

## THE POWER OF TRUST

We all have that one friend who's always "in the know." The one who seems to have the inside scoop to every question. Invariably, they're the first person we seek out when we have an important decision to make.

Now imagine aligning your brand with the online equivalent of your target audiences "in the know" friend, and you begin to see the power of influencer marketing.



## WHERE DEVENEY COMES IN

Our goal at DEVENEY is to create authentic, powerful connections between your brand and your target audience. Which is why we go beyond simple "vanity" metrics like follower size when evaluating an influencer.

In fact, experience has shown us that a large following doesn't necessarily correlate with someone's ability to connect in meaningful ways. Which is why we look at a host of metrics and influencers of all sizes to find the ones most appropriate for you.

All good relationships take time, so we also put a premium on long-term, meaningful relationships with your brand. Fostering relationships with the right influencers for your brand ensures that they believe in you and their followers believe in them. Which is exactly what RIPPLE™ is all about.

"Influence isn't about popularity.

People are overwhelmed by information density and look to social proof for guidance on who to follow. But in the long term, lasting influence comes from trust, not the number of Twitter followers."

- Mark Schaefer

## WORD-OF-MOUTH MEETS THE DIGITAL AGE



By marrying the exponential reach of digital with the trust of a word-of-mouth endorsement, we create stronger, lasting bonds between audience and brand.



## RIPPLE™ PROCESS OVERVIEW

### 1 SET

- Capture and codify business goals
- Identify marketing objectives and insights
- Prioritize key performance indicators

### 2 DEFINE

- Utilize search and social listening to target key consumer connection points
- Identify keywords to guide influencer search
- Group influencers into topic categories
- When selecting influencers, we consider:
  - Content engagement
  - Message relevance
  - Audience size
  - Reach

### 3 COMMUNICATE

- Develop a compelling recruitment strategy for influencers.
  - Identify and leverage their motivational needs
  - Articulate the value of the partnership from the influencers POV
  - Craft content suggestions
  - Incorporate our 5-phase Continuum of Communication strategy
    - Follow and subscribe
    - Comment and post
    - Build a personal rapport
    - Invite them to participate
    - Promote them through brand channels

### 4 MEASURE

- Track results against Key Performance Indicators defined prior to kickoff. Example metrics:
  - Engagement with influencer's content and activities
  - Change in brand mentions
  - Change in share of voice
  - Content shares from influencers
  - Keyword mentions
  - Referral traffic from the influencer's brand/content mentions

RIPPLE™



DEVENEY

Let DEVENEY help you magnify your brand voice through the power of influencer marketing.

Email us at [hello@deveney.com](mailto:hello@deveney.com) or call 504.949.3999 to set up a consultation.



Schedule a consultation for RIPPLE™ today.  
504.949.3999 | [deveney.com](http://deveney.com).

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