

# Marketing to Your Influencers



RapLeaf  Webinar

# Webinar Agenda

- Identifying Influencers
- Engaging Influencers
- Finding More Influencers



# About Rapleaf

Rapleaf helps you gain customer insight, improve customer engagement, and acquire more customers.

Headquarters: San Francisco, CA  
Satellite Offices: Chicago, IL  
New York, NY



## Quick Facts

- Data on **900+ million** records
- **400+ million** consumers
- **52+ billion** friend connections

# Rapleaf Data: The 4 W's

## WHAT?

Interests, affinities,  
lifestyles, products,  
social influence

## WHERE?

Social sites used and  
where they hang out  
online

## WHO?

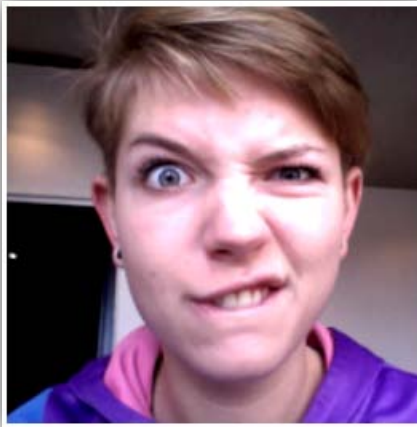
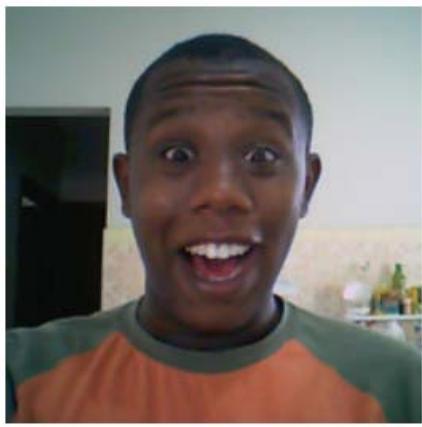
Age, gender,  
location, occupation,  
income, and more



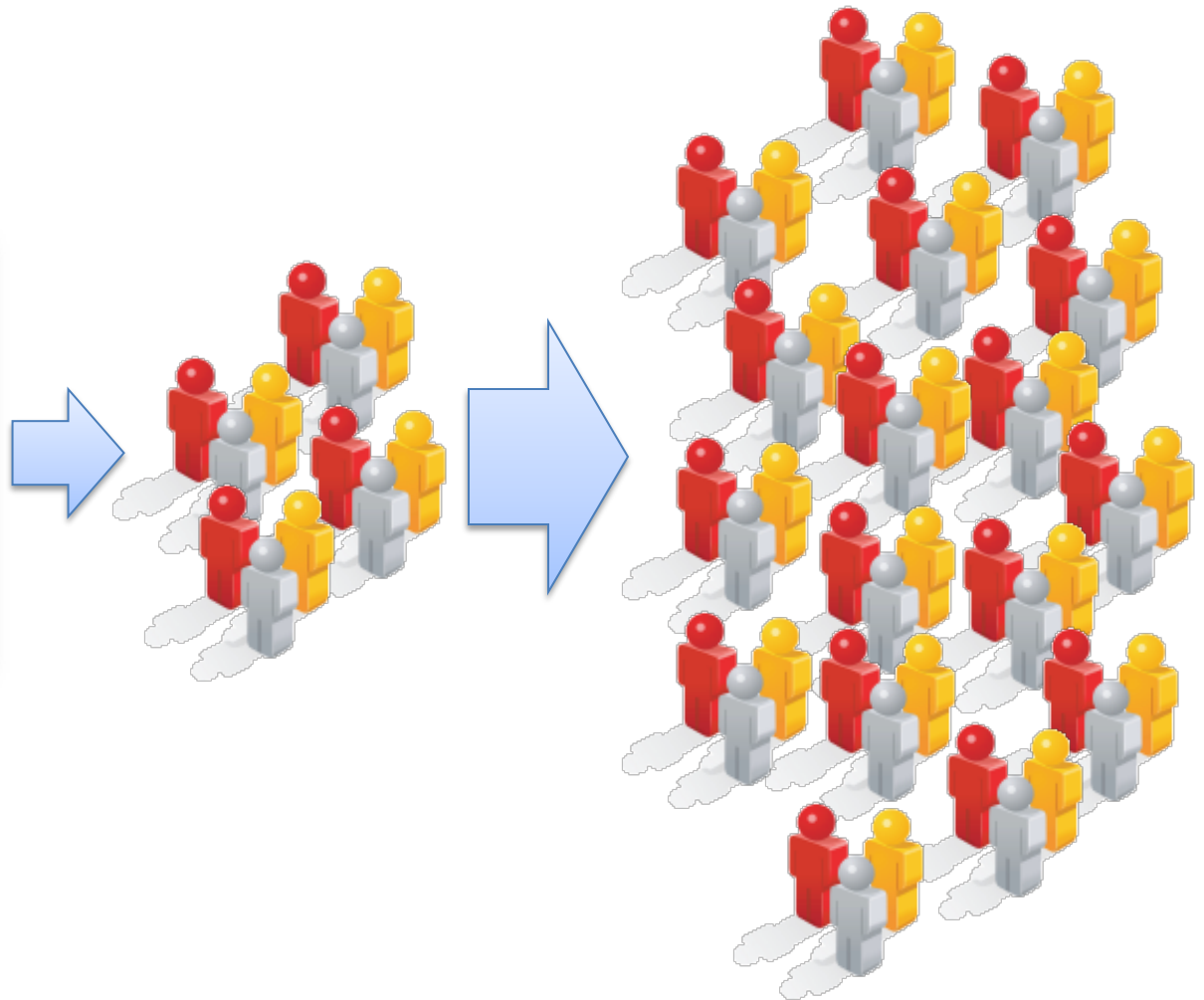
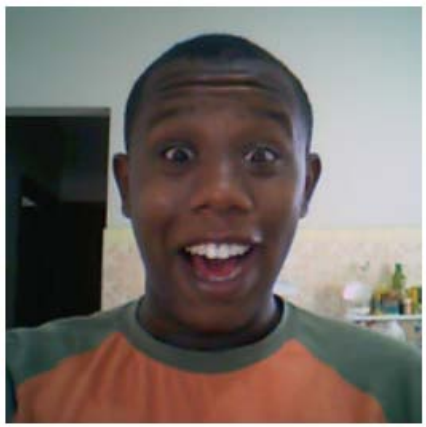
## WITH WHOM?

Friends and  
associates

# Who is the Influencer?



# Who is the Influencer?



# Did You Know?

% of buyers who rely on WOM for purchases:



Travel and vacation

**22%**



Computers and software

**38%**



Dining and restaurants

**67%**

# Influencers...

- Shape opinions of people around them
- Can direct and stir conversation about brands
- Have high “**Total Referral Value**”



# Identifying Influencers

## 3 Basic Considerations

- 1 Reach** – Size of audience and friends, and people in their networks
- 2 Production** – How much content generated
- 3 Distribution** – Openness to passing along info

# Identifying Influencers

How do you find them?

1. **“Share Me” email campaigns** – coupon redemptions, clicks
2. **Referral awards and programs**
3. **Reactions to online posts/updates** – referral stats from bit.ly links
4. **Klout scores** on Twitter
5. **High friend counts** – check out [Rapleaf API](#) trial (low-volume queries are free)

...now what?

# Engaging Influencers

1. Give away free samples and trials



# Engaging Influencers

2. Offer invite-only promotions and access to special events (and invite friends)



# Engaging Influencers

## 3. Build a referral program



# Engaging Influencers

## 4. Ask for feedback (and listen)



# Engaging Influencers

## 5. Setup customer service (and other) flags



*Actor Kevin Smith, kicked off of plane for being overweight, shared his experience with 1.6 million Twitter followers*

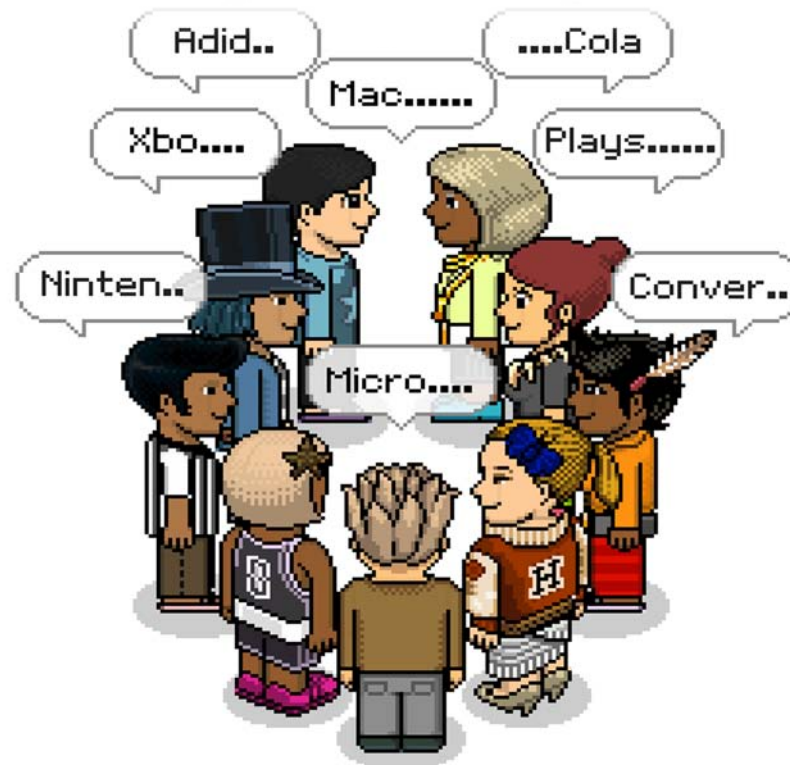
# Engaging Influencers

## 6. Surprise them



# Engaging Influencers

## 7. Establish a brand advocate program



# Engaging Influencers

8. Have executives, management call them



# Finding More Influencers

Find influencers who share your goals or are passionate about similar things



# Finding More Influencers

Engage people who are already influential



# Last Bits of Advice

Easier if you find your customers' digital footprint:

- **Facebook Connect**
- **3<sup>rd</sup> party services**
- **Ask**

# Finally...

Influencer marketing is not a short cut.

- **Make every customer happy**
- **Surpass expectations**
- **Be creative**
- **Impress them**
- **Give them things to talk about**
- **Measure results**
- **Stay humble**

# Questions?

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