

## CASE STUDY:

### Influencer Profiling and Segmentation Increase Product Demand

**Challenge:** Build stronger lead over key competitor, increase product awareness and persuade customer product trial.

**Solution:** Identify and profile which core individuals will build product excitement and use their influence to motivate buyer decisions.

**Results:** A timely, new, innovative marketing strategy which focused on top influencer segments and the use of social media for optimizing product demand.

Our Client is a multinational computer technology corporation that develops, manufactures, licenses and supports a wide range of software products. With competition increasing for one of its existing products, it was essential they launch a new marketing strategy that focused on increasing product awareness through the use of several Influencer Marketing techniques.

In preparation, our client asked us to assist them in developing an online survey designed to identify and profile users of technology-related products and services throughout the U.S. and then group these individuals into several key influencer segments.

ISG's Influencer Profile Research was perfectly tailored for addressing this client's challenges as our expertise is asking the right questions and digging deeply to obtain in-depth consumer knowledge.

In addition to establishing which core customers had the most potential for driving our client's business growth, we were able to identify ways in which influencers could generate more product enthusiasm, awareness and ultimately significantly increase product demand.

After working closely with our client, it was decided that an e-Panel of US Internet users would be engaged to reach a wide and diverse audience most similar to the client's target market. ISG developed a survey of 41 questions which covered topics such as demographics, lifestyle and psychographics, Internet and technology usage, and use of various types of social media.

An integral part of ISG's Influencer Research, which was used for this project, is a proprietary model using advanced cluster analysis techniques. In using the model, we identified which individuals within the sample were Core Influencers as well as which users presented the greatest capacity to be Core Followers. Our client provided a hypothetical list of possible influencer groups and based upon survey responses, the ISG team was able to analyze each group to determine their level of influence. These groups represented a broad spectrum of our client's target audience and included such marketing segments as Technical Enthusiasts, Celebrities, Blogger/Journalists, College Students and Young Professionals.

Based upon ISG's analysis it was determined that 11% of the survey respondents were identified as Core Influencers. Our findings also indicated which other respondents had some influence but not enough to be considered as Core Influencers. The analysis also confirmed Technical Enthusiasts to be the most influential segment, followed by a new category called Celebrity Watchers. Blogger/Journalists and Professionals in their 30s were also found to be an influential segment, while college students, who were thought to be very influential, surprisingly ranked sixth.

Since obtaining the final results of the Influencer research, our client has developed a new and innovative marketing strategy which focuses on the top influencer segments and uses various types of social media to build and strengthen product demand.

## GLOSSARY

**Influencer Marketing** - Influencer marketing, is becoming increasingly popular and when practiced in a commercial context, includes four main activities:

- Identifying influencers, and ranking them in order of importance.
- Marketing *to* influencers, to increase awareness of the firm within the influencer community
- Marketing *through* influencers, using influencers to increase market awareness of the firm amongst target markets
- Marketing *with* influencers, turning influencers into advocates of the firm.

A typical definition of an influencer within the consumer market segment is a person who has a greater than average reach or impact through word of mouth in a relevant marketplace. These individuals are typically activists, who are well-connected, have impact, have active minds, and are trendsetters. The first step in Influencer Marketing is to identify influencers. Influencers are specific to discrete market segments and are used as conduits to the entire target segment.

Market research techniques can be used to identify influencers, using pre-defined criteria to determine the extent and type of influence.

- Activists: influencers get involved, with their communities, political movements and charities
- Connected: influencers have large social networks
- Impact: influencers are looked up to and are trusted by others
- Active minds: influencers have multiple and diverse interests
- Trendsetters: influencers tend to be early adopters (or leavers) in markets

A company's Net Promoter Score, which is based upon a single question: how likely is it that you would recommend company X to a friend or colleague also represents the extent to which a firm's growth is influenced by its customers' propensity to make referrals to friends, relatives or colleagues and has been strongly correlated to a firm's growth rate.

**Quantitative Research** - Research used to statistically estimate the viewpoints of a population providing estimates of percentages or averages. This research usually employs larger samples and takes less of the respondent's time. Telephone surveys, online surveys, mail surveys, intercept surveys, central location studies, in-home use studies and door-to-door studies are all used in quantitative research.

## ABOUT ISG

ISG offers a project-based approach and provides a variety of data collection, analysis and reporting options which are customized to meet each client's specific research and data analysis needs. ISG's end-to-end solutions include: Survey design, data collection, reporting and analysis and presentation of results. ISG conducts research in the following areas:

- Customer/Product Satisfaction
- Customer Profile Development
- Habits & Practices (H&P) Research
- Market Segmentation
- Corporate Customer Loyalty and Relationship Management
- Influencer Research
- Competitive Analysis
- Public Relations
- Lost Customer/Churn Minimization

ISG's online, telephone and print surveys are designed to gather critical information about customers and their satisfaction with a client's company products and services. ISG's surveys also gather demographic and psychographic data as well as usage and interest information, which can be used to obtain a clear profile of who your customers are and as a result, allow you to target your products, services and communications more effectively.

ISG provides:

- Business to Business and Consumer market research
- Exclusive technology industry focus
- Research in North America, Europe and Asia Pacific

For more information contact: Carll Frye at [carll@infosolutionsgroup.com](mailto:carll@infosolutionsgroup.com) or visit our website at [www.infosolutionsgroup.com](http://www.infosolutionsgroup.com)

