELES   AUSTIN   MINNEAPOLIS

CHICAGO   BOSTON   NEW YORK   LONDON   SWITZERLAND

COMING SOON: *MUNICH*   *CHINA*   *SINGAPORE*

Some of our Amazing Clients

Missy (Berggren) Voronyak
Director, *Social Media & Engagement*

Missy (Berggren) Voronyak is a social media and engagement director with WCG bringing 17 years of integrated marketing and communications experience, with an emphasis on social media. She works with healthcare and consumer clients on influencer identification and engagement, social media strategy, content development and paid social campaigns. Missy has been fortunate to work with brands including Harley-Davidson, Hershey's, PepsiCo, Best Buy, Kelley Blue Book, Autotrader, Medtronic and more.

She's an established blogger at marketingmama.com, the director of strategic planning for the Social Media Breakfast of Minneapolis/St. Paul and the founder of the Minnesota Blogger Conference. Missy has been recognized as one of the "Top 50 Women of Twitter," a "Top Ten Titan in Social Media" in the Twin Cities and one of 11 "Top Tweeps in the Twin Cities."

@MissyVoronyak

The 1:9:90 Model

1% CREATE Content

1

Influencers
Individuals who drive ideas that fuel conversations and sharing with current/potential customers.

Focus content and relationships here.

9% SHARE & REPACKAGE

9

Advocates
Individuals who carry a trend, and where top influencers source ideas.
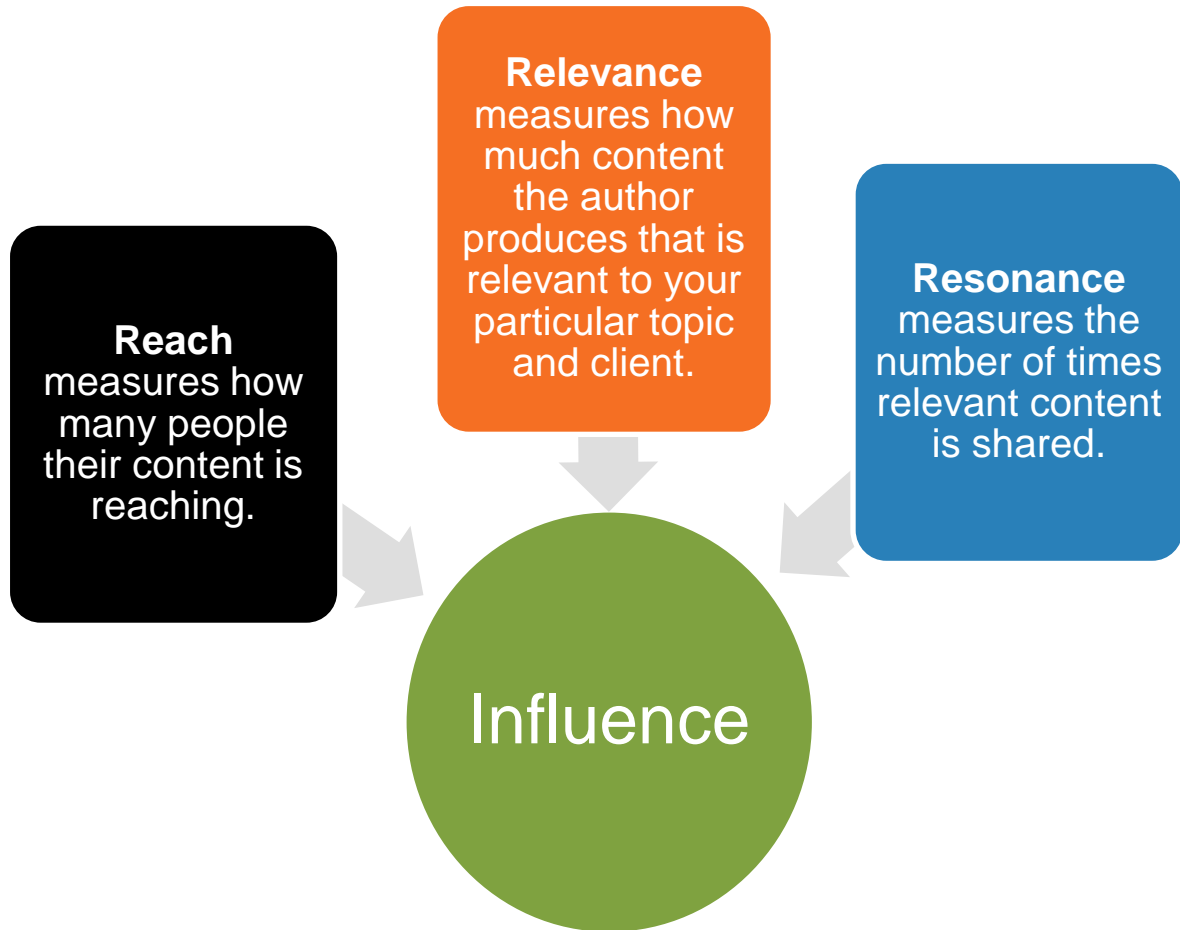
Important to surround with paid & earned media.

90% LISTEN & LEARN

90

Enthusiasts
Consumers who read, search and consume trends online every day.

Important to listen, educate, share and provide unique experiences.

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How Do We Define Influence?

Reach measures how many people their content is reaching.

Relevance measures how much content the author produces that is relevant to your particular topic and client.

Resonance measures the number of times relevant content is shared.

Influence

Influencer Traits

Deep knowledge of subject matter. Nearly always specialize within a category

Strong, engaging voice and style, accompanied by a propensity to generate lots of on-topic content

Savvy promoter who knows how to sustain relevance, remain fresh & guard against over-exposure

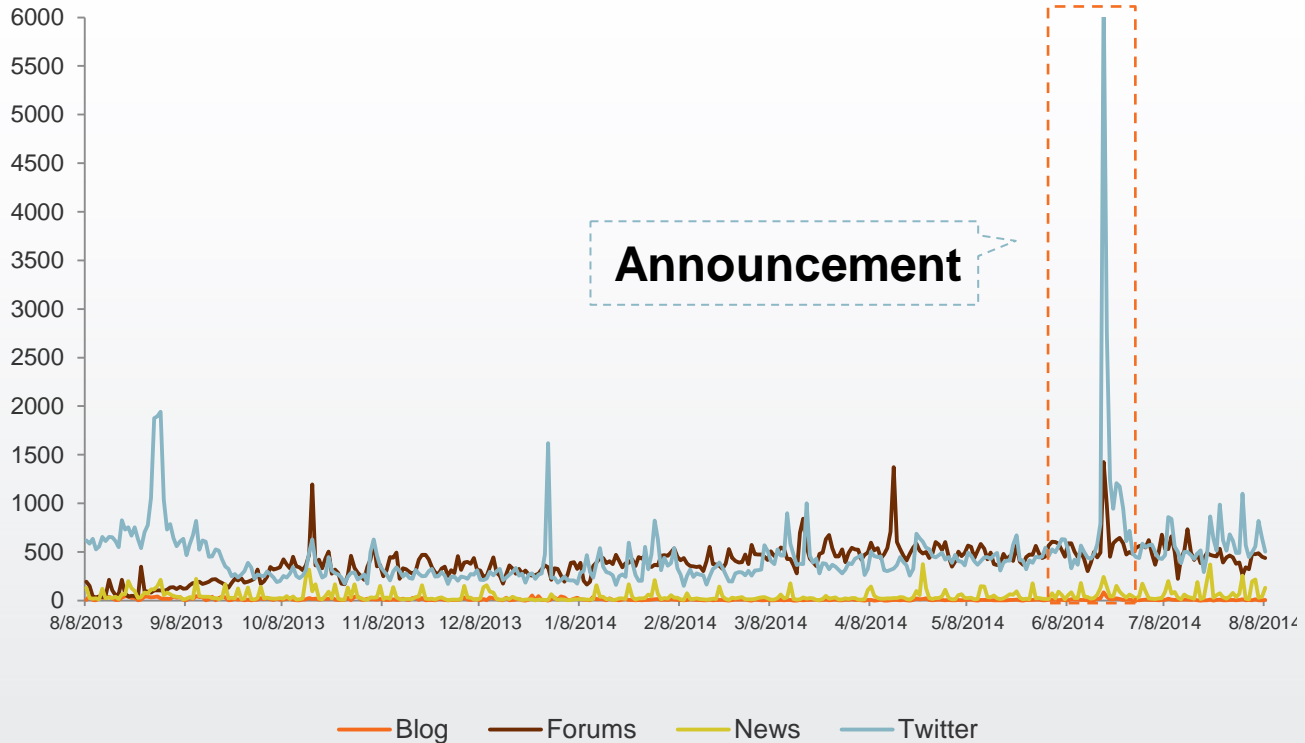**Widely connected**, well regarded and "in the know"

Among the **first to discover** and embrace emerging trends, tools, brands and platforms
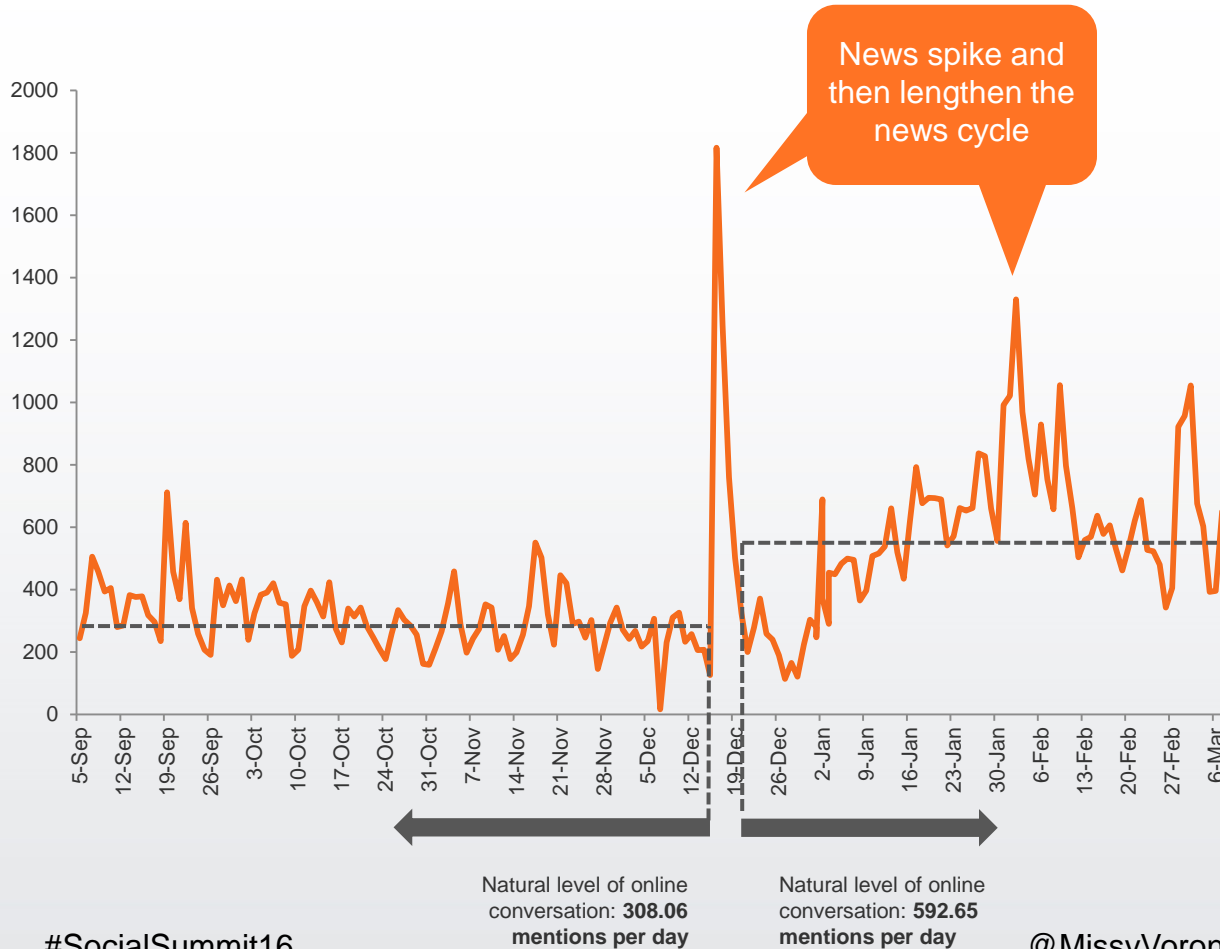
Share experiences with their networks – both online and beyond

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Traditional Product Announcement Via News Release & Pitching

#SocialSummit16   @MissyVoronyak

"Modern" Product Announcement Using Influencers (In Addition To Traditional)

News spike and then lengthen the news cycle

Natural level of online conversation: **308.06 mentions per day**

Natural level of online conversation: **592.65 mentions per day**

#SocialSummit16

@MissyVoronyak

How To Find Your Influencers

SEARCH TOOLS

HIRE EXPERTS:
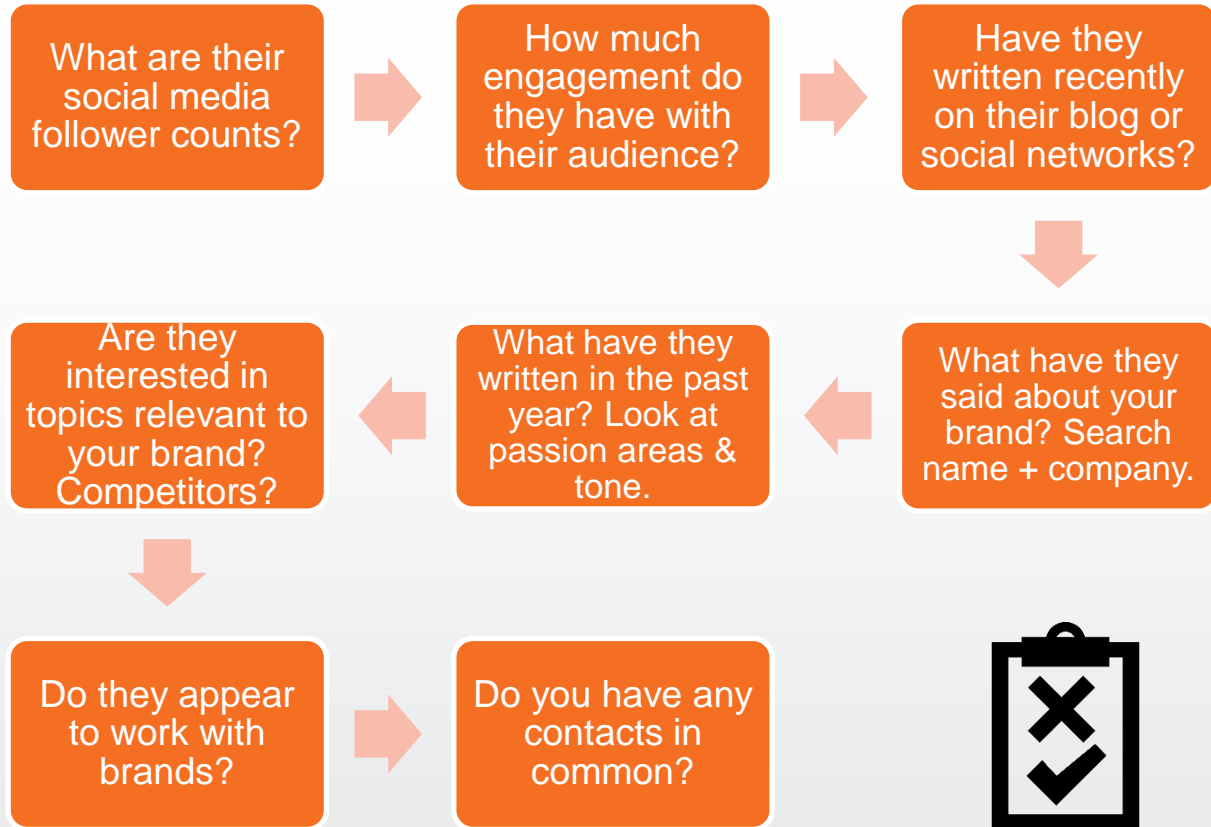- Sophisticated analytics (W2O group)

DIY:
- Cision
- GroupHigh
- Google/Alerts
- Muck Rack

BLOG NETWORKS

- Bloggy Moms
- Clever Girls
- PopSugar
- Mom It Forward
- Post Genius
- The SITS Girls

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Vetting Your Influencers

What are their social media follower counts? → How much engagement do they have with their audience? → Have they written recently on their blog or social networks? ↓

Are they interested in topics relevant to your brand? Competitors? ← What have they written in the past year? Look at passion areas & tone. ← What have they said about your brand? Search name + company.

↓

Do they appear to work with brands? → Do you have any contacts in common?

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Monitor Your Influencers

- Follow on Facebook, Twitter, Instagram

- Create a private Twitter list to monitor daily

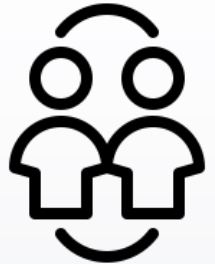- Set up Google Alerts

- Register for Newsle and Nuzzle

The "Friends First" Model

The best friendships are reciprocal

- Share information with them before anyone else

- Ask their opinion

- Give unexpected gifts (when appropriate)

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Engaging With Your Influencers

Warming Up

- Respond to tweets with additional commentary or questions, occasionally favorite
- Share their articles online and tag them from your personal and brand accounts
- Ask a sincere question

Pitching   *"What's in it for them?"*

- Identify story ideas relevant for the influencer(s) and customize a story idea exclusively for them
- Incorporate key messages; include elements the influencer uses most: visuals, stats, photos
- Personalize outreach - *make it about THEM first*

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Influencer Engagement Starter Ideas

★ Help position influencers as leaders in their community

★ Pay them for their time

Contribute to a thought leadership report	Give early access to products	Attend (or speak at) an exclusive event
Break big news to their community	Guest write for the company blog	Host a contest

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Influencer Relationships Require Disclosure

- RULE: If paid or sponsored(travel), must disclose

- Notify influencers what their obligations are and provide sample language

- Monitor influencer coverage and ping them to add disclosures if not included

- Latest FTC requirements: Here, here and here

# Case Study: Thought Leadership Report

Industry Experts Speak Out on Advanced Evasion Techniques

What's Next
Presented by

The Experts

Eduard Kovacs
@EduardKovacs

I've contributed to   latest report on advanced evasion techniques. Check it out here: bit.ly/1q529cA #NGFW #WhatsNext.

Reply Retweet Favorite More

RETWEETS FAVORITES
3   2

CHALLENGE

Client has been working to raise awareness around its new product and position itself as a thought leader in the space. Previous attempts at creating shareable content received minimal coverage from media and influencers. Client identified a growing threat that many network and security professionals were not aware of and was not being covered by the industry's media.
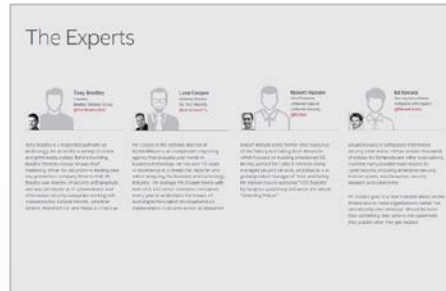
APPROACH

We identified the top 50 influencers using our Meme process and reached out to eight of the top 50 influencers and combined their responses with previous client research to create highly visual document that focused entirely on the hot topic. We promoted the report using: Promoted Tweets. Slideshare - video and Promotional sizzle video. Blog Post - Life and 2net Platform brochures Outbrain - and 2net Hub spec sheets

RESULTS

Share of Voice for product+9.8%, Share of Voice for topic +7.4% Over 689k impressions (Paid 441k, Organic 248k). Promoted tweets had an engagement of 4.2% w/social cards and 1.1% w/o social cards. Industry average is 0.6%

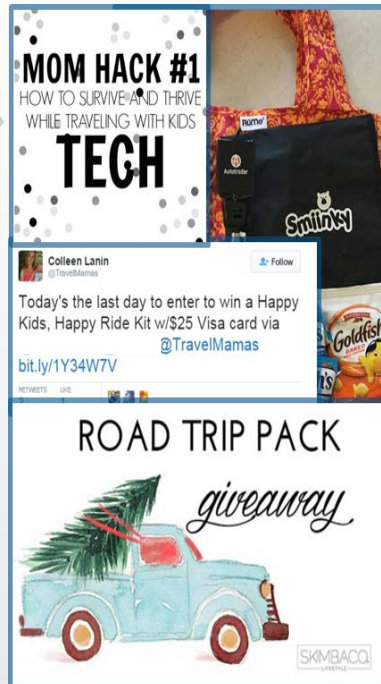The blog saw 2,900 page views in 5 weeks, similar brand blogs average 285 page views

Four out of eight influencers promoted the report on their own social channels and/or blogs/publications

Case Study: Parenting Content & Contest

Using analytics, we identified and pitched specific influencers in the parenting space

- 28 parenting influencers identified in the meme

- 11 Influencers accepted participation in the program

Influencers posted their own tips and gave away "Happy Kids, Happy Ride" Kits in a contest

MOM HACK #1
HOW TO SURVIVE AND THRIVE WHILE TRAVELING WITH KIDS
TECH

Colleen Lanin
@TravelMamas
Follow

Today's the last day to enter to win a Happy Kids, Happy Ride Kit w/$25 Visa card via @TravelMamas

bit.ly/1Y34W7V

ROAD TRIP PACK
giveaway
SKIMBACO

11 influencers resulted in 9,622,345 potential impressions

Influencers created a total of **86** pieces of content across Blogs, Twitter, FB and Pinterest:

- 11 Blog posts
- 51 Tweets
- 9 Facebook Posts
- 15 Pinterest Posts

This led to **19,393** contest entries, **9.6M** potential impressions and over **3,000** engagements.

60% of campaign participants on Twitter had not previously engaged with client.

The influencers' audiences amplified potential impressions by **228%** via content sharing.

Direct engagements with influencers included:

- 461 Blog Comments
- 2,137 Blog Post Shares
- 131 Engagements on Twitter (with influencer specific tweets)
- 83 Facebook Engagements
- 192 Pinterest Engagements

Blog posts generated **86.5%** of total engagement through content sharing, tweeting and comments directly in response to the posts.

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Key Takeaways = Guiding Principles

Identify the right **influencers**; monitor for tone, type, interests
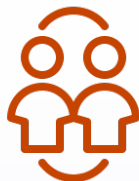
Relationship-based, personal outreach – view as long-term

Share exclusive, targeted stories & custom **content** in a cadenced rhythm

Amplify coverage through social media and paid opportunities

Scale by approaching new influencers and networks

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Thank you!

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Appendix

Creating Content For Influencers

Offer value-driven content aimed at a very specific audience

UTILITY	EDUCATION	ENTERTAINMENT	ACCESS
Helps me "do" something or solve a problem	Makes me smarter about something	Makes me laugh; inspires me to be happy	Connects me to others who share the same experiences

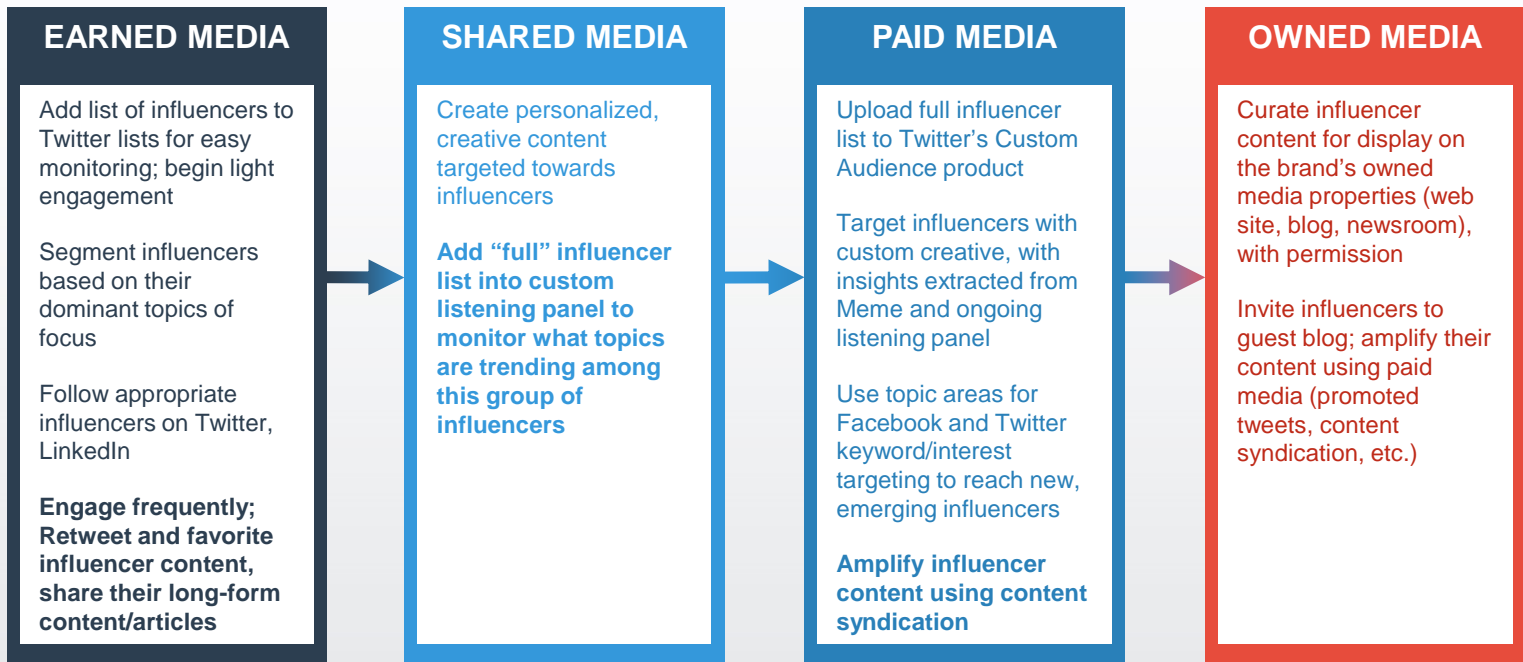| EMOTION	EXCLUSIVITY	INFORMATION	SUPPORT
Inspires a passionate reaction that empowers me	Makes me feel special and emotionally vested	Gives me current news, views and insider information	Helps me feel understood and that someone cares

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Leveraging PESO To Optimize Reach

Low brand participation; low involvement, low budget

High brand participation; high involvement, high budget

EARNED MEDIA

Add list of influencers to Twitter lists for easy monitoring; begin light engagement

Segment influencers based on their dominant topics of focus

Follow appropriate influencers on Twitter, LinkedIn

Engage frequently; Retweet and favorite influencer content, share their long-form content/articles

SHARED MEDIA

Create personalized, creative content targeted towards influencers

Add "full" influencer list into custom listening panel to monitor what topics are trending among this group of influencers

PAID MEDIA

Upload full influencer list to Twitter's Custom Audience product

Target influencers with custom creative, with insights extracted from Meme and ongoing listening panel

Use topic areas for Facebook and Twitter keyword/interest targeting to reach new, emerging influencers

Amplify influencer content using content syndication

OWNED MEDIA

Curate influencer content for display on the brand's owned media properties (web site, blog, newsroom), with permission

Invite influencers to guest blog; amplify their content using paid media (promoted tweets, content syndication, etc.)

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Case Study: CEO Dinner

Intimate dinner and conversation with CEO at the Headless Horseman in New York City. *Six top-tier journalists attended.*

Immediate coverage coming out of the event