

Influencer Relations – Building trust & long-term mutual value

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People trust people... not logos

77%

B2B buyers say 3rd party content is most valuable during buying process

Demand Gen 2016 Content Preferences Survey

3% of people generate
90% of the impact online

Traackr

84%

B2B buyers start purchasing process with a referral

LinkedIn

\$6.5 to 1

For each dollar spent on influencer marketing, businesses make \$6.50; top 13% earning \$20+

Tomoson

Definition

What is an influencer?

An individual who has the ability to **inspire action among Dell's target audiences**. Influencers have greater than average reach or impact, are well-connected/have broad social reach or can impact the buying behavior of customers. Most importantly, they **share common values or point of view** with Dell and must be properly vetted before aligning with our brand.

- **A trusted, long-term relationship** between the influencer and the brand is the foundation for mutual value creation.
- **Independence of opinion** is the influencer's most valuable asset and the key value for the brand.

What is influencer marketing?

Leveraging the power of influencers to inspire your target audience to take action aligned to a campaign or marketing goal. Typically, marketing KPIs are achieved through influencer-generated content (social posts, blogs, bylined articles, webinars, keynotes). **Engagement with influencers could involve compensation but should not be treated as a transactional media buy.**

- It's imperative to **be transparent and disclose a brand's relationship** with influencers. #ad

Pyramid of influence

A variety of people influence the things our customers talk about, consider and even purchase. From friends to “experts” and even detractors of a brand, they all work together to impact perceptions and buying behaviors of entire audiences.



Famous and charismatic with **broad reach across many customer sets**. For Dell, we engage these influencers based on shared purpose & we don't buy endorsement.

Analysts, press and established influencers who serve as industry thought leaders with broad reach who often produce content and reports that serve as impartial source of industry information.

Credible, authoritative and to some degree popular amongst a specific community; most importantly, **effective in inspiring true action amongst their fans**.

Where brands can truly have an impact, converting advocates into influencers through affiliation with the Dell brand; influencer grows own influence over time in partnership w/ brand.

Advocate = passion for providing insider perspective and trusted WOM recommendations. Customers, partners, employees....

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Building the Value of the Relationship

The **ROI** of the relationship: jointly influencing others through thought leadership discussions



Endorsing the relationship: presenting an aligned vision to customers, partners and social networks



Starting the relationship: presenting Dell's strategy and the value proposition of a relationship with Dell



Deepening the relationship: confirming common interests, POVs



Cultivating the relationship: opening the door to strategic alignment and collaborative efforts

Trusting the relationship: consulting on market vision and strategic directions



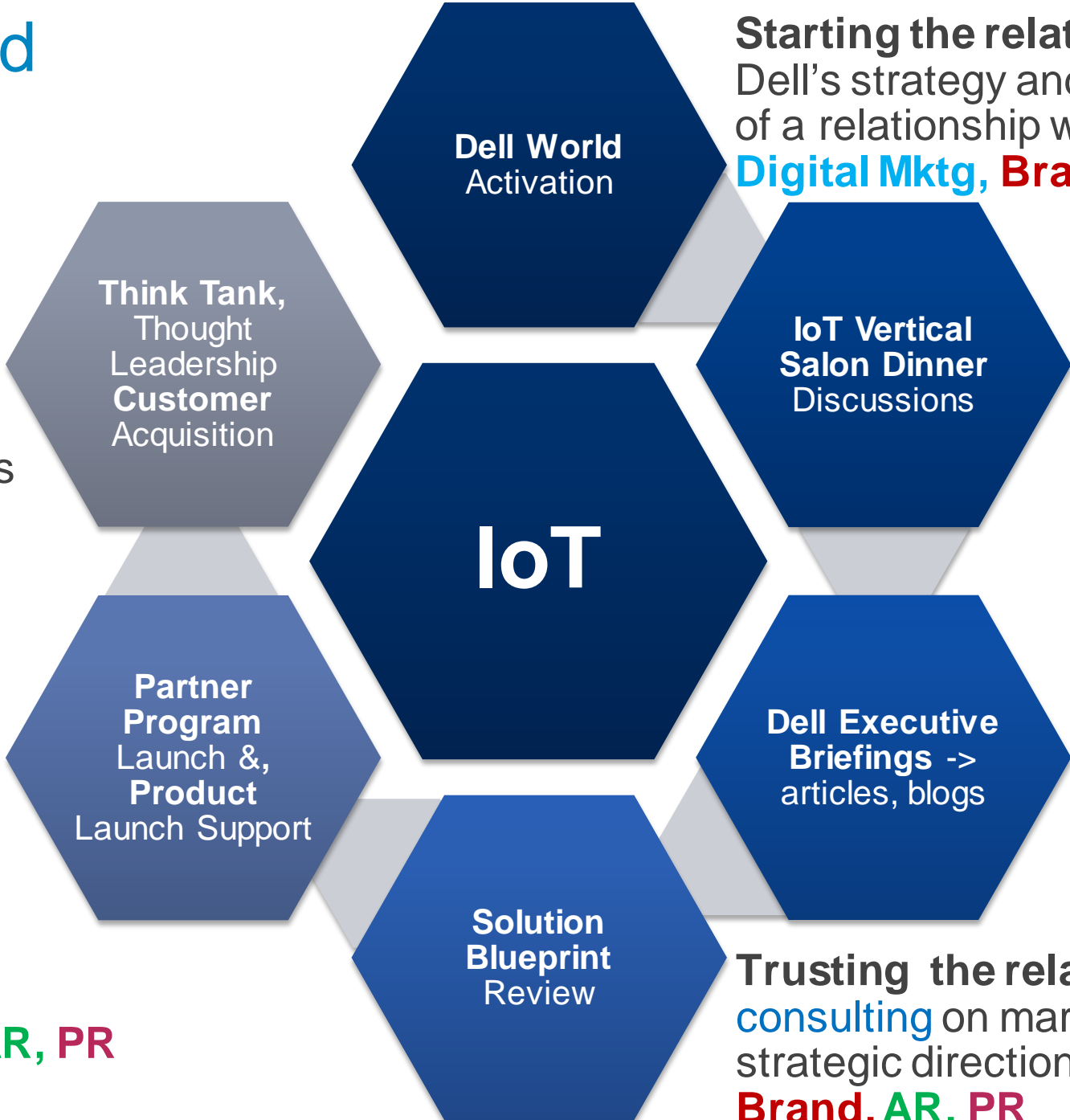
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Integration and Collaboration

The ROI of the relationship: jointly influencing others through thought leadership discussions
Regional BU Mktg, Event Mktg, Digital Mktg, Brand, AR, PR

Endorsing the relationship: presenting an aligned vision to customers, partners and social networks
BU Mktg, AR, PR



Starting the relationship: presenting Dell's strategy and the value proposition of a relationship with Dell
Event Mktg, Digital Mktg, Brand

Deepening the relationship: confirming common interests and POVs
BU Mktg, AR, PR

Cultivating the relationship: opening the door to strategic alignment and collaborative efforts
BU Mktg, AR, PR

Trusting the relationship: consulting on market vision and strategic directions
BU Mktg, Brand, AR, PR
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Thank you!





Context

Hannover Messe, leading Industry 4.0 show (~220k visitors)

US was partner country, Obama keynote with Merkel

Dell IoT Solutions Partner Program

Dell Partner demos with Gateway at Intel booth

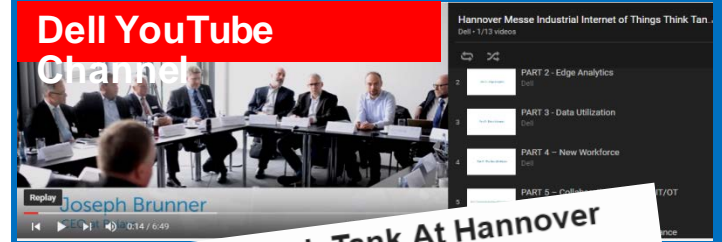


Think Tank

Break through the noise by leading **thought leadership** discussion around top-level trends

Moderated by IoT Social Influencer

Results



Dell IoT Think Tank At Hannover Sees Bright Future
by Gary Mitchell on May 6, 2016 in Internet of Things, Manufacturing IT, Operations Management

IoT Think Tank Considers Disruptive Technologies
by Gary Mitchell on May 24, 2016 in Internet of Things
Dell Internet of Things Dear members of the Dell IoT Page, you are i treat! We filmed our Industrial Internet of Things think tank at Hannover Messe, captured the best moments and just made them available on YouTube. Watch in Playlist mode: <http://del.ly/6046BUQW6>

Integration into brand campaign, Partner social media sharing, social metrics