



CREATE VALUE. STAY  
AHEAD OF THE CURVE.



AS SEEN IN:



# SCOTT STEINBERG

KEYNOTE SPEAKER. BESTSELLING AUTHOR. STRATEGIC CONSULTANT.

## INFLUENCER MARKETING GUIDEBOOK

The Word of Mouth Marketing Association (WOMMA) defines an influencer as “a person who has greater than average reach or impact through word of mouth in a relevant marketplace.” Such individuals serve as a trusted source of insight and advice for others, and are capable of sparking them into action.

WOMMA therefore defines the practice of influencer marketing as “when a marketer identifies, seeks out and engages with influencers in support of a business objective.” Essentially, by engaging with these trusted sources, the marketer hopes to more effectively reach the influencer’s audience, build trust with them, and create greater resonance for their message.

WOMMA has identified five categories of influencers, including those who fall into the following categories:

- Formal Position of Authority
- Institutional Subject Matter Experts and Advocates
- Media Elite
- Cultural Elite
- Socially Connected

Optionally, you may elect to consider the following categories in addition to those already found on the list, as influencers can be tremendously significant on every scale – even those who’d

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consider themselves otherwise unknown outside of their local or niche communities:

- Community Figure: Social, Online or Otherwise
- Thought Leader
- Friend, Parent or Educator
- Content Creator

These individuals – sometimes referred to as experts, subject matter experts (SMEs), authorities, gurus, industry insiders or otherwise – aren't always working professionals or nationally-recognized figures. Some come by their authority as a result of their singular experiences, backgrounds or knowledge; others, simply as a function of their personality, contacts or the role they play within any given audience.

In short, an influencer is not defined by age, gender or even individual focus. Rather, all bear a common trait: The ability to influence others' thoughts, decisions and actions for good or ill. A psychographic, not demographic grouping, such individuals may come from all backgrounds and walks of life, and aren't categorized as such by virtue of personal traits – rather, their ability to spark change.

Influencer marketing is therefore a form of advertising in which communications professionals attempt to engage influencers to help communicate, magnify and/or endorse their message in hopes of sparking desired actions or building affinity amongst a

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specific audience. WOMMA refers to influencer marketing as being about the change from marketing *at* consumers to marketing *with* people – i.e. building a two-way relationship based on conversations, give and take and mutual appreciation. For rules, guidelines and best practices, see <http://www.womma.org/resources/online-resources>.

***Influencer Magazine***, the first publication both by and for influencers and experts in every category and field, is designed to provide a source of continuing education and community influencers on every side of the divide – leading external authorities and corporate professionals alike. An in-depth guide to influencer marketing, social media, communications and surrounding best practices, we provide a positive and open forum featuring today’s top influencers and experts, who are invited to share their innovation and insights. We invite you to join in the discussion – and, in doing so, discover and nurture your own abilities to educate, inform and change the world for the better.



Bestselling author and business strategist Scott Steinberg is a world-renowned expert on creating value and driving strategic innovation ([www.akeynotespeaker.com](http://www.akeynotespeaker.com)). Among today’s top public speakers, he heads management consulting and market research firm TechSavvy Global ([www.techsavvyglobal.com](http://www.techsavvyglobal.com)), which helps partners identify emerging trends and develop powerful leadership and business strategies around them. Hailed as a top technology futurist from NPR to *The Wall St. Journal*, his latest works include *The Business Expert’s Guidebook* and *Becoming Essential*.

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