Case Questions: BrandClout

1. In the current business scenario, how important is the role of social media influencers as a marketing channel?

Focusing on the social media influencers is an excellent brand activation strategy!! Activating influencers significantly increases the chances the will result in a positive financial transaction for the business, presuming that the social media influencer’s experience is a positive one. If so, it creates an opportunity to amplify their key value drivers and increase conversions. Positively activating and engaging the social media influencers should lead to increased conversions.

The former norm driven by sales rep influence has emerged more towards social media and internet influences in decision making to support the ultimate buying process

2. How can we identify the domain-specific influencers for the Big Data problem?

Challenge: topic-relevant influencer identification is tough considering the volume, velocity, and complexity of structured and unstructured social media content (i.e. there is “big” “data” on “big data”).

Solution:

- Build technology infrastructure able to house and analyze the data
  - Hadoop, open source s/w framework to capture huge volumes of data
  - HP Vertica, Big Data handling platform to mine the data
  - ExtractEasy, centrailization of APIs to connect with social media platforms
- Identified means to contextualize the data to make it meaningful and insightful (i.e. turning “noise” into meaning “Big Data” tunes)
- User friendly interface to communicate relevant output
- Algorithms developed to quantify/gauge the degree of influence that individuals have that could affect the target market
  - Sentiment analysis and machine learning algorithms were applied
- Needed to be able to specifically identify HP’s SOI (share of influence) in the Big Data technology space
  - This involved gauging the portion of Big Data technolog-specific influencers who spoke about the HP brand compared to competitors
- BrandClout tool also helped “gamify” the SOI and SOC with a leaderboard
3. How does BrandClout compare with other solutions in the market?

- Peer Index, Klout, Kred, and Twinfluence were other potential solutions
- Peer Index and Twinfluence did not allow configuration of a timeframe
- Klout and Kred did not identify Big Data domain-specific influencers (making them not relevant)

4. How can HP justify investment ROI? (Information)

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In addition to identifying the social media influencers, also developed an engagement model to interact with the influencers.

Also helps to understand whom to engage with to stop a negative issue to go viral.

The insights were then turned into action that raised HP’s SOI and SOC from “digitally dormant” to “digitally dominant.” Specific meaningful actions taken included:

- Increased Twitter action on Big Data Technology
- Providing hyperlinks to more in-depth content
- Inviting list of key influencers to annual mega event “HP Discover”

In addition, this seems like a service that many other business would find value in and would pay for it. I think it creates another capability/service offering that HP can sell customers. I know I would be interested.

5. What is the difference share of conversation versus share of influence; awareness vs. share of influence
- SOI (Share of Influence):
o 63% of social media users consider consumer rating as a top influencer of their buying decisions
o 70% of people trust customer opinions
o 90% of people rely on brand recommendations from friends (ironically, as I get interrupted by a text message from a friend asking about what lawn service I use...friend..recommendation...referral) 😊

o This involved gauging the portion of Big Data technology-specific influencers who spoke about the HP brand compared to competitors
o Portion of influential people talking about your brand compared to competitor brands (on a scale of 0 to 100%)

• SOC (Share of Conversation)
  o Is the number of conversations attributed to a brand for a specific time period compared to competitor brands (is a total number, rather than a percentage)

• Ideally, a brand would have a SOC and SOI to dominate the digital space. However, of the two...SOI is more important (why? Do you want 10 sheep or 3 lions by your side when you go into battle)


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<th>Vendor</th>
<th>Big Data Revenue</th>
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<th>Big Data Revenue as % of Total Revenue</th>
<th>% Big Data Hardware Revenue</th>
<th>% Big Data Software Revenue</th>
<th>% Big Data Services Revenue</th>
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http://wikibon.org/w/images/a/a2/BigDataMarketForecast2013.png