

A large industrial laser cutting machine, an Epilog Legend 36EXT, is the central focus in the foreground. The machine is dark grey with a prominent front panel featuring the Epilog logo and the model name. Below the front panel, three blue storage bins are visible. In the background, two men are standing in a well-lit industrial facility with large metal ductwork and overhead pipes. One man is wearing a dark jacket and glasses, while the other is in a light-colored shirt and jeans. The overall scene is a professional industrial environment.

Influencer Campaigns on a Tight Budget

Clay Helm
Public Relations Director
@HelmClay

#social16

 **AUTODESK**



Image courtesy of Tesla Motors, Inc.



Image courtesy of Getty Images



@helmclay

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The Martian © 2015 Twentieth Century Fox. All rights reserved.



5.4M

Professional Users


200M

Consumer Users

680M

Students and educators
with access to free
Autodesk software

What I'll Cover

A woman with blonde hair styled in a bun is shown in profile, looking down at a glowing, white, geometric object she is holding in her right hand. She is wearing a dark, strapless dress with a large, glowing, geometric pattern on the back. The background is dark, and the lighting is dramatic, highlighting the woman's features and the glowing object.

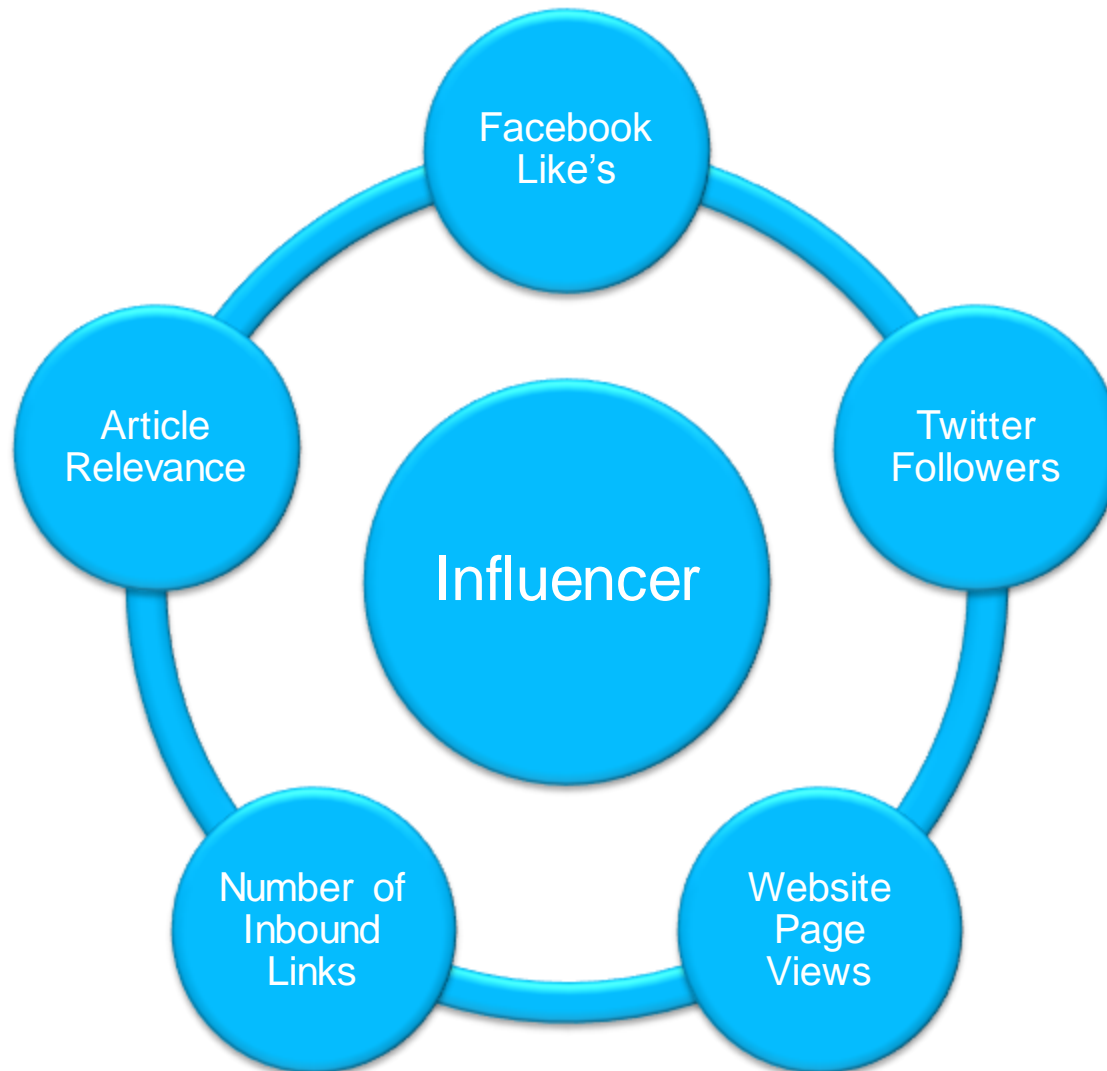
- Prioritize the audience you want to influence
- Identify your top influencers
- Provide special access
- Create experiences that make it easy to represent your brand

How to Identify Influencers

- What audience do you want to influence?
 - Where are they?
 - Who do they listen to?
- Think quality, not quantity
- Be prepared to invest time, outsource or subscribe
 - Ideal summer intern project



Metrics to Determine Influence



Free & Paid Tools



Alexa



Muck Rack



Traackr



Facebook



Radian6



Little Bird



Twitter

Sample Influencer Profile

Al Dean



Co-Founder & CEO @ Develop3D

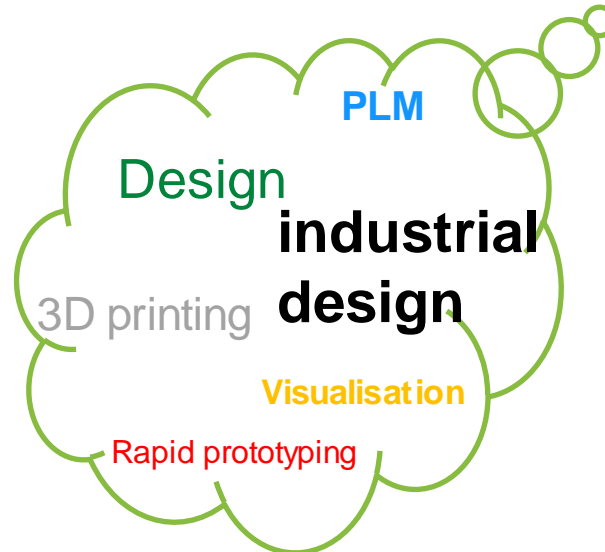
Social Media Presence

- A prolific blogger at [Develop3D](#)
- Blogging since September 2008, averaging around 5 posts a month in the past 12 months
- Can be found on Twitter as [@alistardean](#) where he has Tweeted 18,054 times and has 2,278 followers
- He has 500+ connections on [LinkedIn](#)

- Al Dean is the Editor in Chief and Co Founder at DEVELOP3D, a print and digital resource which tracks the essential technologies used throughout the entire product development process.
- Prior to this, he was the Technology Editor for MCAD & Prototype Magazine
- He has a total of 14 years editorial experience in technology, design and engineering and product development field
- He is based out of Wolverhampton, United Kingdom

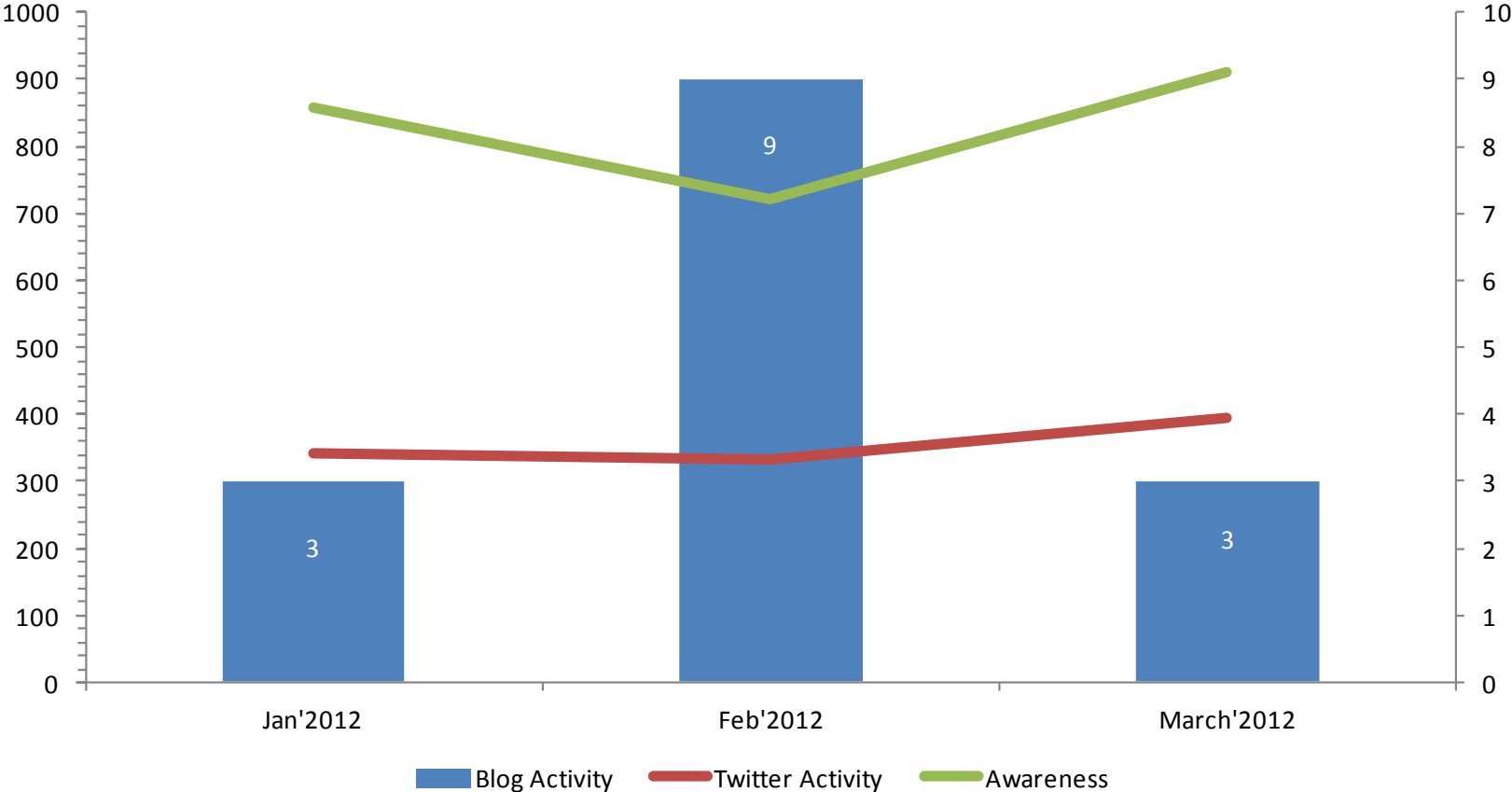
What Dean Blogs About

- DEVELOP3D is a digital resource which tracks the essential technologies used throughout the entire product development process
- Al Dean is also the Editor in Chief and Co Founder of DEVELOP3D Sustainability
- The editorial team at Develop 3D boast 45+ years of industry experience with specialist skills in all areas of engineering and design technology



Sample Activity & Awareness

Activity & Awareness



Awareness is a measure of active as well as passive presence in social media

Then What?

Short-Term

“Like” each
blog’s Facebook
page

Follow each
influencer’s
Twitter handle

Follow each
blog’s Twitter
handle

Introduce new
influencers to
your co

Track
influencers’
coverage



Long-Term

Preview product
news with each
influencer

Consider exclusives
with certain
influencers

Invite influencers to
serve as focus
groups

Invite influencers to
your conferences and
other media events

Make Your Influencers Beta Testers



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AutoCAD Blogger Council

- Monthly Online Meetings
- Annual In Person Events
- Early Access to New Products
- News Under Embargo
- Frequent Access to Experts
- Two-Way Dialogue
- Fostering Peer Relationships



“We are never ‘told’ or even asked what to say by Autodesk. When you meet these Autodesk employees in person and listen to them, it becomes clear they truly care about the products they design and create.”

- R.K. McSwain, CAD Panacea



“I came in expecting a cute collection of decent machines...what I found was a well thought out facility where new thinkers and artists have access to numerous, wonderful technologies...”

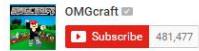
- John Evans, Design in Motion

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Create Custom Nether Portals in Minecraft



673,170 views

3,955 likes 278 comments

+ Add to Share More

Share Embed Email



<https://youtu.be/y9ncJ-5qYVo>

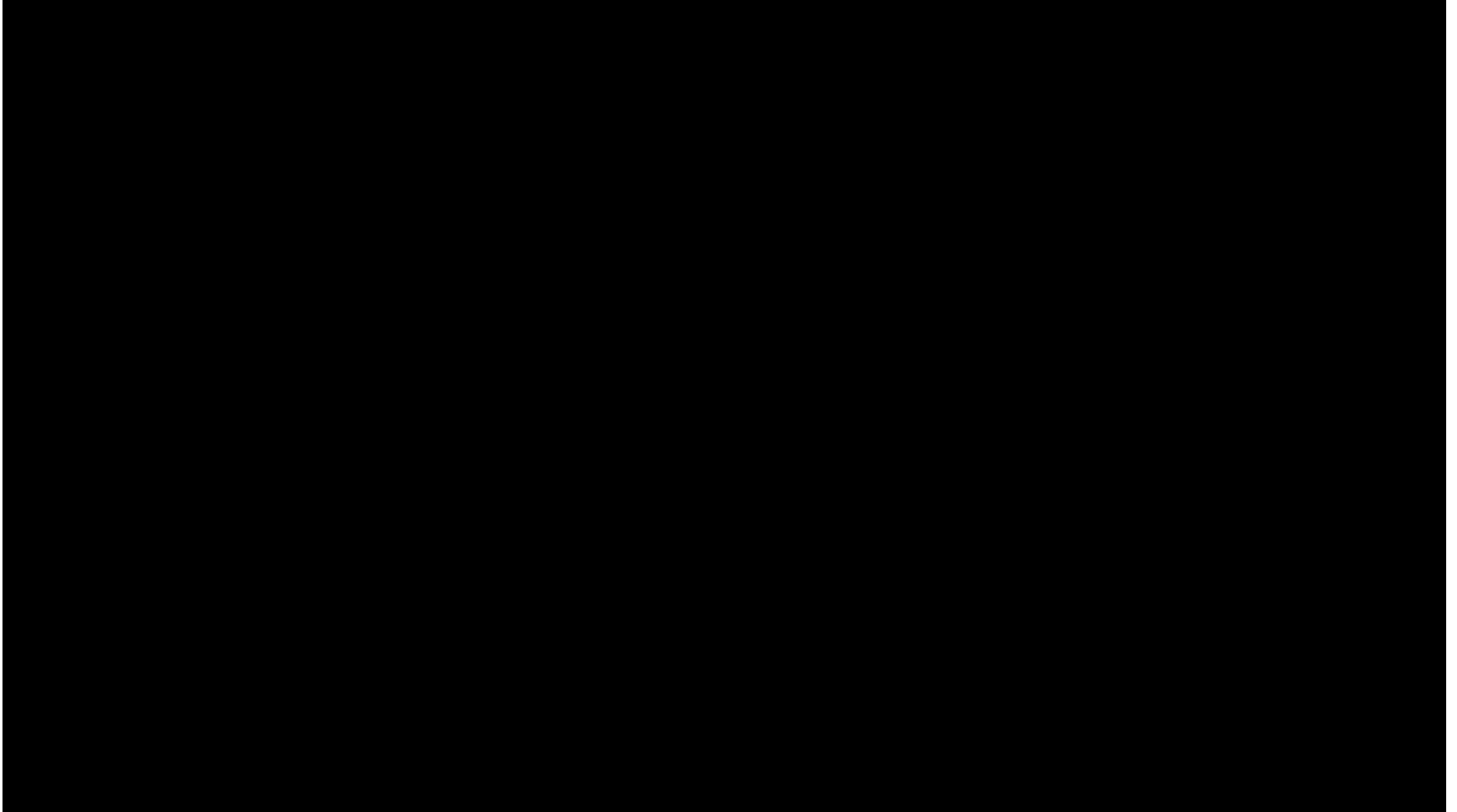


Check out Tinkercad for Minecraft:
<https://www.tinkercad.com/m...> #sponsored



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YouTube Lessons Learned

- Be authentic to your community
- Find your unique niche
- Agencies can negotiate bulk discounts
- Look for the rising stars
- Choose a mix of influencers
- Test, then analyze, then invest a little more



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Mother's Day in Brazil



*Casa com
Decoração*

DESIGN E DECORAÇÃO
Por: Regiane Ivanski

Decoração Sobre Na Mídia Anuncie Contato Amazônia Faça Você Mesmo

RECENTES

Accessório personalizado- estilo faça você mesma

Foto: Design, Artesanato, E-commerce, Faça Você Mesmo, Handmade

Recomendado pelo no Google



Nas Mídias Sociais



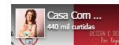
Ola!



Meu nome é Regiane Ivanski, sou decoradora, autora do blog, mãe espota e criei este espaço para compartilhar dicas reais, criativas sobre decorar a casa e o bem viver.

Deixe seu e-mail para receber as postagens do Casa com Decoração

Seja Assinante



HOME FEITA NA MÃO DICAS DE VIAGEM TUDO QUE É CRIATIVO CONTATOS

Crie Presentes com Software de Modelagem 3D da Autodesk!
3 DE MAIO DE 2016

Como customizei minha Pulceira?

Fui convidada pela Autodesk para participar de um workshop onde aprendi desde o processo de criação de uma Pulceira no software de modelagem 3D Fusion 360 (possui uma versão gratuita válida por 30 dias) até a sua concretização, em cortadora a laser. Eu amei! :3

A 1ª foto são acessórios (Amarrinha Designer) feitos com o mesmo processo, a modelagem no computador, através do software de modelagem 3D Fusion 360 (contém foto 2) e impressa na impressora 3D. Já a 2ª foto é a minha arte já impressa em acrílico. Aproveitando o Dia das Mães, ao invés de comprar um presente, você mesmo pode criá-lo, que tal? :)

Por Que BUBA? Sou uma mãe apaixonada pelas filhas: Bu, Ba, que se define em Bu na e Ba barba. As duas uma complementa a outra, um amor tão grande tão puro não sabe a força que tem, chega a fôbre aqui dentro de tanto bem que sempre é a Deus do peço que em todo o tempo elas sejam para Tua honra e glória, até o fim!

su mal

regianedesign **SEGUINDO**

Regiane Ivanski Dicas criativas: Decoração 🏠 Bem viver 🌍 Viagem ✈️ Estilo de vida 💖 Como dar alma para casa 🇧🇷 São Paulo-SP
www.casacomdecoracao.com.br

4.548 publicações 2.180 seguidores seguindo 900

@helmlclay

#social16

Key Takeaways

- Immersive research yields the best influencer prospects
- Focus on limited numbers, limited time engagements
- Assess your results; direct resources to top performers
- The power of in-person experiences has quantifiable and lasting impact



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