



Sacred Heart
UNIVERSITY

John F. Welch College of Business

Department of Marketing

MK-680 Qualitative Analysis

Dr. Temo Luna-Nevarez – Spring 2015

Individual Project:

Influencer Analysis: The INSIGHT Group

Identifying key influencers within The INSIGHT Group



Group:

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Company Description

The INSIGHT Group is a B2B company composed of many ex or retired IBM employees who have found success in the area of assisting company's transition from a product based structure, to a solutions or service oriented one. INSIGHT is composed of highly skilled executives who have demonstrated successful achievements as line managers in Fortune 50 environments. The key to INSIGHT's success is their extensive experience in running large scale product and services businesses, their understanding of industry best practices and having a structured, process-driven methodologies that address all the essential elements of a business strategy, operation plan and management system. In short, The INSIGHT Group is a management consulting firm that specializes in building and renovating fee-based consulting and services businesses and service lines, developing operational services & solutions strategies and business plans that help clients rapidly move to a high growth services & solutions business. As well as Designing and assisting to implement best-in-class global coverage strategies and plans targeted on optimizing services, solutions and product success with specific emphasis on global enterprise accounts and delivering differentiated customer value.

Introduction

The goal of this study is to identify the top key influencers employed by The INSIGHT Group who are active on social media, however, through working with this company I have found that this may be more difficult than expected, but interesting none the less. The INSIGHT Group is a relatively small company, so the pool being analyzed does not have much to begin with. Furthermore, the average age of partners working at the company is 55 to 65, a demographic not well known for being active on social media. Finally after initial research, it was determined that the social media platform, LinkedIn would be the only viable outlet for two reasons, first being a B2B many believed they would find little to no success on Facebook or Twitter or the likes, and second 100% of the partners are active or have LinkedIn accounts,

while only 70% have Facebook, and only 30% are actually active or check Facebook on a regular basis.

When it comes to competition it becomes hard to compare based on sheer size, to the knowledge of the partners at The INSIGHT Group, they are the only kind that does the work they do, and how they do it. When pressed to have them at least attempt to name some competitors they named some large companies that have aspects or characteristics similar to their own, that being companies like Bain & Company, the Hackett Group, and the McKinsey & Company.

The goal of this internship was to have a marketing graduate student (myself), attempt to analyze and determine a current state of the company, identify key influencers, attempt to update and make improvements to their current social media and website conditions, assist in the development of a small social media campaign, implement, monitor, and report back on said campaign. Identifying the key influencers was rather difficult, and comparatively individuals one might not ever categorize as “key influencers”.

The current state at The INSIGHT Group is that the use of social media is in a very early stage and has not had a visible impact on its business. The INSIGHT Group’s LinkedIn business page is currently dormant, unmaintained and difficult to discover when searched. Furthermore, all of the partner’s currently have personal LinkedIn accounts with contacts ranging from 100 to over 500 different connections. They are also all followers of The INSIGHT Group’s business page. There are currently a variety of levels of comfort and knowledge regarding best practice with one’s LinkedIn page. The majority of partners interviewed agreed that addressing and acting upon this subject could be beneficial to The INSIGHT Group. Partners believe that potential lies within the ability to create and share interesting owned content along with leveraging individual partner’s personal LinkedIn networks in an attempt to gain new followers of The INSIGHT Group’s business page, and even generate new leads and connections.



Research Questions

Research Question 1: Is it possible to identify the highest level or key influencers at The INSIGHT Group

Research Question 2: Who are the top 3 influencers within the company that will best fit the mold for enacting a social media campaign going forward?

Research Method

Over the course of a two week period I contacted as many partners of the company as I could via phone to interview and gain insight as to their position in the company, their personality, their level of involvement, and commitment. Overall, ten partners were able to speak with me, many areas of the business were discussed, both qualitative and quantitative type questions and data was gathered in the hopes of getting a better understanding of the current state, as well as identifying these key influencers. The following variables of analysis were identified:

Variables of Analysis

1. **Primary Focus** – Was used to determine partner’s opinions regarding using social media to potentially generate leads and grow the business.
 - a. **Investment** – Their level of investment and activity on social media
 - b. **Commitment** – their willingness to commit to an actionable plan
2. **Social Media** – simply to find out who was where
 - a. **Presence on S.M.** – 100%
 - b. **LinkedIn** – 100%
 - c. **Facebook**–70%
 - d. **Twitter** – 10%
 - e. **Other** – 10%
3. **LinkedIn** – Both the company’s business page as well as individual pages were assessed
 - a. **Connections** – average of 273 connections between the 20 partners interviewed

- b. **Membership** – to find out who actually paid for the premium accounts
- c. **Following** – to find out who was following other companies or clients
- 4. **Engagement** – to analyze and find who actively made posts or liked or shared content
 - a. **Posts/Endorsements** – who has made posts, or endorsed companies or individuals
 - b. **S.M. Level** – A 3-tier approach was used to determine a partners level of social media knowledge, experience, or competency

Interpretation of Results

Following the data gathering and conversations, it was found that most of the partners had some level of experience working and navigating LinkedIn, all were for trying to use LinkedIn as a tool to promote the company and potentially generate leads, some were skeptical about its possibility for success. These factors as well as notes taken during the interviews, and also the variables of analysis were used to determine the top influencers within the company and were labeled as the top tier candidates. The number of connections an individual had played a large role in determining the top influencers, as this factor literally would have an impact on the possible reach of content created and shared by The INSIGHT Group. Also during the interviews, some of which were as short as ten minutes while others approached an hour long, I was able to make assumptions regarding the level of interest some individuals had with this project. One surprising thing was the individual with the most connections, over 500, actually believed that LinkedIn would not be a productive source for generating leads given their current business model and clients.

Three influencers were determined though after the interviews and interpretations were concluded, and with a top tier level, Rich L. with 471 connections, Peter L. with 323 connections and Carol S. with 328 connections were chosen as the most likely, most willing, and best chance of carrying out the companies message and content via social media.

Conclusion

After identifying the top tier influencers at The INSIGHT Group, a five element strategy and actionable plan is currently being worked on by myself and the head of marketing Mike B. to hopefully create a social media content campaign to be released via LinkedIn and thus shared by the employees of the company in order to increase our reach and hopefully generate new business. The five element strategy will be composed of analyzing individual partners LinkedIn pages, as well as assisting with low tier influencers in becoming more comfortable and competent using the platform. Also improving on and getting The INSIGHT Group's LinkedIn business page up to date, relevant, and more appealing to visit has become a rather large undertaking as it is currently completely dormant. The third element will be getting the company's webpage ready for hosting new content and hopefully more traffic generated from LinkedIn connections, as well as an overall makeover. Finally the last two elements will be collaborating with partners to create an interesting social media campaign in the form of short articles and content relevant to the business to be shared over the month of May. These campaigns will be monitored and measured using google analytics to try and find if being active on social media and using key influencers is actually worth the time of a B2B company like The INSIGHT Group.

Appendices

Codebook

Measured Variable	Category	Value
Primary Focus Investment Commitment	LinkedIn is not worth investing time	0
	LinkedIn is worth investing time	1
	Does not want to assist in future S.M. campaigns	0
	Does want to assist in future S.M. campaigns	1
Social Media	Presence on S.M.	0-1
	LinkedIn (LI)	0-1
	Facebook (FB)	0-1
	Twitter (Tw)	0-1
	Other	0-1
LinkedIn Connections Membership Following	Total (Sum)	#
	Current Business Client/Partners	0-1
	Prior Business Client/Partners	0-1
	Basic Membership	1
	Premium Membership	2
Engagement Posts/Endorsements/etc. Lead Generation S.M. Campaign Ideas Training S.M. Level	Does not post and/or endorse	0
	Has posted and/or endorsed	1
	Has not linked to potential clients	0
	Has linked to potential clients	1
	Does not have topic/info for S.M. campaign	0
	Does have topic/info/idea for S.M. campaign	1
	Not interested (no need) in LinkedIn training	0
	Wants LinkedIn help/training	1
	Has little to no experience	1
	Has some experience	2
Is more experienced	3	

Websites:

The Homepage: <http://www.insight-group.com/about.html>

The LinkedIn Business Page: <https://www.linkedin.com/company/the-insight--group?trk=biz-companies-cyf>