



Social Media Influencer Landscape Report






In an evolving digital landscape, earned influence can carry propel your brand if you leverage it wisely. Influence means more than just having a large following. **The Influencer Landscape Report** dives deep and reveals who the key influencers are for your brand, allowing you to engage in meaningful influencer relations.

The Social Media Influencer Landscape Report uncovers who has a strong voice in social media for your brand by measuring against five key elements: Relevance, Credibility, Consistency, Engagement, and Network. Influencers vetted with this criteria are then scored, ranked, and profiled, giving you a full picture of who can most influence your brand.

A **Social Media Influencer Landscape Report** will:

- Identify Key Influencers
- Measure Key Influencers based on their Relevance, Credibility, Consistency, Engagement, and Network
- Rank Key Influencers per Media Type (web news/blogs, forums, Twitter, etc.)
- Assess the Position of Key Influencers (i.e. promoter/detractor, key topics covered, etc.)
- Profile and Segment Key Influencers
- Visualize the Twitter Network of Key Influencers

We offer three levels of the **Social Media Influencer Landscape Report** to meet a range of needs and budget requirements.

	 BRONZE	 SILVER	 GOLD
Starting Cost*	\$4,500	\$6,300	\$15,000
Language Options	Influencer language: English	Influencer language: English plus local*	Influencer language: English plus local*
Standard Period Covered	1-3 months	1-3 months	6+ months
Number of Key Influencers Identified and Analyzed	10	30	50
Twitter Scoring and Network Mapping of Relationships		●	●
Key Influencers Positioning			●
Key Influencers Categorization / Segmentation			●
Key Influencers Profiles	0	0	10
Qualitative Analysis and Executive Summary			●

Need something else that's just right for you? Contact us for a custom report!

Ready to get started? Contact us to learn more about our Media Intelligence Research & Analytics offerings!

 www.lexisnexis.com/media-analysis-reports

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**While LexisNexis can manually analyze coverage in more than 40 languages, English, French, Dutch, Spanish, and German are the selected languages available for manual analysis for Silver and Gold reports. Projects involving other languages require customized pricing.

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