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.
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.
HOW CAN YOU UNLOCK THE POWER OF THE INFLUENCER FOR YOUR BUSINESS?

Imagine you are launching an app for a fitness watch. Wearable technology is a popular topic and the battle for attention from media, consumers and investors is fierce – you need to reach relevant audiences who can influence purchasing behaviour, promote your particular brand of fitness watch, and become evangelists for your product.

When you learn more about who is driving interest and buzz around wearable tech, fitness watches and related topics, you unlock real, actionable opportunities to create targeted content, make relevant connections, and build long-lasting, trusted relationships with trendsetters, opinion leaders and influencers who can amplify your news, promote your product and boost your bottom line.

Identify and research the people who are directly relevant to your company and products, and learn more about them based on the depth of their social profiles – what they blog about, their recent Twitter and Instagram posts, their professional backgrounds and interests, etc. This is the information you need to better understand your influencers and cultivate relationships.

Uncover emerging content and influencers and seize opportunities to become part of the discussion. These are accelerating news stories and conversations with a likelihood of becoming viral, and by recognizing the conversations that are growing in popularity about wearable tech, mobile health technology and apps, you have an incredible opportunity to share your news at the time it’s most relevant, and with influencers who are most interested, to achieve maximum impact and visibility for your brand.

Create content and align messaging with your target audiences by understanding what they’re interested in and passionate about. By recognizing that ‘wearable’, ‘tech’, and ‘smartwatch’ are used frequently – and typically together – in online conversation, you’ll greatly improve your chances for connecting to the same topics and conversations as your influencers and their networks by using these words yourself. Drive your content into topical, timely conversations by distributing releases and publishing content with relevant hastags (#wearables and #wearabletech).

Engage your influencers from directly within the platform with a follow, tweet or retweet. Share your content and showcase your subject-matter expertise on fitness watches and wearable tech, and develop trusted relationships over time with the people who can help share and amplify your news.

Research your influencers’ social footprints and recent posts
Discover your influencers’ conversation keywords and topics
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** 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