

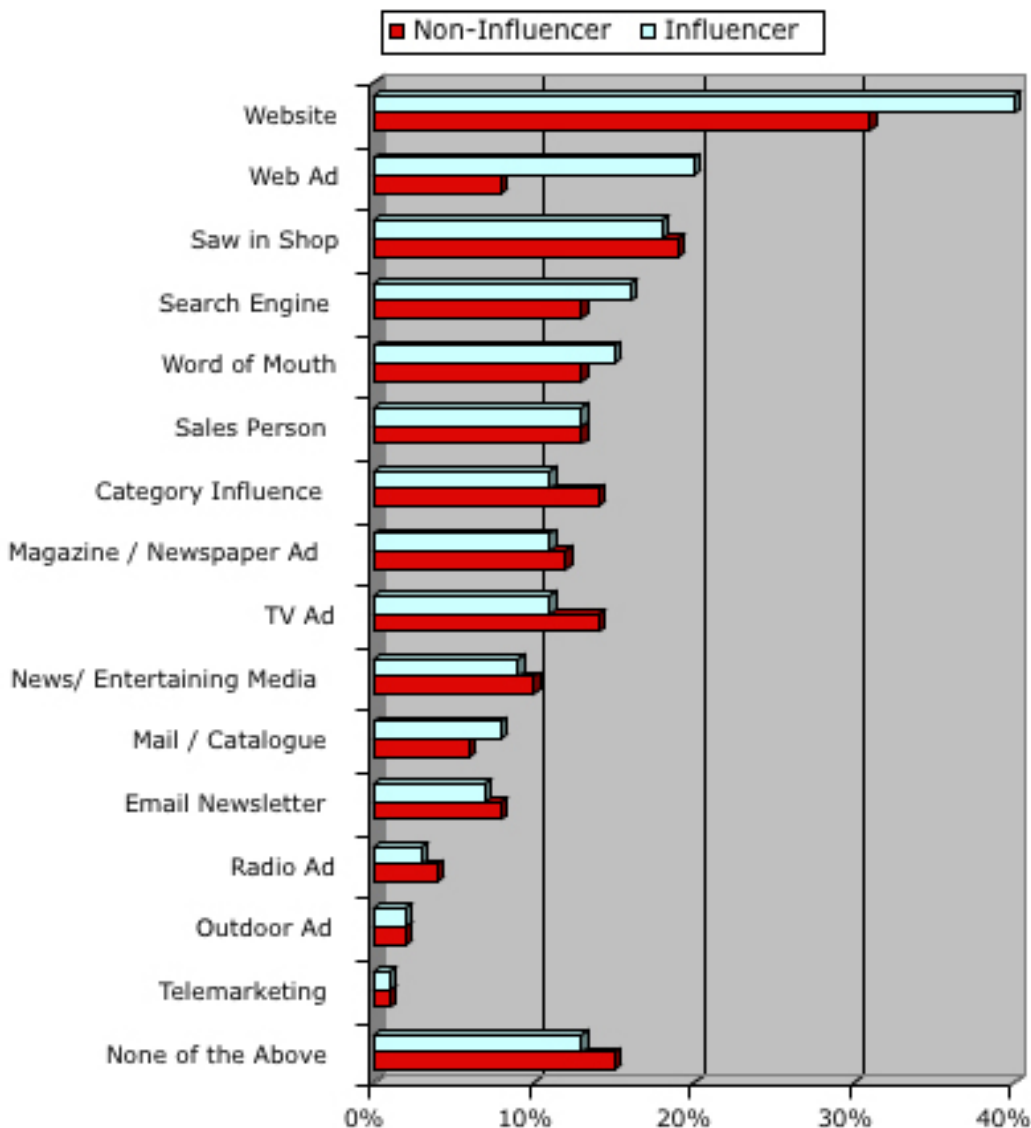
How Influencers and Non-Influencers Engage With Media / Advertising

Introduction

With a particular emphasis on online, this document attempts to explain how influencers and non-influencers interact with media and advertising. It also looks at the likelihood that users will create word-of-mouth buzz around the products and services that they have learnt about via media and advertising.

Clearly, this is of importance to viral marketers. Not least because the trends show that the most influential consumers are those that embrace emerging online technologies; the medium in which viral operates. It is therefore in the interests of viral marketers to strive to target as many of these influencers as possible when seeding campaigns.

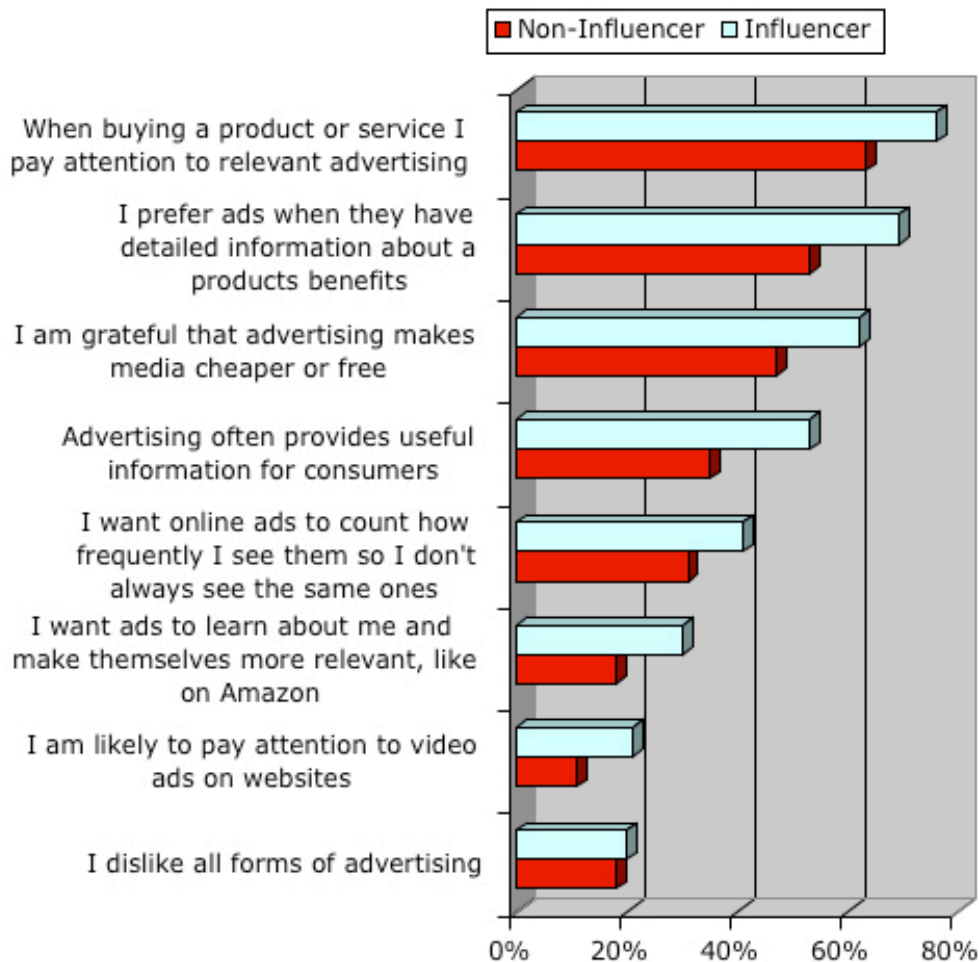
How Influencers and Non-Influencers Learn About Products / Services



The most striking thing we can see from the above graph is that both influencers and non-influencers cite websites as their primary source of information on products and services. The remaining majority of the graph shows us that the discrepancies between influencers and non-influencers aren't great. We can however see a trend that suggests influencers engage more with new media outlets while non-influencers engage more with advertising in traditional media outlets such as TV, Radio and Print.

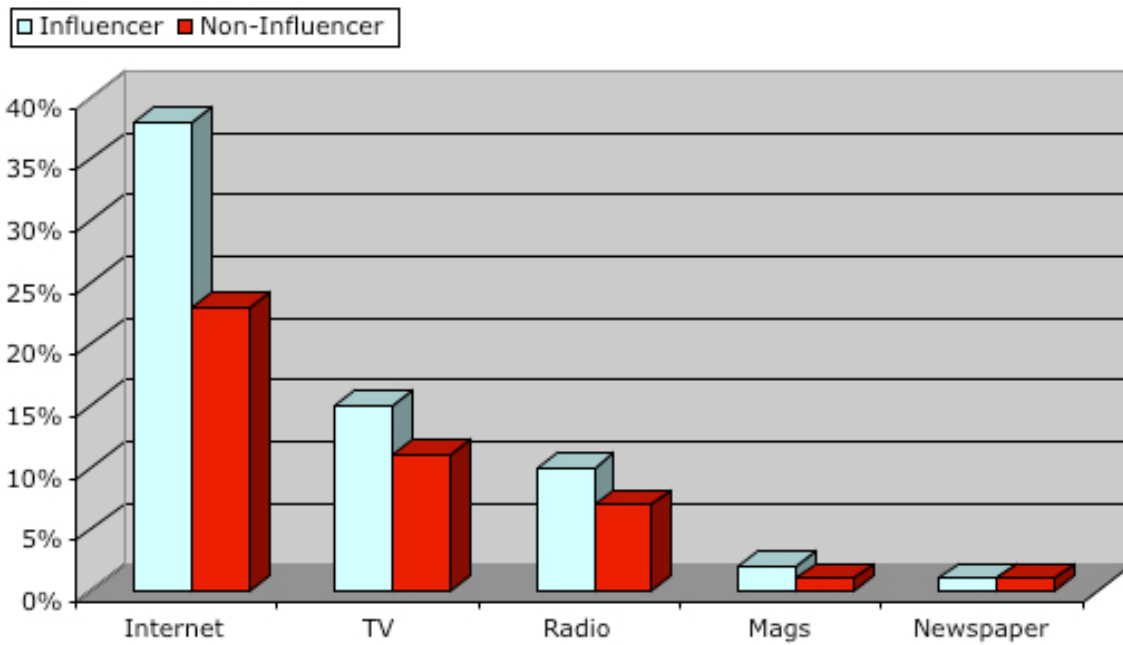
The largest discrepancy in the data lies in web ads. Here, influencers far outweigh the non-influencers so it is of utmost importance to try and target as many of these individuals as possible at the start of a viral seeding campaign.

How do Influencers and Non-Influencers Recognise Value in Advertising?



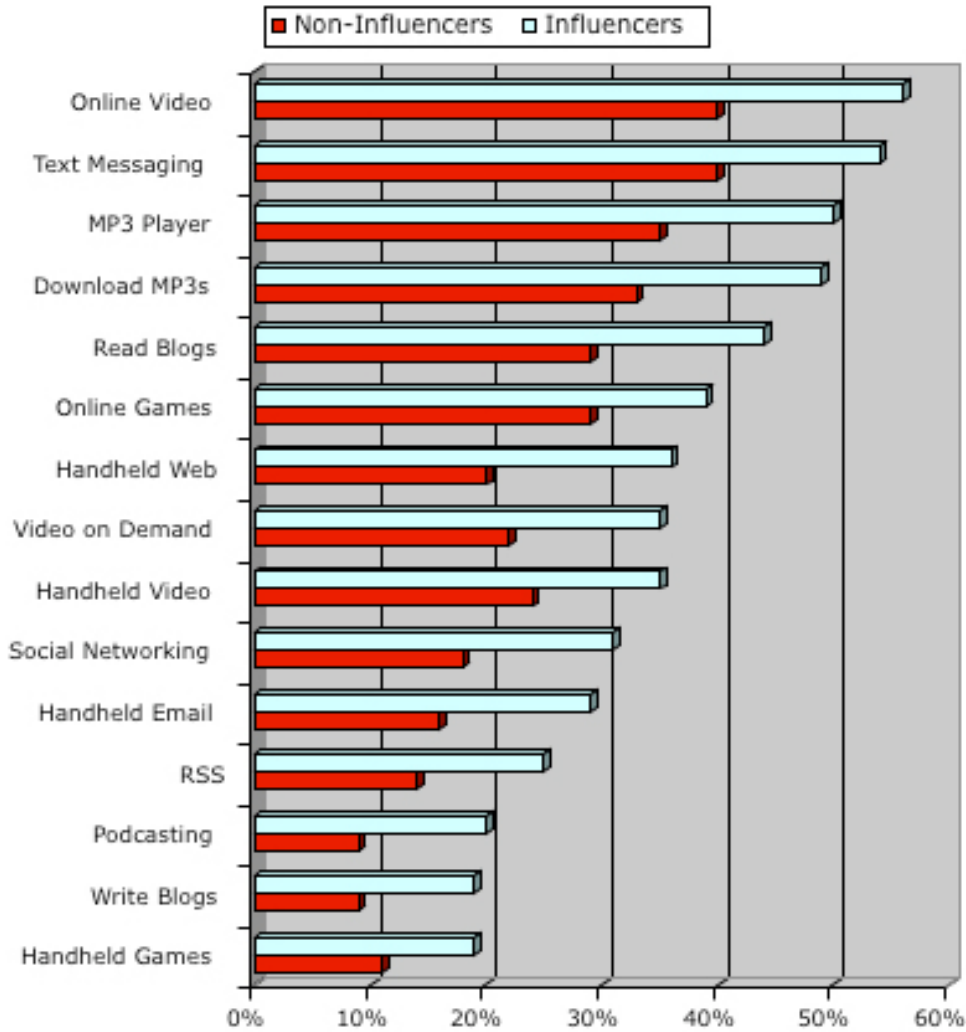
While the above graph isn't strictly related to online viral advertising, it does cast a very positive light on how influencers recognise value in advertising. In every single question the answers of the influencers outweighed those of the non-influencers. A viral marketing campaign, as long as it is seeded to relevant interest groups, can pretty much tick all the boxes that an influencer would like to see ticked. At the viral planning stage it pays to listen to these influencers; if you give them what they want they are far more likely to pass on your marketing messages.

Where do Influencers and Non-Influencers Spend Most of Their Time Consuming Media?



Again, this is good news for viral marketers. Whilst influential consumers spend more of their time engaging with all forms of media, they spend an enormous amount of time online.

The Extent to Which Influencers and Non-Influencers Embrace Emerging Media



In the above graph we can see that influencers are roughly three times more likely to embrace emerging media than their uninfluential counterparts. This is good for viral marketing because out of the 15 emerging media types listed, online video comes first and online games come sixth.

Final Thoughts

In conclusion, we can deduce from these findings that influential people look favourably upon all the methods, media formats and messaging that viral marketing is capable of offering. This situation means that the media environment is literally primed for virals. So long as you provide genuinely engaging content and can identify the ideal influencers for your campaign they should always meet with success.

*Source data for graphs :: Double Click Touchpoints IV focus report - Influencing the Influencers