How to Identify and Transform Influencers into Brand Advocates

New Cision resources share tips on mastering influencer relationships

CHICAGO, Jan. 31, 2017 /PRNewswire/ -- Your audience is savvier than ever and no longer trusts advertising or your brand. According to Nielsen's Global Trust in Advertising Report[1], people are 92 percent more likely to trust recommendations from their peers than advertising when it comes to making purchase decisions. The only way to reach and make the right impact on readers, buyers and brand supporters is to leverage the power of influencers and earned media. To help marketing and communications professionals navigate tactics and tools for targeted outreach, Cision has created two new resources.

Cision's new white paper, "***Targeted Outreach: Turn Influencers Into Brand Advocates***" walks you through some of the latest data on influencer marketing and explains why influencer marketing is becoming increasingly necessary for brands to earn their audiences' trust.

The full guide offers tips spanning the entire lifecycle of influencer relations, including:

- The five types of influencers to consider partnering with when planning your outreach
- The eight key insights you need to steer your brand's influencer marketing strategy in the right direction
- The three approaches you can take to make your brand appealing to influencers

Cision also hosted a webinar discussing how touncover your brand's influencers using the Cision Communication Cloud™. Featuring Cision's VP, Media Research Valerie Lopez and Cision's Director, Communications Stacey Miller, the pair demonstrated the similarities and differences between social influencers and traditional journalists, shared best practices for more successful social media pitching and revealed top factors for determining true influencer and applying research to a brand's targeting and messaging strategies.

Influencers are key to effectively connecting with your brand's audience, but finding the right brand partner isn't always easy. By first listening in on key conversations in your industry, you can begin to identify the right influencers to partner with and find valuable opportunities to advance your brand. To get the full scoop on earning your target audience's trust through influencer outreach, access the **complete guide here** and watch the on-demand webinar here.

About Cision:
Cision is a leading media communication technology and analytics company that enables marketers and communicators to effectively manage their earned media programs in coordination with paid and owned channels to drive business impact. As the creator of the Cision Communication Cloud™, the first-of-its-kind earned media cloud-based platform, Cision has combined cutting-edge data, analytics, technology and services into a unified communication ecosystem that brands can use to build consistent, meaningful and enduring relationships with influencers and buyers in order to amplify their marketplace influence. Cision solutions also include market-leading media technologies such as PR Newswire, Gorkana, PRWeb, Help a Reporter Out (HARO) and iContact. Headquartered in Chicago, Cision serves over 100,000 customers in 170 countries and 40 languages worldwide, and maintains offices in North America, Europe, the Middle East, Asia, Latin America and Australia. For more information, visit www.cision.com or follow @Cision on Twitter.

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[1] http://www.nielsen.com/us/en/insights/reports/2015/global-trust-in-advertising-2015.html

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