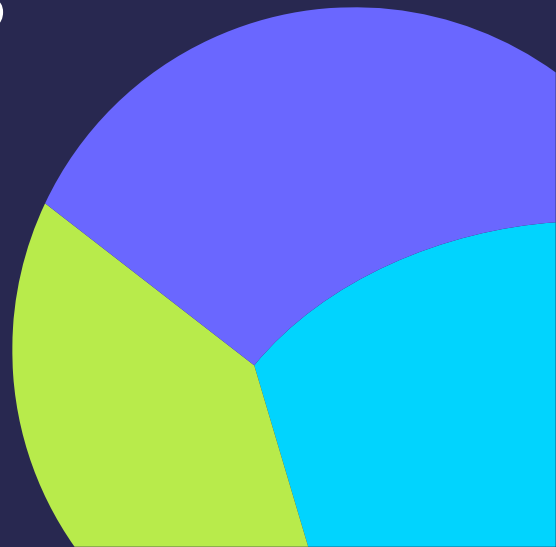




# B2B influencers & SMEs

Lesson 6



# 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?

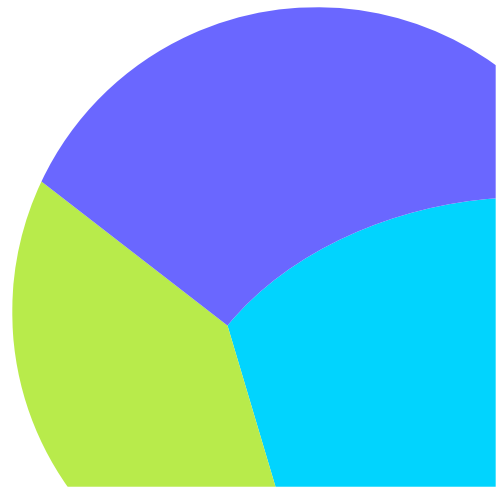
B2B Influencers are more than just their audience.

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?

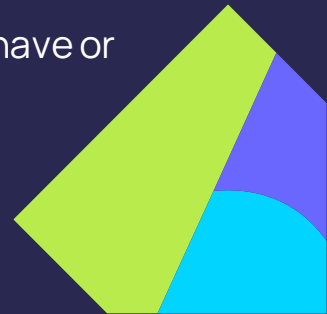
Now we've identified what an influencer is and what they look like in a B2B setting, you may be thinking...

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



# 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	24,200	25,000
Actual	21,054	21,911	23,314	24,011	24,583	25,458
Remaining	-54	-111	-714	-411	-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 Marketing/Startups channel (5) Ryan responsible for managing any requests from the rest of the team	(1) Posts that deliver tangible, fact (2) Overall, images perform worse (3) Posts with at least 1 emoji have (4) Post videos natively - vityard 1

Weekly structure	Mondays	Tuesdays	Wednesdays
Type	Poll	Video (native)	Text only
Post theme	From: Podcast / or / Newsletter	Whiteboard explainer	Action this: Best practices for SDRs
Timeline		Ryan delivers video at least (1) day before	
Example	<a href="https://www.linkedin.com/feed/update/">https://www.linkedin.com/feed/update/</a>	<a href="https://www.linkedin.com/feed/update/">https://www.linkedin.com/feed/update/</a>	<a href="https://www.linkedin.com/feed/update/">https://www.linkedin.com/feed/update/</a>

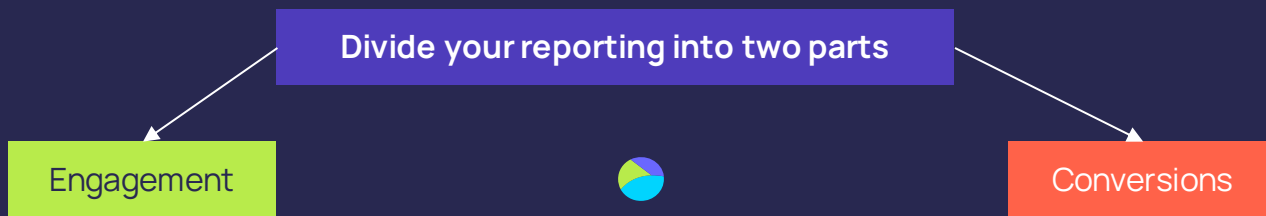
Event	Theme	Date of event	SMs	Owner	Event completed	Activated on-Podcast	Link
<b>January</b>							
Cold Calling Live	Mock call training	19 January	Dave Bartham / Mergen J Ingran	?	<input type="checkbox"/>	<input type="checkbox"/>	
Event Podcast	Is there such thing as a "Career SDR"?	27 January	Dave Bartham	Heaven Klase	<input type="checkbox"/>	<input type="checkbox"/>	
Personal Brand Workshops	TBC	28 January	Mergen J Ingran	?	<input type="checkbox"/>	<input type="checkbox"/>	
Confessions of an SDR		31 January	Mergen J Ingran	SDRs	<input type="checkbox"/>	<input type="checkbox"/>	
<b>February</b>							
Cold Calling Live	Mock call training	16 February	Dave Bartham / Mergen J Ingran	?	<input type="checkbox"/>	<input type="checkbox"/>	
Event Podcast	Making the leap from SDR to AE	16 February	Dave Bartham	Charlote Johnson	<input type="checkbox"/>	<input type="checkbox"/>	
Sales Training	"Put the client" with Mergen J Ingran	8 February	Mergen J Ingran		<input type="checkbox"/>	<input type="checkbox"/>	
Confessions of an SDR		28 February	Mergen J Ingran	SDRs	<input type="checkbox"/>	<input type="checkbox"/>	
<b>March</b>							
Cold Calling Live	Mock call training	22 March	Dave Bartham / Mergen J Ingran	?	<input type="checkbox"/>	<input type="checkbox"/>	
Event Podcast	Why your email aren't getting any responses	9 March	Dave Bartham	Will Alford	<input type="checkbox"/>	<input type="checkbox"/>	
Personal Brand Workshops	TBC	16 March	Mergen J Ingran	?	<input type="checkbox"/>	<input type="checkbox"/>	
Confessions of an SDR		30 March	Mergen J Ingran		<input type="checkbox"/>	<input type="checkbox"/>	
<b>April</b>							
Cold Calling Live	Mock call training	22 March	Dave Bartham / Mergen J Ingran	?	<input type="checkbox"/>	<input type="checkbox"/>	
Event Podcast	Scaling the outbound sales engine	3 March	Dave Bartham	Kyle Coleman	<input type="checkbox"/>	<input type="checkbox"/>	



# What does this look like?



# How do you measure it?



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:

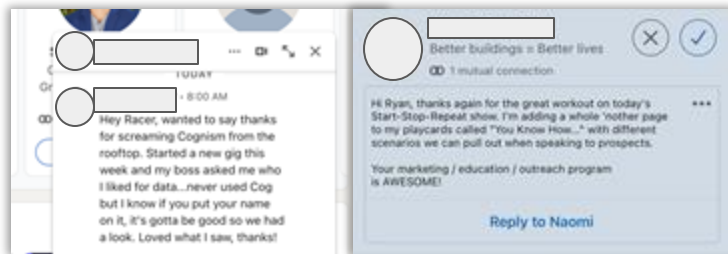
- 421% increase in 2022

### 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



# But, what if they leave?

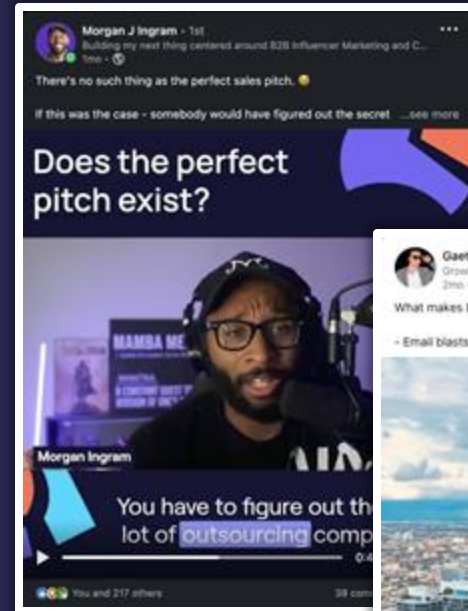
“What if they leave? You’ll lose all the investment in their audience and no longer have access to it”

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.
- Your 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



# Creating your own internal influencers.

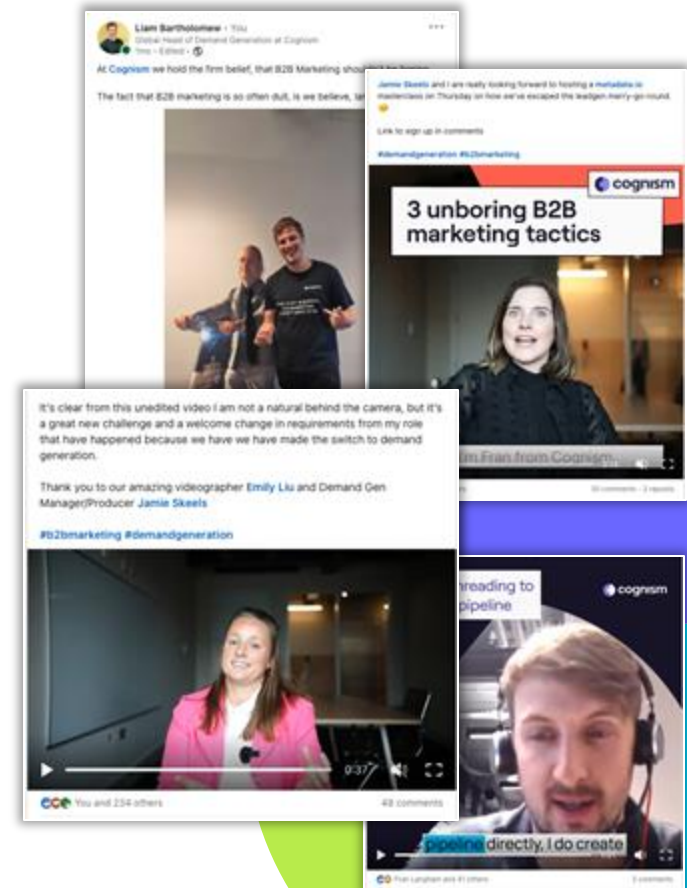
You can and should create B2B Influencers from your SMEs in-house too!

Building your SMEs personal brand, audience and following however takes time, creativity and dedication.

The SME has to be focused on diverse content creation and building an audience to be influencing. Contributing to blogs and whitepapers isn't enough.

There are individual pros and cons to external vs in-house

- 👍 Closer to the brand/more affiliated
- 🗨 Assumed bias by followers
- 🗨 Not their day job (depends)



# 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
- 662 books sold
- 1,100 unique listeners in last 28 days
- 2985 unique views on the online version

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

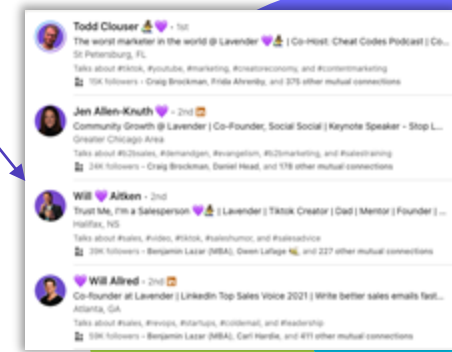
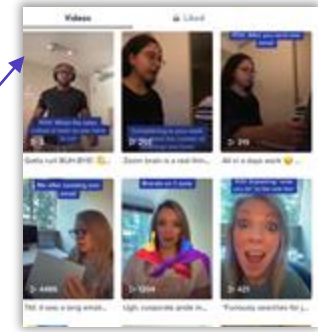


# What's on the horizon?



**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





# Your next module: Paid Ads Strategy

