



Getting  
**GOOSEBUMPS**



**Chapter 4**

**Understanding  
influencers ebook**

## Who are influencers?

In today's world of content marketing, you create your best content to educate, inform, and subconsciously persuade your audience. Each persona in your audience will react differently to the types of content you create. Influencers are those who have a reputation in the field and are held in high regard by their following.

## Understanding influencers

There are many ways in which people can benefit from influencers, or even become one yourself. However, it doesn't happen overnight. First of all, to become an influencer you need to be a thought leader in your space, have a deep amount of experience and knowledge in what you do, and be respected by your peers for doing it.

## How to benefit from influencers

To benefit from influencers, you must have experience and knowledge of their industry so that an influencer can take you seriously, and know there are mutual benefits to be gained from starting a relationship. One of the most effective ways to attract and benefit from influencers is by playing to your strengths. For Ph. we have competitive advantages in creating excellent content for a variety of sectors. An influencer we're looking to target may lack in the content creation skills but have superior contacts and reputation in that sector. This is the kind of symbiotic relationships you want to create with influencers, find your niche and find the chink in their armour (yes, influencers do have vulnerabilities).

# Categorising influencers

There are many misconceptions about influencers. Many assume that someone with a lot of Twitter followers or the highest Klout score is automatically more influential than someone with less. This is not the case, different influencers serve different audiences, and it's vital you organise influencers to help structure your outreach process. Here's a guide to follow:

## **Influential influencers**

The most influential type is considered to be those who are notably famous in their field and across other fields, not necessarily business or sector focussed. Think of someone with over 500k followers who regularly appears on TV/film, and more importantly someone with a slim chance of sharing your content, or representing your brand. This type of influencer has to be noted down because essentially they are heavy hitting influencers, however, your efforts are better served elsewhere.

## **Collective influencers**

An important set of influencers. Usually people who are part of sector focussed organisations, institutes, and other sort of groups with like-minded people. Chances are there are people in your business who are part of these groups already, now you need to find the most influential members and start building relationships with them.

## **Brand influencers**

The influencers who write all the content we see online. Think of journalists and bloggers that work across the major publications that your personas read and follow online. This is a very powerful way to amplify your message, easy to find, but difficult to build a relationship with, this is where the power of PR comes into play. These influencers are outreached by hundreds, if not thousands of brands a week, so it takes something special for them to pledge allegiance to your cause. Start slow, and gradually over time you'll be able to get your foot in the door.

## **Local influencers**

The most cost-effective influencer; they heavily spread positive word-of-mouth about your brand online and offline. These are your previous and current customers. They become an influencer by being an extremely satisfied customer, happy with the service you offer while being a high valued customer in your eyes. Reward them with promotions and new material before a product launches, and they'll keep advocating your brand.

# **Linking influencers and personas**

With each of the influencer types, you will have to segment them into your different personas. Prior to selecting your influencers, run a persona workshop (see Persona ebook for the process). Each persona will be motivated by different influencers, messages, and use different types of mediums to receive communication. That's why it's important to make sure you segment each persona with different influencers.

## Tools to find influencers

You'll start to have a vague idea of who your influencers are, now you need to find them online. There are a number of tools to find influencers, from searching Twitter bios to looking for influencers based on the content they share. Here are some examples of how you can use the following tools to find influencers.

# Followeronk

This is a great tool for starting your influencer research. If you think back to the Personas ebook and the importance of mapping out keywords and phrases, this is where you can put them into use.

The screenshot displays the Followeronk tool interface. At the top, there are three tabs: 'Search bios', 'Compare users', and 'Analyze'. Below these is a search bar with the text 'recruitment london' and a 'search Twitter profiles' button. A red circle with the number '1' points to the 'followers' column in the results table. A red circle with the number '2' points to the 'follow' button for the first user, Sean Smith.

Profile	Followers	Social Authority
<b>Sean Smith</b> @SeanSmithLegal London, United Kingdom Sean Smith CEO Mackesys Criminal & Family Law Solicitors. Legal Services Entrepreneur. Global Top 10 ranked Legal Services & Recruitment social media influence.	177,311	67
<b>Undercover Recruiter</b> @UndercoverRec London, UK Probably the Best Recruitment and Career Blog in the World. Brought to you by @LinkHumans. Join us on LinkedIn: <a href="http://bit.ly/undercoverrecruiter">http://bit.ly/undercoverrecruiter</a>	95,628	72
<b>Matt Buckland</b> @EISatanico London, UK Head of Talent and Recruiting for @ForwardPrt Blogger at <a href="http://mattsdebate.blogspot.co.uk">http://mattsdebate.blogspot.co.uk</a> , more at <a href="http://www.mattbuckland.me">http://www.mattbuckland.me</a> Sometime magician and cardsharp.	65,285	73
<b>ITV Careers</b> @ITVCareers London Hello! We're the ITV Recruitment team, and we hire talented people for @ITV. We post about life behind the scenes, plus industry news, jobs and career advice.	52,601	57
<b>charlie fi</b> @charlie_fi London Success breeds Success...I AM RECRUITING NOW !!! #theherbalifedistributor #fashionstylist #blogger #digitalmarketing #herbalife #beauty #health #wealth	46,484	51

- 1.** Filter by follower size
- 2.** Influential influencer – by searching a standard term i.e. Recruitment London, we're likely to find people like this, with a high follower count

The screenshot shows the Followerwonk app interface. At the top, there's a navigation bar with options: Search bios, Compare users, Analyze, Track followers, and Sort followers. A search bar contains the text 'recruitment professional uk'. Below the search bar, there's a list of results titled 'Twitter users with "recruitment professional uk" in their profiles'. The results are sorted by relevance and show 1-50 of 697 results. A table lists the following users:

Profile	Location	tweets	following	followers	days old	Social Authority
<b>Kunaal Tailor</b> @privatetutorldn Private Tutor, Business Consultant, <b>Recruitment</b> and Marketing <b>Professional</b> . Email: kunaal.tutor@gmail.com	London, UK	203	5	11,421	449	12
<b>REC Press Office</b> @RECPress The <b>Recruitment</b> & Employment Confederation is the <b>professional</b> body for the <b>UK's recruitment</b> industry, representing agencies in all sectors of the economy.	London	1,632	3,232	9,457	1,888	52
<b>Sport Careers</b> @sportcareersuk The Official Twitter of Sport Careers, helping sports professionals achieve that next step. Sports <b>Recruitment</b> , Coaching Jobs, and Work in Football.	UK	974	3,608	7,557	505	52
<b>Kevin Green</b> @kevingreenrec Chief Executive of the <b>Recruitment</b> and Employment Confederation, the <b>professional</b> body representing the <b>UK's</b> private <b>recruitment</b> industry	London UK web Rec.uk.com	14,481	2,307	6,924	1,079	60
<b>APSCo</b> @APSCo_org The Association of <b>Professional</b> Staffing Companies (#APSCo) is the <b>professional</b> body representing the interests of <b>recruitment</b> organisations.	UK, Singapore, Hong Kong	5,148	3,422	5,912	1,560	54

3. Collective influencer – focusing on a more targeted keyword brings up a different type of influencer(s)

4. Great way to find professionals in the recruitment space



5

Who are you looking for? Whether it's new talent, customers, or influencers

recruitment blog uk

more options

Examples: presidents, producers, architects, geniuses?, thought leaders?, VPs, dads, google

Account	Location	Followers	Following	Retweets	Replies	Social Authority
<b>Undercover Recruiter</b> @UndercoverRec	London, UK	75,076	22,831	95,628	1,818	72
<b>Ben Roberts</b> @NextCats	Lexington, VA	24,018	364	12,051	1,492	67
<b>louisetriance</b> @louisetriance	UK	10,962	1,505	6,033	2,566	53
<b>Recruitment INTL UK</b> @RecruitmentIntl	Woking, UK	3,810	359	3,834	1,369	39
<b>Martin Ellis</b> @RSEHeadhunter	Tunbridge Wells   Eastbourne	2,755	1,410	1,186	1,222	28

6

7

5. Look to find those who blog/write about recruitment
6. Brand influencer – keywords like ‘editor’, ‘blog’ and ‘blogger’ work well to find accounts like this
7. Another type of influencer who is influential in the recruitment space

# BuzzSumo

Another great tool for finding influencers, this time we can filter influencers by their type. With BuzzSumo you can also export this list into an Excel document, allowing you to filter the results by page authority, domain authority, followers and much more.

The screenshot shows the BuzzSumo interface with several callouts: 1 points to the 'Influencers' tab, 2 points to the search input field containing 'recruitment', and 3 points to the 'Filter by Type' sidebar. The sidebar includes checkboxes for Bloggers, Influencers, Companies, Journalists, and Regular People. Below the search bar, there are options to 'Ignore Broadcasters' and a 'Location' field. The main content area displays a list of influencers with their profiles and a table of metrics.

PAGE AUTHORITY	DOMAIN AUTHORITY	FOLLOWERS	RETWEET RATIO	REPLY RATIO	AVERAGE RETWEETS
40	34	11,116	13%	46%	0.6
28	50	15,388	22%	21%	0.6
55	46	5,743	18%	15%	0.5
40	30	84,469	0%	0%	0.9

- 1.** Search for influencers
- 2.** Enter a search term – Here is a generic ‘recruitment’ search, however this brings up quality leads because it’s filtered
- 3.** Look to filter who you want – in this case I’ve chosen bloggers and influencers, you can also look to journalists and companies

# Twtrland

This tool allows you to find similar influencers but it's great for filtering by location.

The screenshot shows the Twtrland website interface. At the top, there is a search bar with a magnifying glass icon and the placeholder text "Skill, Location, Name". A red circle with the number "1" is placed over this search bar. Below the search bar, the main content area displays "Most Influential in Recruiting from United Kingdom" with a "tweet" icon. Below this, there are several influencer cards, each with a profile picture, name, handle, and a brief description. A red circle with the number "2" is placed over the filter sidebar on the left. The sidebar has two sections: "Influence" and "Locations".

**Influence**

- All
- Celebrities
- Power Users
- Casual
- Novice

**Locations**

- All
- United Kingdom
  - England 92%
  - Northern Ireland 3%
  - Wales 3%
  - Scotland 3%

Search any Location

1. Enter your search term – in this case ‘recruiting’
2. Filter by location

# Final thoughts on influencers

**It's important to know the difference between influencers and how to categorise them.**

They all bring different benefits, some will be great for amplifying your content online, and others will be more beneficial for creating a real-life relationship. Influencer research is an ongoing process that takes time to build, if done correctly you will also be able to position yourself as an influencer with the right content and right connections.



We hope you've found this PDF download useful,  
don't forget to regularly [visit our blog](#) for all of our  
**latest news, updates and advice.**