

The Communication Revolution

Analytica's insights into the future of digital communications



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analytica 



About Analytica



Michael Birch - Investor



Paul Birch - Investor



Tim Williams - CEO

Company Founded 2009 in London, UK

Influencer Marketing SaaS & Supporting Professional Services

Influencer Discovery **Influencer Relationship Management** **Measurement Reporting**

Dedicated Customer Success, Insights & Analytics Teams & Consultancy



KONICA MINOLTA



mastercard.



THOMSON REUTERS



PEPSICO

Standard Life



BRITISH AIRWAYS



ORACLE®



amazon.com®



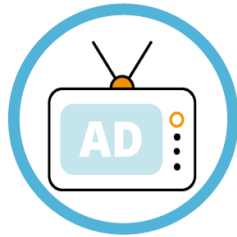
GOLIN

analytica

How is the Market Changing?



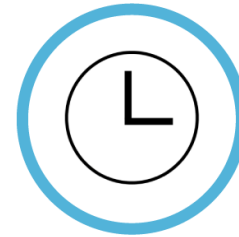
Brand Loyalty



Advertising Effectiveness



Brand Trust



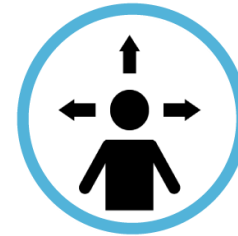
Attention Span



Content Creation



Consumer Control



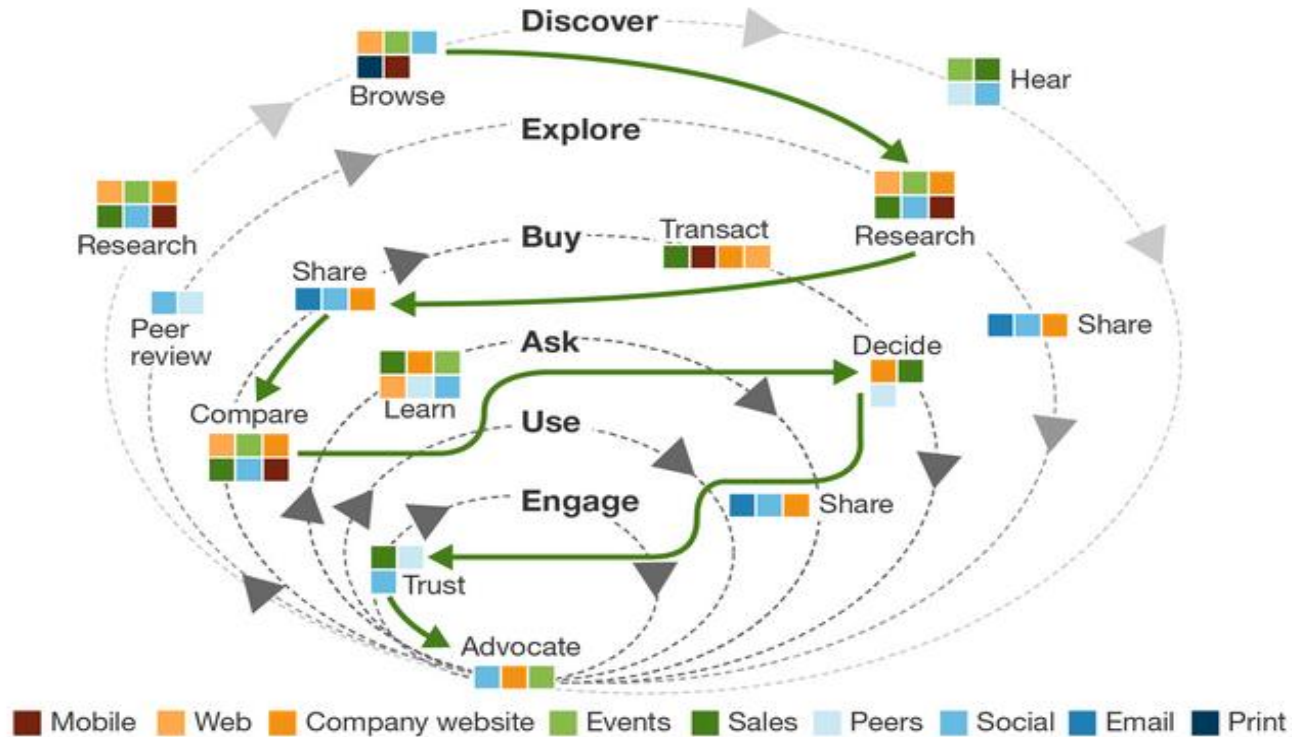
Brand Choice



Media Channels

"If you're sticking with your content approach from three years ago, it's now 50% less effective. Our review of 100 million articles published in 2017 found that social sharing has halved since 2015." [BuzzSumo](#)

Peers and social have a large effect on the Modern Buyer Journey



70%
of the B2B buyer's Journey is complete before a buyer reaches out to sales (Pardot)

Source: Lori Wizdo 

Industry Stats & Influencer Marketing ROI

INDUSTRY STATS

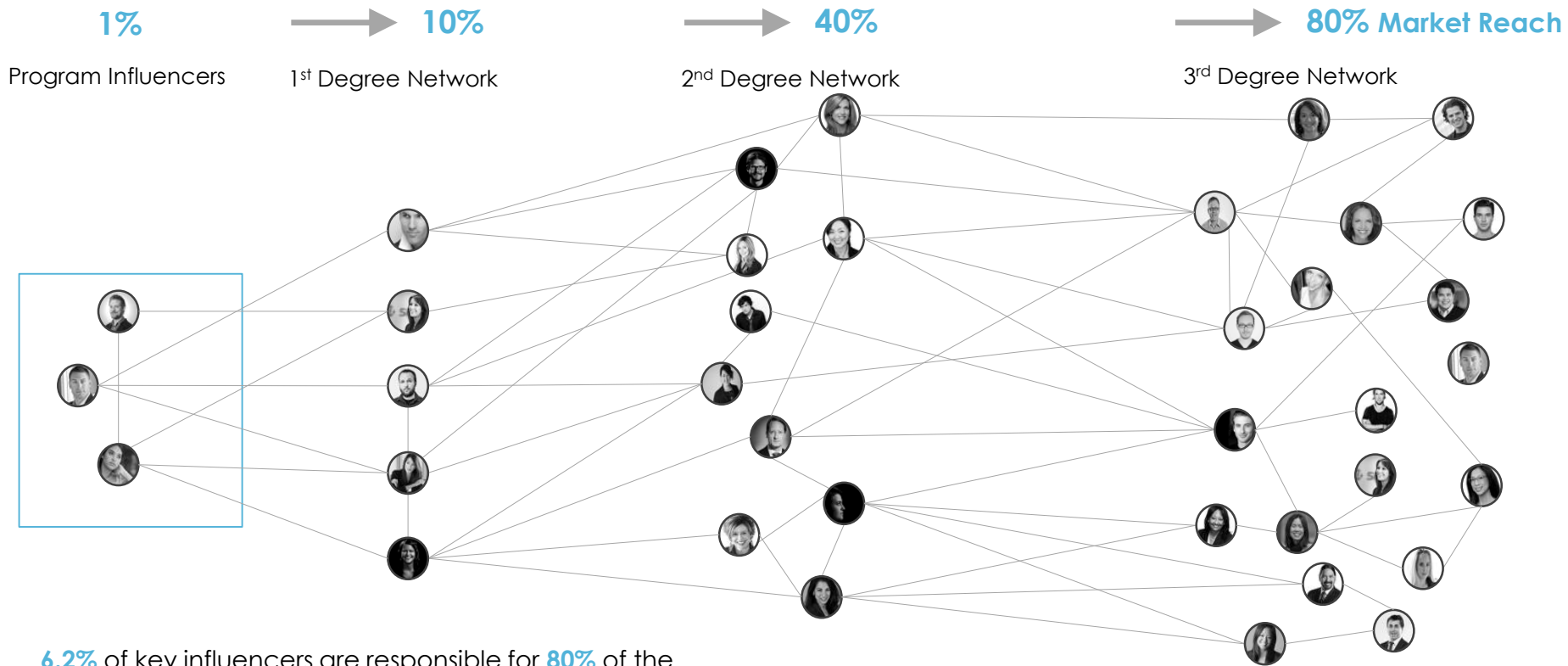
- 23% of B2B marketers considered their content marketing to be 'minimally successful' or 'not at all successful'? ([Content Marketing Institute](#))
- 85% of customers seek out trusted expert content when considering a purchase? ([Nielsen](#))
- 92% of customers trust recommendations from other people over branded content? ([AdWeek](#))
- 39% of marketers planned to increase their influencer marketing budget for 2018? ([Pardot](#))
- 68% of marketers say that identifying influencers is their biggest influencer challenge? ([Altimeter Group](#))
- 53% of micro influencers have never been paid to promote a post? ([Bloglovin Global Survey](#))

INFLUENCER MARKETING ROI

[McKinsey Study](#) - Influencer Marketing / Word-of-mouth Marketing Generates 2x the sales of paid advertising

- Is the primary factor behind 20-50% of all purchasing decisions
- Can increase brand market share by as much as 10%
- Results in recommendations up to 50x more likely to trigger a purchase
- Generates 3x more "word-of-mouth" messages
- Offers brands a sustainable and significant competitive edge that few other marketing approaches can match

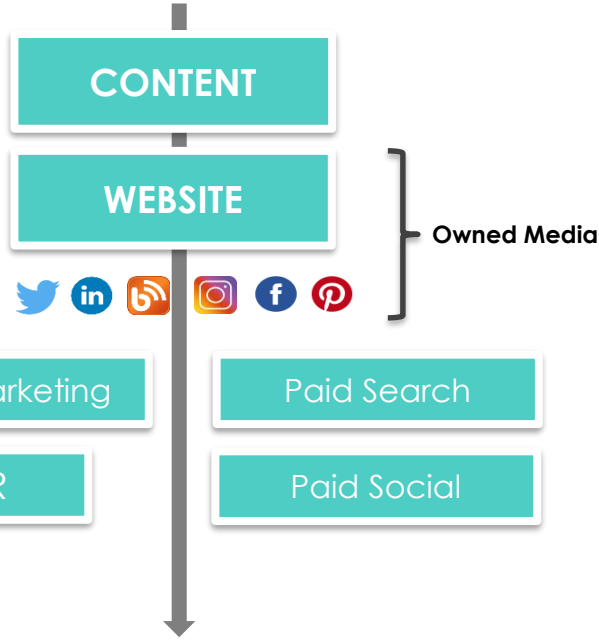
Engage the top 1% influencers to influence 80% of the market



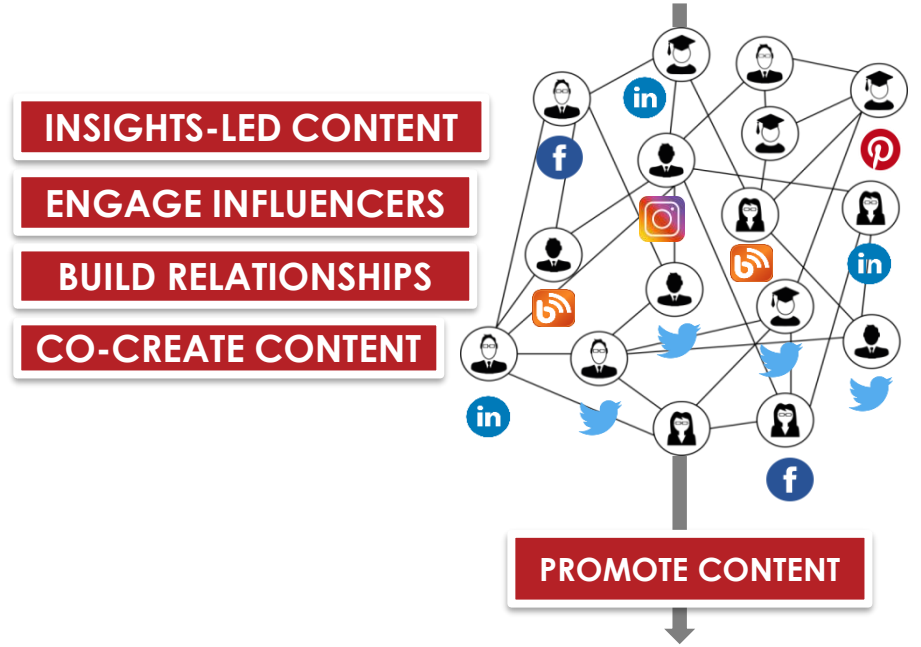
6.2% of key influencers are responsible for 80% of the influence in social media - [Forrester](#)

Humanise Your Brand & Align Your Content Creation

OWNED MEDIA
Traditional Brand Content Creation



SHARED MEDIA
Influencer Generated Content Creation



Activate Brand Assets with Influencer Channel to Improve Impact

Activate Brand Assets

Brand Handles

Employees

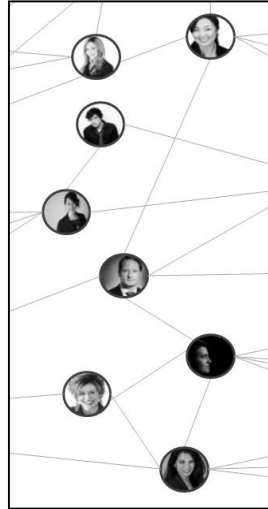
Events

Content

Products



Partner with Influencer Channel



Achieve Desired Outcomes

Brand Awareness

Topic Credibility

Brand Perception



“With influencers you may lose control of your message. But what you lose in control, you gain in trust.”

Tim Hughes, Social Selling Influencer & Co-founder of Digital Leadership Associates

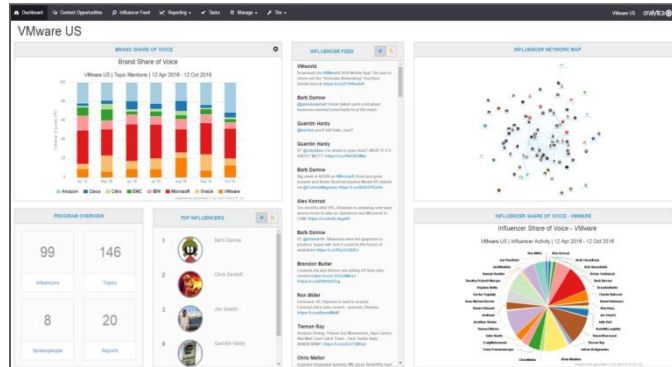
Equal Value Partnership forming between brands and influencers

<p>What can your brands offer influencers?</p>	<p>AUDIENCE VALUE</p>	Exclusive or early access to senior execs
		Exclusive or early access to content
		Exclusive or early access to product
	<p>PERSONAL INFLUENCE</p>	Content creation with brand & peer influencers
		Network with other influencers at brand's events
		Access new audiences through brand's network
		Expand global reach through brand's network
<p>What can influencers offer your brand?</p>	<p>BRAND EQUITY</p>	Awareness - Increase in earned media attention through influencers posting content about your brand or products
		Content Amplification - Drive viral attention through influencers sharing your content URLs on social
		Reputation - Influencers can drive brand association and perception on key drivers
	<p>AUDIENCE REACH</p>	Consideration & Trust - Recommendations from influencers whose audience trusts them will help you build trust
		Reach different audience segments that traditional marketing or communications does not influence
		Expand global reach by working with influencers who audience if based in key locations
		Influencers can drive a higher quality and more relevant audience to your site than paid search

The 6 stages to Influencer Relationship Management

- Identify your influencer community
- Select **engagement targets**

DISCOVER
Your influencer community & key targets



SCALE
To influence more people

MEASURE
your advocacy & business outcomes

ENGAGE
At the right time with the right message

MAP
To understand your community

LISTEN
To tailor your engagement

- **Scale and structure** your program
- **Always-on** influencer program
- Build relationships with **more influencers**

- Influencer **engagement**
- Brand **awareness**
- Brand **share of voice**
- Brand **perception**
- Community **insights**

- **Engage** with influencers on Twitter, Instagram and their personal blogs
- Move influencers through **pipeline stages**
- Create and **manage program activity**

- Understand what your influencers really **care about**
- Understand **market flow** of influence
- **Benchmark** your current performance over last 12 months

- **Track influencer posts**, on Blogs, Twitter & Instagram
- Track most **successful content**
- Surface social **outreach opportunities**
- Surface **content sharing opportunities**

Topical Relevance, Engagement & Authority over Reach



Identify your relevant influencers – FinTech Example

Name	Handle	Impressions	Relevance	Resonance	Reach	Reference	Location	Description
FINTECHNA	@fintechna	1081.5M	63.4k	7.1	17.1k	4.5k	LON NYC HKG SYD SIN	The most important #fintech weekly newsletter http://t.co/WipZDuVqK Also discussion at: http://t.co/m
Spiros Margaris	@SpirosMargaris	677.9M	27.9k	58.9	24.3k	1.8k	UK GE US CH	#VC @insurescan @kapilendo_AG @moneymeets_com Advisor @FinTechForum_DE @dsergmbh @werth
Oscar A Jofre Jr.	@oscarjofre	426.3M	41.4k	3.9	10.3k	1.9k	Global	Co-Founder, President/CEO KoreConX All-in-one solution for companies for #IRchat #equitycrowdfunding
Wall Street Journal	@WSJ	348.3M	25	29.4	13.9M	98.7k	New York, NY	Breaking news and features from the WSJ.
Finextra	@Finextra	244.5M	6.6k	42.5	37.3k	1.4k	Everything fintech, worldwide	News, views, networking and discussion for everyone in the global #fintech community.
Business Insider	@businessinsider	238.3M	122	23.4	2M	24.6k	New York, NY	What you need to know.
Chris Gledhill	@cgledhill	220.7M	4.5k	29.3	49k	1.3k	London, England	#FinTech Influencer, Keynote & TEDx Speaker, Writer and Advisor. CEO & Co-founder at @SeccoAura. #F
Evan Kirstel	@evankirstel	213.7M	1.8k	4.1	119.1k	5.4k	Boston, MA	#Solopreneur #Influencer #ThoughtLeader Helping #B2B clients w #SocialMedia in #Enterprise • #IoT • #
Jim Marous	@JimMarous	184.7M	5.8k	26.9	31.7k	1.3k	Cleveland, OH	Keynote Speaker, Publisher, Top Global #Fintech Influencer. Co-Publisher of The Financial Brand. Owner
Paulmears	@paulmearsuk	177.6M	2.8k	3.1	64.2k	0	monaco	Angel Investor, Passionate about #fintech , #biotech #angellist #blockchain Loving life @moneymailme @
Financial Times	@FT	171.5M	61	100	2.8M	28.9k	London	News stories, FAKE INFLUENCE! es follow @financialtimes. Our customer ser
Bloomberg	@business	168.8M	43	11.6	3.9M	39.1k	New York and the World	The first world
Dinis Guarda	@dinisguarda	156.3M	3.7k	3.7	42.8k	2.3k	London / World	CEO Founder author @humaniq_co @intelligentq @museonics @blockchainage @HedgeThink @traders
Sebastien Meunier 赛宝	@sbmeunier	112.9M	5.3k	22.8	21.2k	519	New York, USA	#Innovation in Finance Top #FinTech Influencer Speaker Mentor #InsurTech #RegTech #Blockchain #
Andreas Staub	@andi_staub	104.1M	7.2k	10.5	14.4k	1.7k		Managing Partner @FehrAdvice - Behavioral Economics Consultancy Group #behavioraleconomics & #b
CNBC	@CNBC	84.9M	32	21.1	2.7M	22k		First in Business Worldwide
Enrico Verga	@EnricoVerga	81.3M	1.6k	1.1	50.5k	822	Milan, Lombardy	#Manager #Analyst findme @Sole24ore @fattoquotidiano @econopoly24 @Mark_Up_ @Linkiesta adv @
Citi	@Citi	74.8M	84	16.5	890.6k	1.8k	New York, NY	Serving as a trusted partner to our clients by responsibly providing financial services that enable growth
Bradley Leimer	@leimer	68.7M	2.4k	10.5	28.1k	1.5k	San Francisco, CA	Head of Innovation, Fintech Strategy, Digital Banking. Startup Advisor. Investor. Curator. Connector. Writ
FINTECH Circle	@FINTECHCircle	67.7M	2.5k	9.2	26.9k	788	London based, Global passion!	Network of innovative #fintech entrepreneurs, investors, visionaries & firms across financial services glo
KPMG	@KPMG	65.8M	225	16.3	292.5k	2.3k		Driving conversations on emerging business issues and opportunities. Follow our tweets and join the glo

FAKE INFLUENCE!

Topical Influencer Ranking – Insurance, Brexit & Banks

Insurance

Name	Handle	Relevance	Resonance	Reach	Location	Description
Sabine VanderLinden	@SabineVdL	280	100	11,306	London	CEO @sbclnsurTech. #InsurTech @Rainmaking_io. Co-editor @InsurTECH_Book. #FinTech #InsTech #innovation #Growth
Charlotte Halkett 🏠	@charliehalkett	207	90.5	6,356	London	MD at #buzzvault bringing #tech home #insurance overhaul 🏠 #Insurtech revolutionary #buzzmove #innovation #actuary #blockchain #fintech #IoT https://t.co/eNAING2
Nigel Walsh 🐶 🐱 🐼	@nigelwalsh	632	84.6	15,560	London	Partner @Deloitte #Insurance. Mentor @sbclnsurance #FinTech #InsurTech #AI #connectedcar @princestrust sponsor. Husband, Daddy #Cyclist #running
Paolo Cuomo	@pgc_at_work	92	47.6	8,714	London	Consultant in the #insurance and #insurtech space; co-convener of @instech_london - the Insurance Innovation Hub. (Comments are my own) #InsTech #London
Ali Paterson	@AliPaterson	2	42.2	3,058	London	Host of Fintech Finance looking at all things #Fintech #Regtech #Insurtech Husband, Dad, Unprofessional, Scuba Diver, and #PaymentsRace #M2020race creator

Brexit & Banks

Name	Handle	Relevance	Resonance	Reach	Location	Description
Chris Skinner	@Chris_Skinner	11	100	47.4k	London	Shaping the future of financial services
Joy Macknight	@joymacknight	11	95.3	3.1k	London	Deputy editor @ TheBanker
Glyn Moody	@glynmoody	29	68.5	20.8k	London	writer (Rebel Code), journalist, blogger. on openness, the commons, copyright, patents and digital rights. email: glyn.moody@gmail.com; PGP: E4962A75
Mike Butcher	@mikebutcher	7	68.5	140.1k	London	Editor-at-large @TechCrunch + @TechForUK @ThePathfounder @Techfugees @Tech_Vets @TechHub @Coadec @TheEuropas Insta: mikebutcher Telegram: mike_butcher
Susanne Chishty	@SusanneChishty	2	68.5	17.5k	London	CEO @FINTECHcircle @FTC_Institute @WealthTECHBook @InsurTECH_Book Co-Founder @TheFINTECHBook @FTCinnovate #FINTECH Conference Speaker #blockchain #Diversity

What types of influencer roles should you target?



TRADITIONAL

PUBLICATIONS
JOURNALISTS
ANALYSTS



INDUSTRY EXPERT

BLOGGERS
THOUGHT LEADERS
SMEs



ACADEMIC

ACADEMICS
RESEARCHERS
UNIVERSITIES



BUSINESS LEADER

C-SUITE
SENIOR MANAGEMENT



DECISION MAKERS

TARGET B2B ROLES
TARGET CONSUMERS



PROFESSIONAL

TEACHERS
DEVELOPERS
PARENTS
STUDENTS
MILLENNIALS
ENTREPRENEURS



TOPICAL COMMUNITY

KEY THEMES
PRODUCT CATEGORY
PRODUCT BENEFITS
DESIRED OUTCOMES
REPUTATIONAL
ISSUES



BRAND ADVOCATE

YOUR ADVOCATES
COMPETITOR
ADVOCATES



POLITICAL

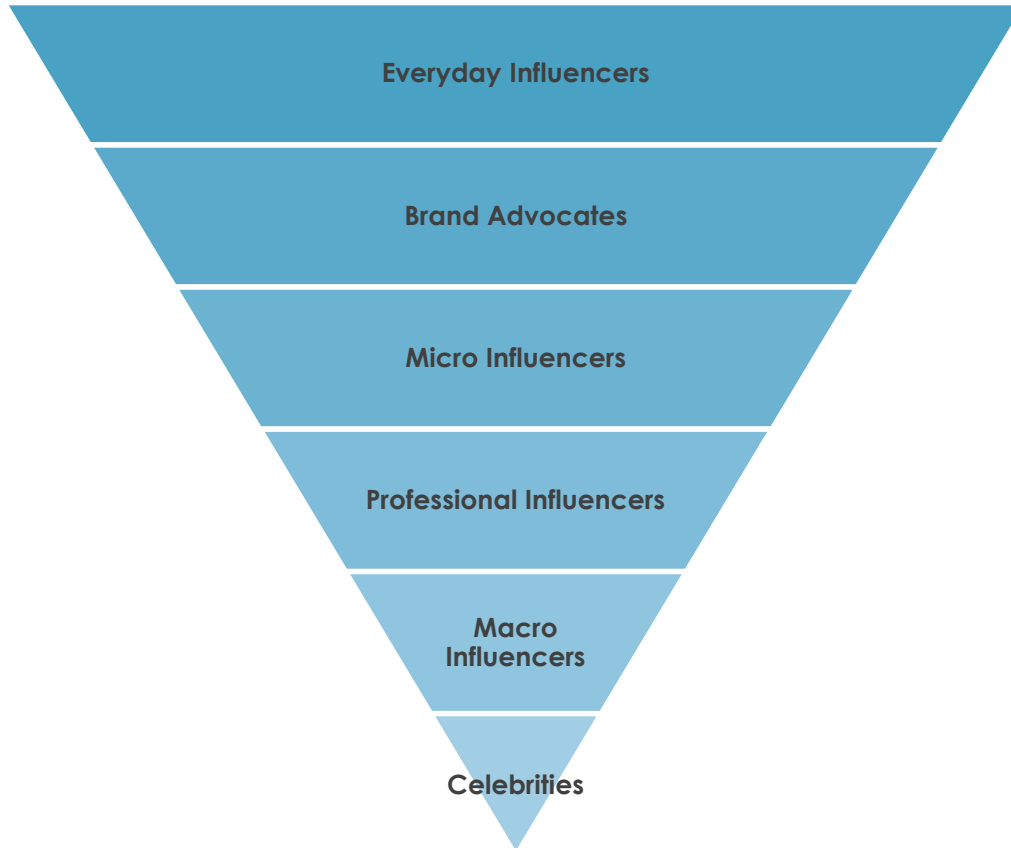
GOVERNMENT
POLITICIANS
CIVIL SERVANTS
LOBBYISTS



CELEBRITY

ACTORS
MUSICIANS
TV PERSONAS
SPORTS STARS

What Influencer Types should you engage?



- High trust, low reach (1 to 1000 followers)
 - Average internet consumers
 - Don't consider themselves influencers
 - Small network of highly engaged followers
- High trust, low reach (1 to ∞ followers)
 - This type of influencer is earned
 - Highly satisfied customers with your product / brand
 - Positive word-of-mouth, content and recommendations
- High trust & engagement, good reach (1K to 20K followers)
 - Extremely relevant, high quality content creator
 - Organic relationship and co-creation of content
 - Pay for onerous time, travel and content partnerships
- High authority, high global reach (20K to 100K followers)
 - Engages with select group of key influencers
 - Organic approach only works if brands offers equal value
 - Paid to attend and speak at conferences / write content
- Massive reach (100K to 300K followers)
 - Established Audience built up over many years
 - Famous, represented by a manager or a talent agency
 - Sometimes untouchable through organic approaches
- Low engagement, massive reach (300K + followers)
 - Expensive - paid approach only
 - Endorsing products / charitable causes

What influencer personas best match your program?



Content Creators – create their own original content



Social Amplifiers – share content from influencer community



Industry Experts – professionals who have worked in industry who can influence key decision makers on a peer level



Conference Speakers – expert speakers and influential offline

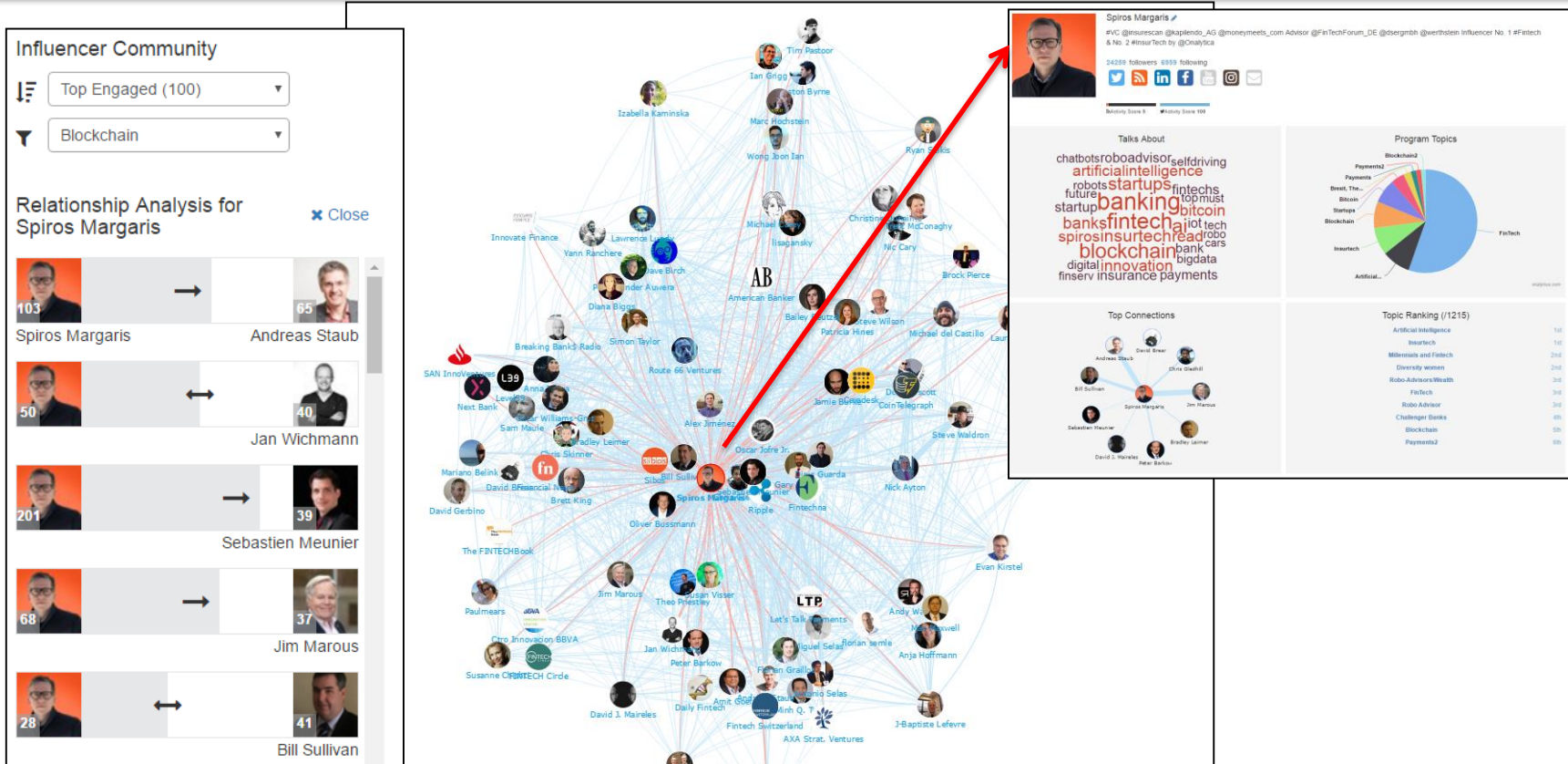


Key Connectors – influencers well connected to your influencer community

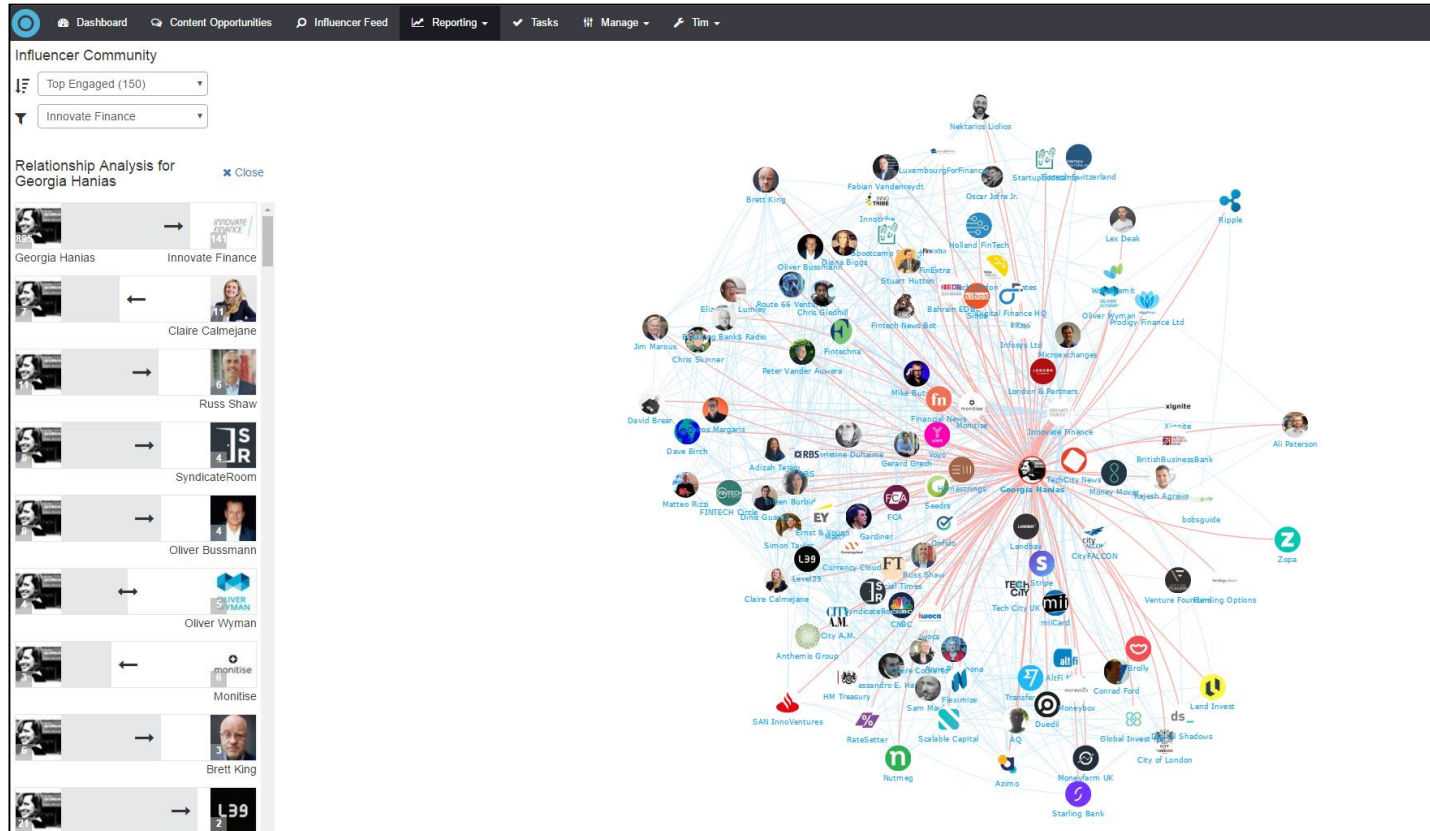


Media Influencers – influencers driving the media agenda

Map your Influencer Community – FinTech Example



Are your spokespeople driving engagement?



There are 7 Main Tactics to Engage with Influencers

Employee advocacy

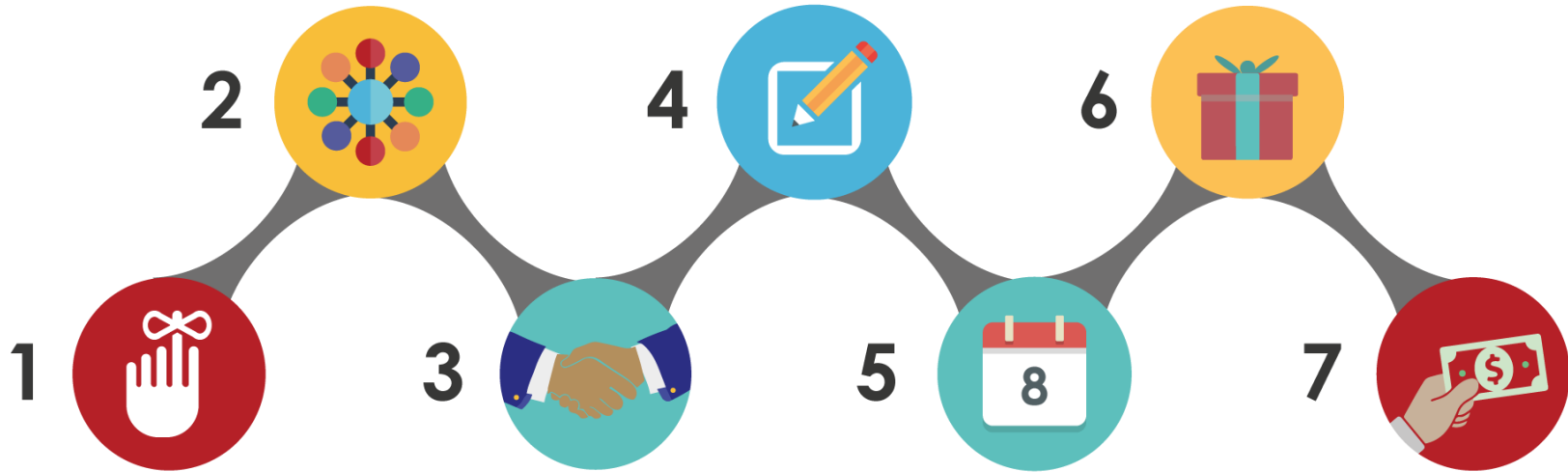
Identify internal SMEs (Subject Matter Experts) for your core topics and connect them with relevant topical influencers.

Influencer Generated Content

Approaching an influencer with a content idea on a topic relevant to them.

Product gifting

Send influencers your products for them to try, in exchange for reviews.



1

2

3

4

5

6

7

Always-on social outreach

Get on your influencers' radars by following their social profiles, sharing and engaging with their content. Make them familiar with your brand and build relationships.

Invite influencers to program

This is a formal agreement with a clear list of activities and benefits outlined for both parties.

Invite influencers to events

Invite influencers as guests, guest talkers or panellists. This will be a great opportunity for them to network, increase their knowledge and increase exposure.

Financial compensation

Influencers' time is valuable, so some financial compensation may be appropriate. The important difference here is to pay for their time, not their opinion.

Opportunities to Engage Influencers – Insurance Example

12 Jun 2017 to 12 Jun 2018

Blogs & Twitter

5 Influencers

1 Topics



Jun 2018

1 - 50 of 61 Posts

- Insurance**
 Nigel Walsh 🧑🏻‍🦱 – Great to hear from @SMMBrightBlueH, @SabineVdL and @NicoleAnMo on the editing process for the #insurtech book! #insurance - really great perspectives on combining 70 voices into a coherent story! @sbclnsurTech <https://t.co/sKKR3LWk6S>
- Insurance**
 Charlotte Halkett 🏠 – RT @InsuranceNexus: In the Future of Home track, @buzzvaultHQ's Charlotte Halkett will be taking a long, hard look at Home Insurance; is it fit for purpose? #ConnectedInsuranceEU
- Insurance**
 Charlotte Halkett 🏠 – RT @AHCherry89: "Rather than fitting people to Insurance, fit Insurance to people" @charliehalkett introducing the @buzzvaultHQ at @InsuranceNexus' #ConnectedInsuranceEU #financialservices #customerengagement #tech #Insurtech #innovation #disruption
- Insurance**
 Charlotte Halkett 🏠 – I enjoyed this from @DataRobot - they think data innovation has been around so long we should now say it's the old oil! In many ways I get their point, but I think much of the wider #insurance world isn't there yet! #ConnectedInsuranceEU #insurtech <https://t.co/Bp6iomkLbS>
- Insurance**
 Charlotte Halkett 🏠 – RT @InsuranceNexus: @AHCherry89 introducing our forthcoming Connected Insurance Report - available end of July, request your copy now! In collaboration with @MCins_ #ConnectedInsuranceEU #IoT #IIoT #AI #Blockchain #tech #customerexperience #innovation #disruption #Insurtech #Fintech #finserv #M2M <https://t.co/RVm5QsRlqY>
- Insurance**
 Charlotte Halkett 🏠 – Looking forward to bringing @buzzvaultHQ to the stage after lunch today at @InsuranceNexus #connectedinsurance summit in London. I'm going to be telling Home #Insurance it needs to go and have a long hard look at itself! Hope to see you there. #insurtech #instech #fintech #IoT <https://t.co/RUPWLke1VM>
- Insurance**
 Paolo Cuomo – In the on-going debate on whether #blockchain will fundamentally impact insurance or is simply the loudest hype bubble since the #MillenniumBug, this post from The Boston Consulting Group (BCG) offers some tantalising specifics...<https://t.co/NbA8TF9ptl> <https://t.co/EIPCx5G1p9>

Influencer Program Measurement Framework

INPUTS		OUTPUTS		OUTCOMES			
ACTIVITY		ACTIVATED		ADVOCACY		ACTION	
Program	Number of influencers invited to your influencer program	Program Influencers	Number of influencers who have accepted your program invitation	Brand Attention	Volume of target influencer posts talking about your brand, sub-brands or products compared to competitors	Brand Awareness	Volume of influencer posts from wider influencer community / media talking about your brand, sub-brands or products compared to competitors
Social Influencer Outreach	Number of offline & social outreach posts to target influencers	Brand Influencer Engagement	Number of influencers engaging with your brand, internal SMEs, advocates or evangelists (offline / online) compared to competitors	Brand Association	Volume of target influencer posts about your brand or products in association with key themes, product / solution categories or reputation drivers compared to competitors	Brand Perception	Change in semantic language from wider influencer community / media around a brand, product, policy or reputational issue
Event Invites	Number of events (offline/online) organised where influencers are invited to participate	Event Influencer Attendance	Number of influencers attending your events (offline / online)	Influencer Generated Content	Volume of content created in collaboration with target influencers on key topics or themes	Lead Gen	Volume of site traffic / downloads / subscriptions / user adoption through influencer referral traffic (unique content URLs)
Employee Advocate Recruitment	Number of Internal Subject Matter Experts, Advocates or Evangelists recruited to influence the influencers	Influencer	Number of influencer relationships you have developed	Brand Preference	Volume of target influencer posts talking positively about or recommending your brand, sub-brands or products compared to competitors	Sales Revenue	% of influencer referral site traffic/ total site traffic multiplied by conversion revenue OR Number of sales through unique coupon code / landing page used only for program
INFLUENCER PIPELINE							
IDENTIFIED		ENGAGED		ADVOCATE			



THOMSON REUTERS

TOP 30 UK SOCIAL INFLUENCERS IN RISK, COMPLIANCE AND REGTECH 2017

In 2017 Thomson Reuters identified the top 30 social media influencers in Compliance and RegTech and ran a one-month pilot programme of online engagement. These were the results...



30 Influencers identified

Chris Skinner	@Chris_Skinner	Y	2121.818766	1054817
Jason Bourd	@jasonbourd	Y	1952.616188	92430
Jane Walsh	@JaneWalshe	Y	1911.497524	31668
Jonathan Armstrong	@armstrongjp	Y	1802.451428	140620
Anthony Pereira	@ovorbis	Y	1225.624879	9750
Neira Jones	@neirajones	Y	1136.010673	2261116
Christian McMahon	@ChristianMcM	Y	1105.773573	11539892
Patrick Barnett	@pbarnert	Y	907.1129998	904150
David Clarke	@1DavidClarke	Y	870.8473191	2063011

Infographic, videos, and 3 images designed...



total Retweets of tweets containing #TRRiskUK30



analytica scale your influence now



5 Influencers

attended event and received their award. Remaining awards were shipped to 25 influencers...



Over 3.2M

potential hashtag impressions from 235 users



400K
200K

4/25/17

4/27/17

4/30/17

5/7/17

5/10/17

Influencer Relations Maturity Model – Connected to Advocacy

