

Oy with the
bullshit
already!



CUT THE BS

B2B Influencer Marketing Strategies
That Actually Work

IT'S GREAT TO MEET YOU!



Co-CEO @ Onalytica

8 Years B2B Influencer Marketing Experience

Crazy Millennial Dog Mom

Leading a Team That Builds Winning IM Strategies for Top Brands

Hewlett Packard
Enterprise

ERICSSON

Microsoft

SAS

DELL

EY

IBM

Ogilvy

intel

NVIDIA

salesforce

centrica

Edelman

MERCER

aws

paloalto
NETWORKS

CISCO

Veritas

VERITAS

KPMG

Google Cloud

SAP

Capgemini

tipalti

ivanti

SIEMENS

Infosys

Panasonic

@azeckman

onalytica

BS OR BRILLIANCE? NAVIGATING B2B.

68%

say trust in a brand influences purchasing.

- SurveyMonkey

10+

pieces content is the average consumed by B2B buyers prior to making a decision.

- Marketing Charts

Less Than

50%

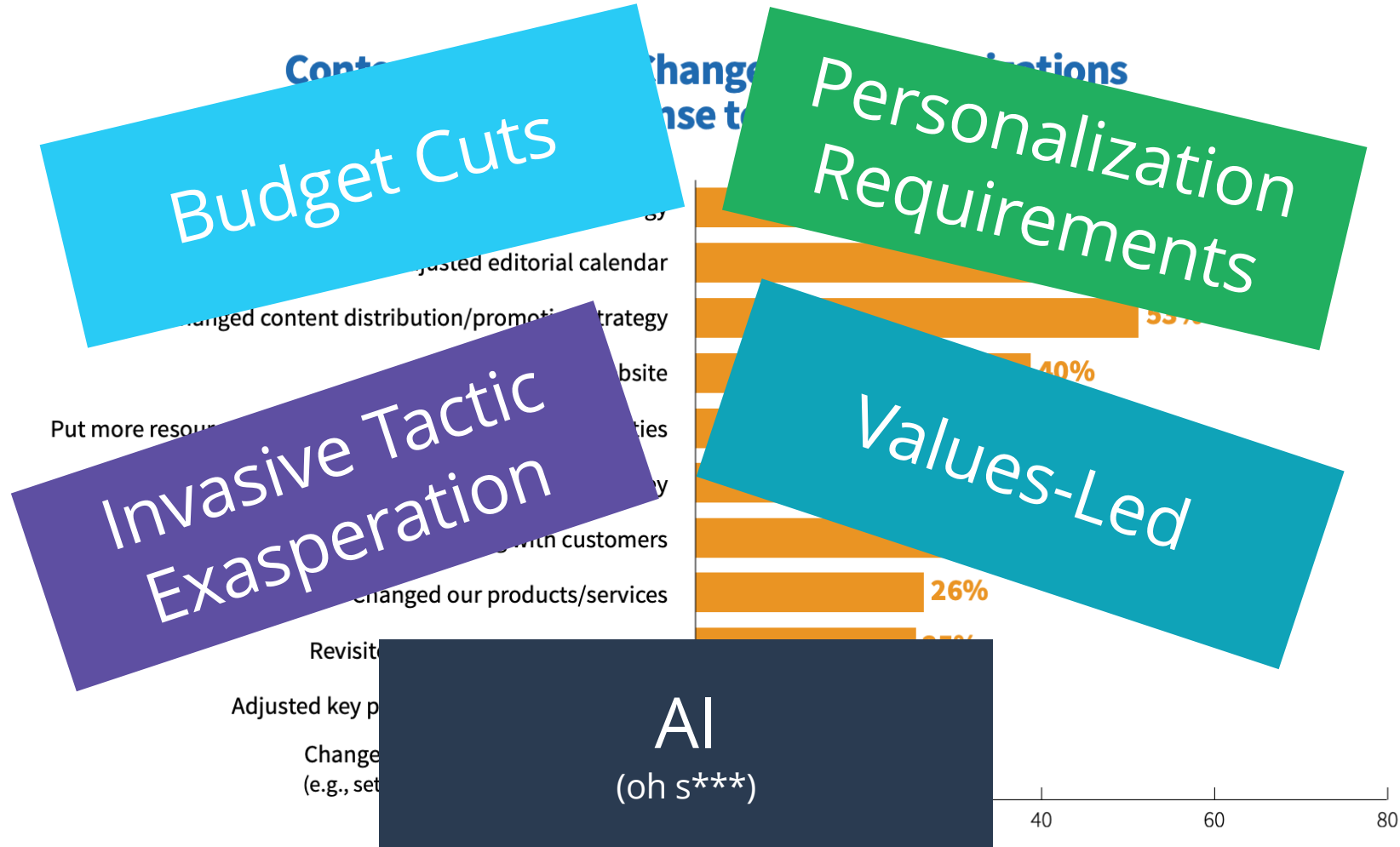
of US consumers trust brands.

- Edelman

ENTER THE PANDEMIC 2023



AND EVERYTHING CHANGED



@azeckman

Source: CMI & MarketingProfs



A BETTER WAY FORWARD

68%

of buyers prefer credible content from industry influencers.

- Demand Gen Report

\$11.7B

in potential revenue from B2B IM.

- AdAge

Only

24%

of marketers partner with others to expand reach.

- CMI & MarketingProfs

WRITE/TYPER THESE PROMPTS

- **Goals**
- **Influencer Types & Characteristics**
- **Content Types**
- **Budget**
- **Buy-In**



IS IT BON(e)A FIDE OR IS IT **BS**?

BON(e)A FIDE



BS



BON(e)A FIDE OR **BS?**

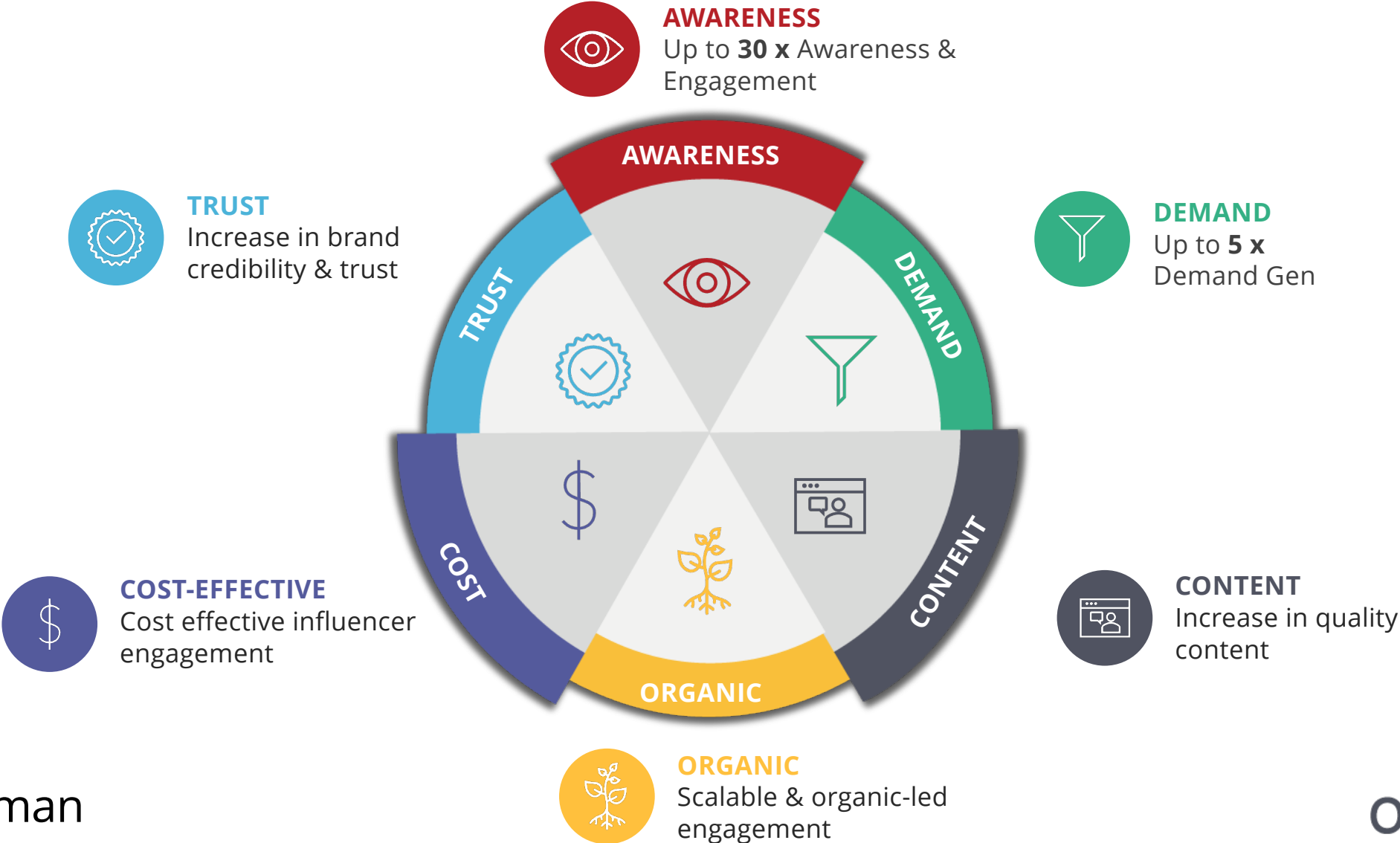
B2B Influencer Marketing is an expensive, unproven tactic that no one on your team can execute.

If executed correctly, Influencer Marketing is simply an extension of your existing content and social media marketing strategy.

BS



INFLUENCERS: WHY PARTNER



BON(e)A FIDE OR **BS?**

B2B Influencer Marketing can be designed to have real business impact.

Influencer programs can address TOFU, MOFU and BOFU target outcomes.

BON(e)A FIDE



PAWSITIVELY IMPACTFUL OUTCOMES

Business Outcomes	Social Outcomes	Marketing Scalability	SME & Exec Integration	Other
Increase website traffic	Increase brand SOV	Scale or increase content production	Add new SME/Execs to the program	
Drive content downloads	Increase brand engagement	Improve content quality	Increase SME/Exec engagement on social media	
Increase demand for products/services	Grow follower base	Improve content production efficiency	Integrate influencers into SME/Exec program	
Drive attendees for flagship events	Drive engagement for flagship events		Drive new leads and contacts via SME/Execs	
Drive leads				

Awareness & Thought Leadership Program + SME/Execs

PAWSITIVELY IMPACTFUL OUTCOMES

Business Outcomes		Social Outcomes		Marketing Scalability		SME & Exec Integration		Other	
	Increase website traffic		Increase brand SOV		Scale or increase content production		Add new SME/Execs to the program		
	Drive content downloads		Increase brand engagement		Improve content quality		Increase SME/Exec engagement on social media		
	Increase demand for products/services		Grow follower base		Improve content production efficiency		Integrate influencers into SME/Exec program		
	Drive attendees for flagship events		Drive engagement for flagship events				Drive new leads and contacts via SME/Execs		
	Drive leads								

Demand-Gen & Lead-Gen Program

BON(e)A FIDE OR **BS?**

Influencer marketing programs should be led by the tactics you want to execute.

Influencer programs should be designed to align tactics, influencer types and KPIs with your target objectives.

BS



FETCHING THE PERFECT MATCH

Professional Influencer



Content Creator



Niche Expert



Up & Comer



SMEs/Execs



Customers/Prospects



PAWS & EFFECT

Awareness & Thought Leadership Programs

Recommended Tactics

Blog posts, social content, LinkedIn Lives, social video, events.

Tactics to Avoid

Gated assets, product content, technical industry research.

Influencer Types

Professional influencers, content creators, up & comers, internal experts.

Demand-Gen & Lead-Gen Programs

Recommended Tactics

Webinars, whitepapers, original research, gated assets.

Tactics to Avoid

Blog posts, LinkedIn Lives, social content, social video.

Influencer Types

Niche experts, customers, prospects, internal experts.

BUILD A DIVERSE & INCLUSIVE COMMUNITY



BON(e)A FIDE OR **BS**?

Influencer collaborations are a transactional approach similar to that of affiliate marketing.

Influencer collaborations are a relationship-based, long-term approach that builds affinity, trust and advocacy.

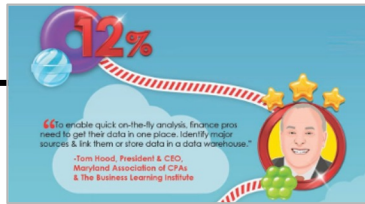
BS



FUR-EVER FRIENDS



2015(ish)



Absolutely Insightful: 30 Forward-Looking Finance Leaders to Follow

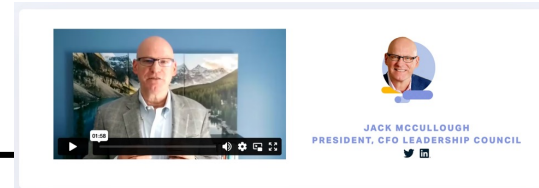
Prophix · 11 months ago · 4 min read



13 Jack McCullough, Founder, The CFO Leadership Council
Read This: [Checkmate! Top Moves Every CFO Should Know](#)
Follow Jack: [LinkedIn](#) | [Twitter](#)

2015

2016-2022



Finance Meetings: How to Power Up with Real-Time Data

LIVE WEBINAR | MARCH 27 | 1:00 PM ET

Join us as Tim Vrablik, Prophix, and Jack McCullough, The CFO Leadership Council, share their advice on how you can create more effective, efficient presentations.

[Register Here >](#)



2023



Ashley Zeckman · 2:42 PM

I live in Minneapolis! How long are you here for?



Jack McCullough (He/Him) · 1st
Author, Keynote Speaker, President of CFO Leadership Council
5d · Edited ·

During the next year I plan to visit all 29 of our chapters, something I have really missed the last couple of years. I got things going with a great program featuring the always-informative [Kevin Depew](#) of RSM. Great to see [Russ Grundhauser](#), [Alicia Gorney](#), [Lynn L. Blake](#), [Mark Roepke](#), [Ryan Geary](#), and more. Also, I FINALLY met [Ashley Zeckman](#) whom I have known about eight years. Thanks for setting it up, [Mary Christensen](#)!

Next up: New York, Baltimore and Washington, D.C.

You and 30 others

3 comments



Jack McCullough @Jack_McCullough · 3h

AI is on the minds of CFOs as machine learning makes its way into the office of Finance. @Prophix asked me to share my thoughts on how CFOs can adapt alongside experts like @spasternak, @jenniferwarawa and more in their latest guide. bit.ly/2wOkUbr #cfo @CFOLeader

1

3



5



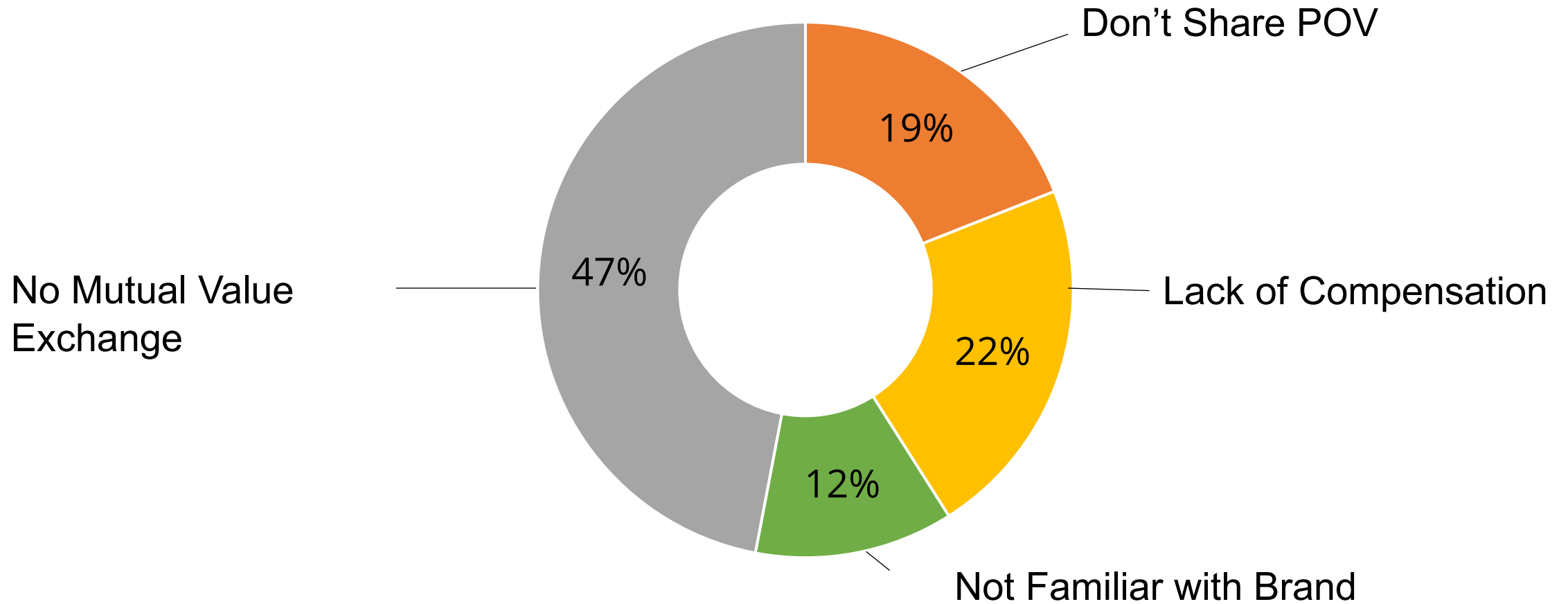
Founder, CFO Leadership Council

Sought after industry expert

Jokester and finance badass

@azeckman

WHY DON'T INFLUENCERS PARTNER WITH SPECIFIC BRANDS?



FINDING ALIGNMENT

Sally Eaves

Innovating #tech #education #business CEO CTO Advisor Prof #AI #Cloud #IoT #5G #TechForGood #FinTech #SDGs #STEM #STEAM #Sustainability

Industry

- Technology
- Finance
- Charity

Roles

- Senior Management
- C-Suite
- Educator
- Tech Professional
- CTO
- CEO

Personas

- Event Speaker
- Social Amplifier
- Professional Influencer
- Content Creator

United Kingdom

Audience Size 166,909

Authority 5 stars

Engagement 4 stars

Current View: Influencer Overview

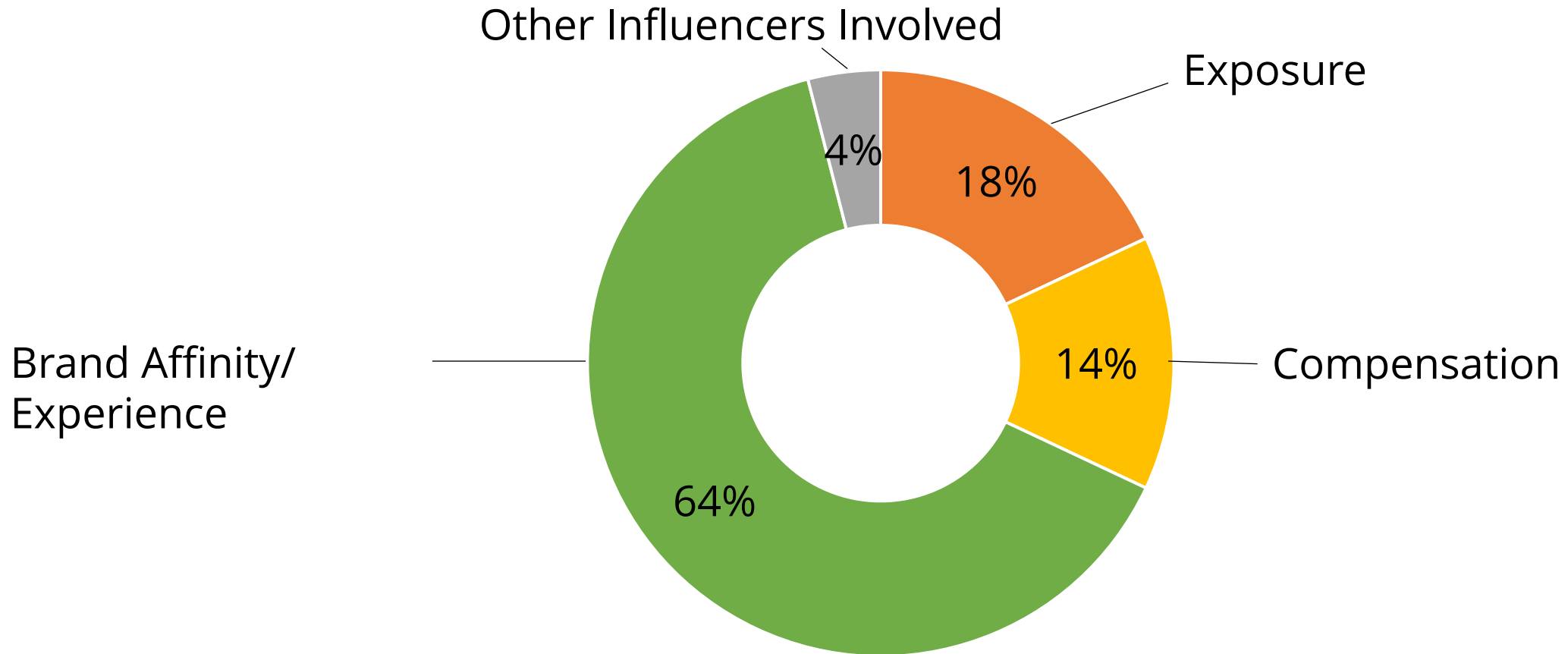
Overview | Content | Audience | Notes

Insights | Showcase

	Post per month	Average engagement/post	Audience
Twitter	800	15	132.4K
LinkedIn	24	52.5	34.5K

@azeckman

WHY DO INFLUENCERS PARTNER WITH BRANDS?



INFLUENCER BUDGETING UNLEASHED



SHORT CONTRIBUTION / QUOTE

Estimated Investment
\$0 - \$500

*Example Deliverables: Answer 1-3 questions
50-75 words
Social promotion*



LINKEDIN LIVE GUEST

Estimated Investment
\$2.5K - \$7K

*Example Deliverables: Attend Briefing
Answer Questions Ahead of Time
Promote Participation*



PODCAST GUEST

Estimated Investment
\$1K - \$2K

*Example Deliverables: Review podcast questions
Promotion
Attend recording*



ATTEND IN-PERSON EVENT

Estimated Investment
\$5K - \$17K

*Example Deliverables: Attend Pre-Event Briefing
Pre-Event Promotion
During Event Content Creation*



BLOG POST CREATION

Estimated Investment
\$1.2K - \$3K

*Example Deliverables: Attend Briefing / Review Materials
Draft Post & Edit
Publish & Promote*



WEBINAR

Estimated Investment
\$3K - \$12K

*Example Deliverables: Attend Briefing
Create or Co-Create Content (includes slides)
Run Through*

BON(e)A FIDE OR **BS**?

Gaining executive buy-in for an influencer marketing program is critical to success.

Executive buy-in can make or break your program.

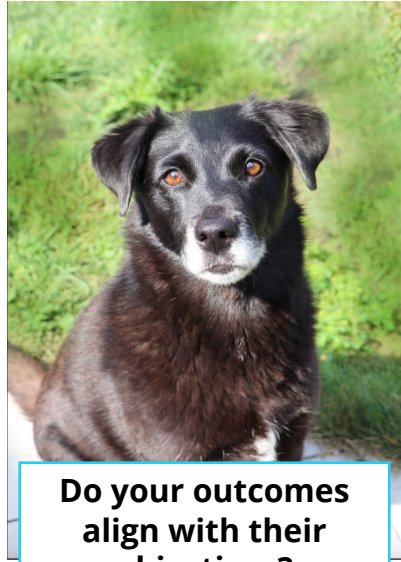
BON(e)A FIDE



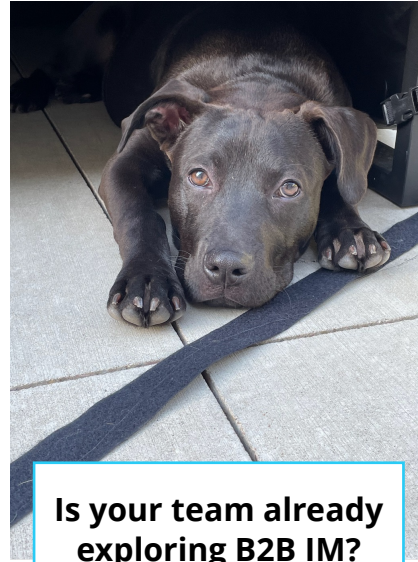
WINNING OVER THE PACK



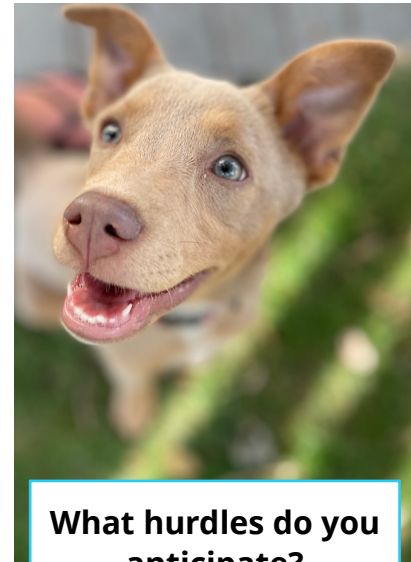
What objectives do your leaders care about most?



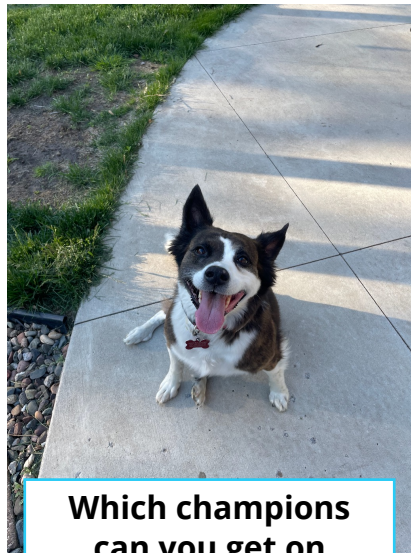
Do your outcomes align with their objectives?



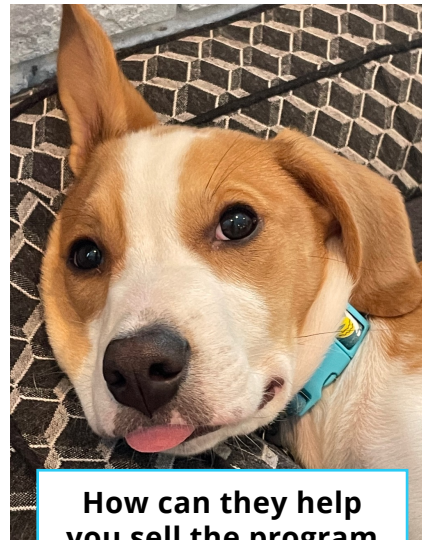
Is your team already exploring B2B IM?



What hurdles do you anticipate?

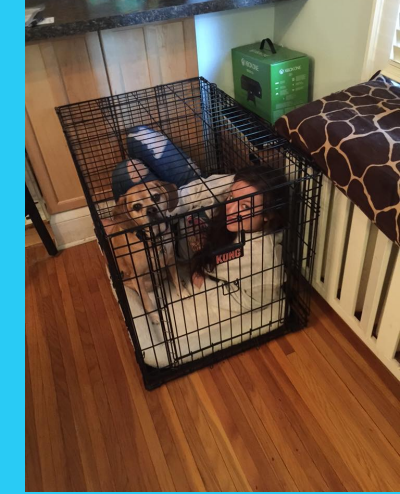
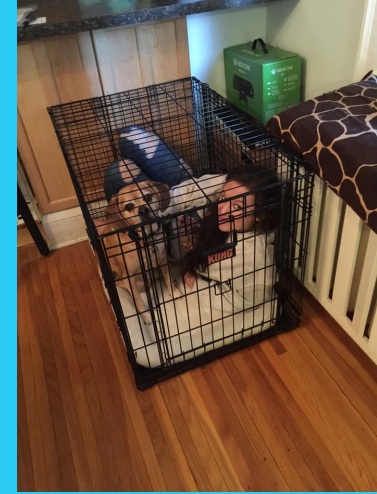
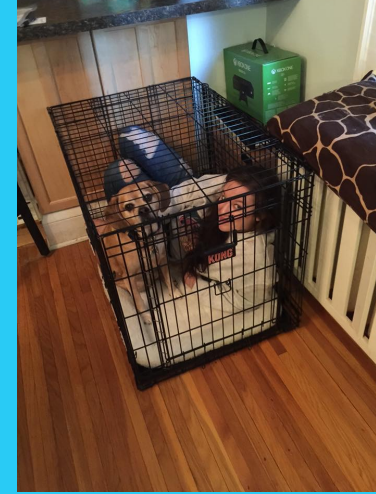
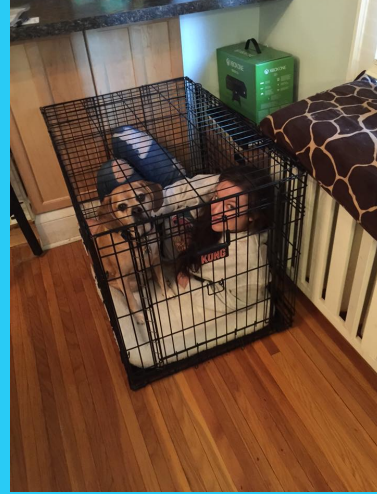
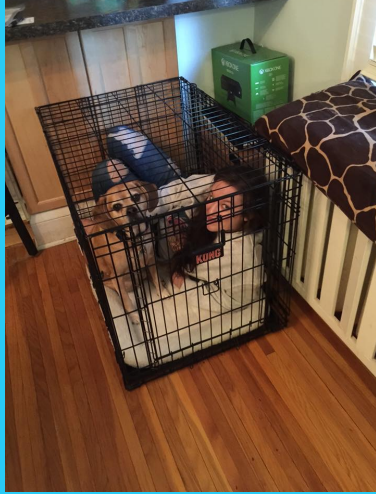


Which champions can you get on board?

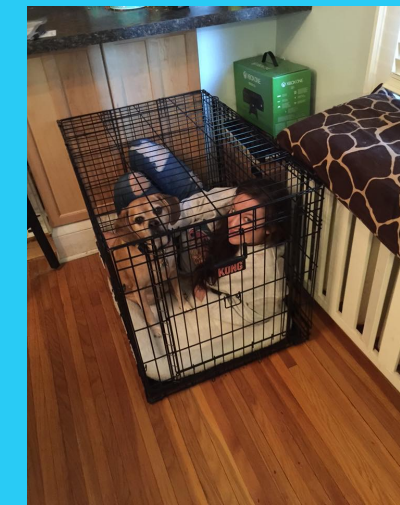
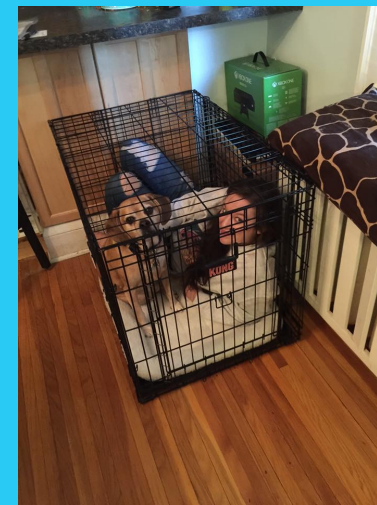
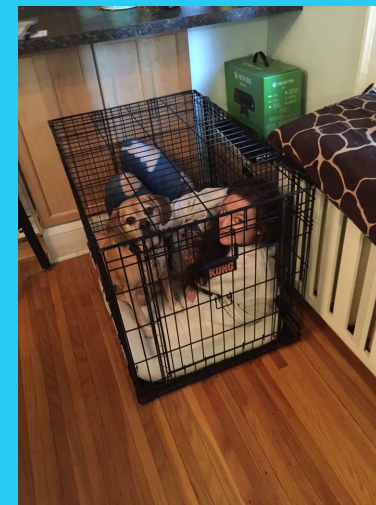
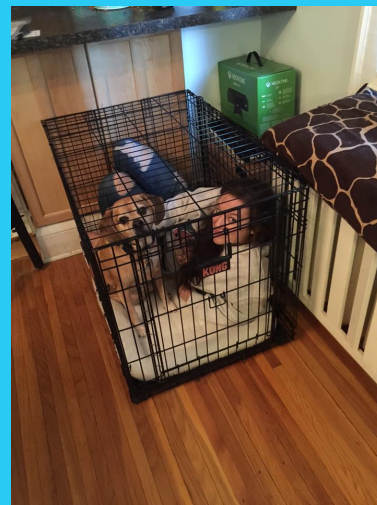
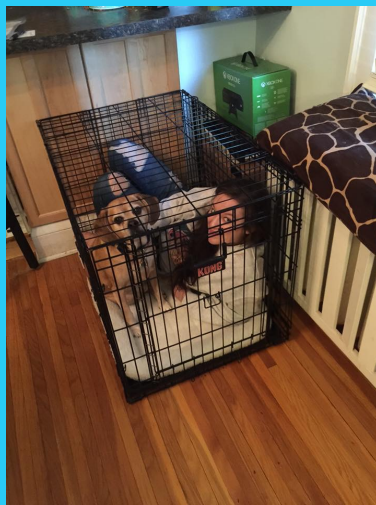


How can they help you sell the program internally?

@azeckman



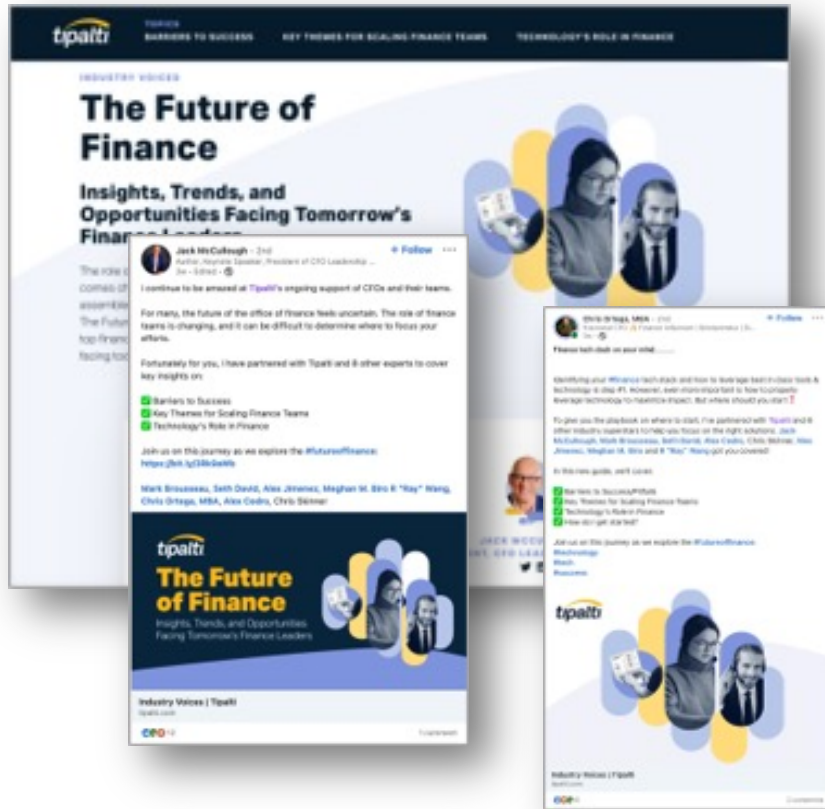
TALES FROM THE KENNEL



INCREASING SOV THROUGH INTEGRATION

Anchor Asset

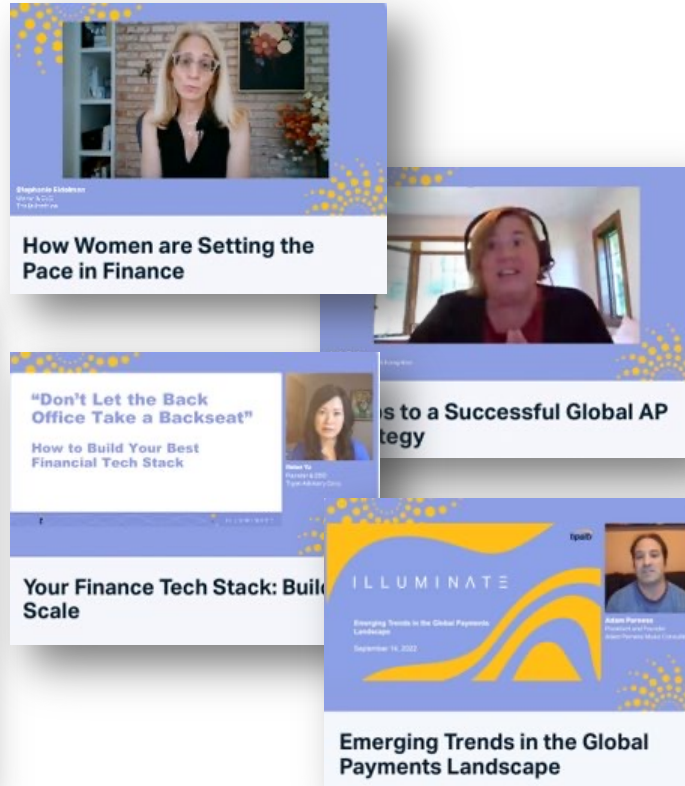
8 Engaged Influencers



6.6M Impressions Driven by Influencers

Event

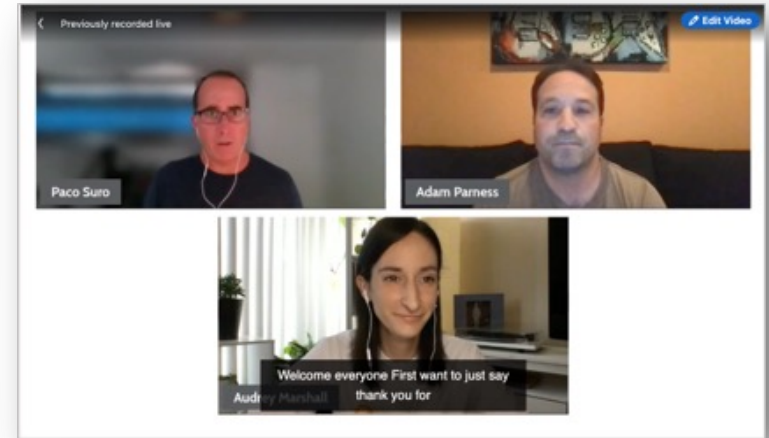
4 Engaged Influencers



Influencers as Speakers for Flagship Event

LinkedIn Live

1 Engaged Influencer
1 Internal Expert
1 Customer



Video Views: 15% above benchmark
Comments: 446% above benchmark
Shares: 242% above benchmark

DRIVING EVENT REGISTRATIONS

Event Promotion

6 Engaged Influencers

15 influencer activations across Instagram, Twitter, Newsletters & Podcasts



I love free stuff and I know y'all do too..

Which is why I am SO excited that I have a free gift for you today from our friends at MarketWatch!

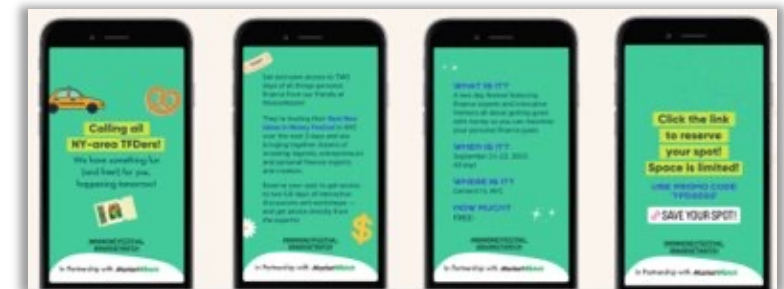
What are you doing later this week? Because the I Like to Dabble community has been invited to [MarketWatch's Best New Ideas in Money Festival](#) and they are giving me and my entire community FREE TICKETS to attend either virtually or in person - it's up to you how you want to attend.

This event is usually \$550 to attend, so the fact that we are ALL getting free tickets is HUGE!

Join the MarketWatch community on September 21st through the 22nd virtually or in New York City for their inaugural Best New Ideas in Money Festival.

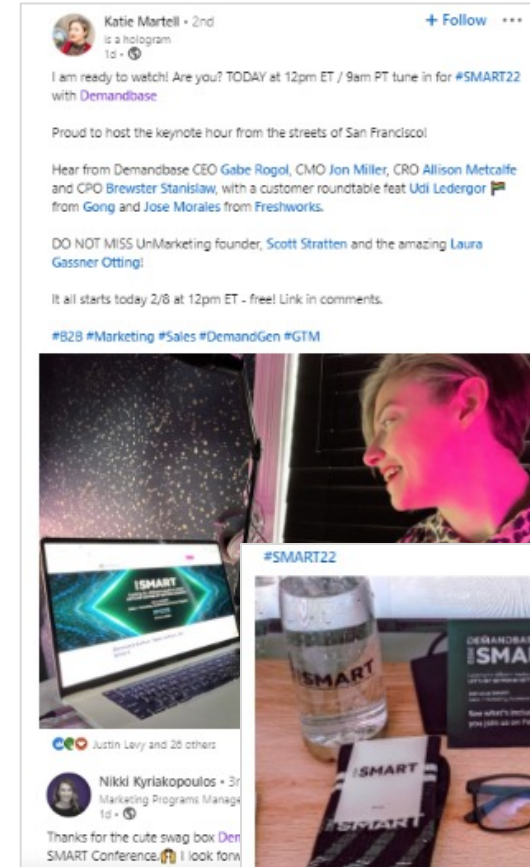
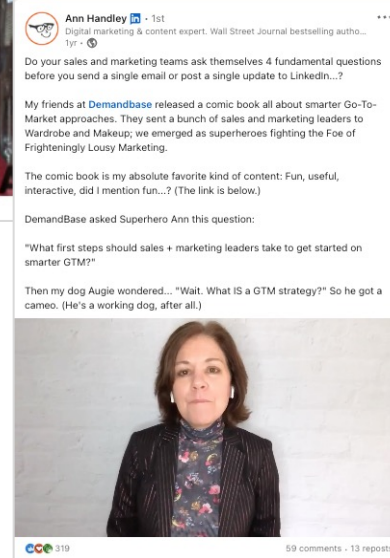
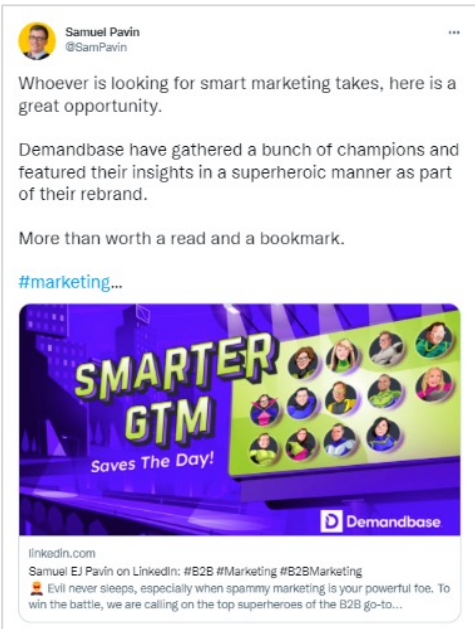
This two-day event will feature dozens of interactive discussions and advice from investing legends, entrepreneurs and personal finance experts and creators. Some of these experts & creators you might recognize like Haley Sachs from Mrs. Dow Jones and Sallie Krawcheck from Ellevest!

They have tons of amazing talks lined up including sessions on remote work, investing, managing your money, working with purpose, retirement, the cannabis industry, and more!



51% above registration goal!

SUPPORTING A PRODUCT LAUNCH



5.7M influencer impressions
(in under a week)

110% YOY increase of SOV
against competitors

17 brand advocates supporting
the launch

Clutch

NURTURING THE RELATIONSHIP

DIGITAL MARKETING, THOUGHT LEADERS

33 AI & Marketing Experts to Follow in 2023

April 17, 2023



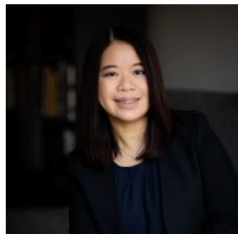
AI used to be (and in some cases still is) a dirty word for many marketers. There was a fear that AI would take over our jobs and make us redundant. But AI has actually enabled marketers to focus on the work that really matters, all while helping to eliminate data issues, operationalize our work for better impact and give us access to the data we desperately need.

Harvard Business Review estimates the global AI market value is expected to reach \$267 billion by 2027, and the technology is expected to contribute \$15.7 trillion to the global economy by 2030.

The moral of the story? AI is here to stay and it's time to begin planning for how it will impact your work and your business.

To help you navigate this complex topic, we've identified the top 33 AI and Marketing experts to look to for advice. We've also provided quick access to following them on social media for timely updates and surfaced some of their top content on AI. Let these experts help guide your path to embracing AI.

Theodora Lau



Founder – Unconventional Ventures

Where to find Theodora: [LinkedIn](#) | [Twitter](#)

Theodora Lau is a leading author, podcaster and thought leader focusing on emerging technologies and Fintech. She also regularly speaks and creates content focusing on the importance of diversity & inclusion within these industries and has an impressive audience across her social and content channels.

Worth a Read/ Listen:

- [One more thing – financial services, tech & human intersection](#)
- [Making the Invisible Visible: Doing More with Data](#)

Chris Penn



Co-Founder and Chief Data Scientist at TrustInsights.ai

Where to find Chris: [LinkedIn](#) | [Twitter](#)

Bio: Chris Penn is a best-selling author, thought leader and authority on analytics, data science and ML. He has shaped five key fields which all include the crossover between AI and marketing. He is an Onalytica Top 100 AI in Marketing influencer and co-host of the award-winning Marketing Over Coffee marketing podcast

Worth a Read/Listen:

- [How to Improve Your AI Prompts](#)
- <https://www.marketingainstitute.com/blog/expert-spotlight-christopher-penn>

Why Take This Approach?

Honoring the influencers with blog or social content before you engaging them creates a connection with the brand and warms them up before you reach out.

Performance Analysis:

Total Users: 110% above benchmark
Total New Users: 68% above benchmark

ENGAGING ON LINKEDIN

Clutch
25,488 followers
1w · Edited · 📎


Will 2023 be the year of #AI?

Emerging technologies have significantly impacted the way we work now and in the future.

We've scoured the web to find the leading experts (and their great content) that can help guide your path to AI integration.

Inside our latest post, you'll find expert insights from [Bernard Marr](#), [Shelly DeMotte Kramer](#), [Christopher Penn](#), [Paul Roetzer](#), [Marsha Collier](#), [Rand Fishkin](#), [Tamara McCleary](#), [Rana el Kaliouby, Ph.D.](#), [Michael King](#), [Bill Franks](#), [Kirk Borne](#), [Ph.D.](#), [Ronald van Loon](#), [Cathy Hackl](#), [Theodora Lau](#), [Sarah Guo](#), [Daniel Newman](#), [Helen Yu](#), [John Koetsier](#), [Arvind Narayanan](#), [Ben Lorica](#) 罗瑞卡, [Aaron Orendorff](#), [Katie Robbert](#), [Gil Press](#), [Carolina Milanesi](#), [Matt Heinz](#), [John Jantsch](#), [Anil Dash](#), [Anindya Ghose](#), [Greg Sterling](#), [David Raab](#), [Alex 'Sandy' Pentland](#), [Liz Miller](#), and [Ash Fontana](#)!

Check out the full post here 📄 https://lnkd.in/eV4Y_4Uh



Marketing

33 AI & Marketing Experts to Follow in 2023

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33 AI & Marketing Experts to Follow in 2023
clutch.co · 9 min read

Christopher Penn (He/Him) · 1st
Co-Founder and Chief Data Scientist at TrustInsights.ai
Thanks for including both [Katie Robbert](#) and me!
Like · 🗨️ 4 | Reply

Matt Heinz · 1st
Helping B2B companies drive predictable growth through revenue respo...
Very cool, thank you!
Like | Reply

Helen Yu · 1st
Board Director, Fortune 500 Advisor, Top 50 Women in Tech, Host of CX...
Thank you for including me
Like · 🗨️ 1 | Reply

Bill Franks · 2nd
Internationally recognized chief analytics officer who is a thought leader...
Thank you for including me on this list [Clutch](#). I am happy that you find my content compelling.
Like · 🗨️ 2 | Reply · 1 Reply

Harish Krishnamurthy · 3rd+
President at Pragmatic Data & The Data Incubator
Great to see your name on the list [Bill Franks](#)!
Like | Reply

Dr. Artem Dolotov · 3rd+
Chief Operating Officer | Co-Founder at Techstack Ltd | PhD in Artificial ...
Nice to see so many familiar names on this list, especially [Matt Heinz](#), [Rana el Kaliouby, Ph.D.](#), and [Bill Franks](#)! The more we talk about this topic, the less bias there will be in relation to artificial intelligence.
Like · 🗨️ 1 | Reply

Theodora Lau (She/Her) · 2nd
Book Author - Beyond Good | Founder - Unconventional Ventures | Podc...
Thank you for including me!
Like | Reply

Greg Sterling · 2nd
Chief content officer, strategic advisor, local marketing expert
I also appreciate the inclusion.
Like · 🗨️ 1 | Reply

David Raab · 2nd
Founder at CDP Institute
Great company to be in!
Like · 🗨️ 1 | Reply

Kirk Borne @KirkDBorne · Apr 26
Thank you [@clutch_co](#) for including me in your list of 33 #AI and #Marketing Experts to Follow in 2023: [clutch.co/thought/33-ai-...](#)
[#DigitalMarketing](#) [#Martech](#) [#MachineLearning](#)

Clutch @clutch_co · Apr 17
AI is changing the way we work and our latest post uncovers insights from 33 of the top #AI & #Marketing experts in the industry. Dig in to learn insights from [@BernardMarr](#), [@ShellyKramer](#), [@cspenn](#), [@paulroetzer](#), [@MarshaCollier](#) & so many more! 📄 [clutch.co/thought/33-ai-...](#)



Marketing

33 AI & Marketing Experts to Follow in 2023

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🗨️ 4 | 📄 4,324 | 📎

Katie Robbert @katierobbert · Apr 17
Thanks for including me as an AI expert to follow!

Clutch @clutch_co · Apr 17
AI is changing the way we work and our latest post uncovers insights from 33 of the top #AI & #Marketing experts in the industry. Dig in to learn insights from [@BernardMarr](#), [@ShellyKramer](#), [@cspenn](#), [@paulroetzer](#), [@MarshaCollier](#) & so many more! 📄 [clutch.co/thought/33-ai-...](#)



Marketing

33 AI & Marketing Experts to Follow in 2023

Clutch

🗨️ 1 | 📄 1 | 📎 5 | 📄 177 | 📎

Why Take This Approach?

Tagging the influencers on social will grab their attention and the attention of their audience.

*Benchmarks estimated uplift are calculated based on content influencers participate in, not honoring content.

Performance Analysis: *
Likes: 120% above benchmark
Comments: 400% above benchmark
Shares: 67% above benchmark

ENGAGING ON TWITTER



Why Take This Approach?

Tagging the influencers on social will grab their attention and the attention of their audience.

Performance Analysis: *

Views: 2,751% above benchmark

Likes: 400% above benchmark

Comments: at benchmark

Shares: 900% above benchmark

*Benchmarks estimated uplift are calculated based on content influencers participate in, not honoring content.

REPORT INTEGRATION

DEVELOPMENT, CLUTCH REPORT

Small Business Leaders Embrace AI: 82% Expect Disruption in the Next 5 Years

April 27, 2023



by Sydney Wess



AI is ushering in a new digital era, and you don't want to be left behind.

ChatGPT drove AI popularity faster than anyone could have anticipated. At the onset of 2023, it broke the record for fastest user growth, reaching 100 million users in its first two months post-launch.

AI zeal is also present on Clutch — demand for AI development services on Clutch grew 514% YoY in the first quarter of 2023 and continues to rise.

Almost all small business (82%) leaders anticipate that AI will disrupt their operations in the next few years, and many think that AI will completely transform their businesses in that time.

Despite the potential upheaval that comes with change, businesses' top three feelings on AI are excitement, optimism, and motivation. Enthusiasm about the value of AI is driving massive adoption rates and even encouraging businesses to invest more in outsourcing to scale alongside new tech.

AI Limitations Make Tools a Resource, Not a Replacement for People

While efficiency is the main driver of small business interest in AI, companies are split on AI's greatest limitation.

Most companies are primarily concerned about either lack of personalization in generative AI responses or the responses being detected as non-human.

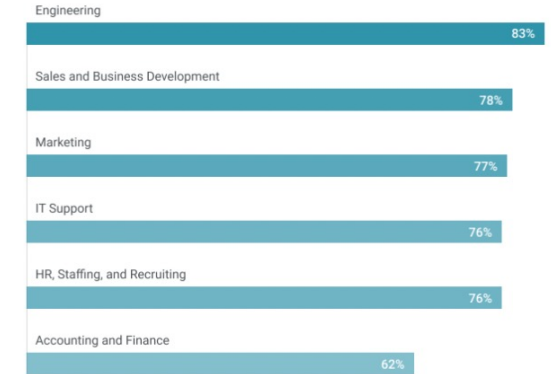
These challenges are rooted in the immaturity of learning models, which can lead to AI-generated content being very easy to spot as non-human without thorough prompts and guidance to train its replies. AI-generated content being easy to identify can be a big issue for businesses intending to use it for highly creative or personalized work.

Ann Handley, chief content officer at MarketingProfs, agrees that AI will never understand a business better than its team. Handley cautions small businesses from over-relying on AI for this reason.

"Businesses should be viewing AI as a resource, not a role replacement. You won't get real business insights from AI that will ever replace your own creative problem-solving and insightful thinking." – Ann Handley, MarketingProfs

It's critical to keep the advantages and disadvantages of AI-driven processes in mind before making final decisions on how and where new tech should be implemented.

Which Departments Will Have an Increased Need for Outsourced Service Providers Due to the Rise of Generative AI?



Not all answer choices shown. N=406 business leaders who use outsourced service providers
Source: Clutch 2023 AI Business Survey

Clutch

Increased AI use and contracts with outsourced service providers mean that small businesses are aiming to use tech to scale. Helen Yu, founder & CEO of Tigon Advisory Corp., highlights the massive shift in staffing that will result from AI.

"AI will continue to automate business processes over the next decade, especially in the area of digital marketing, software development, IT services, and web development. While many existing jobs may become obsolete, new types of jobs are likely to emerge as a result of this transformation." – Helen Yu, Tigon Advisory Corp.

Why Take This Approach?

Including influencers in pillar content that you already have planned decreases the burden on your team and increases the reach of the content. See the next slide for results...

Performance Analysis:

Total Users: 1,933% above benchmark

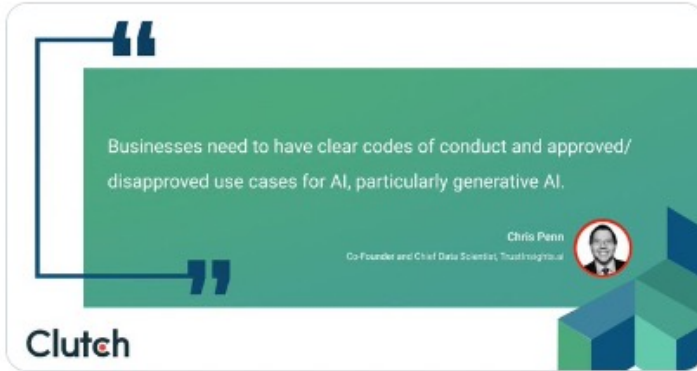
Total New Users: 1,946% above benchmark

INFLUENCER ACTIVATION



Christopher S. Penn @cspenn · 19h

#AI demand is on the rise among small businesses, with 82% expecting AI to disrupt their operations within five years, according to a Clutch survey. Learn more: trustinsights.news/7In2u



3 301



Helen Yu · 1st

Board Director, Fortune 500 Advisor, Top 50 Women in Tech;...

According to Clutch's new #AI survey of 500 small businesses, the top perceived use cases for AI tools are:

- ★ Responding to customers with chatbots
- ★ Creating business presentations
- ★ Writing marketing material

Gain exclusive access to even more #AIDisruption insights by grabbing your FREE copy now: <https://bit.ly/3n79Gxn>

Inside you'll find insights from Ann Handley, Christopher Penn, Paul Roetzer, and me!

How do you see the use of AI evolving in business processes over the next decade?

#generativeai #smallbusiness #marketing



Marketing AI Institute ✓

@MktgAi

In the age of #AIDisruption, you can't afford to get left behind. Get your copy of @clutch_co's FREE AI report to get ahead of the curve. Inside you'll find insights from @marketingprofs, @YuHelenYu, @cspenn, and @paulroetzer! bit.ly/3NjC3CZ

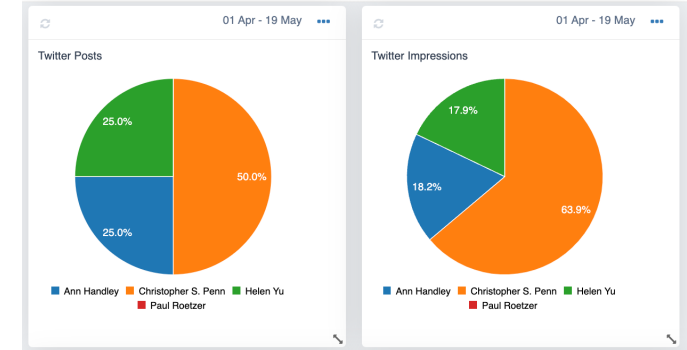
2:37 PM · Apr 27, 2023 · 69 Views

79%

of all users were driven by the influencers

2k+

Clicks Driven By Influencers



Christopher Penn (He/Him) · 1st

Co-Founder and Chief Data Scientist at TrustInsights.ai

#AI demand is on the rise among small businesses, with 82% expecting AI to disrupt their operations within five years, according to a Clutch survey. Learn more: <https://lnkd.in/eAMcBEsG>



13 2 comments · 3 reposts



Ann Handley ✓ @MarketingProfs · 11h

In the age of #AIDisruption, you can't afford to get left behind.

Our friends @clutch_co have a new FREE AI report here to help you get ahead of the curve: bit.ly/44ccs1J

Inside you'll find insights from @cspenn, @YuHelenYu, @cspenn, @paulroetzer, and moi. #gett

2 8 1,933

4,592% increase
in users to the website driven by influencers.

BARKING UP THE RIGHT TREE

**IDENTIFY OPPORTUNITIES FOR
INTEGRATING INFLUENCERS INTO
YOUR EXISTING MIX.**

**LEAD WITH OBJECTIVES THAT HAVE
THE BIGGEST BUSINESS IMPACT.**

PLAN FOR THE LONG-HAUL.

INVEST IN GAINING STAKEHOLDER BUY-IN.

WE DID IT!



THANK YOU!

Email Me:

Ashley.Zeckman@Onalytica.com

Tweet (X) Me:

[@azeckman](https://twitter.com/azeckman)

LinkedIn Me (?):

[linkedin.com/in/ashleyzeckman/](https://www.linkedin.com/in/ashleyzeckman/)



Ready to take the next step?

Finalize your B2B Influencer Marketing Blueprint based on your inputs from today's session.



<http://bit.ly/B2BIMBlueprint>