

# INFLUENCERS FOR ENTERPRISES, BEYOND THE KARDASHIANS

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Intellifluence

# WHO AM I?

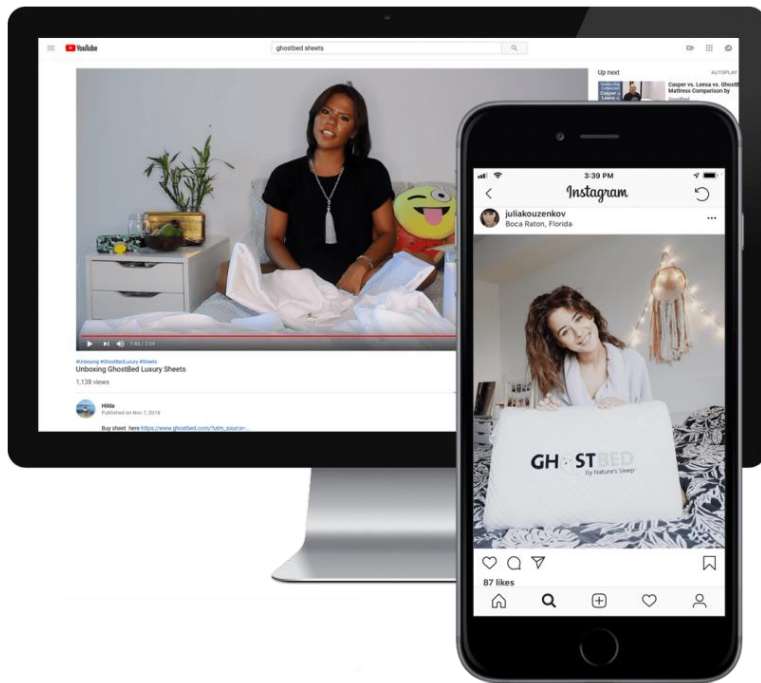


**Joe Sinkwitz**  
**CEO, Intellifluence**

 @CygnumSEO

- Involved in search industry since 1997
- Have managed thousands of clients
- I've been fortunate enough to play in all facets of online marketing, providing a broad perspective

# DO I NEED TO EXPLAIN INFLUENCER MARKETING?



Probably not, but I will briefly to the one person in the room that may not have been spammed by me yet.

Influencer marketing's rapid ascension has led to a decent amount of confusion as to where the concept fits in best for B2B and B2C enterprises alike.

# WHERE DO INFLUENCERS FIT IN FOR B2B ENTERPRISES?



- Which social channels make the most sense?
- What influencer type is ideal? [Aspirational, Authority, or Peer]
- What's the KPI you're measuring them against?
- How does an enterprise go about creating and managing an effective influencer marketing campaign?

# EVERY ENTERPRISE IS DIFFERENT

The best way to get to answers to those questions is to build out some case studies.

Jim and TJ made a mistake letting me have access to the attendance data... So let's walk through a couple very different B2B enterprises in the room and build some assumptive studies to highlight how they might use influencer marketing to augment existing sales efforts.



# CASE STUDY #1



# CASE STUDY #1: CJ AFFILIATE

Step 1: Pick which product in the marketplace you're fixating on



Affiliate networks are a B2B marketplace of sorts; there are essentially advertisers and publishers -- for the first study, let's focus on publishers.

# CASE STUDY #1: CJ AFFILIATE (CONTINUED)

## Step 2: Pick a buyer persona

- Look at sales cohorts to determine which group of a few hundred people best exemplifies what you're looking for. Usually these are users that have made the transition from new status to active user, based on whatever active metric you might use (DAU in terms of traffic sent, MAU in terms of logging in and finding new offers, etc)

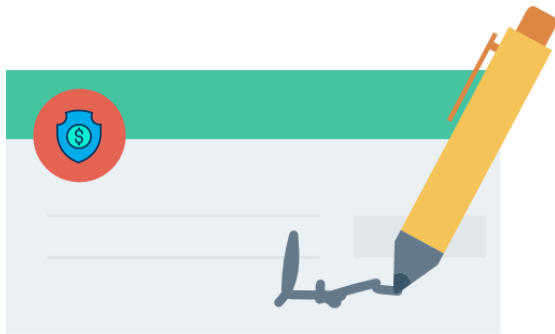




# CASE STUDY #1: CJ AFFILIATE (CONTINUED)

- Grab their emails and if you don't their social accounts yet, run the emails through Clearbit so you can dissect how they are using social as a whole.
- For each customer, run a thought experiment. Who do these publishers aspire to be? What motivates them? Do they have heroes in the industry? Who do they read/listen to when it comes meeting their aspirations? Who are their peers?

# CASE STUDY #1: CJ AFFILIATE (CONTINUED)



**Aspiration:** To become a super affiliate, a famously rich affiliate holding up a Shoemoney check showing affiliate earnings

**What motivates them:** Aside from money, trust that it won't disappear by relying on a scammer

# CASE STUDY #1: CJ AFFILIATE (CONTINUED)

**Industry heroes they might follow:** The super affiliates that have come before them. It varies by niche, but in old school terms Jeremy Schoemaker, Shawn Hogan (before the whole getting arrested thing), Markus Frind, Missy Ward, Kris Jones, etc.

**Who are their peers:** Other affiliates that can be found online lurking in digital marketing communities and attending conferences like Affiliate Summit.

# CASE STUDY #1: CJ AFFILIATE (CONTINUED)

Lots of iteration can take place depending on how deep of a campaign you're going to run, by trying to gather the peer level social data for a rinse and repeat process. Go as deep as you need to.



# CASE STUDY #1: CJ AFFILIATE (CONTINUED)

Start with the aspirational influence piece of the campaign; if we've done our homework correctly we know that there is a some common intersection on which individuals can act as those quasi-celebrity aspirational influencers in the affiliate market for publishers.

Aspirational influence can be straight up acquired; it's just a matter of how much money. In this example, let's use our friend Jeremy Schoemaker -- he'd probably do it.

# CASE STUDY #1: CJ AFFILIATE (CONTINUED)

What social network and media type are you going to use? Go back to the sales cohorts and see what social channels you were able to gleam. Since I know this industry I'm going to cheat:



- Start with a video testimonial on how much money he's made with CJ over the years, in an interview format to share excitement of his stories.

# CASE STUDY #1: CJ AFFILIATE (CONTINUED)



- After sharing out the sliced video as a campaign across YouTube, Facebook stories, and Instagram stories (amplified w/ Twitter shares), dissect the videos further into still images to share on a much more extended campaign.
- Embed the images and videos of the course of a follow-up campaign on Shoemoney + CJ blogs.

# CASE STUDY #1: CJ AFFILIATE (CONTINUED)

Are there any additional authoritative influencers that could be injected into the campaign?

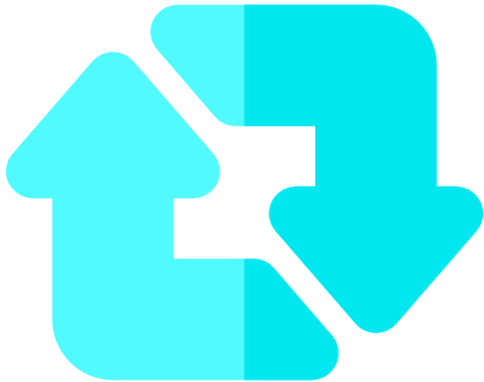
The easiest way to use them at this point would be to pay them to create short format reaction videos/blog posts, to effectively pile on.

The screenshot displays a dashboard for discovering influencers. The interface includes a search bar at the top with the text "Filter by name or keyword...". Below the search bar, there is a filter button labeled "Business". The main content area is a grid of six influencer profiles, each with a profile picture, name, reach, and a list of interests. The profiles are:

- Igor Pereira**: 1M Reach. Interests: Art & Photography, Books & Reading. Metrics: \$100+, \$100+, Large Audience.
- Joel Comm**: 917K Reach. Interests: Books & Reading, Business. Metrics: \$10+, \$10+, Large Audience.
- David Kau**: 1M Reach. Interests: Automotive, Business, Electronics & Apps. Metrics: \$1,000+, \$1,000+, Large Audience.
- Lori Moreno**: 212K Reach. Interests: Food & Drink, Clothing & Apparel. Metrics: \$499+, \$250+, Large Audience, Popular.
- Erick Krominski**: 1M Reach. Interests: Business, Electronics & Apps. Metrics: \$197+, \$150+, Large Audience.
- Bobby Umar**: 462K Reach. Interests: Food & Drink, Clothing & Apparel. Metrics: \$10+, \$10+, Large Audience, Popular.



# CASE STUDY #1: CJ AFFILIATE (CONTINUED)



Finally layer on the peers. All you need to do to make the overall campaign a success at this point is to pay them to RT/share the aspirational/authoritative work [and more blog posts...I love blog posts].

At the end of the campaign, loop back around to the initial KPIs. Were they met? Were they missed? Don't forget to perform a post mortem.

# CASE STUDY #2



# CASE STUDY #2: SENDGRID

I have used CJ as an affiliate, but I'm also a SendGrid customer at Intellifluence, so I can once again cheat during the setup.



Step 1: What's the product?  
Thankfully SendGrid makes  
that easy -- it's email!

# CASE STUDY #2: SENDGRID (CONTINUED)

## Step 2: Pick a buyer persona

- Look at sales cohorts to determine which group of a few hundred people best exemplifies what you're looking for. The higher value clients are probably the API + Marketing Campaign clients (that's what we use...so we would be a peer later one).



# CASE STUDY #2: SENDGRID (CONTINUED)

- Grab their emails and if you don't their social accounts yet, run the emails through Clearbit so you can dissect how they are using social as a whole.
- For each customer, run a thought experiment. Who do these users aspire to be? What motivates them? Do they have heroes in the industry? Who do they read/listen to when it comes meeting their aspirations? Who are their peers?

# CASE STUDY #2: SENDGRID (CONTINUED)

**Aspiration:** To run a more successful SaaS company

**What motivates them:** Aside from money, prestige of having had success...to become a similar thought leader as their aspirational heroes.

**Industry heroes they might follow:** SaaS companies operating at a greater scale, but which were at the target buyers scale not so long ago. Co-founders and marketing execs that have raised A or B rounds might make sense. Noah Kagan, Brian Halligan, Dharmesh Shah, Jason Lemkin, Brad Feld, etc.

# CASE STUDY #2: SENDGRID (CONTINUED)



**Who are their peers:** SaaStr, SaaStock, and other SaaS communities are littered with such individuals. Early phase startups that have a bit of funding or extended bootstrapping and are just now getting serious about email.

# CASE STUDY #2: SENDGRID (CONTINUED)

Start with the aspirational influence piece of the campaign; if we've done our homework correctly we know that there is a some common intersection on which individuals can act as those quasi-celebrity aspirational influencers for other SaaS marketing founders.

Aspirational influence can be straight up acquired; it's just a matter of how much money or ego tradeoff. In this example, let's use Brad Feld since his Foundry Group was an investor.



# CASE STUDY #2: SENDGRID (CONTINUED)

What social network and media type are you going to use? Go back to the sales cohorts and see what social channels you were able to gleam.

Since I'm assuming an ego play for an already wealthy individual, you need to pigeonhole process back into their chosen medium, which is video and blog first.



# CASE STUDY #2: SENDGRID (CONTINUED)

- Start with a video testimonial why Brad decided to invest in SendGrid and use it for their portfolio companies, how much it has helped out the SaaS ecosystem to evolve to where it currently is.
- The video is going to be primarily embedded on SendGrid, Foundry, and Brad's personal blog. Certain snippets of the interview and testimonials can be dripped out as images over Twitter, where he was also active.
- Have Brad share on his personal account to Hacker News and Growth Hackers.

# CASE STUDY #2: SENDGRID (CONTINUED)

Are there any additional authoritative influencers that could be injected into the campaign? Yes, absolutely. Other startups that were backed by Foundry and use SendGrid can be recruited to pile on.

The easiest way to use them at this point would be to pay them to create short format reaction videos/blog posts, and push into Reddit, more on Hacker News, Indie Hackers, and the smaller early startup communities.

# CASE STUDY #2: SENDGRID (CONTINUED)

This is the easiest piece because there are soooo many peers that have had good SendGrid experiences. All you need to do is email the sales cohort you selected and ask them to amplify via some simple sharing scripts on their company or personal co-founder social accounts, in exchange for a promotional email credit. I know we'd probably do it as we are happy with SendGrid and have no qualms about sharing our experience.

At the end of the campaign, loop back around to the initial KPIs. Were they met? Were they missed? Oh, they'd be met. Do a post mortem anyhow though.

# CASE STUDY #3

SAP Concur 

# CASE STUDY #3: SAP CONCUR

SAP Concur PRODUCTS SOLUTIONS ABOUT US RESOURCES [TEST DRIVE](#) [LOGIN](#)

## An expense solution that **grows** with your small business

Find the right solutions for your business.

Small Business Enterprise

- Expense**  
Simple and accurate expense management
- Travel**  
Travel solutions right-sized for your business
- Invoice**  
Reduce costs with an automated invoice solution
- Current customer**  
Connect and maximize your SAP Concur solutions

### Harness the power of automation

Automating your travel and expense processes is the simplest way to reduce paper, add a few hours back to everybody's day and cut costs. Employees are happier and more productive. And by giving you greater visibility into spending, automation can even help control cash flow – which makes you happier and more productive.

[Read article](#) [Take a test drive](#)

Solve your expense management challenges today and tomorrow

- Finally, a B2B product in the room I don't have any personal experience with.

Step 1: What's the product? For the purposes of this particular case study (and it looks like we could quite a few), we're selecting SMB Expense management

# CASE STUDY #3: SAP CONCUR (CONTINUED)

## Step 2: Pick a buyer persona

- Look at sales cohorts to determine which group of a few hundred people best exemplifies what you're looking for. Since we specifically chose a SMB focused product, the based of potential users is going to be a lot higher.
- Grab their emails and if you don't their social accounts yet, run the emails through Clearbit so you can dissect how they are using social as a whole.

# CASE STUDY #3: SAP CONCUR (CONTINUED)

- For each customer, run a thought experiment. Who do these publishers aspire to be? What motivates them? Do they have heroes in the industry? Who do they read/listen to when it comes meeting their aspirations? Who are their peers? Since this is the last case study of the presentation I want to point out that this happens -- chances are the cohort is going to be exceptionally noisy. It may be necessary to narrow even further, on geography or some specific behavior within the product (weekly active user is the one that comes to mind).



# CASE STUDY #3: SAP CONCUR (CONTINUED)



- **Aspiration:** To run a successful business, or maybe to expand into a chain of businesses if not multi-location. Perhaps it is simply reduce the amount of stress in their life from administrative duties.

# CASE STUDY #3: SAP CONCUR (CONTINUED)

- **What motivates them:** I'm going to assume it's more a pain point reduction, so the motivation is to de-stress and remove focus required on non-core business functions.
- **Industry heroes they might follow:** This is the most difficult because of the expected noisiness of the initial cohort, so we need to look more at general operational SMB thought leaders and see which have a celebrity-like status. The ones I found are perpetual speakers at Small Business Expo, Shoptalk, and geographic-centric conferences such as New York Business Expo and Conference. A few of the names include Chris Gronkowski, Amanda Kuclo, and Patrick McCarthy.

# CASE STUDY #3: SAP CONCUR (CONTINUED)

- **Who are their peers:** Open a Yellow Pages and match the category; it is not hard to find the generalized industry level cohorts, but is a bit more difficult to get them to take an action than it was on SendGrid since those users are natural marketers.



# CASE STUDY #3: SAP CONCUR (CONTINUED)

Start with the aspirational influence piece of the campaign; this is trickier because there are no clear rock stars that I could find, so instead we'd want to run an elevation campaign focused on the competence of authoritative influences such as Patrick McCarthy (he was with SAP at one point, so the alumni network could be leveraged to get him on board).

# CASE STUDY #3: SAP CONCUR (CONTINUED)

Aspirational influence can be straight up acquired; What is Patrick's standard speaking fee? That can probably be captured in a short video series that bridges his core competence of SMB sales and into SMB expense tracking and other administrative headaches that SMB businesses encounter and need to alleviate.

Since we moving more to authority only instead of relying on celebs, we can then extend the video series by pulling in other local SMB experts such as Andrew Shotland (Hi Andrew!) to discuss alleviating the headache of bad local listings, Max Levchin to discuss cashflow management, etc.

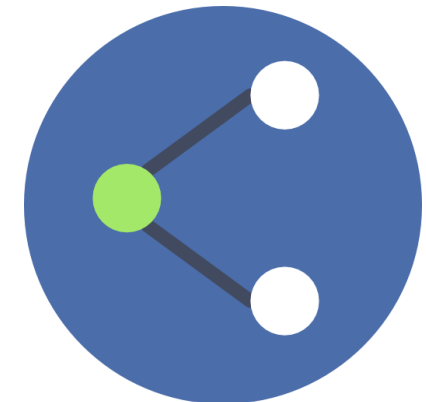
# CASE STUDY #3: SAP CONCUR (CONTINUED)

What social network and media type are you going to use? Go back to the sales cohorts and see what social channels you were able to glean. The older social networks are going to rise to the top of my list, since they are the most generalized: Facebook and Twitter.

- Once again we're going to start with the video series geared towards SMBs and how to improve multiple facets of their business. What's great about SAP running such a series in tandem with authoritative influencers is they have a product for each core functionality, even though we're focusing on Concur.

# CASE STUDY #3: SAP CONCUR (CONTINUED)

- The video content can be natively placed in Facebook and some lookalike audiences can be targeted for the influencer shared version of the URL; content advertised via the creators has a stronger engagement rate than branded content.
- Similarly promote via Twitter Advertising the influencer shared version of the videos to lookalike audiences and targeted phrases associated with expense tracking.



# CASE STUDY #3: SAP CONCUR (CONTINUED)



We already skipped too general of aspirational influencers in favor of authoritative influencers so the pile-on effect can be accomplished by simply using more of them and having them share out their versions of the videos and subsequent personal/corporate blog posts on the channels where they themselves have the biggest audiences.



# CASE STUDY #3: SAP CONCUR (CONTINUED)

Finally, some peers. I have a love/hate relationship with LinkedIn, but it is here that SAP Concur can do the most damage. Using a tool such as Duxsoup or Skrapp, they can engage in a SMB outreach campaign via their existing (and gigantic) sales engine, but instead of starting by attempting to push for a demo/signup, they can push to educate and offer a free trial in exchange for a simple RT/share of one of the list of authoritative URLs that exist from the previous level of influencers.

# CASE STUDY #3: SAP CONCUR (CONTINUED)



The post mortem would then be critical to ensure the right cohorts were hit via the right channels and from there to adjust advertising of existing content to better match which yielded the best sales.

# THANK YOU

A special thank you to the three brands that had no idea I was going to be using them in my assumptive case studies. For their patience, go use their products.

Need help with influencer marketing on your own? Hit me up:  
[joe@intellifluence.com](mailto:joe@intellifluence.com)

# CREDITS

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