

Brand Influencer

Multivariate Solutions

Metrics to Find Brand Influencers

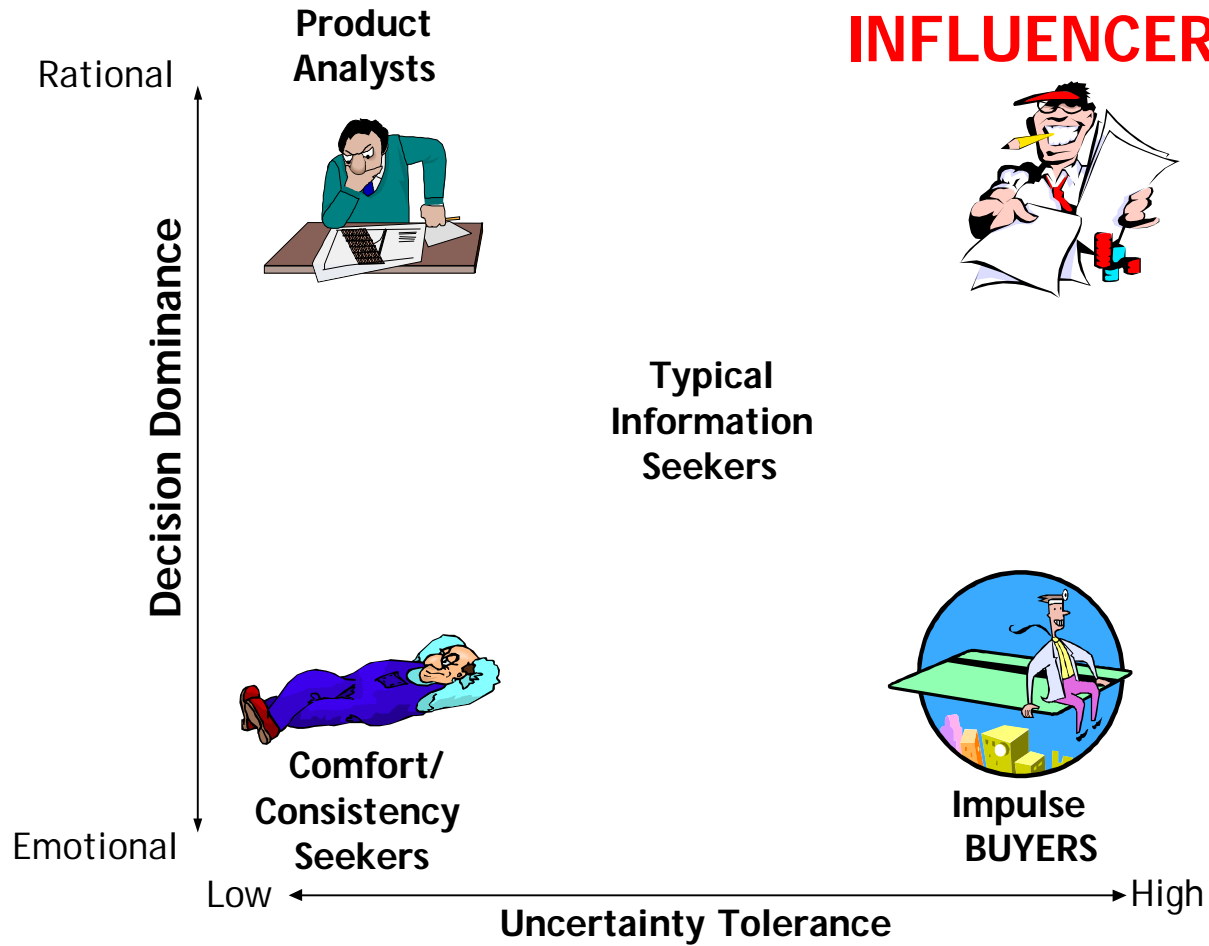
- **Definition: INFLUENCER — an individual or group that can directly affect a INFLUENCER's or decisionmaker's perceptions and behaviors.**

Metrics to Find Brand Influencers

- **Segmentation And Identification**
- **Finding The Most Effective Tools For Influencer Initiatives.**
- **Advanced Analysis Of Media And Drivers Of Product Reputation Through Drivers Of Reputation**
- **Influencer Communication Strategy**

INFLUENCERS

Segmentation and Identification

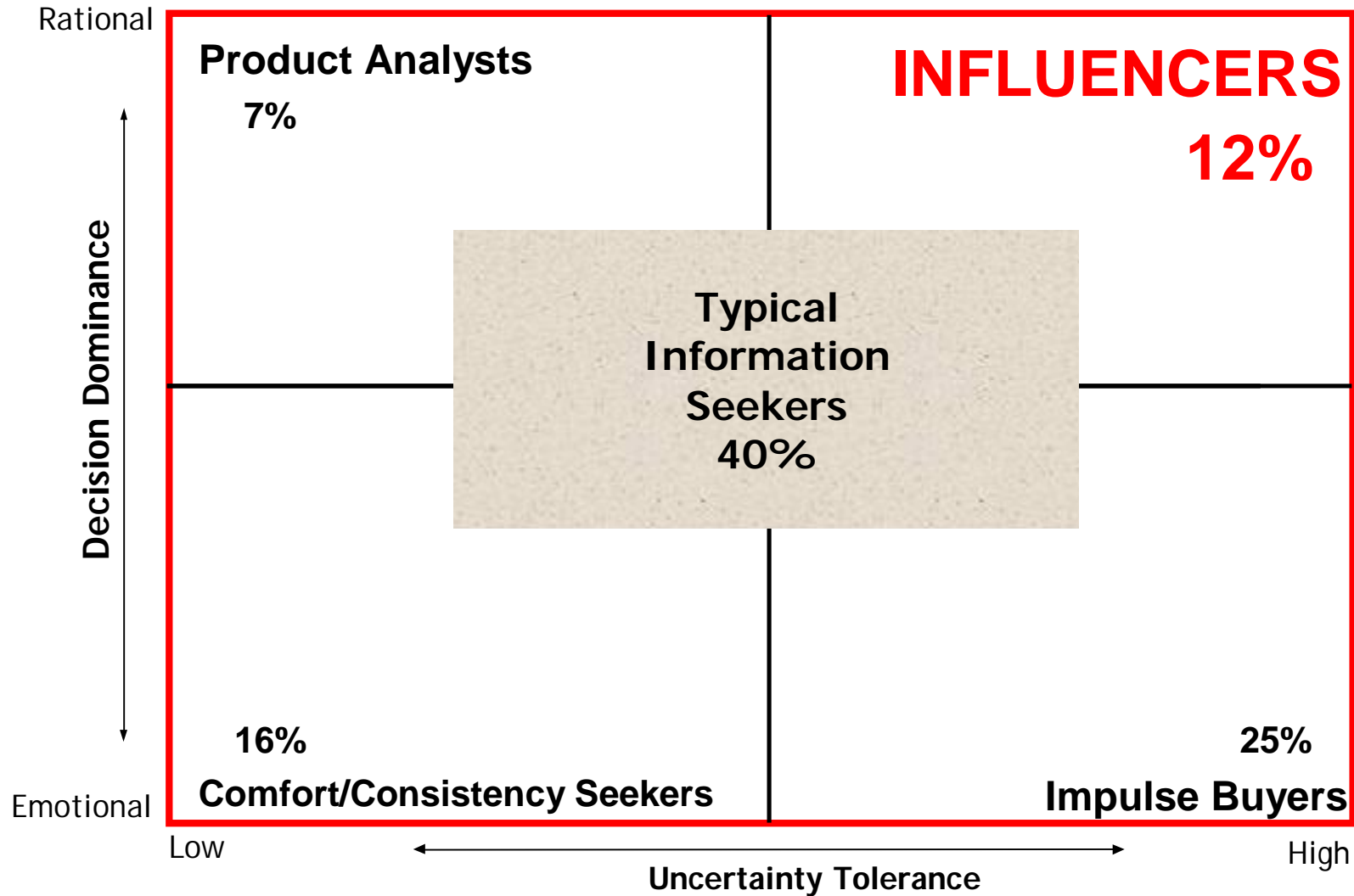


Segmentation and Identification

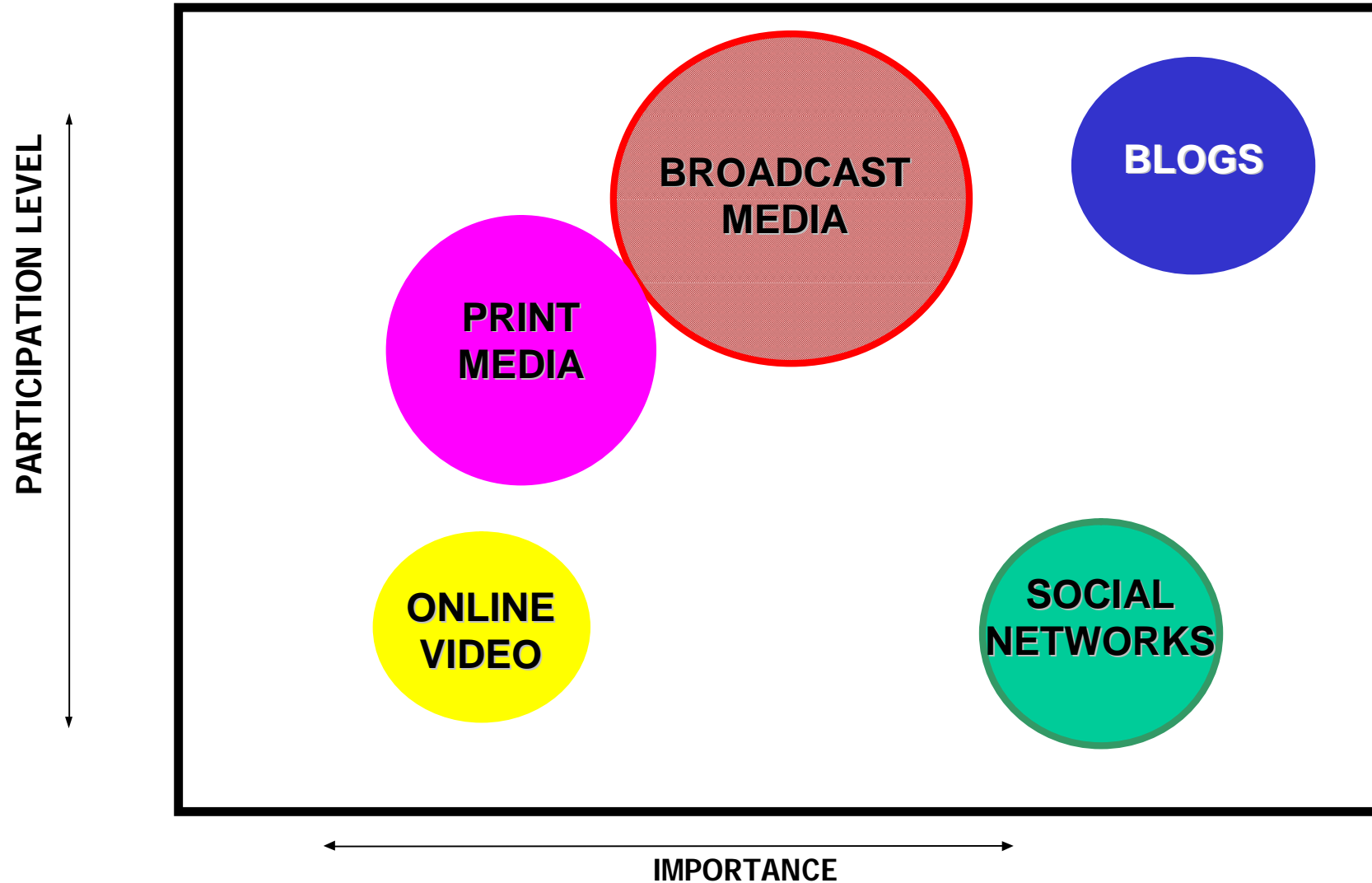
Survey Structure

- ***On a scale of 1-to-5, how much do you agree with the following statements?***
 - ***I may not know a lot about an electronics product before I buy it, but that is okay.***
 - ***It would really bother me if I didn't understand some information about an electronics product.***
 - ***Price always determines what electronics Brand I buy.***
 - ***I don't have a problem changing what I buy .***
 - ***How often do you blog about an electronics product?***
 - ***How often do you connect to electronics social networking sites?***

INFLUENCER Overview

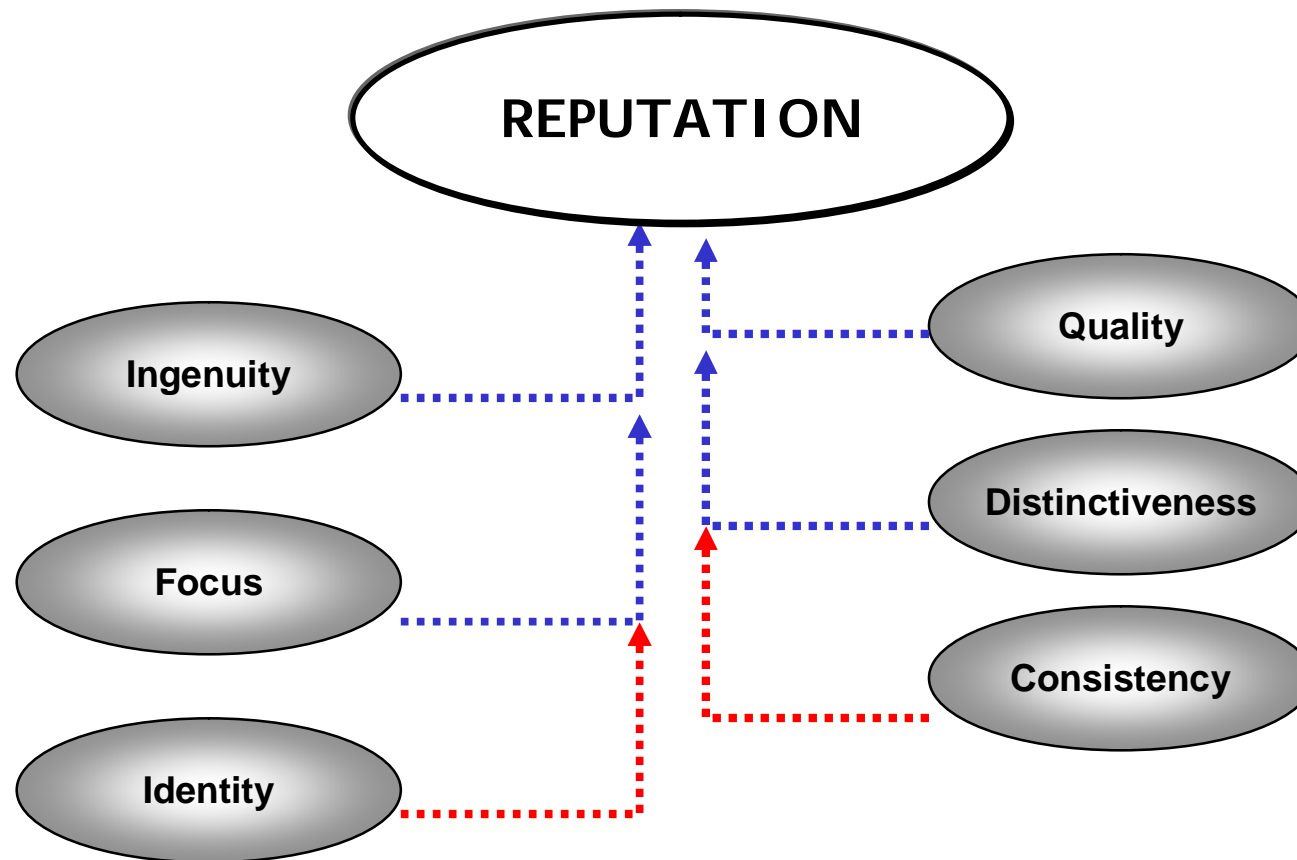


Finding The Most Effective Tools For Influencer Initiatives



Advanced Analysis Of Media And Drivers Of Product Reputation Through Drivers Of Reputation

Results-Driven Approaches to Gaining a Powerful Reputation



BRAND REPUTATION EQUITY – REGRESSION ANALYSIS

Communications Strategy - GadgetWorld

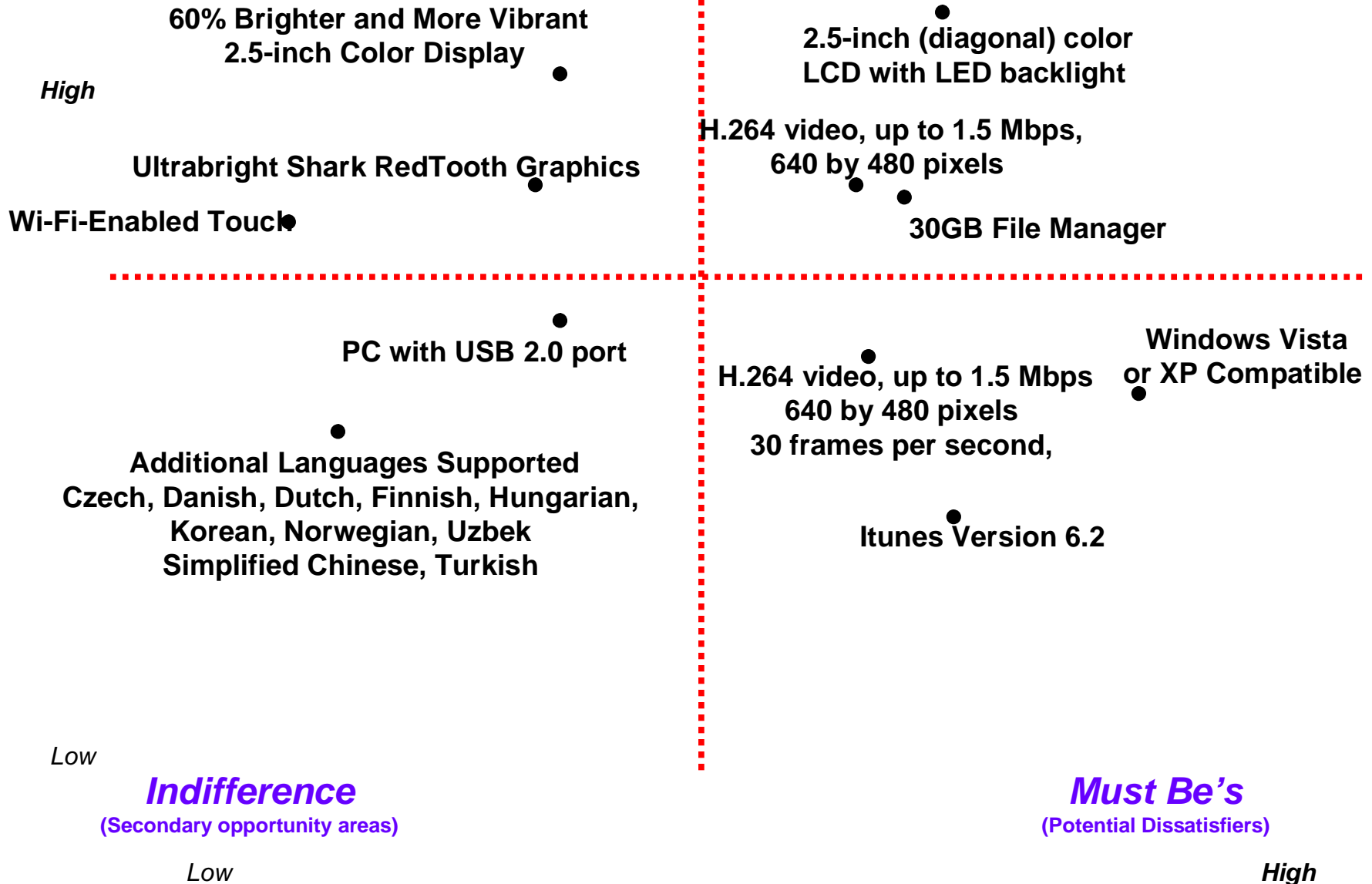
What Influencers Say

Exciters

(The unexpected)

Satisfiers

(Key drivers)



Brand Loyalty – Influencers

	Target Issues		Strengths
Stronger	<p>These are "target issues" to improve customer loyalty. The brand is performing below average and these attributes are important.</p>		<p>These are the "primary strengths" of the brand.</p>
Impact on Loyalty	<p>These attributes are not crucial. Immediate focus should be on target issues.</p>		<p>Customers' needs are being met, though these attributes are not important. Potential for resource misallocation.</p>
	Weaker		
	Secondary Opportunities		Low Priority
	Weaker Performance	Average Performance Scores	Stronger Performance