

# Finding the Right Influencers



This week's #DigitalPR Twitter chat is all about influencer marketing. How to find the right influencers for your brand or campaign and once you find them, what to do with them.

Our guest this week is Heidi Sullivan, Snr. VP Product for Cision. Heidi will be answering questions about Influencer Marketing. She's quite the influencer in her own right: she was named The Hub's "Individual Influencer of the Year" for 2014, one of PR's most influential professionals in the PRWeek Global Power Book in 2015, and one of PRWeek's 40 Under 40!

If that's not enough, Heidi currently hosts the Influencer PROs Podcast. So mark this Friday on your calendar and set aside the hour for a "lunch/coffee and learn" session.

DATE: Friday April 29

TIME: 10 am Pacific 1 pm Eastern

VENUE: Twitter

WHY: Influencer marketing is gaining in popularity. It's very effective, if done right. However, as more brands reach out to influencers it's getting tougher to find the right people to work with.

- 78 percent of brands increased their content output in the last two years but average content engagement decreased by 60 percent. You need the right influencers to amplify your content. ([Source](#))
- 92 percent of people trust recommendations from individuals (even if they don't know them) over brands. ([Source](#))
- 51 percent of marketers believe they get better customers from influencer marketing because the relationship began with trust in the influencer. ([Source](#))
- 8 in 10 of the most influential people for teen audiences are YouTube stars. That number keeps growing every year, pushing traditional celebrities further down the list. ([Source](#))

Tip: If you're not familiar with Twitter chats the easiest way to participate (or lurk) is to log on to [www.tweetchat.com](http://www.tweetchat.com) and put #DigitalPR in the hashtag field. (You do have to be logged in to your Twitter account.)

See you on Friday. Follow us on Twitter.

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