

The Power of Influence: Beyond the Social Hype, and Driving Business

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Influencer marketing is the practice of engaging internal and industry experts/influencers with active networks to influence audiences and help achieve measurable business goals.



People. Personal. Community. Relatable.

Influencer marketing demonstrates a 6-to-1 return on investment

- Burst Media

A circular graphic with diagonal stripes in yellow, orange, and purple. The number 70% is displayed in the center in a large, bold, black font. A purple speech bubble tail extends from the right side of the circle.

70%

of the buyer's journey is complete before a buyer ever reaches out to sales.

- Source: Pardot

A circular graphic with diagonal stripes in yellow, orange, and purple. The number 85% is displayed in the center in a large, bold, black font. A purple speech bubble tail extends from the right side of the circle.

85%

customers seek out trusted expert content when considering a purchase.

- Source: Pardot

A circular graphic with diagonal stripes in yellow, orange, and purple. The number 92% is displayed in the center in a large, bold, black font. A purple speech bubble tail extends from the right side of the circle.

92%

of customers rely on referrals from people they know above all else.

- TapInfluence

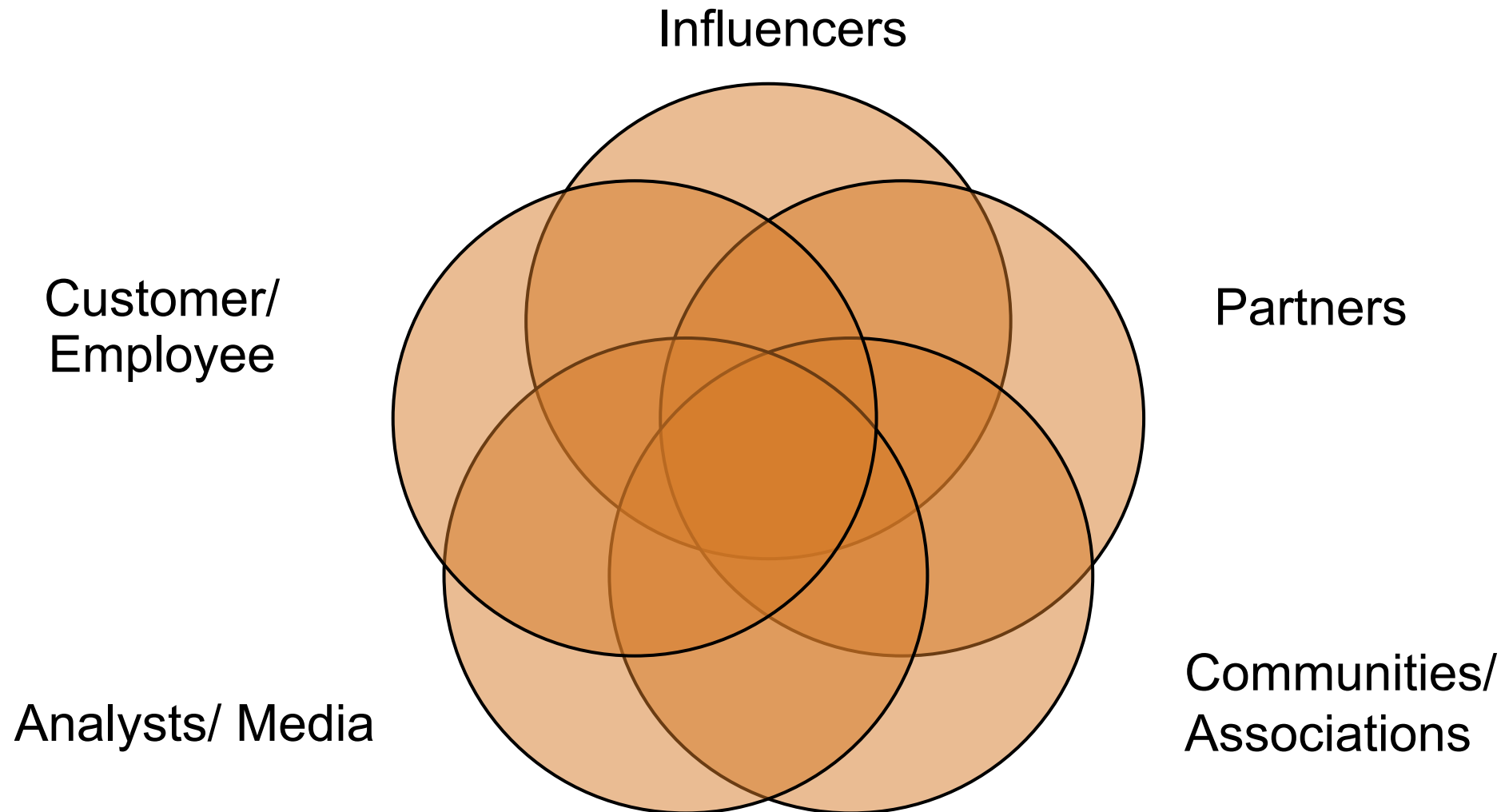
THE CUSTOMER JOURNEY

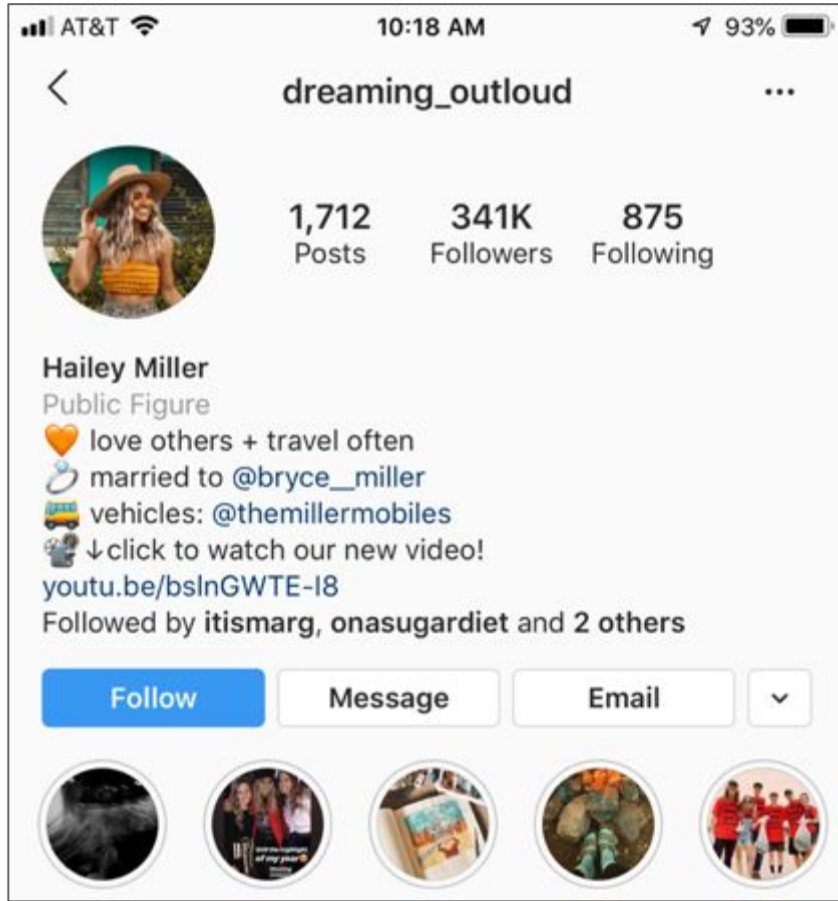


Influence Goes Beyond Social Media



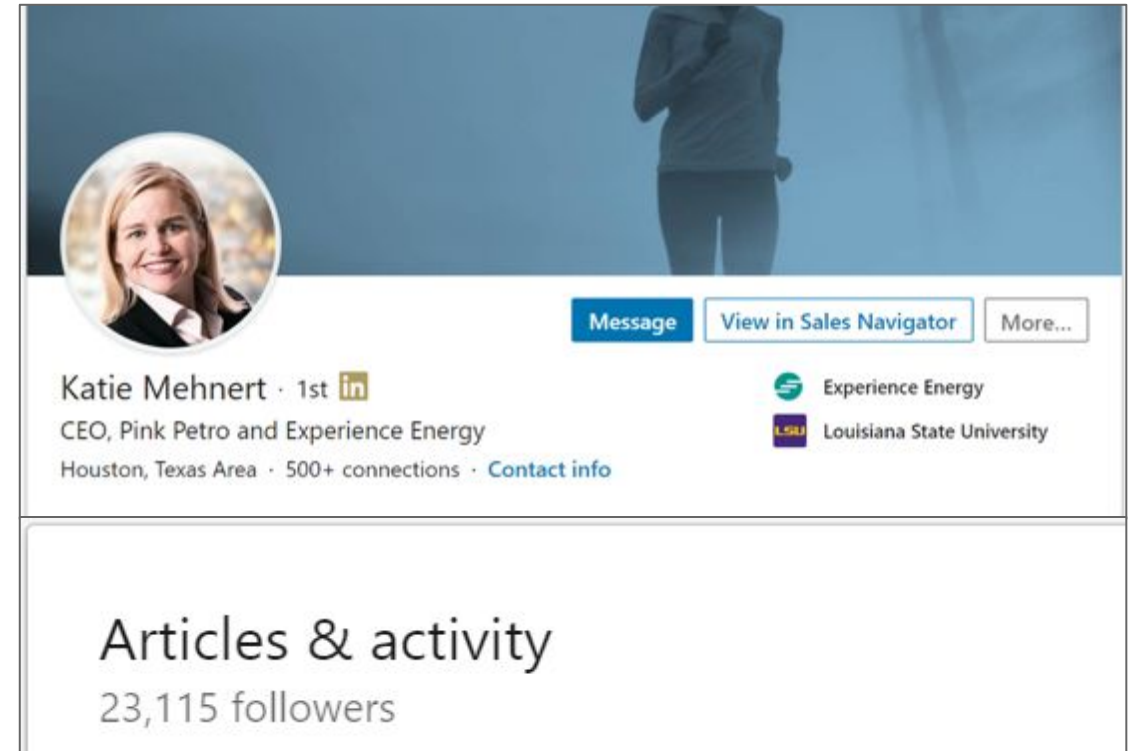
Communities of influence drive business





B2C

VS



B2B

Across the Customer Journey



...Build
Awareness



...Encourage
Consideration



... Impact
Lead Gen



...Increase
Demand



...Nurture
Discussions



...Advocate



Always-On Social

Impactful. Increases Brand Value. Creates Advocacy.

Ebook with 31 Influencers



100%

Influencer Share
Rate

21M

Impressions

Brand Ambassador + Customers + Stories



"Digital technology is disrupting all sectors of our economy. The imperative for organizations within highly regulated industries is to turn this market reality into a competitive opportunity so they can innovate more quickly, control costs, and better meet the needs of customers and citizens."

Brian Roach, Managing Director, Regulated Industries, SAP



Virtual reality and Influencers



Podcast series

Meet your host

Your host and moderator for this series is Eric Kavanagh. Eric is a strategic consultant for the United Nations, CEO of The Bloor Group, a SXSW tech advisor, and DM Radio host. Follow him on LinkedIn and Twitter.



The Podcasts



Episode 1: Embracing Technology to Further Procurement

Tim Crawford, CIO strategic advisor, AVOA, provides insights on how modern technology can enable businesses to achieve procurement transformation and play a more strategic role within their organizations.



Episode 2: Why Procurement Leaders Need to Speak Up

Kelly Ransen, owner and managing director of Ruyen Meeting Point, shares why it's essential that procurement leadership leverage their influence to achieve successful procurement transformations.



Authenticity.

Don't be controlling.

Enable Creativity.

Storytelling.



Vet carefully.

Look at content.

Real expertise.

Attitude.



Offer an Experience.

Educate. Inform.

Give, Don't take.

Influencer-Led.





Thank you.

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