HP BRANDCLOUT

A Case Study Analysis
Historical Consumer Decision Process

Consumer decision making

Business footprint

- Problem/Need Recognition
- Information Search
- Evaluation of Alternatives
- Purchase Decision
- Purchase
- Post-Purchase Behavior

- 15 years ago
- 10 years ago
- 5 years ago
- Today

Direct Influence of the Company
During the information search phase, consumers are now influenced more by what they read about brands from sources other than the brand.

Many consumers turn to social media for value.
Solution: HP BrandClout

Consumer -> BrandClout

Search -> Influence

Influence -> Purchase

Purchase -> Conversion

HP
Brand Activation

1. Who are the influencers?
2. Where are they conversing?
3. Are we present in their conversations?
4. Opportunities for engagement?
5. Has influence increased?
Relevant Metrics