



Ph.Creative

Getting GOOSEBUMPS



Chapter 4

Understanding influencers ebook



Who are Influencers?

In today's world of content marketing, you create your best content to educate, inform, and subconsciously persuade your audience. Each persona in your audience will react differently to the types of content you create. Influencers are those who have a reputation in the field and are held in high regard by their following.

Understanding Influencers

There are many ways in which people can benefit from influencers, or even become one yourself. However it doesn't happen overnight. First of all to become an influencer you need to be a thought leader in your space, have a deep amount of experience and knowledge in what you do, and be respected by your peers for doing it.

How to Benefit From Influencers

To benefit from influencers, you must have experience and knowledge of their industry so that an influencer can take you seriously, and know there are mutual benefits to be gained from starting a relationship. One of the most effective ways to attract and benefit from influencers is by playing to your strengths. For Ph. we have competitive advantages in creating excellent content for a variety of sectors. An influencer we're looking to target may lack in the content creation skills but have superior contacts and reputation in that sector. This is the kind of symbiotic relationships you want to create with influencers, find your niche and find the chink in their armour (yes, influencers do have vulnerabilities).

Categorising Influencers

There are many misconceptions about influencers. Many assume that someone with a lot of Twitter followers or the highest Klout score is automatically more influential than someone with less. This is not the case, different influencers serve different audiences, and it's vital you organise influencers to help structure your outreach process. Here's a guide to follow:

Influential Influencers

The most influential type is considered to be those who are notably famous in their field and across other fields, not necessarily business or sector focussed. Think of someone with over 500k followers who regularly appears on TV/Film, and more importantly someone with a slim chance of sharing your content, or representing your brand. This type of influencer has to be noted down because essentially they are heavy hitting influencers, however, your efforts are better served elsewhere.

Collective Influencers

An important set of influencers. Usually people who are part of sector focussed organisations, institutes, and other sort of groups with like-minded people. Chances are there are people in your business who are part of these groups already, now you need to find the most influential members and start building relationships with them.

Brand Influencers

The influencers who write all the content we see online. Think of journalists and bloggers that work across the major publications that your personas read and follow online. This is a very powerful way to amplify your message, easy to find, but difficult to build a relationship with, this is where the power of PR comes into play. These influencers are outreached by hundreds if not thousands of brands a week, so it takes something special for them to pledge allegiance to your cause. Start slow, and gradually over time you'll be able to get your foot in the door.

Local Influencers

The most cost-effective influencer; they heavily spread positive word-of-mouth about your brand online and offline. These are you're previous and current customers. They become an influencer by being an extremely satisfied customer, happy with the service you offer while being a high valued customer in your eyes. Reward them with promotions and new material before product launches, and they'll keep advocating your brand.

Linking Influencers and Personas

With each of the influencer types, you will have to segment them into your different personas. Prior to selecting your Influencers, run a persona workshop (see Persona eBook for the process). Each persona will be motivated by different influencers, messages, and use different types of mediums to receive communication, that's why it's important to make sure you segment each persona with different influencers.



Tools to find influencers

You'll start to have a vague idea of who your influencers are now you need to find them online. There are a number of tools to find influencers, from searching Twitter bios to looking for influencers based on the content they share. Here are some examples of how you can use the following tools to find influencers.



Followerwonk

This is a great tool for starting your influencer research. If you think back to the personas ebook and the importance of mapping out keywords and phrases, this is where you can put them into use.

The screenshot shows the Followerwonk interface with the search term "recruitment london". A pink callout '1' points to the "followers" column, and a pink callout '2' points to the user profile cards. The results are sorted by relevance and include follower counts and social authority scores.

User	Followers	Social Authority
Sean Smith @SeanSmithLegal	177,311	67
Undercover Recruiter @UndercoverRec	95,628	72
Matt Buckland @EISatanico	65,285	73
ITV Careers @ITVCareers	52,601	57
charlie fi @charlie_fi	46,484	51

1. Filter by follower size
2. Influential influencer – By searching a standard term i.e. Recruitment London, we’re likely to find people like this, with a high follower count



The screenshot shows the Followerwonk app interface. At the top, there's a navigation bar with options like 'Search bios', 'Compare users', 'Analyze', 'Track followers', and 'Sort followers'. A search bar contains the text 'recruitment professional uk'. Below the search bar, there's a list of results under the heading 'Twitter users with "recruitment professional uk" in their profiles'. The results are sorted by relevance and show profiles like Kunaal Tailor, REC Press Office, Sport Careers, Kevin Green, and APSCo. A pink callout bubble with the number '3' is positioned over the search bar, and another with '4' is over the REC Press Office profile.

- 3. Collective influencer – Focusing on a more targeted keyword brings up a different type of influencer(s)
- 4. Great way to find professionals in the recruitment space

This screenshot shows the Followerwonk app interface with a search for 'recruitment blog uk'. A pink callout bubble with the number '5' is over the search bar. Below the search bar, there's a list of results. Profiles include Undercover Recruiter, Ben Roberts, louisetriance, Recruitment INTL UK, and Martin Ellis. Pink callout bubbles with numbers '6' and '7' are placed over the Undercover Recruiter and Recruitment INTL UK profiles respectively.

- 5. Look to find those who blog/write about recruitment
- 6. Brand influencer – Keywords like 'editor' 'blog' and 'blogger' work well to find accounts like this
- 7. Another type of influencer who is influential in the recruitment space.



Buzzsumo

Another great tool for finding influencers, this time we can filter influencers by their type. With Buzzsumo you can also export this list into an Excel document, allowing you to filter the results by page authority, domain authority, followers and much more.

The screenshot shows the Buzzsumo interface with the following elements:

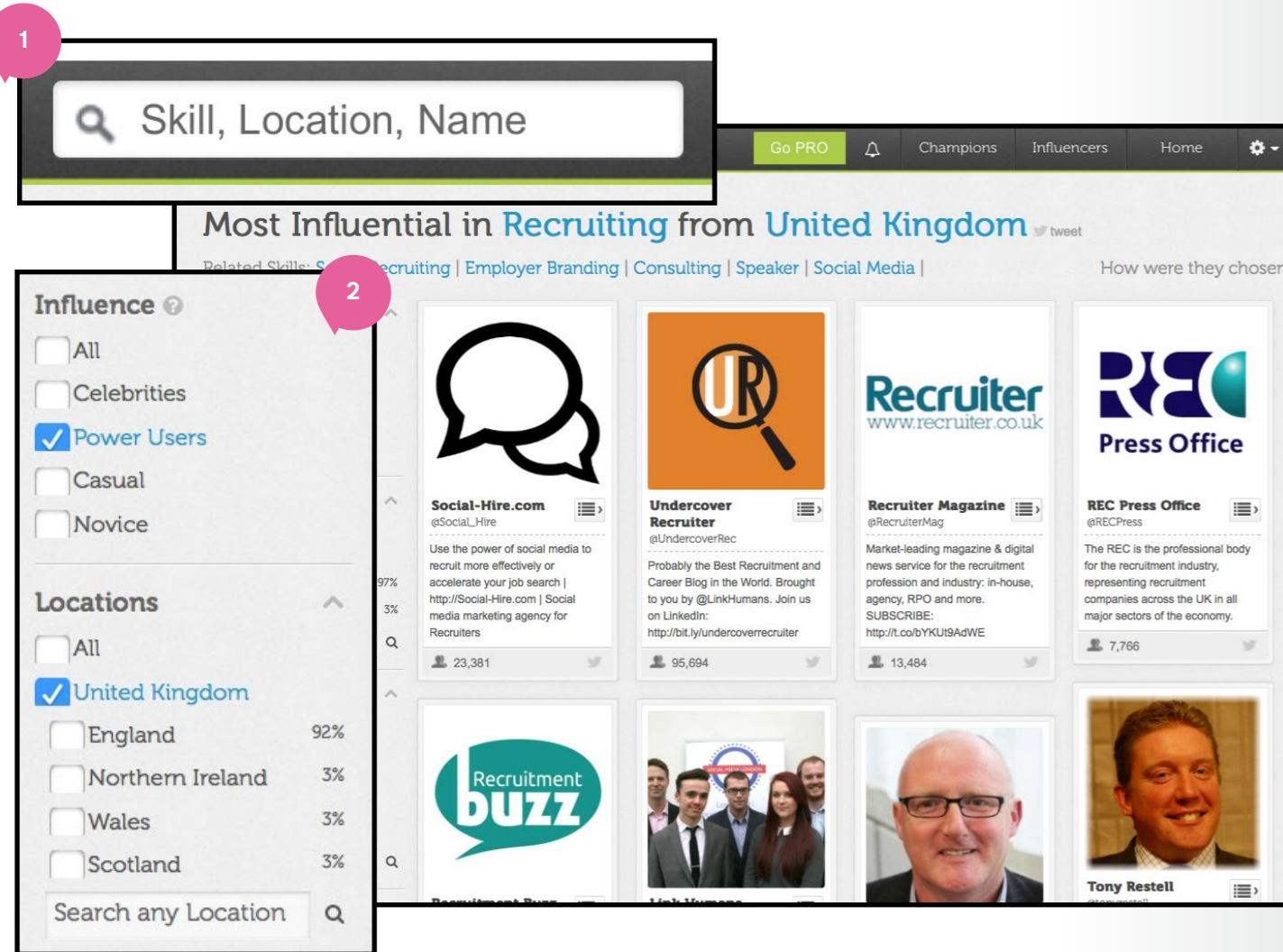
- Navigation:** Top Content, Influencers (selected), Content Alerts, Reports.
- Filter by Type:**
 - Bloggers
 - Influencers
 - Companies
 - Journalists
 - Regular People
 - Uncheck All
- Search:** A search bar containing the term 'recruitment'. Below it, a prompt says 'Enter a topic or username: @buzzsumo, big data.' with an 'Advanced Search' link.
- Results Table:**

	PAGE AUTHORITY	DOMAIN AUTHORITY	FOLLOWERS	RETWEET RATIO	REPLY RATIO	AVERAGE RETWEETS
Matt Alder @mattalder metashift.co.uk Helping employers with their digital strategies since '98. Recruitment Futurist, Mobile First, Social Pragmatist, Blogger, Speaker and displaced Cornishman	40	34	11,116	13%	46%	0.6
Andy Headworth @andyheadworth sironaconsulting.com/blog Founder Sirona Consulting - help companies integrate social media into recruitment strategy aka social recruiting. Consultant, Author, blogger & #LFC fan	28	50	15,388	22%	21%	0.6
louisetriance @louisetriance ukrecruiter.co.uk In charge of the ukrecruiter website, discussion board, blog, newsletter and job board. Host of many recruitment events. Also psychometric assessor!	55	46	5,743	18%	15%	0.5
Global Recruitment @recruitmentjob GlobalRecruitingRoundtable.com A microblog with the latest global news, tips, advice & jobs for Recruiters and HR. All about Employer Branding, e-HRM, Recruitment & Selection. By @Recruit2HQ	40	30	84,469	0%	0%	0.9

1. Search for influencers
2. Enter a search term – Here is a generic ‘recruitment’ search, however this brings up quality leads because it’s filtered
3. Look to filter who you want – in this case I’ve chosen bloggers and influencers, you can also look to journalists and companies

Twtrland

This tool allows you to find similar influencers but it's great for filtering by location.



Final thoughts on influencers

It's important to know the difference between influencers and how to categorise them .

They all bring different benefits, some will be great for amplifying your content online, and others will be more beneficial for creating a real-life relationship. Influencer research is an ongoing process that takes time to build, if done correctly you will also be able to position yourself as an influencer with the right content and right connections.

1. Enter your search term – In this case 'recruiting'
2. Filter by location

