

Influencer Quadrant



The Kea Company Influencer Quadrant helps you to show your company's changing influence on the market.

It Can Be Challenging To Convince Potential Clients That You Are Better Than Your Competitors, Especially If Your Competitor Has A Higher Market Profile Than You Currently Have.

The Influencer Quadrant (IQ) helps you

- be a successful market player in a long term view
- win new customers
- strengthen your position in the media
- strengthen your position in the market
- earn more money
- become a business leader.



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A third opinion makes the difference – but whose opinion should you ask for?

Research has found that industry analysts have even higher levels of influence than consultants, the media or vendor experts.

With the Influencer Quadrant, we have created an easy-to-use tool for anyone involved in analyst relations wanting to develop successful influencer marketing programmes. In this industry, vendors' share of voice in analyst research is strongly correlated with personal recommendations and mentions in research - both of which help generate business leads.

We track over 400 analyst firms, from IDC, a global giant producing a huge volume, to niche players like MWD Advisors. The chart above compares over 20,000 mentions of the brands shown. The higher a brand is, the more its share of voice has risen over the last six months. The further to the right is it, the greater its share of voice.

With the IQ you can see where you stand and what steps need to be taken to stay at the top of the chart.

A reliable scale for success.

The IQ looks at the profile of dozens of technology solution providers in tens of thousands of analyst report. It leverages around ten years' data tracking of firms in analyst research. That makes the IQ realistic and reliable in terms of finding out your company's standing relative to your competitors. The better your position in this chart is, the more influence you are gaining on buyers.

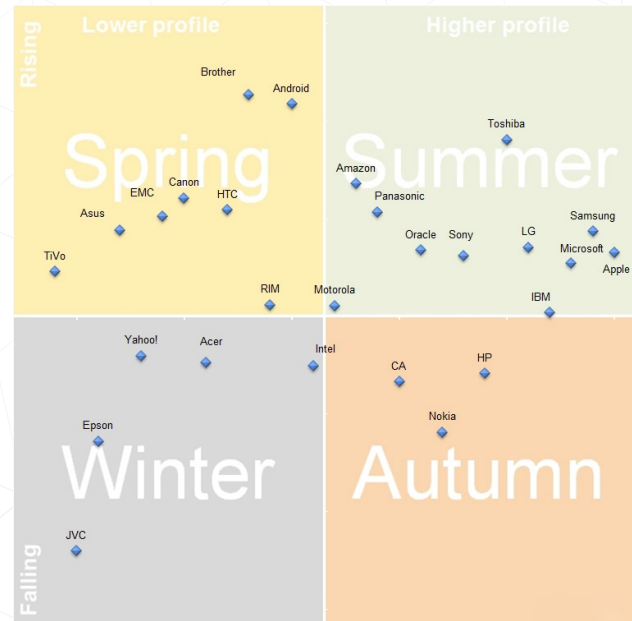




INFLUENCER QUADRANT

The IQ identifies whether your company is rising or declining in the world of industry analyst research. It places firms from a particular industry into one of four segments:

- Spring (low profile, rising);
- Summer (High profile, rising);
- Autumn (High profile, falling);
- Winter (Low profile, falling).



How the IQ helps you to strengthen your position in the media.

High tech firms and investor relations experts are interested in gaining insight and seeing trends in analyst research since they anticipate trends in media and investor awareness.

Analyst research has a big influence on the buying behaviour of your clients. It is often shared and mentioned in social media. Produce more signals by being on the spot in the Influencer Quadrant.

You can also use it in PR programmes and direct marketing to gain more attention of your existing clients and to win new ones.

Now, be a business leader.



About Kea Company

We are a global advisory firm delivering influencer relations and strategic guidance for providers of high tech products and services. Our professionals gained their industry insights through years of experience as influencer relations professionals, IT industry analysts and business executives. Whether you are a well-established vendor, or an emerging yet ambitious - technology provider, we can handle your influencer relations requirements.

Our company is founded and managed by people with unequalled knowledge of the inner workings and processes in global research firms like Gartner, Ovum, IDC and Forrester. We have comprehensive, hands-on experience with analyst relations from multiple perspectives.

We can demonstrate a proven track record...

- ... as associates within several renowned analyst firms
- ... as marketing and AR managers at several successful technology providers
- ... as IT and business managers at large enterprise organizations
- ... as authors of research papers on AR and two bestseller books: *"Win Them Over"* by Dr. Efreem Mallach and *"Industry Analyst Relations – an extension to PR"* by Duncan Chapple.

Our team knows, like no other, why tech providers succeed in their Analyst Relations efforts.

We help our customers do it right.

Contact us now

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