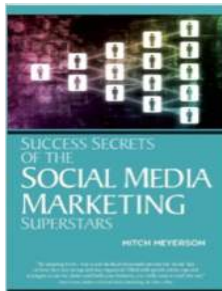


ELEVATING EXPERIENCES

CORYWESTMEDIA



@wiredPRworks #InfluencerDays

THE BIGGEST INFLUENCER MARKETING STATISTICS



INFLUENCER MARKETING



Interest in
influencer marketing
has risen more than

90X

(from 2013 to present based on
analysis of Google Keywords and
Google Trends)

Source: MediaKix.com

Main Challenges When Rolling Out an Influencer* Engagement Strategy According to Marketing and Communications Professionals Worldwide, May 2015

% of respondents

Identify the right influencers

75%

Find the right engagement tactics

69%

Measure the performance of your programs

53%

Keep track of your influencers' activity

32%

Automate your engagement processes

26%

Find budget for your campaigns

26%

Find/train qualified staff

8%

*Note: *defined as someone who is able to monetize opinions and create reactions when talking about a specific topic, has a large audience/base of followers and has a high degree of participation in the conversation on a given subject*

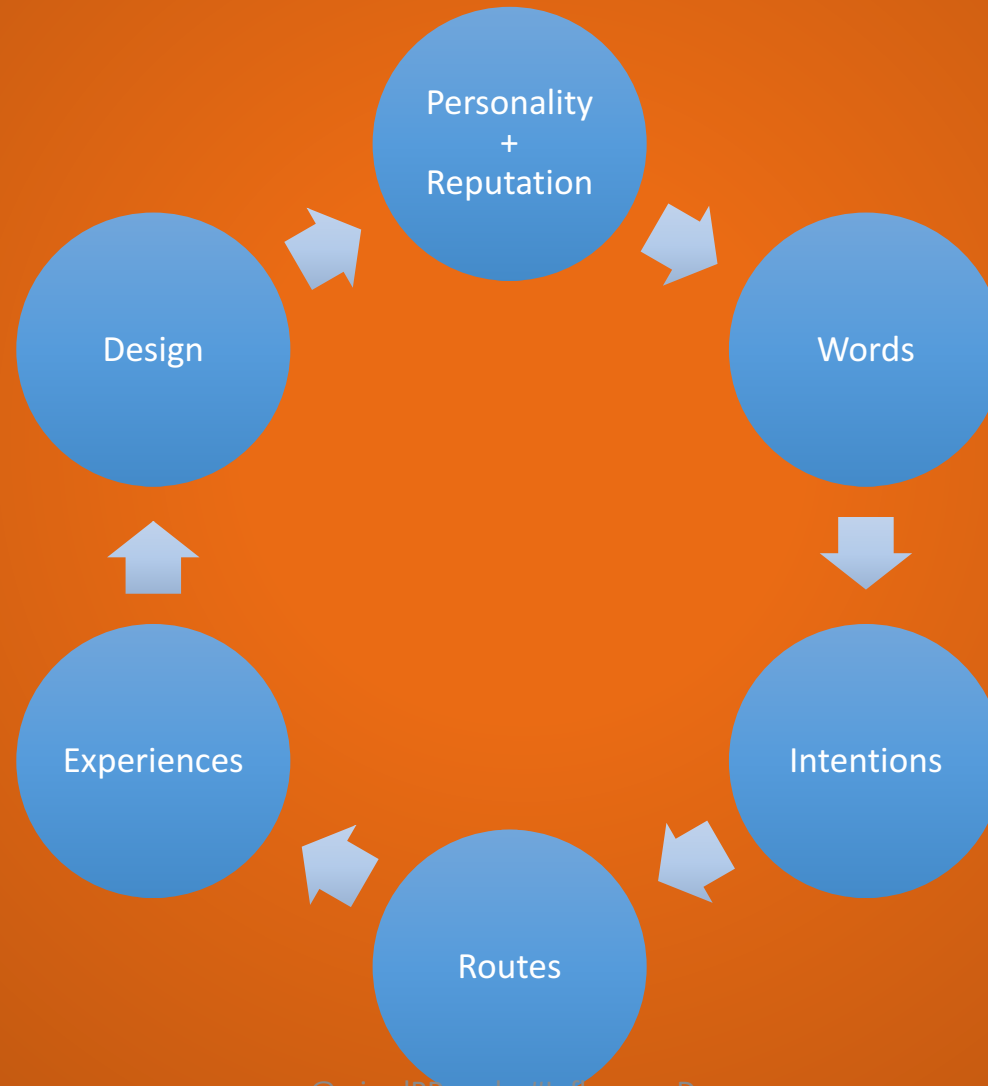
Source: Augure, "State of Influencer Engagement 2015" conducted by Schlesinger Associates, June 18, 2015

192054

www.eMarketer.com

“When you look at how fragile the relationship is between consumers and corporations, there is a danger of an influencer becoming the next objective of mistrust. It all goes back to being a values-driven enterprise.”
Russ Klein, CMO AMA

WIRED PR Strategy



digital: find/qualify

**LOOKING FOR
INFLUENCERS**

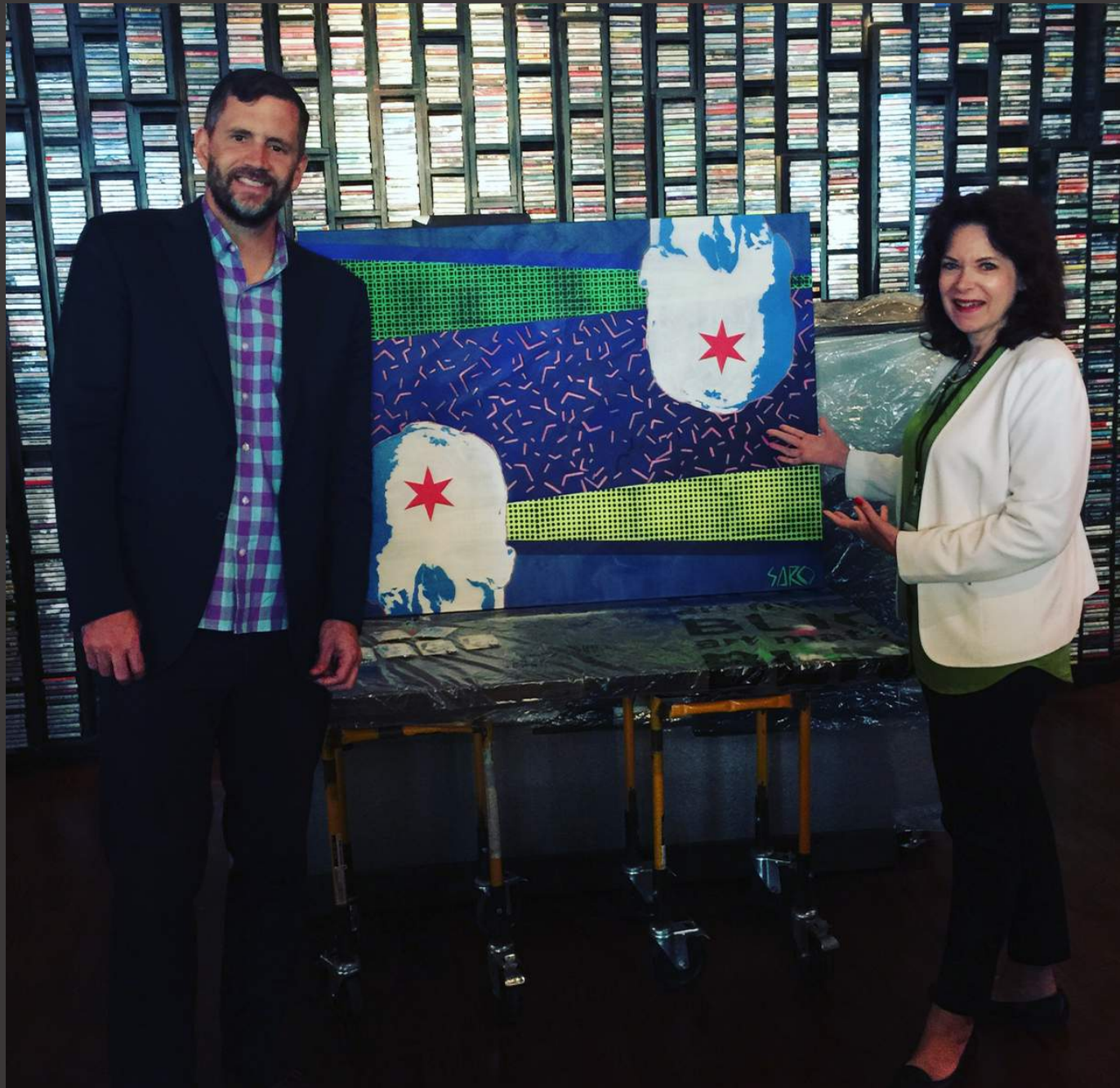




Top 10 Reasons to Choose Barbara Rozgonyi as the #SMWReporter in Berlin

- 1.Ambassador:** Founding Member of [Chicago's Social Media Club Chapter](#)
- 2.Entrepreneur:** Principal, CoryWest Media
- 3.Author:** Publisher of wiredPRworks.com, a [top 50](#) blog
- 4.Photojournalist:** Capturing life via [Instagram](#) and a Canon T1i, but I could make the [#switch](#) to Nokia Lumia 1020
- 5.Techie:** Covered CES for Sears Blue [Blogger](#) Crew
- 6.[Networker](#):** Profiles on Facebook, LinkedIn, Twitter, GooglePlus
- 7.Perspectives:** Small business owner, blogger, social media thought [leader](#)
- 8.Friend-ly:** Would invite my USA and European [networks](#) to join me in Berlin
- 9.[Speaker](#):** Happy to fill in on any panels to share the US social media viewpoint
- 10.Quotable:** [Interviewed](#) by Germany's [FAZ](#) about Facebook and branding







@wiredPRworks #InfluencerDays



direct: engaging/onboarding







@wiredPRworks #InfluencerDays





dynamic: activate/track

I AM A
THE
KING!
AND

INSIDER!

#KINGINSIDER



@wiredPRworks #InfluencerDays



@wiredPRworks #InfluencerDays



@wiredPRworks #InfluencerDays



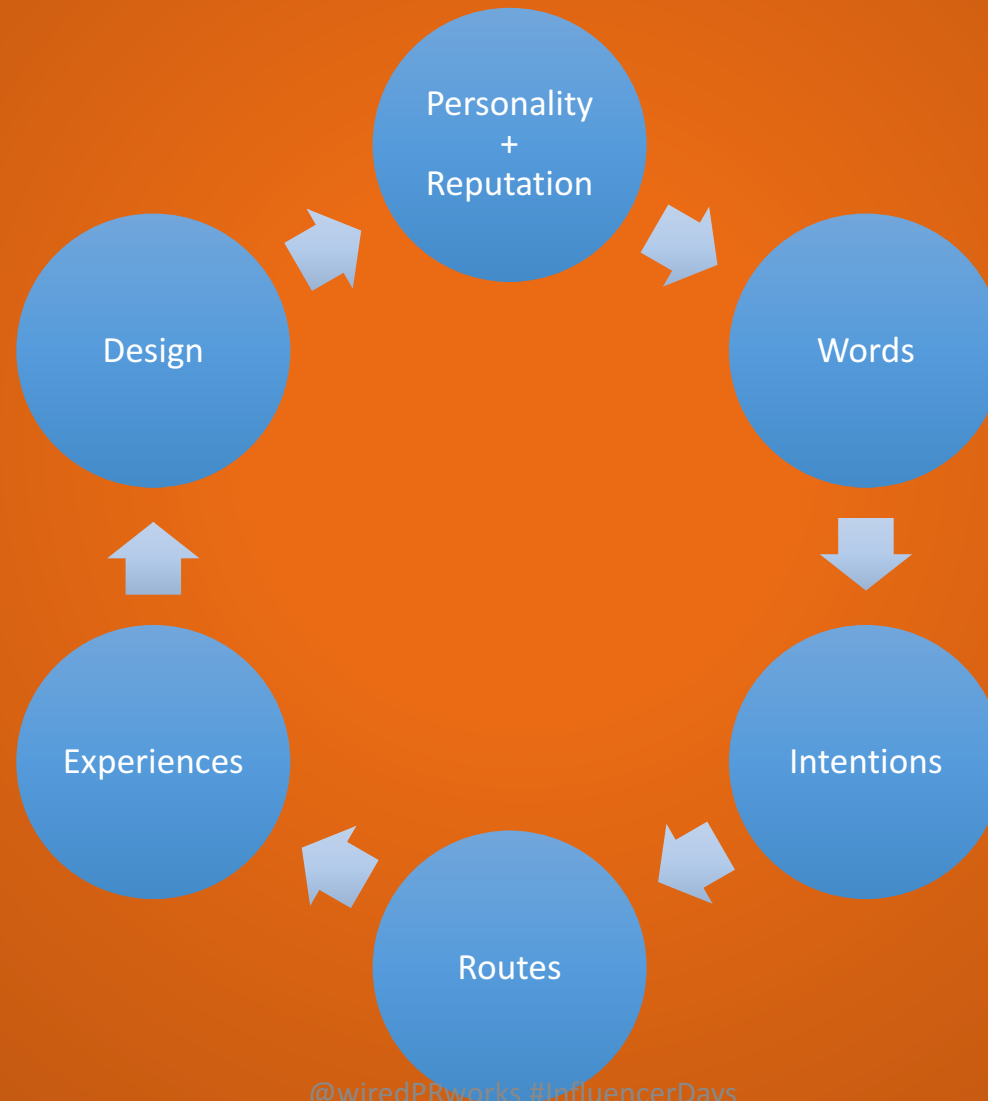






@wiredPRworks #InfluencerDays

WIRED PR Strategy



About Barbara Rozgonyi

A digital pioneer forging new frontiers for over two decades, Barbara Rozgonyi leads CoryWest Media, a strategic marketing consultant that creates business for business and motivates accelerated action in organizations of all shapes and sizes. A passionate educator and digital communications evangelist, Barbara designs strategic marketing campaigns for small businesses, colleges, associations, corporations, non-profits and online communities.



As publisher of <http://wiredPRworks.com>, Barbara's work is often a catalyst for creative thinkers and leaders. The founder of Social Media Club Chicago, Barbara is a recognized innovator in the social media marketing industry and is listed as a top 12 PR twitter expert [[@wiredPRworks](#)] to follow.

**Register to receive tips, tools and mini-courses at
<http://wiredPRworks.com/join>.**