



## **Influence Network Solutions**



# About Us

Community Analytics® is a research organization based on the principles of social networking. We understand human networks and the roles they play in the decision making process.

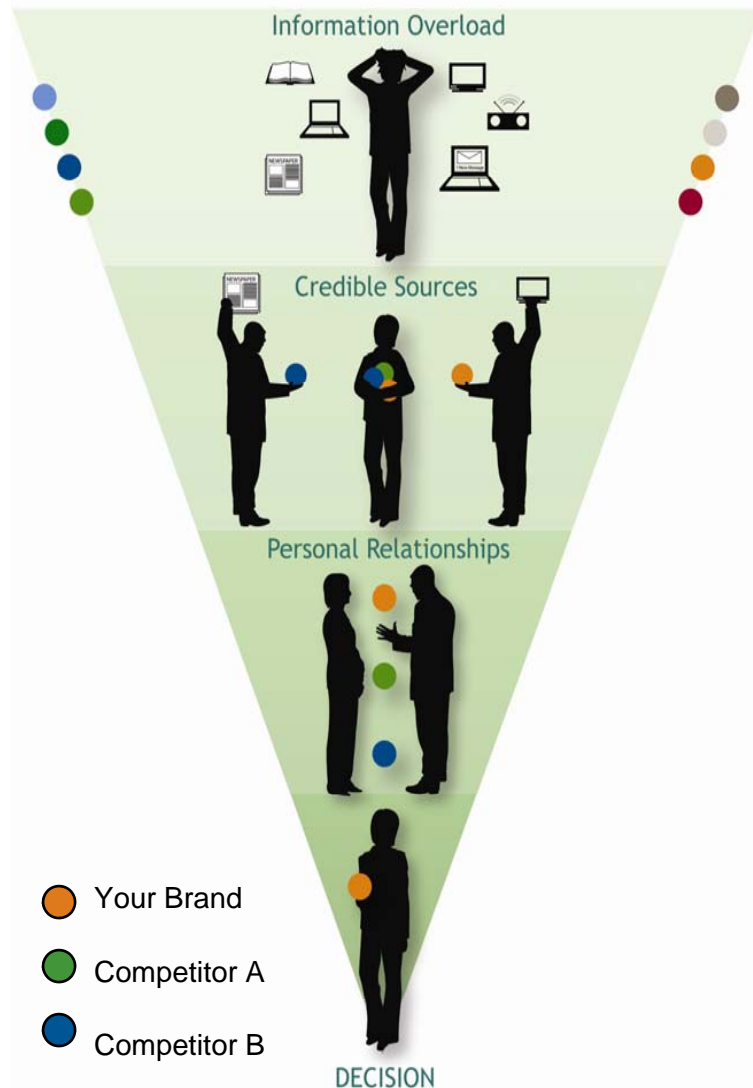
We offer engagement solutions that deliver measurable results in an ever changing and customer-driven business environment. Through a combination of proprietary research and analytical techniques, Community Analytics helps you uncover these networks and create strategies to connect them with your brand.

- **TARGET – map influence networks**
- **LISTEN – meet customers *where they are***
- **ENGAGE – move market share with utmost trust**



# Relationships Are Vital

## The Purpose of Networks




A message delivered from a trusted advisor will always be more powerful than a message delivered from a biased source.

That is the insight behind Community Analytics' approach.

- **People are bombarded with information from a multitude of channels**
- **How people are connected socially affects how they access and interpret information**
- **The more information they are exposed to, the more they rely on trusted advisors to distill and interpret it**
- **Identifying these trusted advisors is the first step in successfully engaging with a community**



# Demographics Are Not Sufficient



Age	Gender	Income	Occupation	Preference
37	F	112 K	Investment Advisor	●
54	M	104 K	Salesman	●
24	F	45 K	Web Developer	●
42	M	98 K	Editor-in-Chief	●
39	F	97 K	Accountant	●
45	M	74 K	Dietician	●
28	F	49 K	Marketing Director	●
61	M	81 K	VP Advancement	●

- **Traditional sales and marketing**
  - Mass approaches
  - Lists of unrelated individuals
  - Prioritize based on purchasing power and other demographics
- **A barrier exists between organizations and the communities they serve**
- **Standard social networks generalize relationships to the point of creating a false reality**



# Community Analytics: Traits to Trust™

- **Technology and the information economy are evolving at a rapid pace; faster than our capacity to embrace them**
- **Brands must evolve with their audiences**
- **90% of word-of-mouth advice takes place offline today, and 76% of marketing-related conversations take place in-person\***
- **To achieve audience engagement, brands must establish a dialogue with the true leaders in a market and their communities**



**“Time is the most precious asset right now. If we can be worth their engagement, that’s the highest benchmark for advertising.” ~ Jim Stengel, CMO of Proctor & Gamble\*\***

\*Source: Keller Fay Group. Talk Track. November 27, 2006 – February 25, 2007

\*\*Source: eMarketer 2006



# The Landscape of Social Networks

## The Personal Dimension:

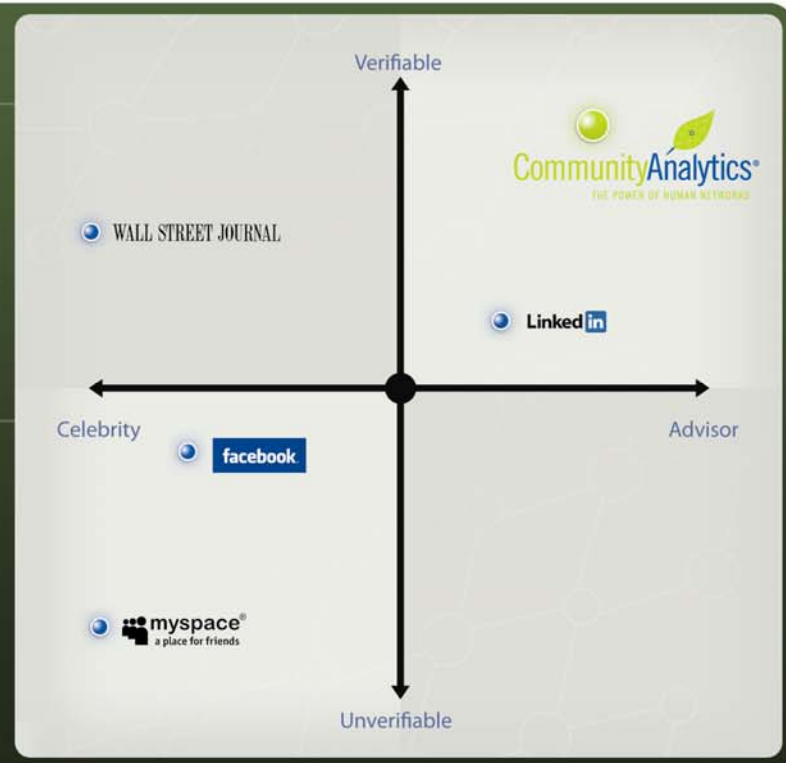
### Trusted Source vs. Celebrity Status

Celebrities are easily recognizable experts in a given field. Trusted sources are people who we know and turn to when we need reliable advice, not just information.

## The Community Dimension:

### Verifiable vs. Unverifiable

Unverifiable networks are created by an entity that claims to “know” the community and disseminate information through it. Verifiable networks are natural; those in which the community facilitates sharing of relevant information and reliable advice.



We identify relationships of trust and advice-seeking that are relevant.

We are not predicting connections based on mass social networks, we're asking members of a community who they connect with when facing a specific situation.



# How It Works

## Opportunity Identification

***Uncover networks of trust and advice-seeking among target audience, and identify key network members.***

## Partnership Building

***Establish or enhance relationships with key network members.***

## Connectivity Facilitation

***Become an integral part of the trusted relationships among key network members and their communities.***

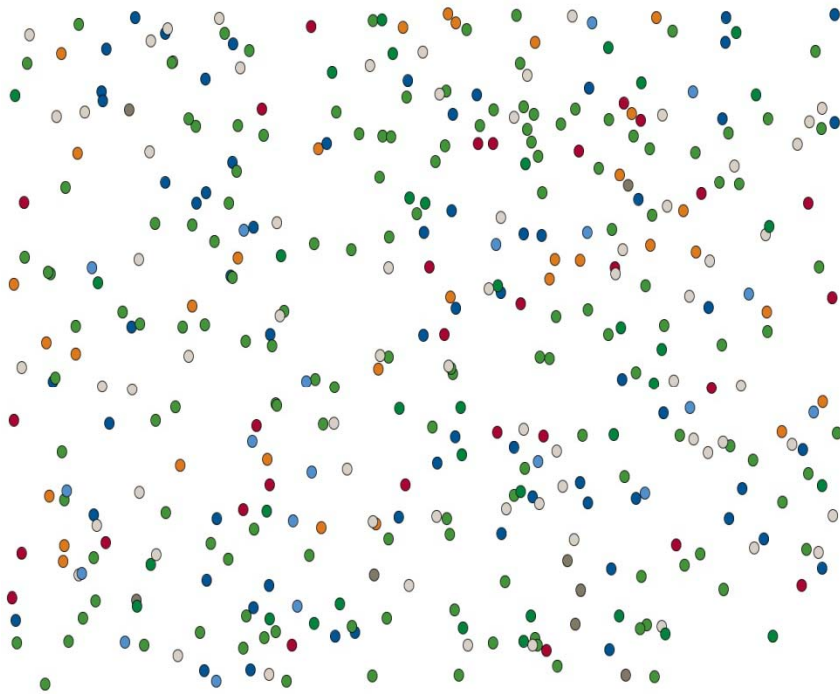
## Relationship Sustainability

***Track acquisition, retention, and performance the context of the revealed trusted networks.***

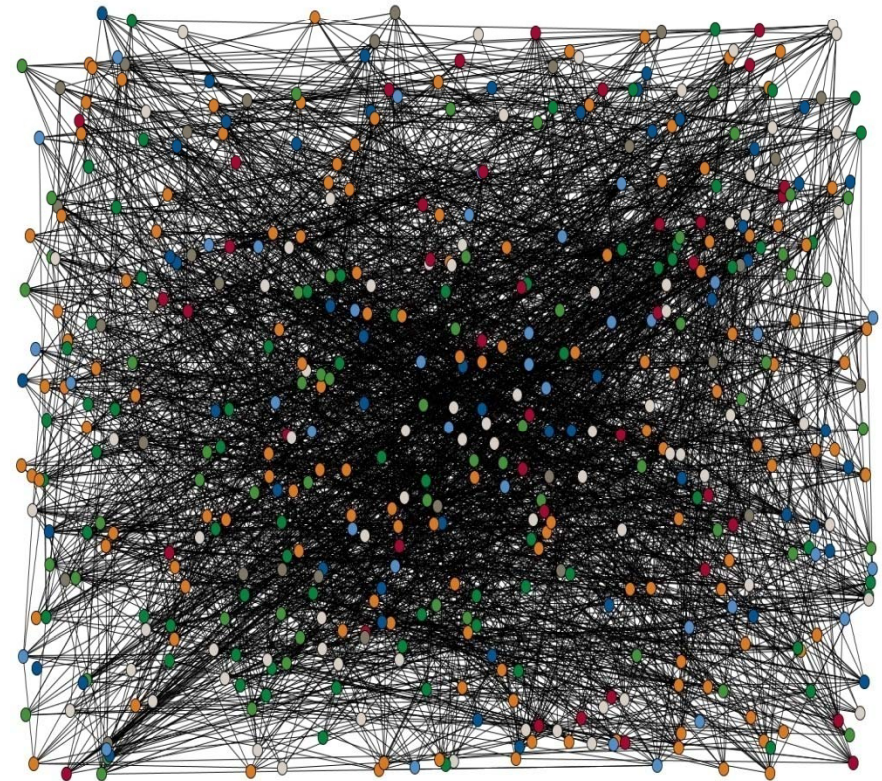


# Networks of Trust

Are these decision makers isolated?

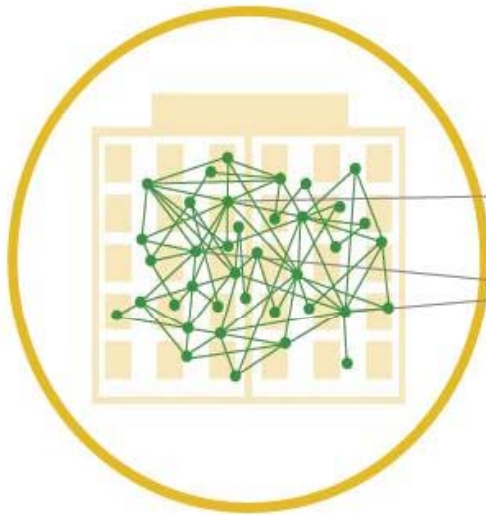


Discover the influence networks



# Our Network Expertise

## Organization Networks

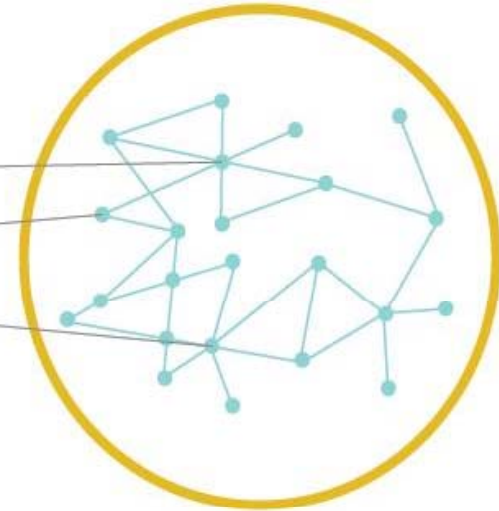


Relationships *inside*  
an organization

## Connectivity Studies

How are the  
networks connected?

## Influence Networks



Relationships *outside*  
an organization

Our full spectrum network analyses provide new generation diagnostic tools to rapidly assess the health of your organization and its critical relationships, both internal and external. These three levels can occur simultaneously or individually. Results are analyzed and compiled to develop powerful strategies for driving revenue through cross-selling opportunities, referral networks, client acquisition, retention, high performing teams, and more.



# Our Experience

- Industries where we've worked:

- Agriculture
- Asset Management
- Communications/Marketing/PR
- Consulting Services
- Foundations
- Insurance
- Investment Banks
- Non-Profits
- Technology
- Universities
- Venture capital



*"I consider Community Analytics to be a real pioneer in social network analysis and influence network mapping. Today, the power to truly move businesses, people and ideas forward ultimately depends on something their team of experts does very well: identifying the trusted leaders in a community that others look to for information, advice, recommendations and leadership. This changes the game for the communications programs we develop for clients. Great capabilities, great partner."*

*~ Senior Brand Strategist, leading global communications company*



# Thank You.



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