



The Loop Live

B2B influencers & SMEs



Does influencer marketing exist in B2B?

We're all familiar with how B2C brands are working with influencers.

But how do you work with influencers in B2B? And what make them an influencer?

To answer that, we need to answer, **what is an influencer?**

- An influential person who has a reputation for being an expert in their field
- Curated an audience (followers) that trust and respect them
- Content creators: who promote their expertise in a way that engages and entertains their audience



Why influencers?

B2B Influencers are more than just their audience.

They are content creators and can help fuel the content you need in order to operate like a 'media company'

This is what we call the “media machine“

Influencers provide:

- Authority to your content
- A unique POV
- Deliver content in easy, consumable formats to your ICP
- Interact with a highly engaged audience or community
- Provide a “human” face to your brand
- Act as a catalyst to dark social





How influencers exist in a B2B business?

Now we've identified what an influencer is and what they look like in a B2B setting, you may be thinking...

I'm already working with one! or I know one!

B2B Influencers could be:

- B2B Influencers/Content creators employed with in your business
- External creators or subject matter experts that you run free or partnership based activity with
- External creators, subject matter experts that you hold a relationship with and have or regularly contribute to your content.



An introduction to Ryan Reisert...

Meet Ryan.

- Professional SDR
- Expert in cold calling and outreach
- Co-Author of “Outbound Sales, No Fluff
- Founder of Phone Ready Leads
- 28k followers on LinkedIn (die hard fans)

And last year, a Brand Ambassador and Subject Matter Expert for Cognism.

Importantly, Ryan is not “employed” by Cognism but we contracted Ryan to create and promote valuable content in partnership with Cognism.



Contracted? Tell me more.

Items that can be included in an agreement:

- Video snippets, Youtube Series, Tik Toks
- Webinars
- Hosting podcast
- Blogs
- Events
- Newsletters
- Posts on key social channels (LinkedIn/Twitter)
- Sharing partnership on socials too.

These can be outlined right down to 'X' number of deliverables a month.

It may be that a weekly webinar/Youtube show provides everything you need for a blog & newsletter too.



How do you chose your influencer?

It's best to test the water first.

Most influencers, will be game to contribute to webinars and blogs for free.

Paying them for it, ensures it becomes consistent enough to fuel the content engine.

You can include a non-compete clause so they don't do it for your competitors at the same time.

Trying before you buy allows you see if they're a natural fit and are liked and engaged with by your audience.

All things to consider:

1. Try before you buy
2. Natural brand fit
3. Already liked and watched by your ICP
4. Audience size across all channels
5. Their network and value add
6. Content creation

WEBINAR

cognism

Cold Calling Workshop:
Live training with Josh
Braun and Ryan Reisert

 Ryan Reisert
Brand Ambassador
@Cognism

 Josh Braun
Founder
@Josh Braun Sales Training

The slide features two circular portraits of the speakers: Josh Braun in a red and white baseball cap and Ryan Reisert. The background is dark blue with white and light blue text and icons.



How to work with an influencer.

To get the most out of your influencers, you need to set them up to best achieve success and hit their content and promotion goals.

We therefore pair our influencers with a:

1. Demand Generation Manager
2. Content Manager

The content manager ensure we get the right content to fit our current strategy and in the right format.

The Demand Generation manager, keeps it moving, ensuring we make use of all promotional opportunities, content and live events etc.

LinkedIn	February	March	April	May	June	July
Target	21,000	21,800	22,600	23,400	24,300	25,200
Actual	21,054	21,911	23,314	24011	24583	25458
Remaining	-54	-111	-714	-611	-283	-258
Target %	106.00%	112.33%	179.33%	167.89%	131.44%	128.67%

Working structure	Guidance
(1) Weekly meeting every Monday - align on the week ahead (2) James will send post text and videos Mon - Thurs via Slack by 5pm UK (3) Ryan adapts any text to his voice and publishes natively AMER time (4) Ryan shares every post once live in MarketingStandups channel (5) Ryan responsible for managing any requests from the rest of the team	(1) Posts that deliver tangible, tact (2) Overall, images perform worse (3) Posts with at least 1 emoji have (4) Post videos natively - vidyard

Weekly structure	Mondays	Tuesdays	Wednesdays
Type	Poll	Video (native)	Text only
Post theme	Promo: Podcast / or / Newsletter	Whiteboard explainer	Action this: Best practices for SDRs
Timeline	Ryan delivers video at least (1) day before		
Example	https://www.linkedin.com/feed/update/urn:li:activity:6678901234567890 https://www.linkedin.com/feed/update/urn:li:activity:6678901234567890 https://www.linkedin.com/feed/update/urn:li:activity:6678901234567890		

Event	Theme	Date of event	SMEs	Guest	Event completed	Activated on Podcast	Link
January							
Cold Calling Live	Mock call training	18 January	Dave Bertham Morgan J Ingram	?	<input type="checkbox"/>	<input type="checkbox"/>	
Dave Podcast	Is there such thing as a "Career SDR"	20 January	Dave Bertham	Helena Klaus	<input type="checkbox"/>	<input type="checkbox"/>	
Personal Brand Workshops	TBC	25 January	Morgan J Ingram	?	<input type="checkbox"/>	<input type="checkbox"/>	
Confessions of an SDR		31 January	Morgan J Ingram	SDRs	<input type="checkbox"/>	<input type="checkbox"/>	
February							
Cold Calling Live	Mock call training	16 February	Dave Bertham Morgan J Ingram	?	<input type="checkbox"/>	<input type="checkbox"/>	
Dave Podcast	Making the leap from SDR to AE	10 February	Dave Bertham	Charlotte Johnson	<input type="checkbox"/>	<input type="checkbox"/>	
Sales Training	"Till the demo" with Morgan J Ingram	8 February	Morgan J Ingram		<input type="checkbox"/>	<input type="checkbox"/>	
Confessions of an SDR		28 February	Morgan J Ingram		<input type="checkbox"/>	<input type="checkbox"/>	
March							
Cold Calling Live	Mock call training	22 March	Dave Bertham Morgan J Ingram	?	<input type="checkbox"/>	<input type="checkbox"/>	
Dave Podcast	Why your emails aren't getting any responses	3 March	Dave Bertham	Will Alford	<input type="checkbox"/>	<input type="checkbox"/>	
Personal Brand Workshops	TBC	14 March	Morgan J Ingram	?	<input type="checkbox"/>	<input type="checkbox"/>	
Confessions of an SDR		30 March	Morgan J Ingram		<input type="checkbox"/>	<input type="checkbox"/>	
April							
Cold Calling Live	Mock call training	22 March	Dave Bertham Morgan J Ingram	?	<input type="checkbox"/>	<input type="checkbox"/>	
Dave Podcast	Scaling the outbound sales engine	3 March	Dave Bertham	Kyle Coleman	<input type="checkbox"/>	<input type="checkbox"/>	





What does this look like?

Newsletter



Live event

Cold Calling Workshop: Live with Josh Braun & Ryan Reiser



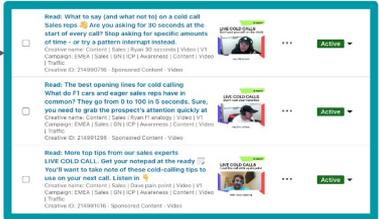
Blog



Podcast



Paid Social



Organic social



We know that calling can be one of the toughest parts of being a sales rep. Don't miss out on this rare opportunity to gain valuable insights from sales experts Josh Braun and Ryan Reiser!

Influencer Social





How do you measure it?

Divide your reporting into two parts

Engagement

Conversions



Engagement is your primary measure of success.

Your engagement metrics show you how well your influencer and their content is resonating with your ICP.

Metrics to track:

- Likes, comments, followers, video views, reach
- Page views, bounce rate, time-on-page, scroll depth
- Subscribers, total listens, average audience, attendee numbers
- Feedback from ICP, replies.

It's not always easy to track conversion, but you can do it.

Don't be guided by conversions. Ditch that mindset, but it can provide an additional guide to success.

You can measure these through:

- Self Reported Attribution
- First and Last touch UTMs
- Anonymous conversions
- Disco/demo calls



The results?

Engagement

Podcast:

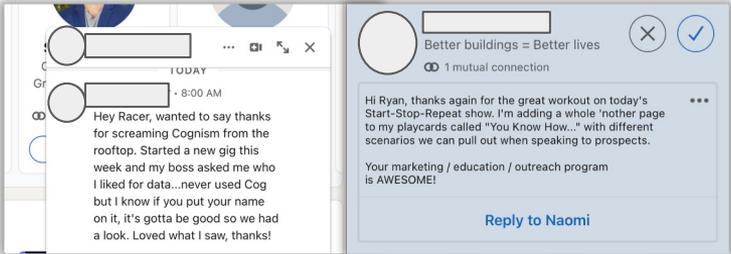
- 421% increase in 2022

Sales Digest Newsletter

- 295% increase in subscribers in 2022

Live shows

- 2x attendance rate to 46% in 2022



Conversions

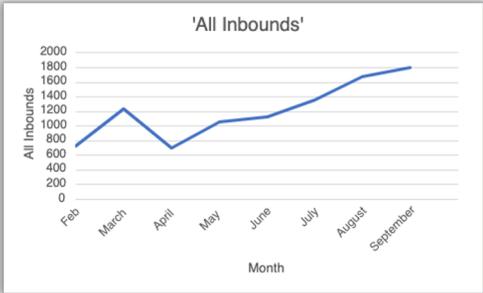
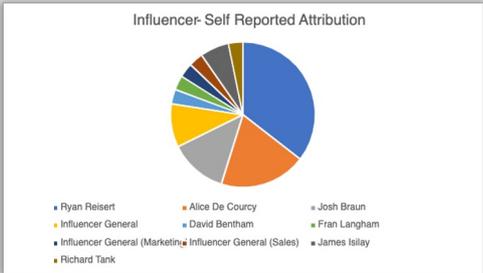
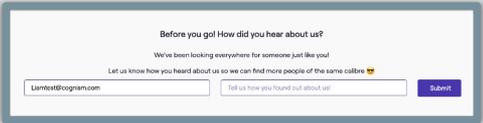
Self Reported Attribution

Traditional attribution tools will often attribute the demand capture channels i.e. Google.

Therefore Self Reported Attribution is the single best measure of influencer effectiveness.

“Influencer” makes up our 4th biggest self reported attribution.

“Social”, “Influencer”, “Webinar” and “Podcast” constitute 24% of all submissions



Working with Gaetano

11 JUL · S1 E19 · 28 MIN

Declared intent vs assumed intent with Pete Lorenzo, VP of Marketing at HYCU

The Loop

Cognism's growth adviser, Gaetano DiNardi is joined by VP of Marketing at HYCU, Pete Lorenzo to talk all things buyer intent. If declared intent trumps assumed intent, why aren't we all optimising for declared intent?

4 JUL · S1 E17 · 21 MIN

Death of the AIDA model with Barry Nyhan, Head of Growth at Workvivo

The Loop

Cognism Growth Adviser, Gaetano DiNardi is joined by Head of Growth at Workvivo, Barry Nyhan to discuss the buyer journey. Specifically, how the traditional AIDA model is no longer reflective of how modern buyers actually behave.

After Gaetano shared this guide, it got 1000+ more views than our average plus was featured in Ahrefs newsletter

Gaetano helps us find podcast guests to interview on narrative subjects.

The Loop podcast has grown 900% since Q1 into Q2.



Gaetano Nino DiNardi Growth Advisor · 1st

1mo · 🌐

Marketers are building fantasy funnels -- and it needs to stop.

Here's my take, via [Cognism](#).

In this guide, you'll read:

1. Why the AIDA model is outdated.
2. In-market buyer content vs. Out-of-market buyer content.
3. Should product and social proof be for more than just "BOFU" audiences?
4. Why marketing reliant on assumed intent doesn't work.
5. What content helps drive more declared intent?

#marketing 🚀

Stop building fantasy funnels

Buyer journeys aren't linear

Declared intent trumps assumed intent

Driving high intent inbounds

Find out more

Why the SaaS Marketing Funnel Doesn't Work

cognism.com · 6 min read

You and 202 others

52 comments · 3 reposts



Working with Gaetano



Gaetano's corner: Running a declared intent audit

This exercise is designed to get sales and marketing looking at their current processes and definitions of 'funnel stages' versus where they want to be. Identifying areas for improvement.

Sales and marketing should conduct an evaluation of every conversion point and determine:

1. Does the CTA corresponding to the content make sense? Does it reflect a realistic next step a prospect would want to take?

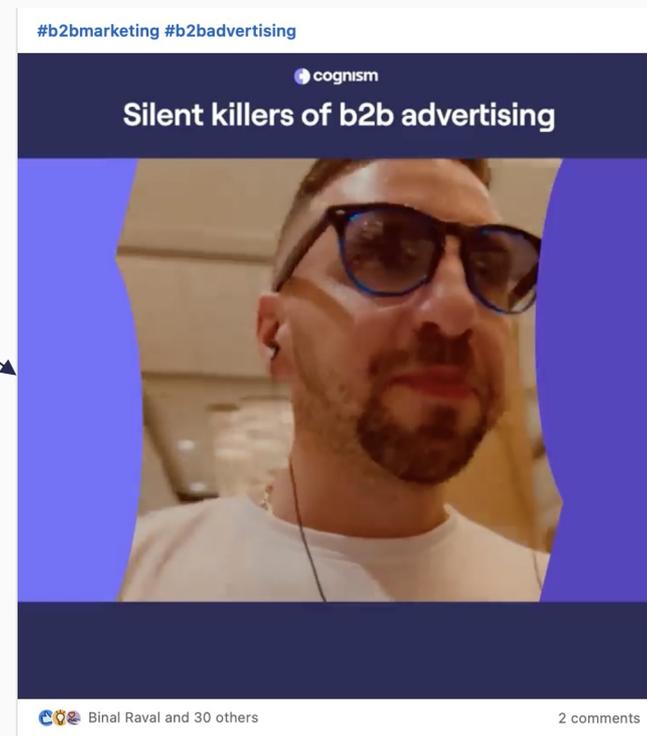
We interview Gaetano to get his expert insights for our bi-weekly newsletter.

In the last three months newsletter subscribers have increased by 25% and our click through rate went from 1.94% to 4.59%.

We almost doubled our engagement rate per impression in Q2 vs Q1 - partially due to the increase in narrative focused and visually appealing content.



Gaetano delivers 10 short form videos per month which allow us to share our narrative in a visual format.



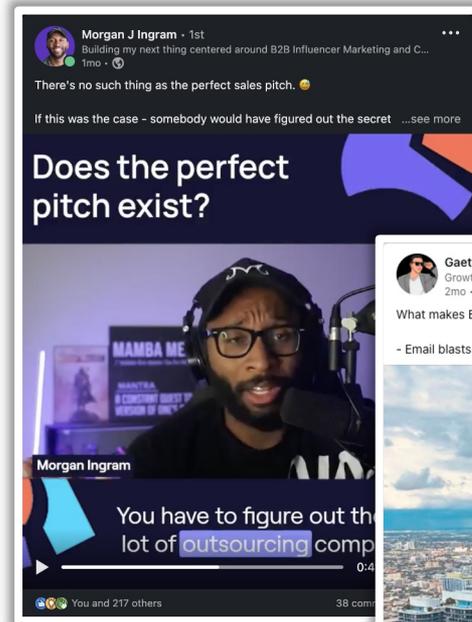
But, what if they leave?

“What if they leave? You’ll lose all the investment in their audience and no longer have access to it”

Ryan did leave.

The audience is only a fraction of the benefit. This is how to look at it:

- The most valuable thing you’ll have is the content.
- You brand will have been exposed to a highly engaged audience for an extended period of time and associated to that influencer
- Have multiple influencers, don’t just rely on the one
- Create influencers internally



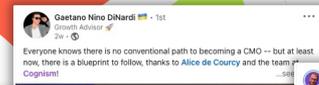
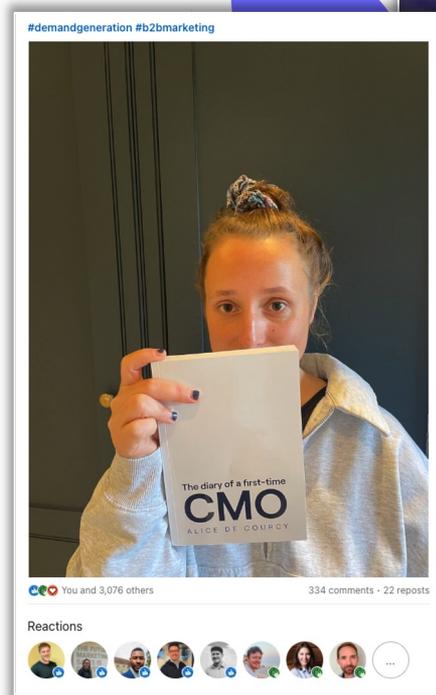
The Diary of a first-time CMO: B2B Influencer activated

The Diary of a first-time CMO

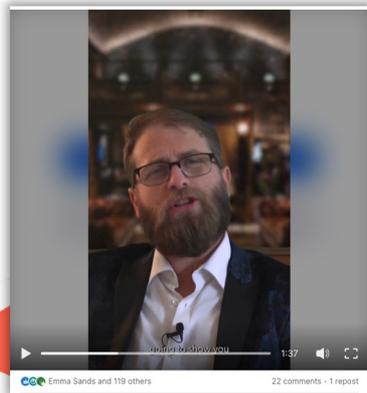
We recently launched a book by Cognism CMO, Alice de Courcy, entirely promoted via influencers on LinkedIn.

- 4k+ waiting list
- 145 books given to early birds
- 80 books given to customers
- 1229 books sold
- 2995 unique listeners to audiobook
- 4546 unique views on the online version

And above all of that a huge amount of engagement and impressions.



What's on the horizon?



Creating a content framework:

- “Type 3” content
- Move further into other channels outside of LinkedIn
- Create a “team of creators”
- Continue to grow internal & external

