



Building Influence to Create Revenue

"Building influence is our expertise"

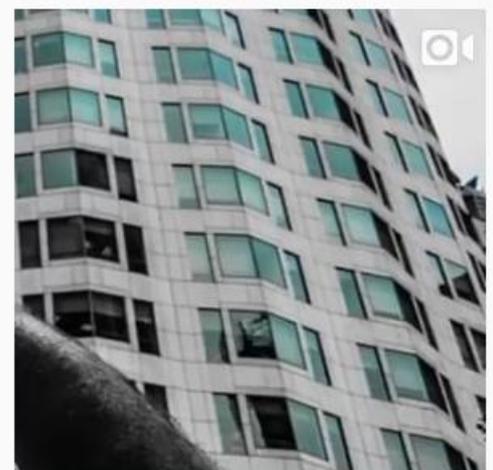


ADVISIGHT



Brands are everywhere, and in today's celebrity and social media led world people have become brand representatives, celebrity endorsers, impartial but powerful online influencers and brands in their own right. Brands can be powerful agents but to be effective they have to be able to influence people in their favor. Since the emergence of Web 2.0 a decade ago the opportunities to influence and to be influenced are significant, with extraordinary opportunities to reach a vast global audience.

Of course, it's not that easy, because there are so many brands all competing for attention, and that's where specialist expertise is invaluable. It was certainly the secret to success when we started to work on building the influence for Advisight founder Brian Klock.





Building Influence

Influence takes time to build, and whilst YouTube may have created a few online stars by accident, many more become brands because they have taken a strategic approach to developing a large and loyal fanbase. Whilst we're not about to give away the real secrets of our success – we save those for our clients – there are some simple steps that anyone can take and which form the foundations for our unique and tailored way of working with our clients:

Leveraging other influencers and brand advocates.

This means getting other people to talk about you and your business. Because these influencers have loyal followers their recommendations will go a long way to building your reputation.

Being authentic

Being true to your values and beliefs creates a more compelling and believable brand – this will help build confidence amongst your followers.

Delivering Expertise

Being an expert gives people a reason to follow a brand. We always focus on the expertise and knowledge of our clients to engage audiences on social media.

Being Engaged

Building influence isn't just about having something to say. It's also about listening, responding and getting to understand the audience. Paying attention to detail and always seeking to understand your followers will keep them coming back for more.

Being Consistent

Any brand has to be consistent across all its different platforms. This helps build trust, loyalty and ultimately brand recognition.

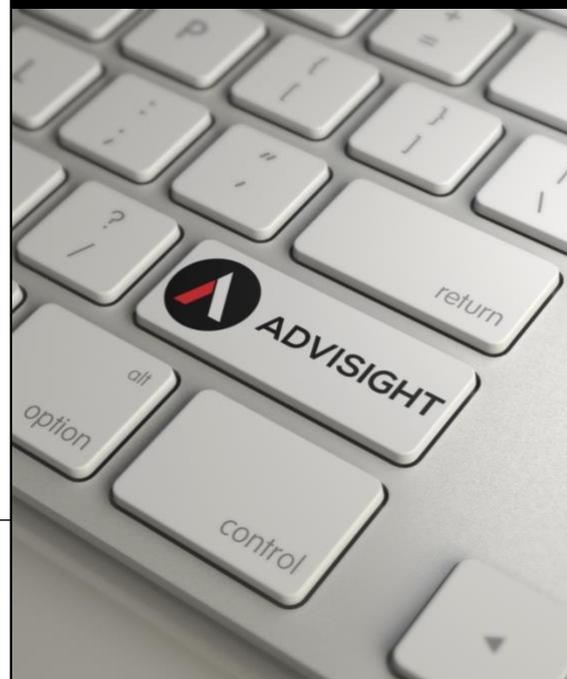
Be Persistent

To build brand recognition takes time and effort. In a world where everything is expected instantaneously it takes real effort and persistence to always be there for your audience. This is all about building momentum – starting small and growing your online influence over a period of time.

About Advisight

Advisight is the world's premier marketing research center located in Los Angeles, CA. The agency is a leader in building global influence and manages a network of more than 500 million people. Advisight captures long-term attention, creating loyal super fans for brands. Advisight's revolutionary neuroscience research creates premier marketing insights which produce notable proprietary systems that cultivate real fans and viral reach. We work with the world's largest influencers and brands, identifying target market attention and how to capture it efficiently. Connect with Advisight on Instagram, Facebook and Twitter.

Advisight also utilizes the expertise of technology experts, digital marketers, social media gurus, and SEO professionals to ensure that appropriate techniques are employed across all media and online channels. Content is provided that entertains, engages, and captures interest. Specific demographics prefer some types of social media networks over others and the agency can reach the desired target audience with pinpoint precision to create brand loyalty.



CASE STUDY



Delivering Real Results for @realbrianklock

Advisight worked hard to transform @realbrianklock into a brand to be reckoned with. Taking our own advice, starting small and building momentum, we grew his personal brand by focussing on building influence. We started with no followers at all, and transformed Brian and his brand into a business that turns over \$80,000 a month in profit in less than one year!

Focusing on Instagram, LinkedIn, Facebook and Twitter we used our insight, expertise and knowledge to create a brand that would have global reach and impact, attracting followers from around the world.

We achieved this by strategically investing in branding and marketing. None of our results happened by accident – they came about through our carefully planned and delivered programmes of activity to deliver an audience of over a million followers.

We have cultivated a large and loyal fan base of genuine followers interested in hearing what Brian has to say.

Excited by these results?

If you're interested in finding out more, join over a million others following Brian, and get in touch with Advisight to explore the possibilities for your brand.

