



e-Commerce

Pillars of Search Influence Janette Toral







http://www.tone.co.uk/the-six-pillars-of-influence-the-hidden-gems-of-persuasivemarketing/

## **KLOUT's Influence Matrix** with notes

#### SHARING



#### CREATING

# Curator PARTICIPATING

You find the most interesting

info & share it widely. Filtering through massive content, you surface with the nuggets that your audience truly cares about & they appreciate your hard work.

#### Syndicator

You keep tabs on what/who is "HOT" & important to watch Focusing on a specific topic or targeted audience, you share the best trending info & save followers from having to keep up on their own.

#### Broadcaster

You broadcast great content that spreads like wildfire. An essential source of info. in your industry, your audience is wide, diverse and values your content.

#### Feeder

Your audience relies on you for a steady flow of focused info. Your audience is hooked on your industry/topical updates and secretly can't live without them.

#### Dabbler Conversationalist

You may be just starting out with the social web, or you are just not that into it. If you want to grow your audience, try engaging more & share more content.

You love to connect & always have the inside scoop Good conversation is an art. When you are witty, your followers hang on every word.

#### Observer

You don't share much, but you follow the social web more than you let on. This could just be your style, or you are checking it out, before jumping in full force.

CASUAL

## Explorer

You constantly are trying out new ways to interact & network. You are exploring the social web & making it work for you. Your activity & engagement shows you "get it" & will probably by moving up soon.

#### Tastemaker

You know what you like & your audience likes it too! Sure you know the trends, but you aren't one to simply follow-the-crowd. You walk your own path & have earned your networks respect.

## Thought Leader

People look to you to help them understand the day's developments in your industry Sharing relevant news/opinions. you know what's important & your audience values that.

#### Socializer

You are the hub of the social scene & people count on you to find out what's happening. You connect people & readily share your social savvy. Followers appreciate your network and generosity

#### Activist

You've got an idea or a cause to share with the world. You've found the perfect medium for your message & your audience count on you to actively champion your cause.

### Celebrity

You are the height of influence for better or worse.

People hang on every word & share your content like no other. You are probably famous in real life & your fans can't get enough.

BROAD

FOCUSE

#### Pundit

You don't just share news you create the news. Your opinions are wide-spread and highly trusted. You are a leader in your industry. When you speak, people listen.

#### Networker

You connect to the right people & generously share your network to help followers You know what content is important to your influential audience & have high levels of engagement.

#### Specialist

You may not be a celebrity, but in your area of expertise your opinion is 2nd to none. Your content is likely focused in a specific topic or industry. Your audience is also focused & highly engaged.

CONSISTENT

#### source: klout.com, hm-2.com

LISTENING



http://www.forbes.com/sites/jaysondemers/2013/05/23/the-3-pillars-of-seo-in-2013content-links-and-social-media/

Keyword research" ontent Keyword structure" "Content optimization" " User experience" site design" "Regularly updated"



http://pinterest.com/pin/93871973455399191/

5 Guest blogging or writing" Inbound Links "
Press release distribution" Repackaging existing content (versions)" د Links from offline / online activities" Guality directory listing"

"Interact in social media Pocial Media "Build your brand" Make content easy to Which platform is most effective for you?" Google+" ろ



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see you at the next webinar!