



Influencer ID – Find the Online Voices that Matter in Your Market

The social media revolution has introduced a whole new category of media influencer. Individuals using outlets like blogs, podcasts, photo-sharing and social networks are moving markets with their recommendations and expert opinions. Finding these new influencers can be difficult. By most accounts, Google indexes only about 20% of the Web. Many influencers don't show up in conventional blog search engines either. Their contributions may be hidden in community sites like TripAdvisor or Yelp, or they may be shielded in gated communities like Facebook, which are invisible to search engines.

Many automated tools monitor online conversations, but none gets into all the corners of the Internet where influencers can be found. Keyword analysis is also limited in identifying influencers' motivations and opinions. A comment like "This is a helluva cup of coffee!" is as likely to be interpreted as a criticism as an endorsement. Also, influencers may not use the keywords that companies expect. The only way to find true influencers and to learn how to engage with them is to examine their work.

We wrote the book on social media influence - literally. In Paul Gillin's critically acclaimed 2007 book, [*The New Influencers: A Marketer's Guide to the New Social Media*](#), he documented the momentous changes that blogs and podcasts are creating. In his latest book, [*Secrets of Social Media Marketing*](#), Paul takes those concepts a step further by analyzing the role that new media like online video, photo-sharing and social networks are playing in the new world of influence.

Paul and his associates are skilled at finding and analyzing the truly influential voices in social media, and *Influencer ID* makes these services available in a complete package at an attractive price. Working with a team of trained research associates, Paul Gillin Communications identifies and analyzes the most important market influencers according to criteria specified by the client. They not only identify influencers, but view, read and analyze what these influencers say to determine what motivates and influences them.

There are many services that claim to automate this process, but no computer program can truly assess the voice, style, passions and biases that drive online



influencers. To do that, you need to read what they say, analyze their profiles and assess the quality of their content and their visitors.

Our package of services includes:

- ➔ Initial client consult to identify strategic needs and topics of interest;
- ➔ Detailed analysis of multiple online outlets, including discussion groups, blogs, social networks, photo-sharing sites, online video sites, wikis and group messaging services. Special emphasis given to client-preferred outlets;
- ➔ Detailed written report of findings, including:
 - ➔ Site name and description;
 - ➔ Influencer name and contact information;
 - ➔ Influencer ranking based upon criteria including link analysis, comments, Technorati/Bloglines ranking, media citations and other online publishing activity;
 - ➔ Tag/topic analysis of recent activity;
 - ➔ Recommendations for engagement.

Pricing

Package prices start at \$100 per influencer profile with discounts for quantities of more than 25 influencers. Clients may also contract on a custom basis for:

- ➔ Ongoing updates and additions to the influencer list delivered by subscription;
- ➔ Customized outbound e-mails and conversation notes targeted at individual influencers and incorporating facts and insights gained from the analysis.



About Paul Gillin



Paul Gillin is an award-winning writer and content marketing consultant with a focus in technology and new media. He specializes in social media and the application of personal publishing to brand awareness and business marketing.

Paul is a veteran technology publisher with more than 23 years of editorial leadership experience. He was founding editor-in-chief of [TechTarget](#) and editor-in-chief and executive editor of [Computerworld](#).

In addition to authoring two books, *The New Influencers* and *Secrets of Social Media Marketing*, Paul regularly writes the [New Channels column](#) for BtoB Magazine and the [Innovations blog](#) at Ziff-Davis Enterprise. He is a research fellow at the [Society for New Communications Research](#) and chairman of the social media cluster at the [Massachusetts Technology Leadership Council](#). His website is [www.gillin.com](#) and he blogs at [www.paulgillin.com](#).