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.