



CAN YOU FEEL IT?

HOMEWORK  
*Module 5*

First, identify your influencers. Please use the sheets provided. And go through the checklist to find them – and segment them by media/bloggers, experts and “everyday” consumer customers.

CAN YOU FEEL IT?

**HOMework**  
*Module 5*

**Cultivate Influencers**

**IDENTIFY 15 INFLUENCERS**

Identify five (5) influencers in each three segments and brainstorm an engagement strategy for each potential individual influencer:

1. Media / Blogger

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2. Thought leader / Expert

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CAN YOU FEEL IT?

**HOMEWORK**  
*Module 5*

**YOUR COMPETITIVE ADVANTAGE**

3. "Everyday" Consumer Influencer:

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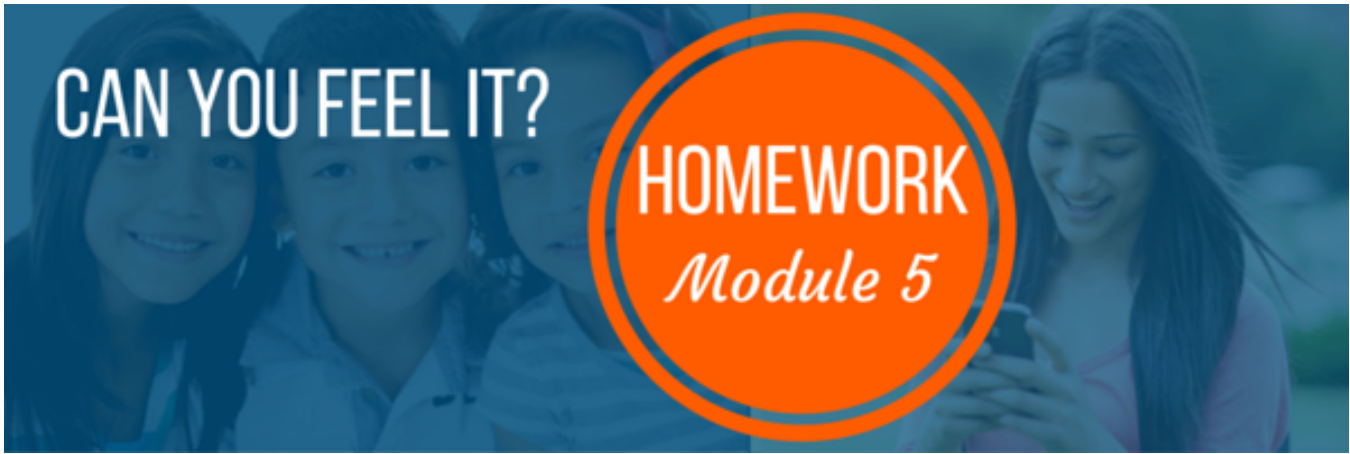
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### Map Call-To-Action Strategy for all 15 Influencers

Now strategize and create your "call to action" strategy for each of the 15, using the Seven Steps from Contact to Conversion from Module 4. (Remember, your mission is to keep the conversation going to the point where your target influencer is engaged.)

How do you know they are engaged?

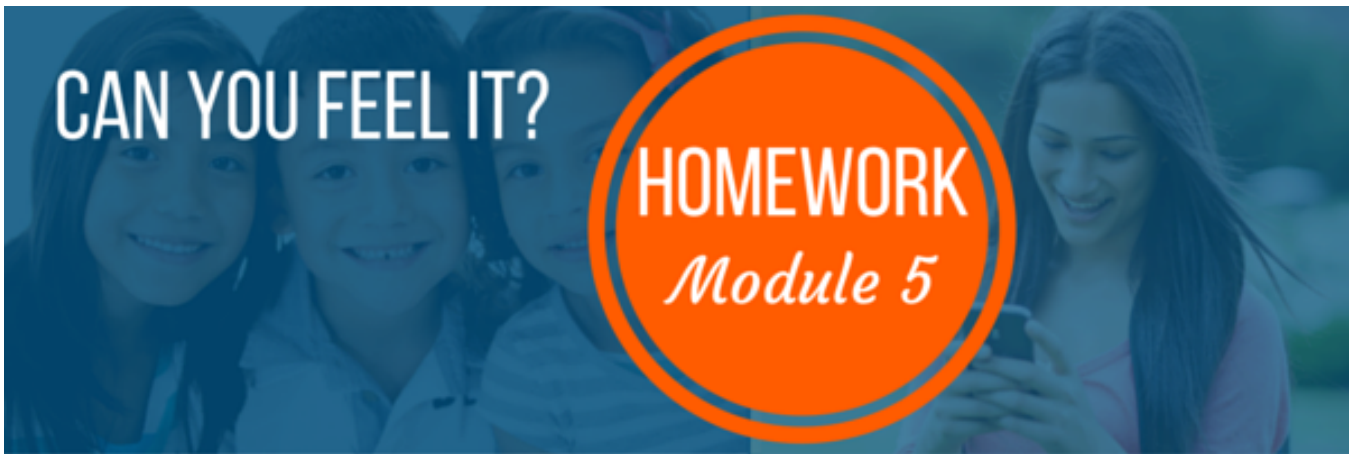
- They ask you a question
- They follow you
- They click your link
- They download your content
- They sign up to your list
- They @mention you
- They re-Tweet you
- They purchase something from you!
- They tell all their friends how amazing you are...



### Call-To-Action Scheduling Template

We suggest you lay out the following table in Excel or complimentary format that allows you to “flow chart” your message strategy and call-to-action sequence to each influencer. It is important you allow space to document their responses (or non-responses) and any changes you make to your strategy. Create space also for your metrics or results of your interactions: Measure RTs, @mentions and shares.

	Message 1	Message 2	Message 3	Message 4	Message 5	Message 6	Message 7
Influencer 1							
Influencer 2							
Influencer 3							
Influencer 4							
Influencer 5							
Influencer 6							
Influencer 7							
Influencer 8							
Influencer 9							
Influencer 10							
Influencer 11							
Influencer 12							
Influencer 13							
Influencer 14							
Influencer 15							



## Results: How Did You Do?

Please document the results of your interactions:

Total Numbr of Shares:

Total Increase in Followers:

Total Number of @Mentions:

Total Number of Downloads:

Total Number of Emails Captured:

Total Number of Earned Media Articles:

Total Twitter Referral Traffic on Your Website or Landing Page:

Other:



## What did you learn?

Document what you learned, and what you could have done better. Any changes to your influencer strategy?

Any questions?

Any concerns?

If you need any help or feedback, please post in the Facebook members group.