



Mobilizing Influencers to Mitigate a Crisis in Real-Time

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PREPAREDNESS.



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Brands can avoid
90% of communication crises
if they plan ahead.

(American Marketing Association)



“There cannot be a crisis next week. My schedule is already full.”

(Henry Kissinger)





“The ‘influencer ecosystem’ in business marketing is a specialized group of people for each company, an industry-specific and well-connected few who can reach the purchase decision makers.”

– Molly Soat, American Marketing Association

PEARCE-EDWARDS On 23rd July 2011, to Jennifer and Donald, A firstborn with joy.

PHIPSON On 23rd July 2011, to Lavinia (née Young) and Peter, a daughter, Elethea Sarah Bay.

ROWE On 2nd August 2011, to Laura (née Venn) and Chris, a beautiful daughter, Sophie Elizabeth.

SAUNDERS-ROUND On 21st July 2011, to Jennifer and Donald, A firstborn with joy.

POTTER John F. Died peacefully July 29th 2011 aged 89, after a short illness. But a wonderful life. A lovely man who loved his wife and family. Buried in the churchyard, October at 2.30pm.



EVELYN WAUGH: A HANDFUL OF DUST (PENGUIN, 1959)
Do we even need cover images? Have these original Penguin covers ever been bettered for elegance and simplicity? There are generations of book collectors who think not

...designed by tattoo artists from around the world. It's this kind of initiative that will help to keep the physical book alive.

The Penguin Ink series, six limited-edition classic novels with covers by leading tattoo artists, is out now

THE BRAND NEW REVISED PENGUIN PAPERBACKS
INWASHER REFINED, 100% One of the reasons books have jokes was pre-printed dirty fingerprints on the cover. I used to stand in my local bookshop watching customers with the pile in front of a clean cover.

7
...James Ellis

92% of people trust recommendations from individuals (even if they don't know them) over brands.

(Source: Nielsen)



81% of professionals who have used influencer marketing judged it to be effective.

(Source: eMarketer)





NORTH CAROLINA SHARK ATTACKS

7 ATTACKS IN 1 MONTH

NORTH CAROLINA

Ocean Isle Beach
1 ATTACK

Oak Island
2 ATTACKS

Surf City
1 ATTACKS

Ocracoke Island
1 ATTACK

Hatteras Island
2 ATTACKS



Two teens lose limbs in separate shark attacks at North Carolina beach



By [Kevin Conlon](#) and [Janet DiGiacomo](#), CNN

Updated 9:48 PM ET, Mon June 15, 2015 | Video Source: CNN



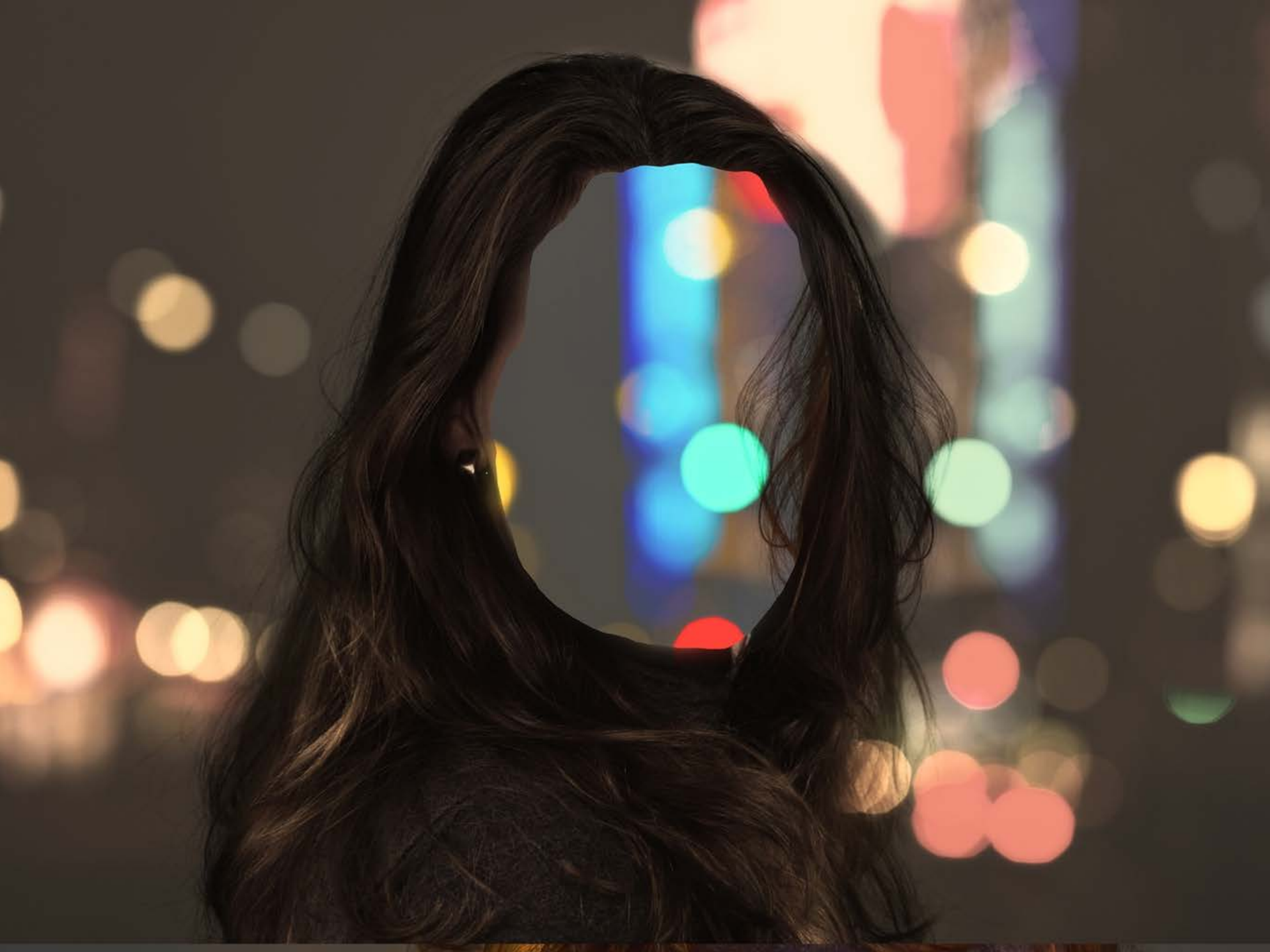
AdChoices

**NO BRANCHES
= GREAT RATES**


SAVINGS BRANCHES

1. Do the proactive work, make sure the relationships are there and are **strong**.





Find the right influencers

CISION CONTACTS ▾ CONNECT ▾ NEWS ▾ INSIGHTS ?  Natalia Dykyj
Cisco

Filters ←


944 Results 0 selected ADD TO LIST


Filters


▼ SUBJECT


Search


- Marketing
- Social Media
- Business
- Technology
- Travel
- Domestic Lifestyle
- Family & Parenting
- Fashion and Wearing Apparel
- Beauty
- Food
- Public Relations
- eMarketing
- Internet
- Media Industry
- Entrepreneurs


 **Matt Ambrose**
Blogger at The Copywriter's Crucible


 **Sarah Lawton**
Freelance Writer at Lawton, Sarah


 **Stanford Smith**
Blogger at Pushing Social


 **Akshay Mangla**
Blogger at Akshay Mangla


 **Michael Brenner**
Blogger at Digitalist Magazine

 **Neal Schaffer**
Founder & Blogger at Maximize Social Business

 **Mark Schaefer**
Co-Host at The Marketing Companion

 **Brian Honigman**
Contributor at Honigman, Brian

 **Gail Gardner**
Blogger at arwman

 **Matt Ambrose**
Blogger at Copywriter's Crucible, The

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Phone


Subject Journalism; Marketing; Media Industry; Publishing

ADD TO LIST VIEW CONTACT

Profile

Matt Ambrose is a blogger and covers media, marketing, journalism, publishing and communications. He can be contacted via email.

Twitter

 **@mattambrose** FOLLOW

UK
<http://t.co/4QnVLsG6Vr>
B2B copywriter & marketing consultant.
Tweeting about inbound marketing, email funnels and sales copy that converts.

TWEET | FOLLOWING | FOLLOWERS



Understand influencers



Leila Abboud

CORRESPONDENT AT
Reuters - Paris Bureau



First List, Second List, Third List,
Fourth List, Fifth List, Sixth List,
6 more

ADD TO LISTS

About

Subject Technology; Communications

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Social Media



Cision Pitching Profile

Abboud is a Correspondent and covers Technology, Telecommunications and Industrial Companies in France for Reuters. Contact her via e-mail.

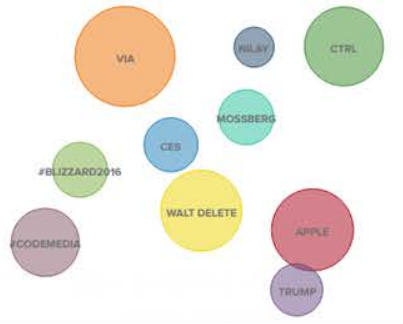
Abboud joined Reuters in August 2009. She had previously been a correspondent for Wall Street Journal and covered European technology and telecommunications. She joined the paper in 2002. Abboud won a New Reporter Award for Fall 2004 from the Newswomen's Club of New York.

Note



Insights

What Leila is talking about on Twitter



Twitter audience geography affinities



History

ALL ACTIVITIES NEWS

- Internet of Things brandishes...**
Nov 3, 2015 at 08:34AM
Lorem ipsum dolor sit amet, consectetur adipiscing elit ipsum dolor sit adipiscing
- You sent and email to QAColette**
Nov 3, 2015 at 08:34AM
Subject: Lorem ipsum dolor sit amet, consectetur adipiscing elit
- QAColette mentioned you on Twitter**
Nov 2, 2015 at 08:34AM
@positiveinfluf Lorem ipsum dolor sit amet, consectetur adipiscing elit
- QAColette mentioned you on Twitter**
Nov 2, 2015 at 08:34AM
@positiveinfluf Lorem ipsum dolor sit amet, consectetur adipiscing elit
- QAColette mentioned you on Facebook**
Nov 3, 2015 at 08:34AM
@positiveinfluf Lorem ipsum dolor sit amet, consectetur adipiscing elit
- You created an Activity**

Tweets



@labboudles

Foz do Iguacu
<http://t.co/p4Kj4oghd>

FOLLOW

Tweet	12,000
Following	56
Followers	790

Recent Tweets

Jul 26, 2015 at 7:47 PM
Places you can see me tonight: Anderson Cooper 360, CNN Tonight, The Charlie Rose Show...and this Instagram Post.
<https://t.co/Jf8Qs3D9vG>

Jul 26, 2015 at 7:47 PM
Places you can see me tonight: Anderson Cooper 360, CNN Tonight, The Charlie Rose Show...and this Instagram Post.



Jul 26, 2015 at 7:47 PM
Places you can see me tonight: Anderson Cooper 360, CNN

Building Rapport



#besties

2. Give your influencer a call, an email or just stop by to **brief** them on the situation.



3. **Arm** your influencers with messaging and data (if needed).





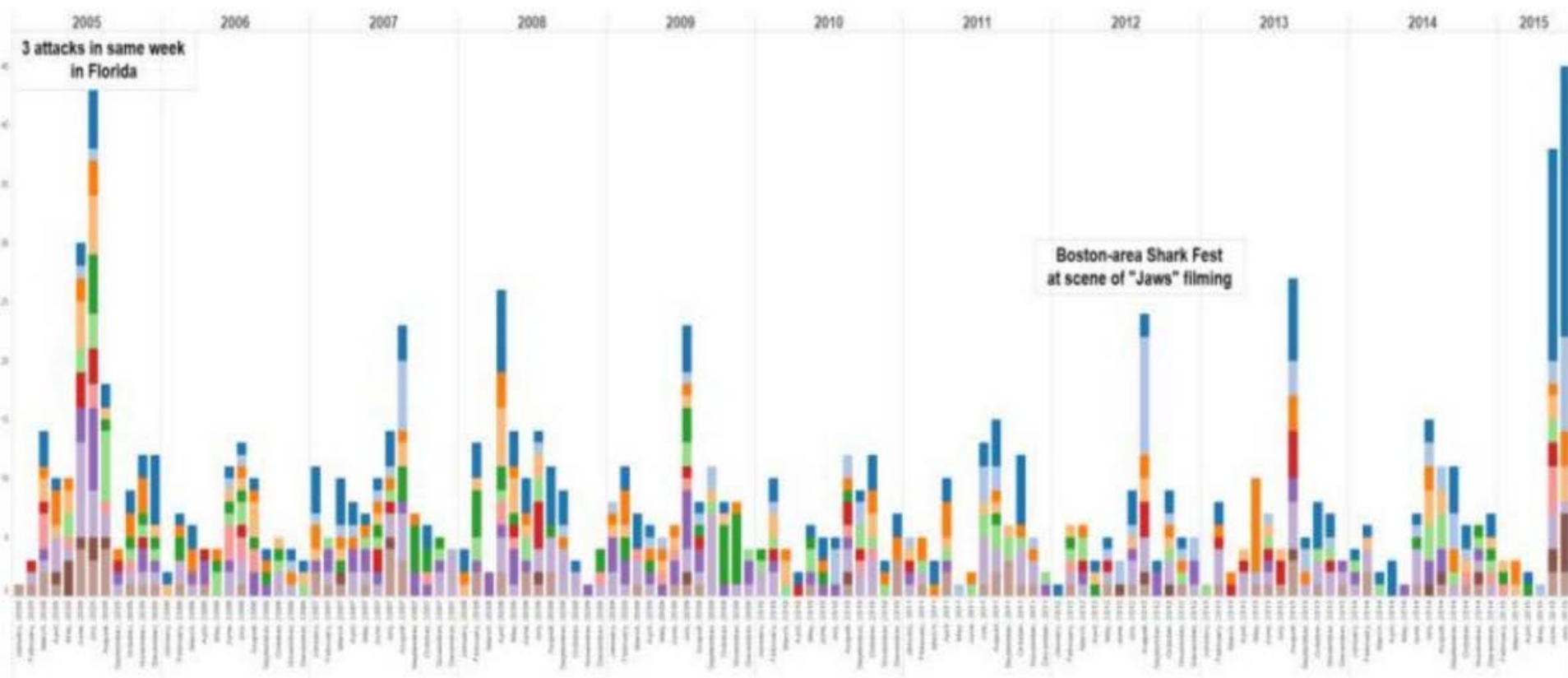
- Stick to the facts
- “Bite” not “attack”
- Expert is in Florida
- We support; as a guiding voice for coastal communities



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Finding: The Biggest Shark Story in a Decade



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4. Start with network sharing, then **pitch** the influencers to media, or let the influencers go to the media.





5. Reward influencers with incentives that **add value** to their careers.





Story highlights

Man in latest attack identified as former Boston newspaper editor

Drought, warmer water may be factors in increase in shark attacks, shark expert says

11 people have been bitten this year off the coasts of North and South Carolina

(CNN) — Sharks have attacked 11 people off the coast of North and South Carolina this year, according to the [International Shark Attack File](#) at the University of Florida, including a man bitten Wednesday on the Outer Banks' Ocracoke Island.

That's higher than the average of six attacks a year off the coasts of those two states.

What's behind the increase?

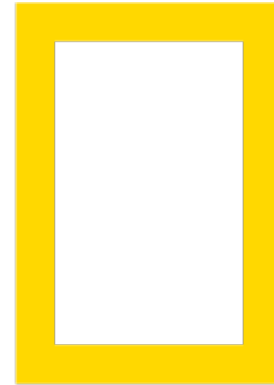
A number of factors could be contributing to the apparent rash of attacks, such as warmer water and drought conditions, said George H. Burgess, director of the Florida Program for Shark Research at the Florida Museum of Natural History.

Drought conditions reduce the amount of freshwater making it to the sea, which creates an environment along the shore where higher salt levels attract more fish and sharks, Burgess said.

Warmer waters have sharks in North Carolina ahead of schedule, which is a recipe for more attacks. At Oak Island, North Carolina, two teenagers were bitten 90 minutes apart on June 14.

Burgess said people are going to the beach in higher numbers, now that school is out for the summer.

"This is a situation that we can't ignore, as we've had a number of attacks that are serious within a short period of time," he told CNN's "Anderson Cooper 360°" on Wednesday night.



**NATIONAL
GEOGRAPHIC**



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6. Your **best** influencers will act on their own. Identify and elevate them.



“No matter your business, you need a **good network** and colleagues in the industry who you can rely on to **help you** because you never know when you will **need** them.”

(Scott Peacock, Visit North Carolina)



Visit these other great sessions

June 7 - Day 2:

**Influencer Campaigns on a Tight Budget
(Track A) 10:30-11:30am**

June 8 - Day 3:

**The \$1,000 Championship for Best Crisis Team
9:15 - 11:30 am**



Thank You!

Questions?

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More (free) resources: bit.ly/prnews16

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