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# Influencing the Influencers

## How to Create Brandvocates that Tell Your Story for You

Mel Carson

US Brand Ambassador at Majestic

@MelCarson

The leading industry event by digital marketers for digital marketers

# A Little Background....



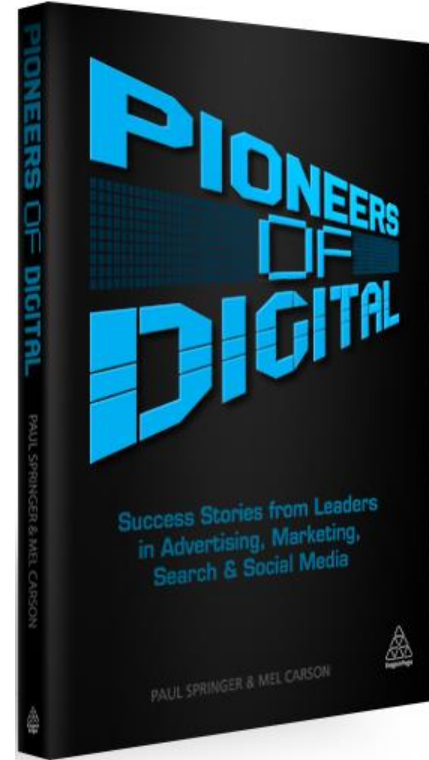
Microsoft



MAJESTIC



delightful  
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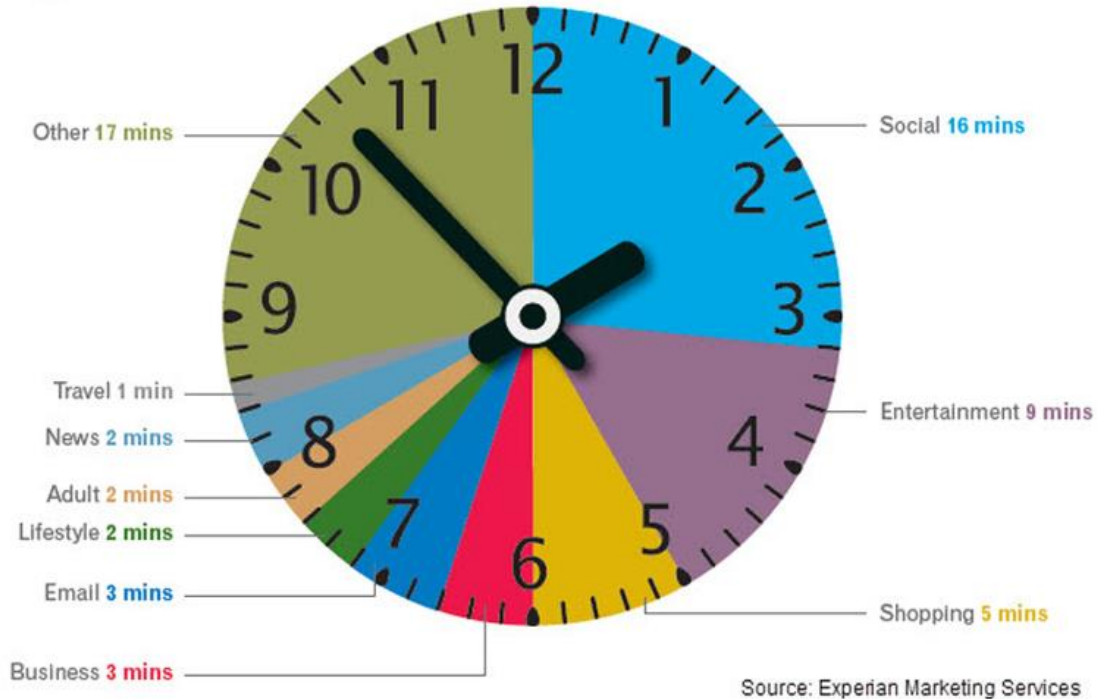


# People Don't Trust Brands

- Just **15%** of people trust brand messages.
- **90%** of people will trust the opinion of a peer, friend or family member.
- Overlap between brand's followers and employees is just **8%**.



# We Spend 27% of Time on Social Media



# Defining Influence

- The capacity to have **an effect on** the character, **development**, or **behavior** of **someone** or **something**, or the effect itself
- The **power to shape** policy or ensure favorable treatment from someone, especially through **status**, **contacts**, or wealth
- **A person** or thing **with the capacity or power to have an effect on someone or something**

# Your Goal

To create an experience which impacts your target audience by changing or enhancing a certain perception and encouraging them to take action.

# Influencer Sweet Spot



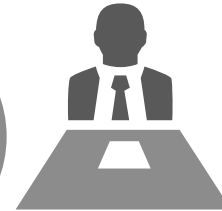
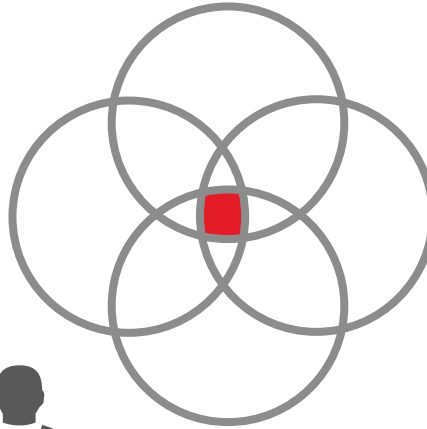
**DOER**

Successful track record



**SOCIALIZER**

Social media following



**WRITER**

Article & interview contributor



**SPEAKER**

Keynotes & panels

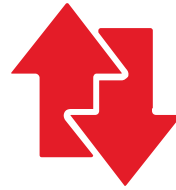
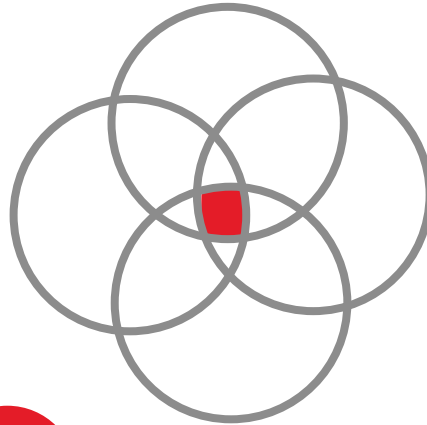
# Elements for Success



**UTILITY**  
Useful content



**AGILITY**  
Close to real time



**VALUE EXCHANGE**  
Contributes both ways



**REGULAR CONTACT**  
Steady communications cadence



# Discovering Influencers

- **Survey** > ask people
- **Programmatic** > tools
- **Cross reference** > quantitative & qualitative data
- **Serendipity**



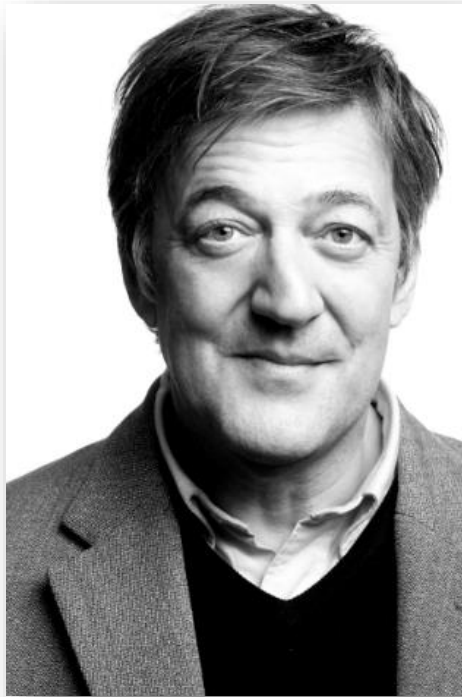
# How to Reach Out

- Have a specific goal in mind
- Explain why they are being approached
- Explain what's in it for them
- Explain what's in it for their audience
- Give plenty of notice – no fire drills
- Don't be pushy
- Follow up with thanks. Be Delightful to work with.

# What to Measure

- How was outreach received?
- How easy were they to work with?
- What was the output?
- Did they follow/enhance/scale back the initial plan?
- Reach, Engagement & Sentiment
- Red, Yellow, Green experience for target audience & brand

# Stephen Fry & Microsoft



# Microsoft's Windows Phone Launch Lessons

- Simple ask
- Given Free Reign
- Authenticity
- Element of Surprise
- Massive Reach
- Aligned with a National Treasure

## THE WEEK

### Apple fanboy Stephen Fry boosts Windows Phone 7

Appearance at Microsoft's London launch of new smartphone OS is publicity coup of the year



## theguardian

### Stephen Fry praises Windows Phone 7

Writer, broadcaster and devoted Apple fan says Microsoft has 'got it' with new mobile operating system



Stephen Fry at the Windows Phone 7 launch. Photograph: Tim Ireland/PA

Stephen Fry, who described himself as "an amateur - which as you know is the French for lover", said that he has been trying a Windows Phone 7 handset for the past week.

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### Stephen Fry eats humble pie for Windows Phone 7

New phones, operator partners announced

11 Oct 2010 at 15:42, Andrew Orlowski

"I'm not being paid to be here," said vociferous artist Stephen Fry, a guest at the London launch of

CNET • Mobile • Phones • Windows Phone 7 launch is a six-phon Stephen Fry-up

### Windows Phone 7 launch is a six-phon Stephen Fry-up

Windows Phone 7 is here, with six mobiles ready to show off what it can do. But can anyone tell the HTC and Dell phones apart? Stephen Fry, maybe?



Thank you!

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