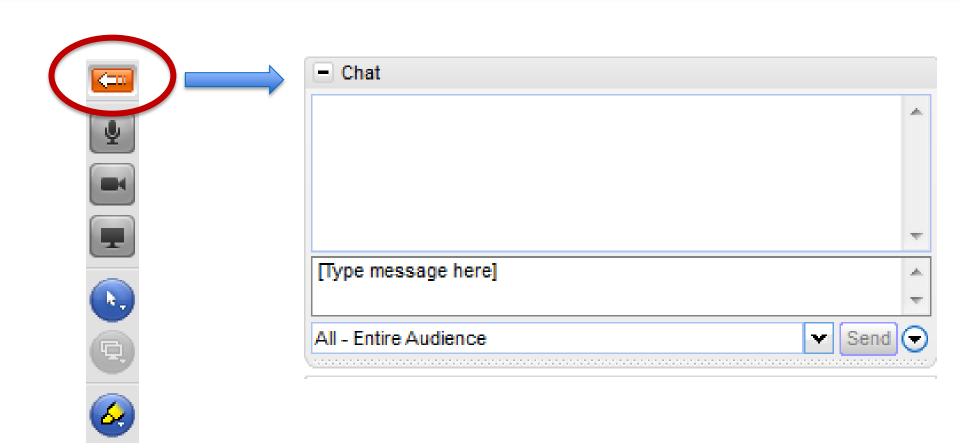


# **Beyond Content Marketing: Influencer Marketing**



#### **Chat**







# #ActOnSW

# **Today's Presenter**























Andreas Ramos
Author of nine books in digital
marketing and SEO
@Andreas\_Ramos

# **Content Marketing: What's Next?**



Okay, your content is #1 for its format in its market

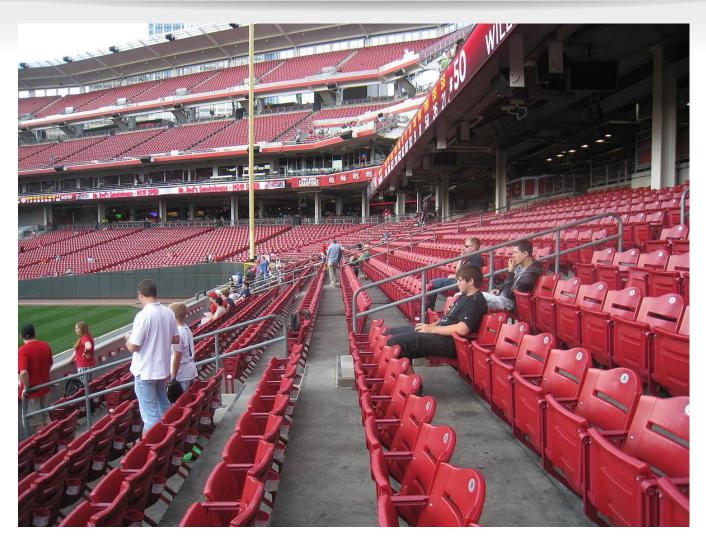
Content marketing is inbound marketing

 But how will your audience know about your content?



# **Built It... and They Didn't Come**





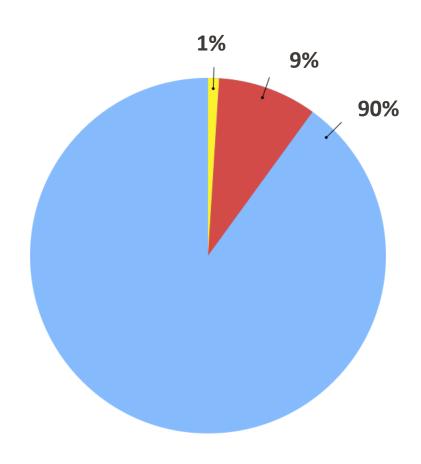
The audience has to know about your content.

# Who Makes Up Your Audience?



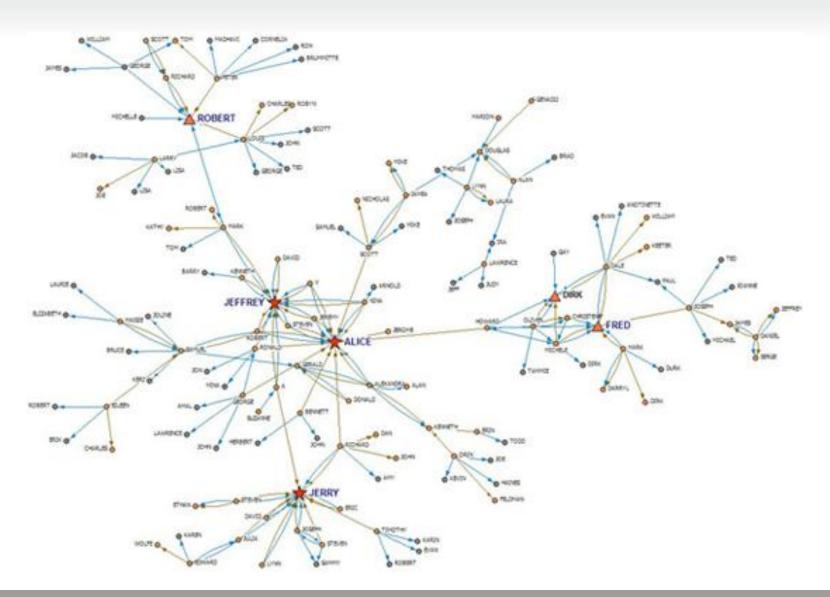
#### The 1/9/90 Rule

- 1%: The creatives create the field by writing code, books, music, or film. They build companies. They set up organizations and conferences.
- 9%: The critics discuss and comment on activity of the creatives
- 90%: The audience follows creatives and critics
- If you reach the 1%, the 99% will hear about you



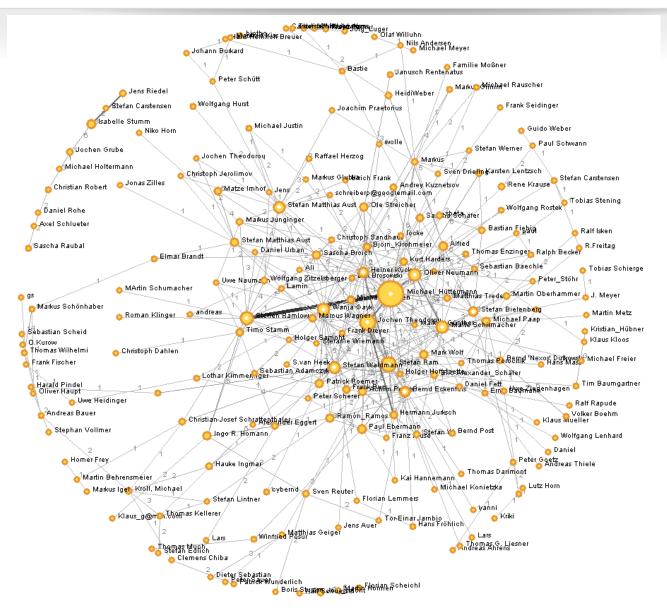
#### The 1% Is the Key People





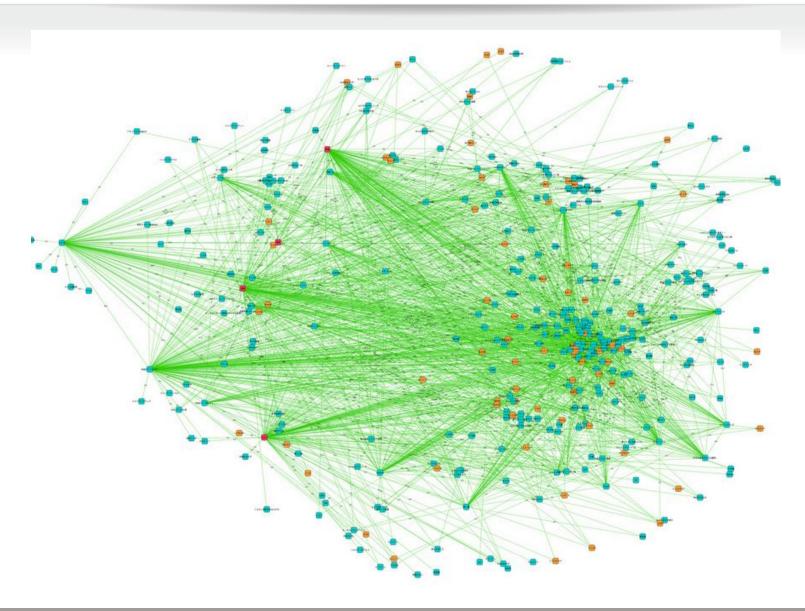
#### **Sociograms for German IT Developers**





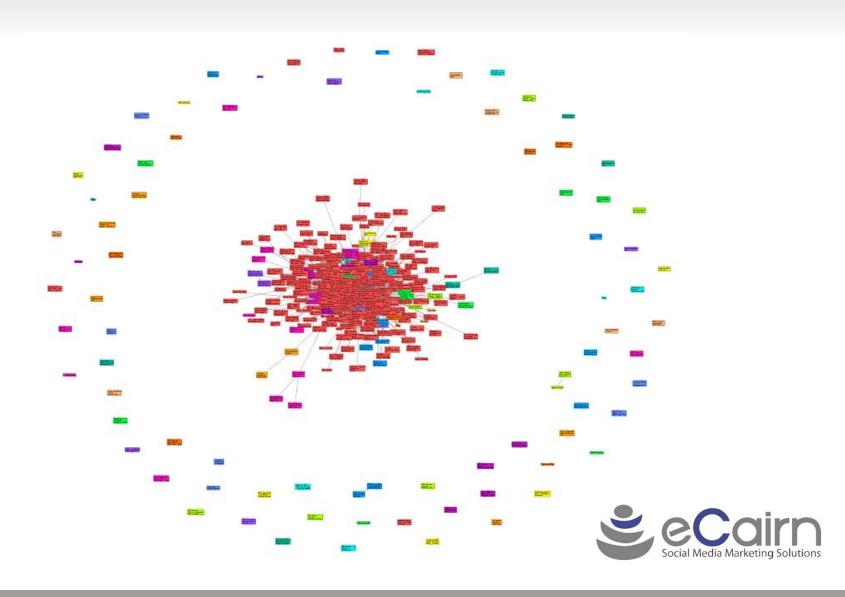
# **Sociograms for Japanese Video Bloggers**





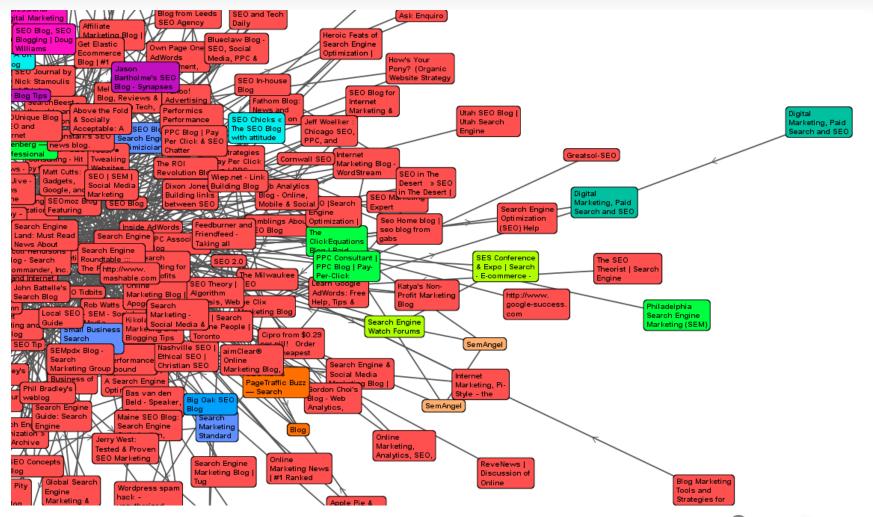
# **SEO Bloggers: Periphery and Core**





#### **Detail View of the SEO Core**





#### The 1/9/90 Rule: The Real Numbers



#### Jihad Forums

A 2005 study by Prof. Akil Awan (Univ. London) of radical Jihad forums:

- 87% of the audience never posted on the forums
- 13% posted at least once
- 5% posted 50 times or more
- 1% posted 500 times or more

#### Wikipedia

• 50% of all edits are made by only 2.5% of users

## Facebook Social Campaigns

Wildfire analysis of 10,000 Facebook campaigns over nine months:

- 83% were lurkers
- 15.4% were commenters
- 1.5% were creators

Of the top 10% campaigns, 4.7% of fans were advocates, 34.3% were sharers, and 61% were joiners. The top campaigns get triple the advocates and twice the commenters.

## B2B vs. B2C, or Simple vs. Complex Decision?



#### Quick Decisions

- Low price point (generally consumer items)
- Quick research
- Decision usually by one person

#### Complex Decisions

- High dollar value
- Extensive research (several months or more)
- Decision by teams of experts
- They ask additional experts for advice

# **Mass Marketing and Celebrities**





#### **Complex Decisions Are Based on Advocates**



#### In Quick Decisions

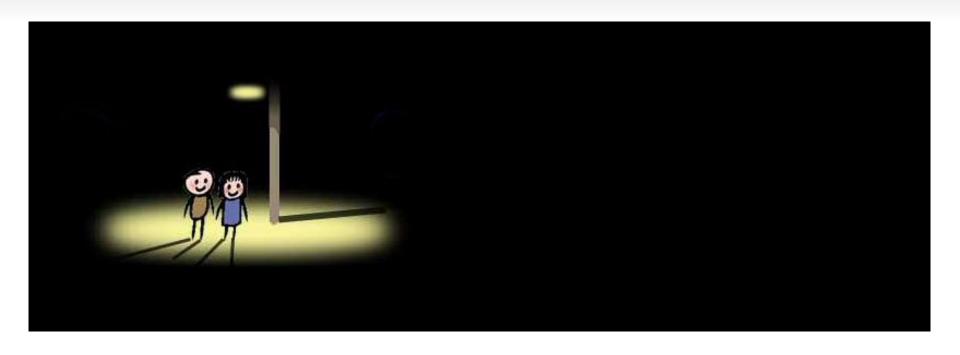
- One-sided: The customer knows the influencer but the influencer doesn't know the customer
- The influencer creates awareness and can drive sales (it works)

#### In Complex Decisions

- Mutual relationship: There is a existing relationship between the two
- The expert has authority based on knowledge, skill, and experience
- The advocate is a trusted, neutral resource
- The customer asks the expert for advice

#### The Streetlight Effect





- The social tools only show public conversations
- Advocacy happens in private

# **Examples of Advocates**





Who can help with our startup's financials?

Talk with Roger. He's been the CFO at four startups.

#### **Examples of Advocates**



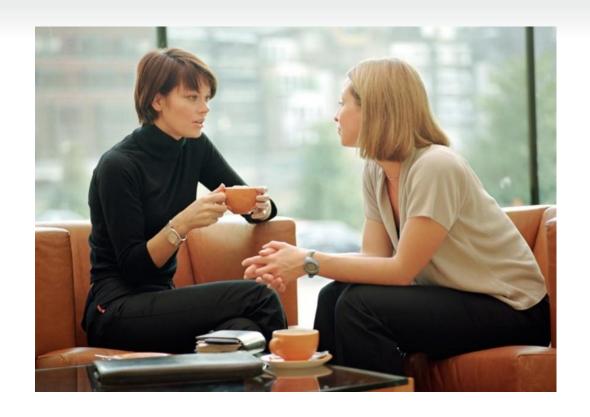


Should I invest in her startup?

The CEO knows what she's doing. It's her third startup.

# **Examples of Advocates**





What's the best school to study branding?

UC Berkeley. David Aaker's the world expert.

# What Are They Saying about You?



- Use social media tools
  - You can monitor mentions and conversations
  - Use Twitter's "Advanced Search" and search for positive mentions of your brand, product, or service
  - For example: #acton :-)
  - Yes, just add a smiley!
- Use survey tools
  - Ask open-ended questions: "When talking about us, what do you say to your friends?"
  - E.g., QuestionPro.com







#### The Grandmother Pitch



- The Grandmother Pitch
  - What do your advocates say about you, your company, your products?
  - It's not what you say about you
  - It's what others say about you
- See my blog "The Grandmother Pitch"



#### Can You Manage What Advocates Say About You?



- Find out what others say about you. Align your marketing with that.
- Develop your marketing and branding to use your grandmother pitch
- Start with 200-400 key people
- Develop relations with ~50-75 people (lunch or coffee)

#### **Metrics for Advocates**



- Cold calls convert at 2%
- Referrals convert at 60% or better
- Because it's personal and it can take years, advocacy is difficult to track
- If you have ideas on how to track advocates, please let me know

# **Summary**



 Be clear on what kind of marketing to use: influencers (mass marketing) or advocates (one-on-one relations)

Be sure your contacts
 understand what you're doing
 so they can use the right
 grandmother pitch

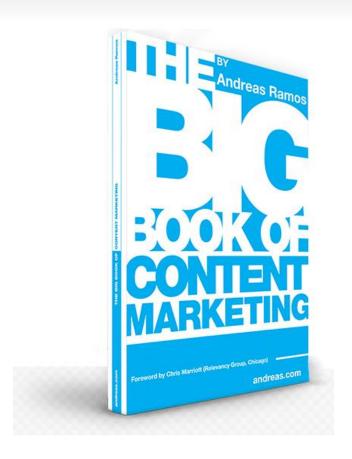
#### **Contact Andreas and Q&A**



 Slides will be provided to you in a follow-up email to you after today's session — © Andreas Ramos 2013 and will be used in an upcoming book

 A free copy of the book will be provided to you in a follow-up email

 Please visit – andreas.com or Twitter – @andreas\_ramos





#### **Next Steps**



# Sign up for a demo

www.act-on.com



Call: 1 (877) 530-1555

Email: sales@act-on.com





