

# The Power of Influence(r) Marketing: Beyond Social Media

Amisha Gandhi, VP, Influencer Marketing & Communications, SAP



**Influence.**

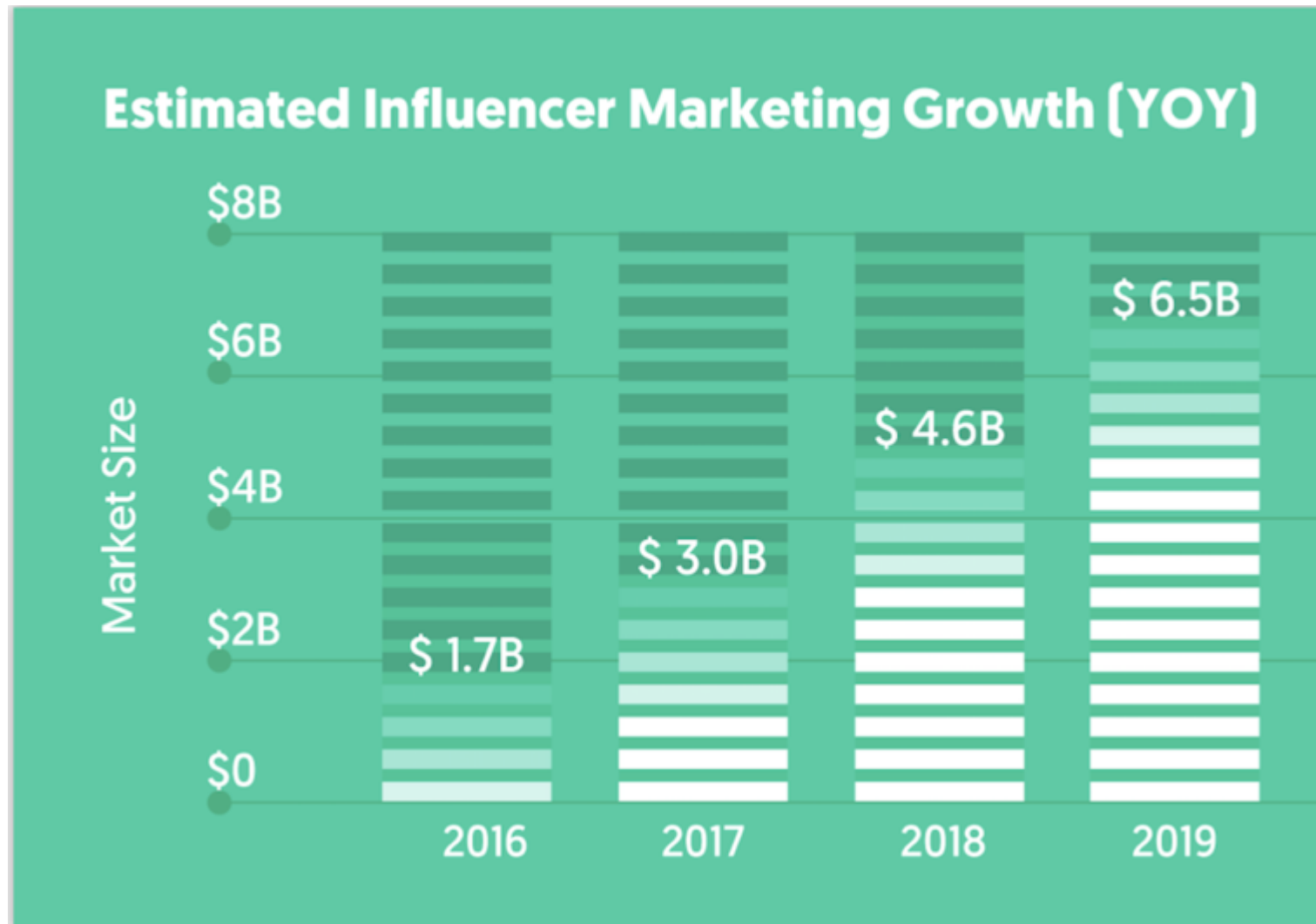
**Inspire.**

**Engage.**

**Listen.**



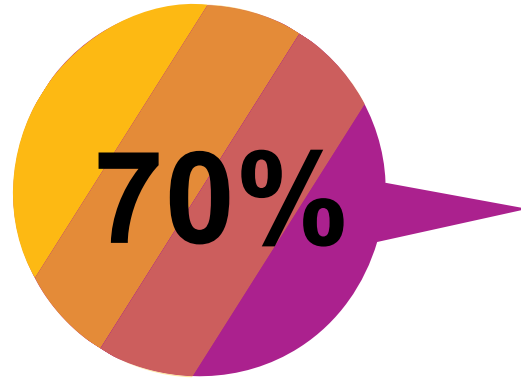
# Industry Growth YoY



Source: Influencer Marketing Hub, Viral Nation

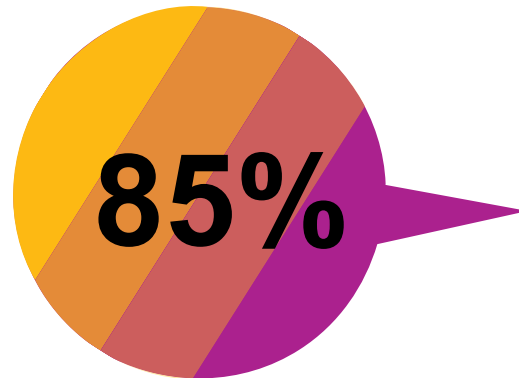
## Influencer marketing demonstrates a 6-to-1 return on investment

- Burst Media



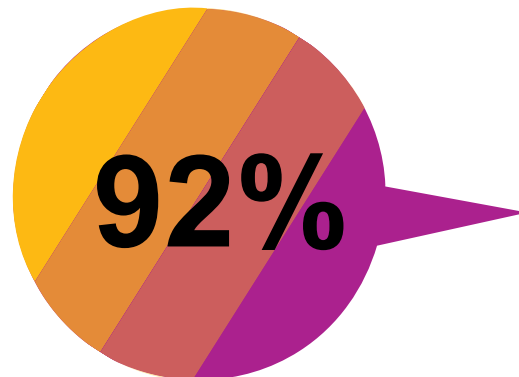
of the buyer's journey is complete before a buyer ever reaches out to sales.

- Source: Pardot



customers seek out trusted expert content when considering a purchase.

- Source: Pardot



of customers rely on referrals from people they know above all else.

- TapInfluence

**Influencer marketing** is the practice of engaging internal and industry experts/influencers with active networks to influence audiences and help achieve measurable business goals.



*People. Personal. Community. Relatable.*

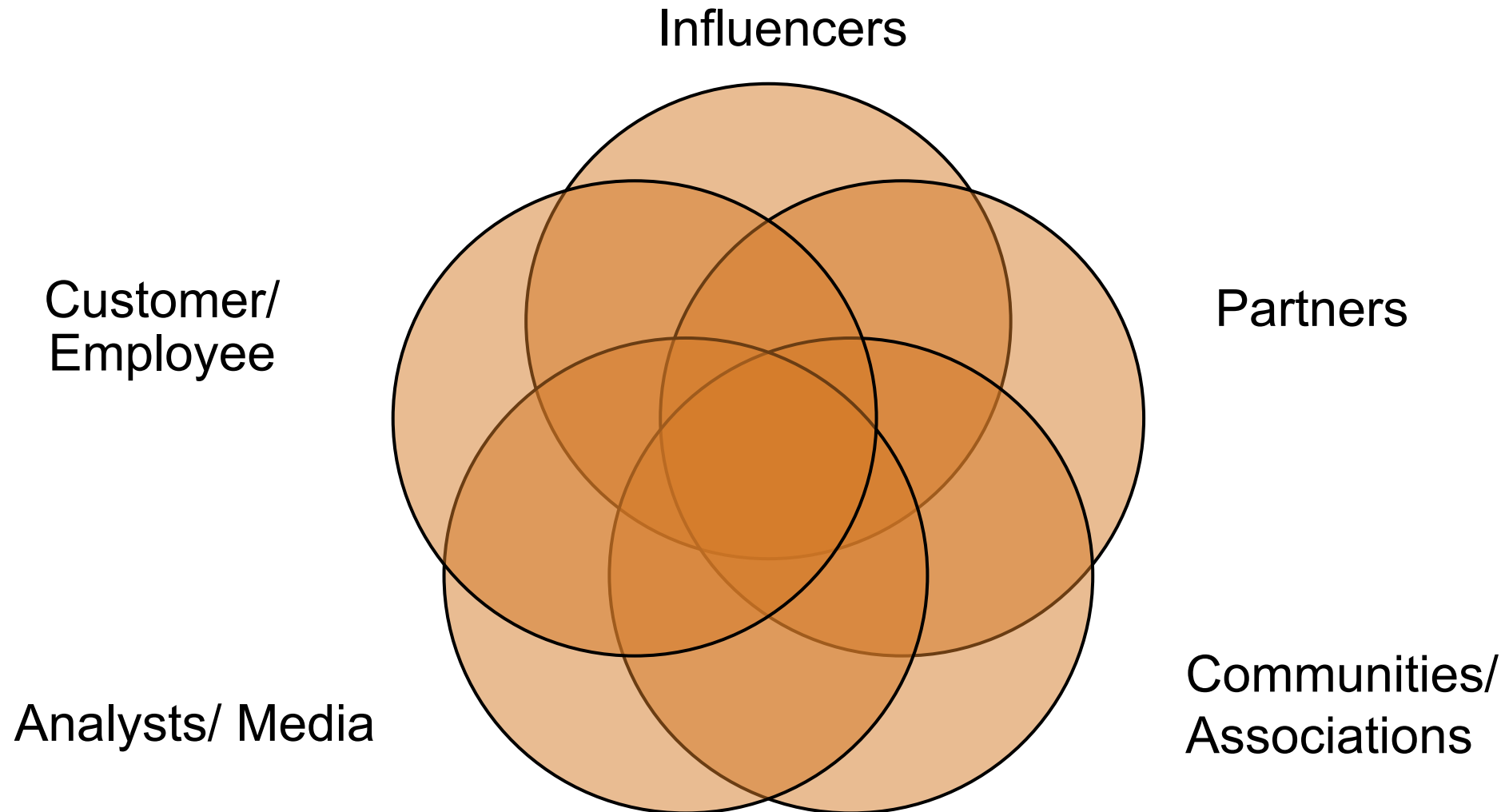
# THE CUSTOMER JOURNEY



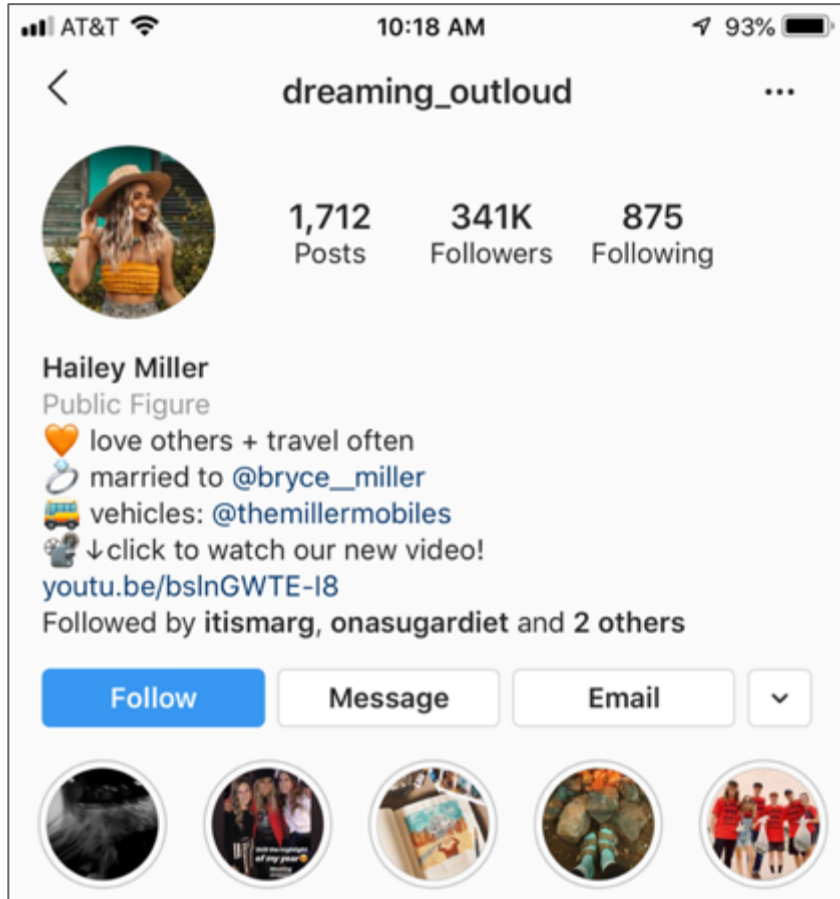
# Influence Goes Beyond Social Media

									
<b>THE CELEBRITY</b>	<b>THE AUTHORITY</b>	<b>THE CONNECTOR</b>	<b>THE PERSONAL BRAND</b>	<b>THE ANALYST</b>	<b>THE ACTIVIST</b>	<b>THE EXPERT</b>	<b>THE INSIDER</b>	<b>THE DISRUPTOR</b>	<b>THE JOURNALIST</b>
MY ONLINE AUDIENCE IS THE SIZE OF TEXAS 	MY OPINION IS WORTH MORE THAN GOLD IN MY SPACE 	I LIKE TO CONNECT DOTS AND CREATE LINKS 	MY NAME IS MY EQUITY 	I FORM AND COMMUNICATE CREDIBLE INSIGHTS 	MY BELIEFS MAKE ME MOVE MOUNTAINS 	I WROTE THE TEXTBOOK ON MY SUBJECT 	I'M A RESPECTED AUTHORITY WITH AN AGENDA 	I STIR THE POT AND CREATE HEALTHY DEBATE 	I AM THE NEW NEWS INDUSTRY 

# Communities of influence drive business

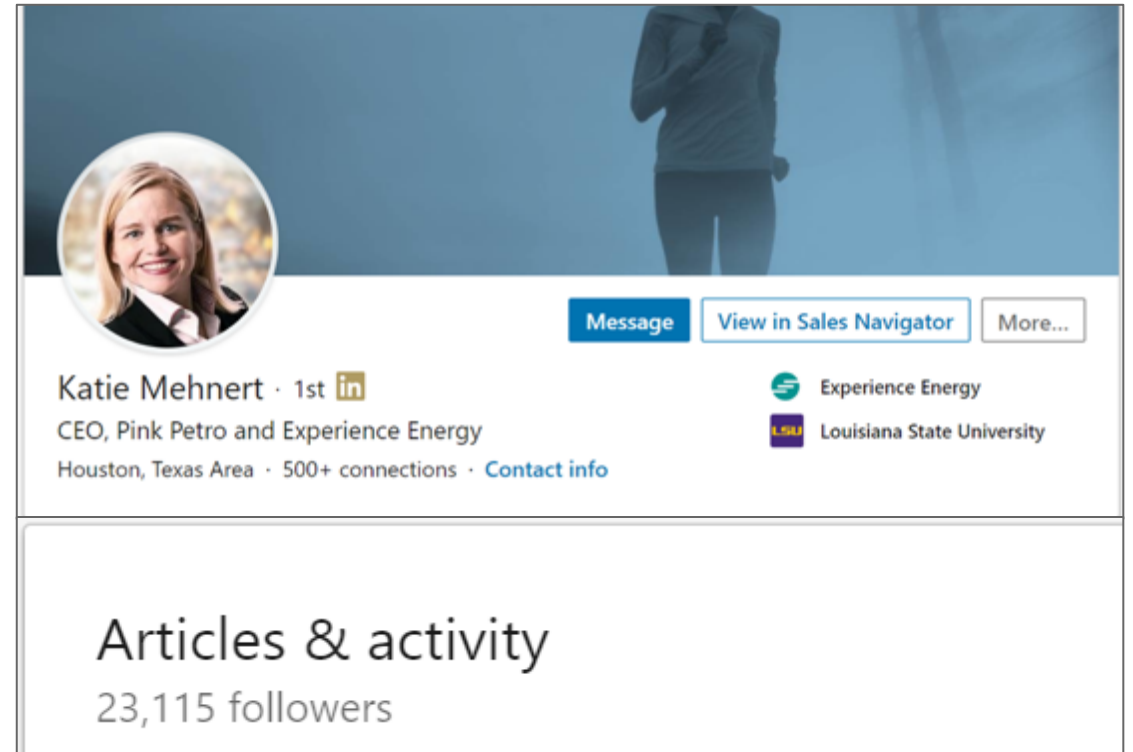






**B2C**

**VS**



**B2B**

**It's a two-way  
relationship.**

**Long-term.**

**Collaborative.**



**Advertising/  
media buys**

**Influencer relations**

**Influencer marketing**



# Across the Customer Journey



...Build  
Awareness



...Encourage  
Consideration



... Impact  
Lead Gen



...Increase  
Demand



...Nurture  
Discussions



...Advocate



**Impactful. Increases Brand Value. Creates Advocacy.**

**Elizabeth Williams** @ElizabethW1057 [Follow](#)

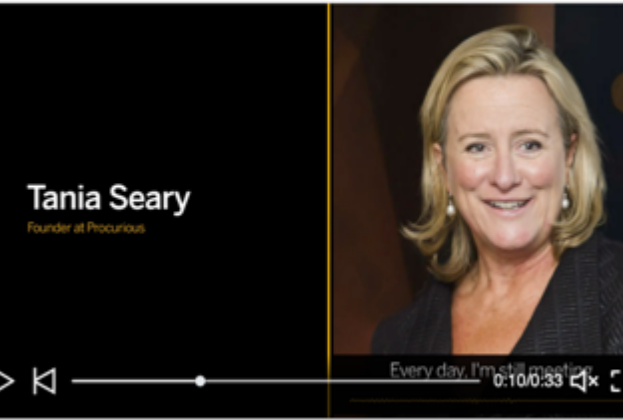
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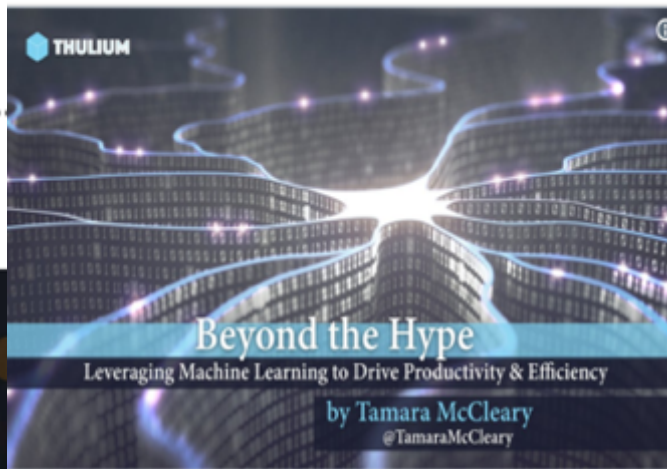
**Dawn Tiura** @DawnSIG · 21h  
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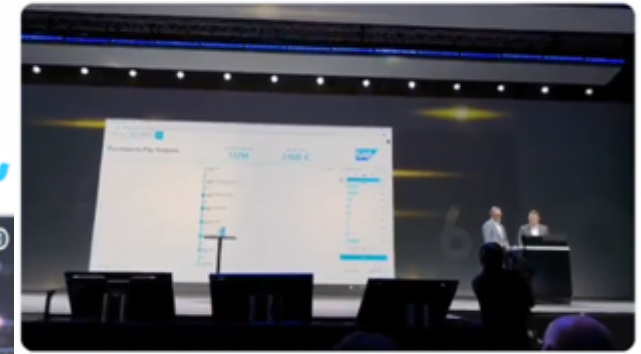
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**bananaslifestyle** 🤔🤔  
1d Reply  
**tektonla** Beautiful picture  
1d Reply  
102 likes  
1 DAY AGO

# Demand-Gen with Influencers



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**Brian Roach, Managing Director, Regulated Industries, SAP**



# HP + Vivienne Tam @ Fashion Week





# Virtual Reality with Influencers



# Podcast Series: Industry Influencers

Meet your host

Your host and moderator for this series is Eric Kavanagh. Eric is a strategic consultant for the United Nations, CEO of The Bloor Group, a SOW tech advisor, and DM Radio host. Follow him on LinkedIn and Twitter.

### The Podcasts

#### Episode 1: Embracing Technology to Further Procurement

Tim Crawford, CIO strategic advisor, AVOA, provides insights on how modern technology can enable businesses to achieve procurement transformation and play a more strategic role within their organizations.

#### Episode 2: Why Procurement Leaders Need to Speak Up

Kelly Rames, owner and managing director of Rujers Meeting Point, shares why it's essential that procurement leadership leverage their influence to achieve successful procurement transformations.

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**Authenticity.**

**Don't be controlling.**

**Enable Creativity.**

**Storytelling.**



Vet carefully.

Look at content.

Real expertise.

Attitude.



**Offer an Experience.**

**Educate. Inform.**

**Give, Don't take.**

**Influencer-Led.**





# Thank you.

[@amishagandhi](#)