

# B2B Influencer Marketing

## DESCRIPTION

You run marketing for a B2B company, but we believe all marketing is H2H: human to human. The truth is, there are still individuals making and influencing purchase decisions, even if—and especially if—your products and services cost 4, 5, 6, or 7 figures. Those individuals are on LinkedIn every week, interacting with their professional network and the thought leaders in their industry that they follow.

Our Chairman, Dave Kerpen, is one of those thought leaders, with 675K followers on LinkedIn, and so are his friends and colleagues. Our proprietary network of 100+ B2B influencers collectively has over 54 million followers on social media. They're always looking for great content to share, so why not be the company that provides them with material for their audience (and your prospects!) to devour?

## PRODUCT OVERVIEW

	TIER 1 – LAUNCH BIG	TIER 2 – GROW BIGGER
<b>BEST FOR</b>	Product launches and tests	Building long-term relationships with influencers and driving long-term sales growth
<b>DURATION</b>	60 days	12 months
<b>SERVICES</b>	<ul style="list-style-type: none"> <li>Identify influencers and thought leaders relevant to your company and/or product goals</li> <li>Identify key opportunities for, and create or repurpose, relevant content that will resonate with influencers and their audiences</li> <li>Develop a strategic launch plan for the creation and distribution of content</li> <li>Create a :30 video telling your content and product story in the most compelling, shareable, and likeable way possible</li> <li>Manage relationships with influencers, ensuring that your content gets in front of the right people and you achieve your objectives</li> <li>Provide reporting and analysis with a playbook for best practices and recommendations</li> </ul>	<ul style="list-style-type: none"> <li>Identify influencers and thought leaders relevant to your company and/or product goals</li> <li>Identify key opportunities for, and create or repurpose, relevant content that will resonate with influencers and their audiences</li> <li>Develop a strategic annual plan for the creation and distribution of content</li> <li>Create 4 unique marketing campaigns, each with a :30 video telling your content and product story and supporting content as needed (blog posts, infographics, live video, etc.)</li> <li>Manage relationships with influencers, helping you build long-term relationships, achieve your business objectives, and grow sales for the year</li> <li>Provide quarterly reporting and analysis with a playbook for best practices and recommendations</li> </ul>
<b>VALUE ADDED</b>	Our chairman will provide 60 days of thought leadership/influencer coaching for one senior executive of your choice.	

