



All illustrations via Midjourney

# The New Frontier of B2B Influence: **INSIDE OUT**

Lee Odden @leeodden  
TopRankMarketing.com

# Influence for B2B Has Taken Off



**86%** of B2B Marketers engaging in Influencer Marketing are successful

**1/3** of B2B Marketers report influencer marketing has led to increased sales / revenue

**79%** of B2B Marketers agree interest in working with influencers will grow

Source: 2022 B2B Influencer Marketing Research Report

# B2B Influencer Content Drives Reach & Engagement



Jack McCullough · 1st

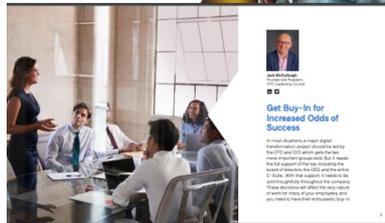
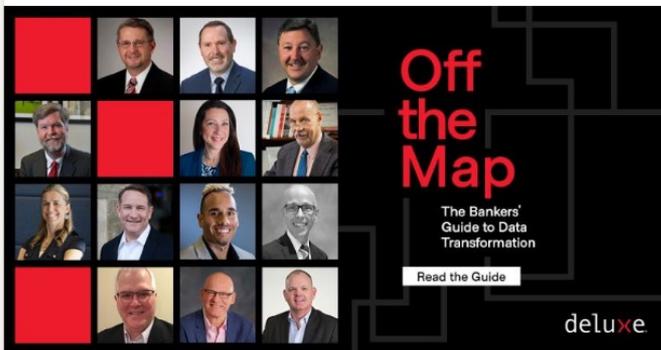
Author, Keynote Speaker, President of CFO Leadership Council  
1yr · 🌐

Successful digital transformations require executive commitment and buy-in across the entire C-Suite

In this Deluxe eBook, learn how bank leaders can effectively manage the changes needed for digital transformation. Check it out here:

<https://bit.ly/3xmRHFt>

#CommunityBank #CommunityBanking #DigitalTransformation #Banking #Fintech #DeluxeBankers



406K reach of influencer brand mentions

**300% above benchmark** engagement rate  
brand social on guide

**153% above industry benchmark** total  
campaign site website visits (5,717)

3,335 visits to the primary landing page  
with **3:22 time on page**

269 visits to the asset

**7.57% conversion rate**

# Still, Many Marketers Fail at B2B Influence



Influencers are all the same right?

We only want actual celebrities

It worked for Nike why won't it work for a cyber security brand?

We have no budget but we do expect sales in one campaign

The campaign is ready to launch, which influencers can we get to promote?

# FAIL 1: Focusing on Popularity Metrics Alone

Demographic

Topical Relevance

Brand Safety

Engagement Rate

Audience Size

Audience Demographics

Audience Interests

Audience Affinity

Influencer Proficiency

Influencer Personality

Influencer Passion

Influencer Publishing

Influencer Promotion



# FAIL 2: Always Working with the Same Influencers



# FAIL 3: Only Looking Outside for Influencers



**8X**

Employee content can see 800% more engagement than content shared through brand channels

Source: Social Media Today

**561%**

Brand messages can reach 561% further when shared by employees

Source: EveryoneSocial

# Elevate Your Brand & Inspire Customers

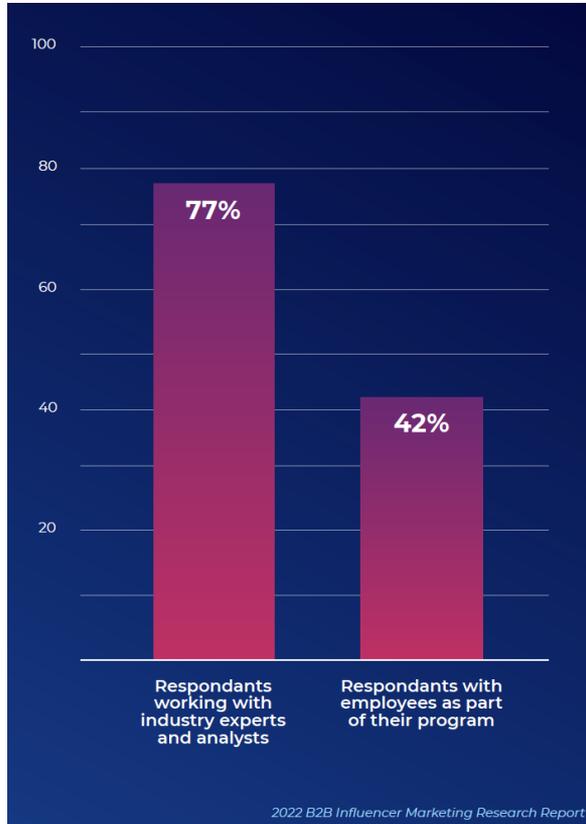


**Brian Solis**

Head of Global Innovation,  
ServiceNow

“Elevate internal voices and create content that inspires you in collaboration with individuals who inspire you. In turn, it will inspire those you're creating it for.”

# Internal Influence is a Missed Opportunity for B2B



**77%**  
of B2B Marketers work  
with industry  
influencers

**42%**  
of B2B Marketers include  
employees in those  
programs



Source: 2022 B2B Influencer Marketing Research Report

# What's the Solution?

# 65%

of B2B Marketers implementing an executive social/influencer program say those executives have been very or extremely effective at increasing brand influence

Source: 2022 B2B Influencer Marketing Research Report



# Inside Influence in Action: B2B Tech Brand



## Objective:

- Humanize a BU at a F500 tech brand
- Develop executives as thought leaders
- Grow engagement on Twitter & LinkedIn

## Solution:

- Executive messaging audit/strategy
- Thought Leadership content & social
- Influencer collaborations/engagement

## First Quarter Results:

- 480% increase in Twitter engagement
- 21% increase in Twitter followers
- 14% increase in new LinkedIn connections
- Speaking invitations & earned media

# B2B Influencer Marketing Defined



“Influencer Marketing is the practice of engaging and collaborating with **internal and industry experts** that have active networks to help achieve measurable business goals.”

# Challenges in Getting Execs, Employees on Board

I'm too busy

What if I say the wrong thing?

Social media is not for senior executives



I don't know what to say

Our customers don't want to hear from me

Who cares what I had for lunch?

# Influence Within Better Connects with Customers



**Alicia Dietsch**

Senior Vice President,  
Business Marketing at AT&T

“Customers are looking for brands to meet them where they are and nurture meaningful, emotional connections.

Executives on social channels are uniquely positioned to connect with the human behind the prospect and deepen relationships with the brand.”

# Use Cases for Internal Influence Based on Research



Source: 2022 B2B Influencer Marketing Research Report

**78%** Grow Social Influence of the Executive

**76%** Build Executive Credibility with Customers

**73%** Create Relationships with Industry Influencers

**63%** Build Credibility of Executives to Improve Sales Conversations

**Passion**

**Personality**

**Publishing**

**Proficiency**

**Promotion**



Tyrona Heath, Director  
The B2B Institute at LinkedIn

# Where Can You Start? Influence Audit

- ✓ What are the brand goals?
- ✓ What topics are relevant?
- ✓ Are exec KOLs active, where, how?
- ✓ Are SMEs active, where, how?
- ✓ Who are the best candidates?
- ✓ What are the individuals' goals?
- ✓ Which content types & platforms?
- ✓ What influence gap can we close?

Topic(s)

Expertise

Advo-create

Engage

# Social Engagement for Execs

## Brand Exec (Biz Travel)

### Topic Focus Promote Business:

Category, Trends, Team

Asked questions about AI and industry  
Exec: Responded as a voice recording  
Transcribed & posted text/photo to LinkedIn  
Result: 28,000 views

## Brand Exec (Telecom)

### Topic Focus Human:

Charities, Diversity, Personal Interests

Personal interest in Women in Tech  
Exec: Interacts with LI feed topic  
Engages relevant hashtag holidays  
Provides inspirational content to share

# Executive Social First Posts: Highlight Influencers



**Tobias Ragge**  
CEO HRS Group | Disruptive Entrepreneur | Business Travel Pioneer | 4x BTN Top 25 | Capital Top40

+ Follow

View full profile



**Tobias Ragge** · 2nd  
CEO HRS Group | Disruptive Entrepreneur | Business Travel...  
Tw · Edited ·

+ Follow

Recently, **Accor** and **Jin Jiang International Hotels** signed a Memorandum of Understanding (MOU) to jointly drive sustainable practices across the hospitality industry. This is important because it should pioneer new ESG standards in the hotel industry and contribute to broader environmental, social, and governance efforts in reducing carbon emissions.

In chatting with **Nelly O Gedeon, EE, MBA**, she expanded on why corporations should care about their lodging partner's sustainability initiatives.

"Today, many companies are either required to follow sustainability guidelines and reportings or are feeling pressure from investors, employees, customers, other stakeholders, and even potential employees to practice the same in all aspects of business. Knowing the impact that travel has on climate change as well as on some of the local social and environmental features of a destination, it would be remiss of them not to pay attention to what their partners and vendors are doing. With a growing focus on ESG, corporations may care about sustainability in lodging for voluntary or mandatory reasons."

The global environmental crisis has dramatically affected the hotel industry. As a result, it is more crucial than ever for hospitality businesses to adopt green solutions. With the HRS Green Stay initiative, we strive to contribute to a cleaner future in travel, so that many more generations after us can explore the beauty and diversity of this planet.

Now more than ever, leaders in hospitality and tourism have the power to be part of the solution, rather than being a part of the problem.

#hrs #sustainability #sustainabletravel #travelindustry #greenhotels #greenstay #businesstravel



**"Corporations must care about their partner's sustainability initiatives because they need to ensure that they are truly committed to protecting the planet and not greenwashing."**

**NELLY O GEDEON, EE, MBA**  
Founder and CEO,  
Wayz



**Tobias Ragge** · 2nd  
CEO HRS Group | Disruptive Entrepreneur | Business Travel...  
Tmo · Edited ·

+ Follow

Corporations have been slow to return to business travel following the pandemic, even at the risk of missing out on potential new clients.

The best way to convince these companies to get back on the road is simply to show them how much easier and more enjoyable business travel has become. It's in big corporations' best interests to get back on the road and meet their clients face-to-face... but a lot of these corporations still need some convincing.

To help with that, I took on their main objections point-for-point, then talked to **Russell L. Edmond** about why business travel is still important for corporations AND their employees.

#corporatetravel #businesstravel #hrs #hospitality #employerbranding



**EMPLOYEE  
ENGAGEMENT,  
COMMUNICATION,  
AND MORALE**

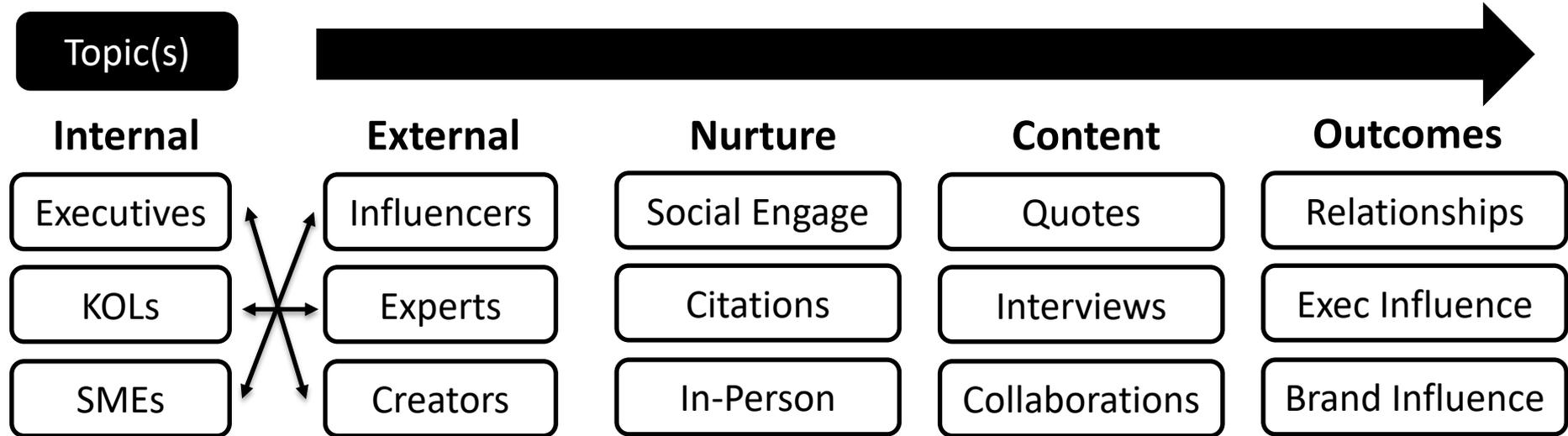
I recently spoke with **Russell L. Edmond** about this, and he made a great point: "When I travel for business, it not only gets me away from the office but it allows me to connect with colleagues or clients I haven't seen in quite some time. It breaks up my daily routine and allows me to communicate, share my knowledge or ideas in a different environment, one that's more relaxed. I believe it also adds to my productivity when I return."



**RUSSELL L. EDMOND**  
Hospitality Entrepreneur

**"Incentivizing employees with a trip can reduce stress, increase creativity, and boost morale, confidence and productivity. Just like in my case, once employees return to the office they feel rejuvenated and energized, waiting to take on that next project!"**

# Accelerate Growth with Hybrid Influence



# Hybrid Influence is a Partnership of Mutual Value

“Reputation is built on perception. Pairing executives with influencers is a great way to elevate their platforms to a new audience, share relevant industry expertise and thus getting a ‘stamp of authority’ from the influencer and their community. The key to success here is to do it continually.”



**Janine Wegner**

Global Integrated Thought Leadership  
Strategist, Dell Technologies

# Basic Framework for Ongoing Engagement



- ✓ Identify influencers on relevant topics
- ✓ Execs nurture/engage influencers
- ✓ Invite influencers to share quotes, then Exec posts to social (LI/Twitter)
- ✓ Work with influencers to feature Execs as guests on podcasts, LinkedIn Live shows, publications
- ✓ Connect Execs and influencers in person at events

# Ways to Partner Internal SMEs with Industry Experts

Product Briefing

Twitter Chats

Co-quoting in blog posts

Co-Present at Conference

Host a Tour of a Brand Facility

Engage via LinkedIn posts

Co-inclusion in content:  
text, audio, video

Co-Present on LinkedIn Live

Podcast Interview

Host a Roundtable Discussion

Set Up Zoom Happy Hour

Connect via IG or FB

Engage via Twitter

LinkedIn chats

Host a VIP Dinner at an Event

# Example: B2B Influencers + Employee Activation

**Objective:** Engage a community to co-create content and activate installations

**Audience:** Smartsheet & Microsoft Teams users, industry influencers, employees and customers



12 Cross-Discipline Time Management & Productivity Experts to Follow

[Learn More](#)

smartsheet + Microsoft Teams

**Story:** How to collaborate more effectively with different work styles

**Tactics:**

- Warm relationships
- Conduct outreach and content collaboration
- Publish and activate community



What is your #FruitfulWork style?  
Here are 5 ways people work (and how to work with them)

smartsheet + Microsoft Teams

**Painsstaking Pomegranate:**  
The Detail-Oriented

**Strengths:**

- Cares about the finest details
- Meticulous and hardworking
- Sees tasks through to the end

**Challenges:**

- Can have trouble seeing the big picture
- Can be overwhelmed with too many tasks
- Needs help directing and prioritizing

**Supervising Star Fruit:**  
The Leader

**Strengths:**

- Can rally the team around a cause
- Potential for game-changing ideas
- Provides clarity and direction

**Challenges:**

- Can get distracted by the next big thing
- Can be fuzzy on how to get their idea into reality
- Can be hesitant to take advice from others

**Gifted Grapes:**  
The Problem Solver

**Strengths:**

- Like to dig into tough problems
- Are guided by logic and research
- Are tenacious when they're working on a tough problem

**Challenges:**

- Can discount emotional intelligence
- Can spend too much time on trivial problems
- May not have a clear view of the big picture

**Aloof Avocado:**  
The Quiet and Perceptive

**Strengths:**

- Patient and thorough
- Comes through in a pinch
- May spot opportunities others miss

**Challenges:**

- Can potentially delay a project
- Can be prone to a deadline approach
- May not get their great ideas across in time to implement

**Amiable Apple:**  
The Emotional Core

**Strengths:**

- Emotionally intelligent and supportive
- Strong sense of intuition
- May spot opportunities others miss

**Challenges:**

- Can be thin-skinned
- Less detail and logic-oriented
- May be uncomfortable without emotional investment

Follow Smartsheet and Microsoft Teams on social media for expert tips on #FruitfulWork.

smartsheet + Microsoft Teams

# Influencers + Employee Activation – Phases

## Phase 1

### Warm the Relationship

**Publish Influencer Honoring Post**  
(3-5 posts featuring groups of influencers based on topic)

**Conduct Social Nurturing**  
(1-2 shares/comments per influencer)

Twitter

Twitter

LinkedIn

LinkedIn

Instagram

Instagram

#### Send Swag

Send a token gift to 50 influencer letting them know we'd like them to participate in campaign

## Phase 2

### Outreach & Content Creation

**Secure Anchor Influencers**  
Outreach to 10, offering payment

**Secure Niche Influencers**  
Outreach to 15, negotiating on payment

**Secure Internal SMEs & Customer**  
Outreach to 25

**25 Short Form Contributions from Influencers**  
Prompt each influencer with 1 question to contribute text, visual or video based content

**4 Long Form pieces of content from brand (Blog or Video)**  
Round up several tips into longer form content and add brand commentary

## Phase 3

### Publish & Activation

**Post influencer Content - Brand/Influencer Channel**  
(3-5 posts featuring groups of influencers based on topic)

Twitter

LinkedIn

Instagram

**Activate Internal SMEs and Users**  
Activate via email to share contribution  
Activate group to share long form content

Twitter

LinkedIn

Instagram

**Activate Employees**  
Activate employees via email or employee engagement platform to share, contribute

Twitter

LinkedIn

Instagram

**Activate User Community**  
Activate employees via email or forum to share, contribute

Twitter

LinkedIn

Instagram

**Tell Us, Show Us How you do x?**

We'll choose a winner every month and send you [swag]

Source: TopRank Marketing

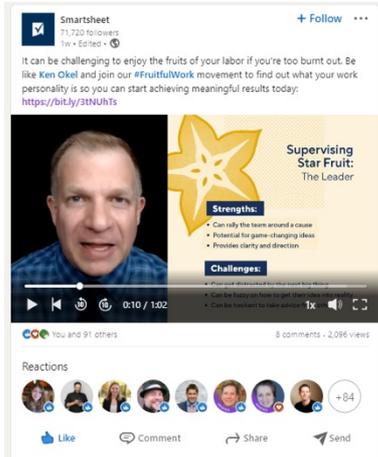
# Influencers + Employee Activation - Outcomes

## Awareness:

**348%** above benchmark pageviews on campaign content

## Outcomes:

**30%+** increase in activations of Microsoft Teams integration



# Top Content Formats: Hybrid Influencer Marketing

- Podcasts
- Webinars
- Articles
- Ebooks
- LinkedIn Live
- Recorded Video
- Interactive Assets
- Live Presentations
- Twitter Chats



# Product Briefing with Influencers & Brand Execs

The image shows a Zoom meeting interface. On the left, a 'Who's Here' list displays 15 participants. Below it, a 'Generate Content Variations' sidebar is open, showing four content options for a sustainable fashion product launch. Each option includes a short paragraph of text and icons for 'Replace Content', 'Add to Content', 'Copy', and 'Discard'. The main Zoom window shows a grid of 15 video thumbnails of participants.

Influencers  
Execs

This is a LinkedIn profile for Pam Moore, CEO and Founder of Sprinklr. The profile includes her bio, follower count (350,531), and a recent tweet. The tweet, dated 1st, says: "This is what you call a POWER ZOOM Call! Thank you Sprinklr for bringing us all together & giving us a behind the scenes look at your new awesome product inclusive of all! Excited for more small & medium size biz's to crank up their social ROI with the power of #SprinklrSocial!" Below the tweet is a screenshot of the Zoom meeting interface, showing the same 15 participants as seen in the first image.

Sprinklr Execs Tagged:



This is a LinkedIn profile for Lee Odden, CEO of B2B Marketing Agency. The profile includes his bio, follower count (134,684), and a recent tweet. The tweet, dated 1st, says: "What's better than connecting with a group of social media marketing pros that have been at it as long or longer than you have? Getting a chance to see a complex, feature rich system previously the realm of large enterprise companies reimagined as an intuitive, easy to use self-service platform priced for mid-market and SMBs. BONUS: ChatGPT is integrated seamlessly! EXTRA BONUS: Did I mention it's only \$299/month per seat and you get access to ALL the features? HUGE thanks to our client Sprinklr and the SprinklrSocial team for the briefing and for making enterprise level social media marketing and service features accessible to virtually any company. And please create another opportunity to get together with these OG's of social: Mari Smith, Jay Baer, Viveka von Rosen, Pam Moore, Rebekah Radice, Neal Schaffer and Arun Pattabiraman's team!" Below the tweet is a screenshot of the Zoom meeting interface, showing the same 15 participants.



# Co-Inclusion in Content – Influencer / Exec Pairings



What is #5G's role in connecting #Healthcare in hospitals and homes? Learn why reliable, secure connectivity is key for improved patient outcomes in this #BizTalks chat with @GlenGilmore and AT&T Healthcare expert, Joe Drygas.

Watch more: [go.att.com/6dfd07c0](https://go.att.com/6dfd07c0)

#HIMSS23



Brand Exec

Influencer



Influencer

Brand Exec

# Connect Execs with Influencers' Platforms



**Matt Metzger**

Exec VP

**Barry Moltz**

Influencer



**Dave Silke**

Exec CMO

**Barry Moltz**

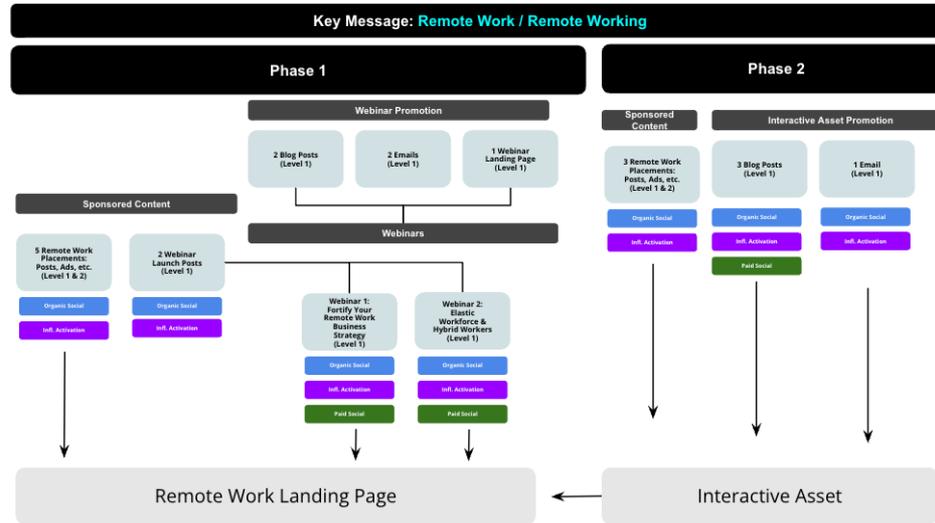
Influencer

# Hybrid Influence: Internal/External Activations

**Objective:**

Mitel =

Remote Work Leader



# Hybrid Influence: Internal/External Activations

## Objective:

Mitel =  
Remote Work Leader

**11 Influencers**  
Engaged - Ebook

**Sponsored**  
Influencer

**Placements:**

- Podcast
- LinkedIn Live
- YouTube
- Blog Posts
- Forbes



**71** Organic Posts by Influencers  
**1,000+** Readers of Interactive Ebook  
**4.3M+** In Reach via Influencer Shares

**Influencer**  
**Led Webinars**  
Featuring  
Brand Execs  
**16,461**  
Social Impressions  
**17,985**  
Webinar Views

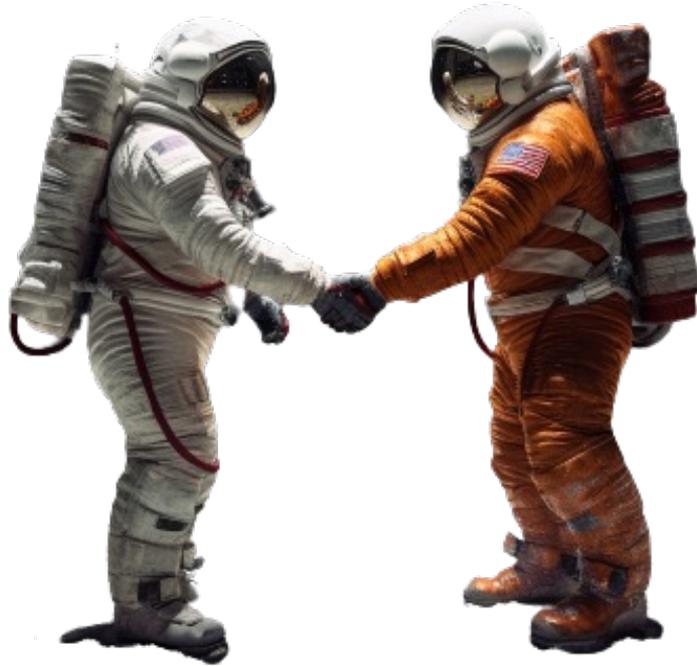


# A Step Further: Executive Social Influence on Sales

- Monitor target account brands
- Promote good news about the prospect brand
- Use Sales Navigator to find the right people at target account companies
- Nurturing those people as the Exec
- Invite them to connect with the Exec



# Elevate Your B2B Marketing with Hybrid Influence



# The New Frontier of Influence Takeaways

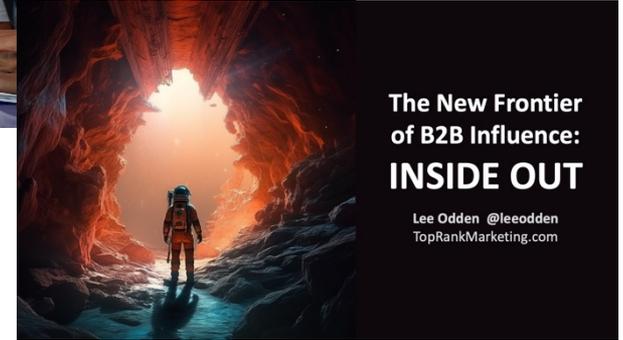


**Employee influence is a growth opportunity:** Employee shares can get 8X more engagement & 561% of the reach that brand messages do.

**Internal influencers can do more than social shares:** Successful marketers tap executives to grow credibility with customers and build influence to improve sales conversations.

**Hybrid influence is a partnership of mutual value:** Connecting Execs and SMEs with industry influencers creates relationships that can inspire employees to prospects – everybody wins!

# Thank You + More Resources



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**TopRankMarketing.com**

**Get the B2B Influencer Marketing Report  
+ The New Frontier of B2B Influence**  
**[igniteusa.influencermarketingreport.com](https://igniteusa.influencermarketingreport.com)**