

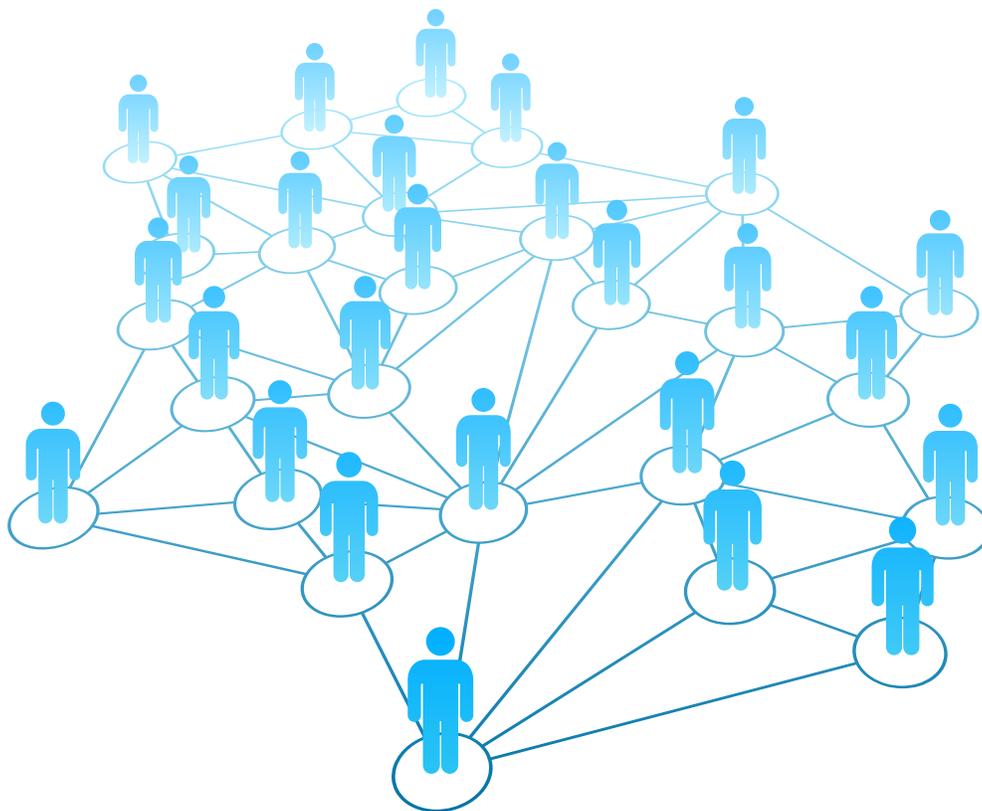
# MARKETWIRED INFLUENCERS

*Discover the influencers relevant to your business.  
Connect, share and amplify your content.*

In a world where everyone has the power to influence, it's important to understand who can have a direct impact on your brand. Uncover real opportunities for your business by finding your key influencers and turning connections into strong, long-lasting relationships. Expand your company's social presence, create advocates among your existing customers, and drive awareness that attracts new ones.

# MARKETWIRED INFLUENCERS

*Influence isn't a new concept. Getting the right people excited, engaged, and talking about your brand has always been one of the best ways to improve brand recognition, expand your customer base, and ultimately drive more sales. After all, word of mouth is the most trusted way for a potential customer to hear about your product or service.*



## WHAT IS AN INFLUENCER, AND WHY ARE THEY SO IMPORTANT TO YOUR BUSINESS?

An influencer is someone we trust. They have credibility, subject-matter expertise, and the power to drive others to action (to buy a product, choose one brand over another, etc.) and they're who we look to for recommendations, advice and input before making a purchase or decision. An influencer can be anyone – a reporter, blogger, investor or customer – and with greater-than-average reach or impact in a particular marketplace, they can significantly sway public opinion and shape customer behavior. Consider the facts:

- Consumers are 71% more likely to make a purchase based on social media referrals (HubSpot)
- 90% of consumers trust peer recommendations; only 33% trust ads (Nielsen)
- Influencer marketing is rated as the fastest-growing online customer-acquisition channel, beating organic search, paid search and email marketing (Tomoson)

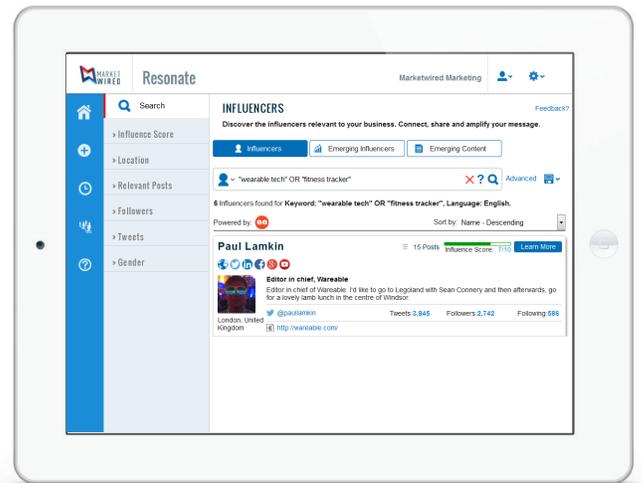
You need to know who your influencers are and build relationships with them because they can promote your products and services, increase your brand awareness and elicit action among your customers and prospects. They drive traffic to your website, increase your company's share-of-voice, and they sell your products through recommendations, stories and posts about their experience. Clearly, you can't afford to ignore influencers in your communication strategy.



# MARKETWIRED INFLUENCERS

Connect with the people and conversations that are relevant to your business, and uncover opportunities at every step of your communication workflow

You can identify influencers and their online communities, improve audience targeting and create more impactful content, including the news releases you send today. Post distribution, you can connect, share content and build relationships with the people who drive influence and help to amplify your messages. And all of this can be done directly from within the Resonate platform.



Accessible directly from Marketwired Resonate

IDENTIFY

RESEARCH

CREATE

DISTRIBUTE/  
PUBLISH

SHARE

ENGAGE

- **IDENTIFY** the people and conversations relevant to your company, industry and competitors; learn who's saying what, to whom, and why it matters
- **RESEARCH** specific influencers to learn more about their interests and activities; craft an educated, informed pitch and build trusted relationships.
- **CREATE** content that's aligned with your audiences by using the same topics, keywords and hashtags; build more impactful and targeted news releases, blog posts, white papers, etc.
- **DISTRIBUTE** your news to targeted audiences and publish to your social channels to reach your broader influencer networks
- **SHARE** your news with relevant audiences after you've distributed it; give influencers the relevant, topical information they're looking for
- **ENGAGE** influencers with a follow, retweet, or blog comment; reach out and start to build relationships with people who can help share and amplify your news

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