



# IBM Experience Map

## Alice: MDI Analyst

Trigger: I need to provide a list of influencers on the subject of Cloud Data for a client

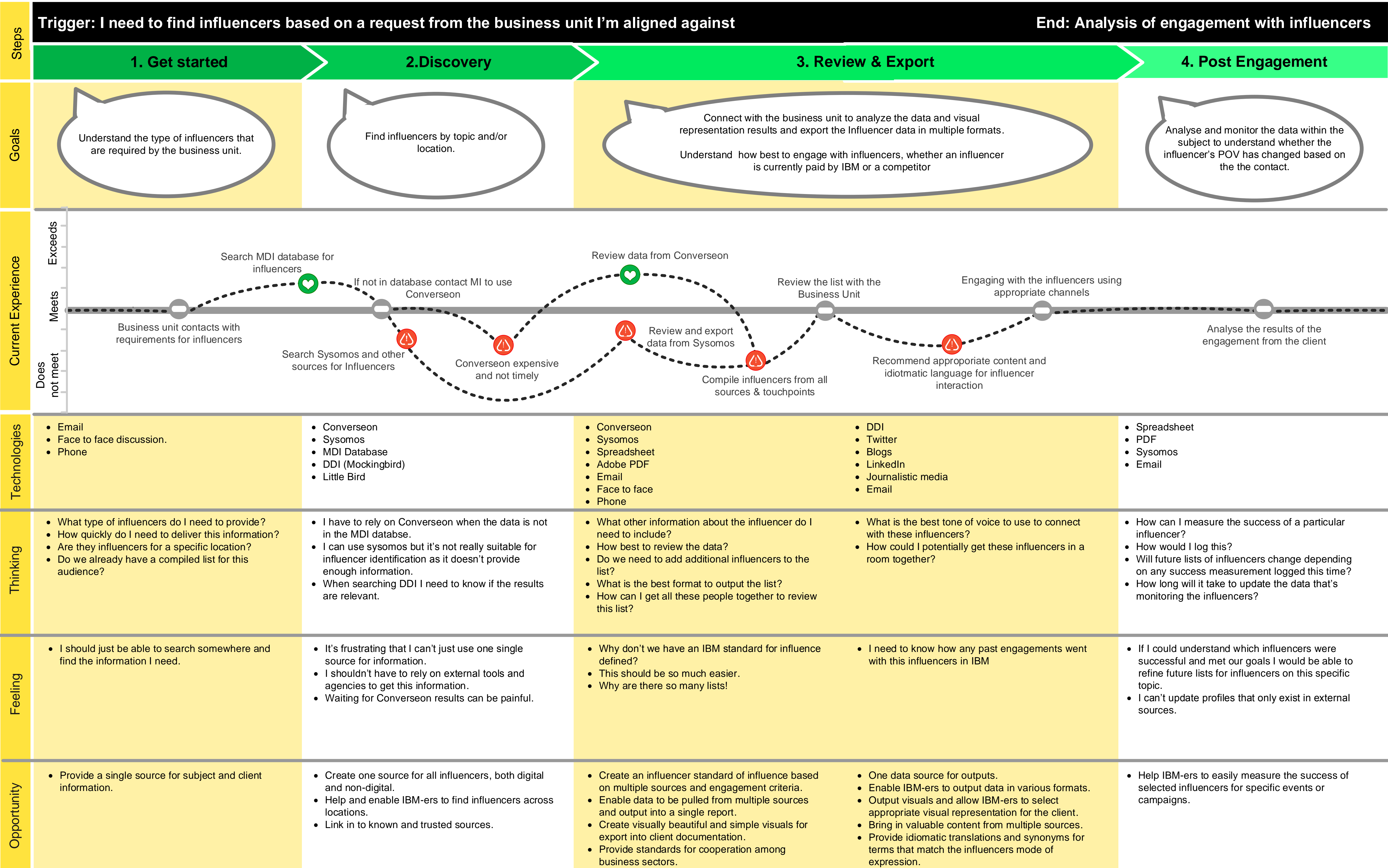
End: Measure the success of influencers provided to the client

Steps	Trigger: I need to provide a list of influencers on the subject of Cloud Data for a client					End: Measure the success of influencers provided to the client				
	1. Get started	2. Discovery	3. Review	4. Compile	6. Measure					
Goals	Understand the type of influencers that are required by the client.	Identify influencers by topic and/or location.	View profiles about an influencer, why they are influential and which other influencers they are connected to and update profiles as necessary.	Provide a list of influencers to the client	Provide a list of 'gold standard' influencers and measure the success					
Current Experience										
Technologies	<ul style="list-style-type: none"> <li>Email</li> <li>Face to face discussion.</li> <li>Phone</li> </ul>	<ul style="list-style-type: none"> <li>MDI database</li> <li>Converseon</li> <li>Email</li> <li>Word document with questionnaire</li> </ul>	<ul style="list-style-type: none"> <li>Converseon</li> <li>MDI Database</li> <li>Spreadsheet</li> <li>Powerpoint</li> <li>IBM Bluepages, Connections</li> <li>Email</li> </ul>	<ul style="list-style-type: none"> <li>Converseon</li> <li>Powerpoint</li> <li>Email</li> <li>Phone</li> <li>Face to face</li> </ul>	<ul style="list-style-type: none"> <li>Blogs</li> <li>Twitter</li> <li>Converseon for reports (bi-annual)</li> </ul>					
Thinking	<ul style="list-style-type: none"> <li>What will people want to do with the data?</li> <li>What type of influencers do I need to provide to the client? Worldwide? Country specific? Language?</li> <li>Who needs to be a part of the internal team?</li> <li>How quickly do I need to provide the influencers?</li> <li>What is the specific topic for these influencers?</li> <li>Do we already have a compiled list for this audience?</li> <li>Who else can I talk to in IBM who might already have a list of influencers for this topic?</li> <li>Do they have funding for the project?</li> </ul>	<ul style="list-style-type: none"> <li>Do we already have influencers for this requirement?</li> <li>Are they the right influencers?</li> </ul>	<ul style="list-style-type: none"> <li>What is the criteria that has made this person an influencer in this subject?</li> <li>Who is influencing this person?</li> <li>Who are they connected to and interacting with?</li> <li>Who in IBM is this person connected to?</li> <li>Which IBM-ers appear in the report?</li> <li>Are any IBM-ers in the Select Program?</li> <li>What is the influencer's affinity to IBM?</li> <li>Have these influencers mentioned IBM recently?</li> <li>What is the theme within the topic being discussed by this influencer?</li> <li>What is the best way for me to update the data and share within the team?</li> </ul>	<ul style="list-style-type: none"> <li>What is the best way to distribute the list?</li> <li>What other information about the influencer do I need to include?</li> <li>What should the recommendations be?</li> </ul>	<ul style="list-style-type: none"> <li>How can I measure the success of my deliverable?</li> <li>Will future lists of influencers change depending on any success measurement?</li> <li>Did my social insights drive impact and/or preferred action?</li> <li>I need to know what to measure.</li> </ul>					
Feeling	<ul style="list-style-type: none"> <li>Influencer profile information should be more readily accessible.</li> <li>I wish I had a current database of the current influencers.</li> </ul>	<ul style="list-style-type: none"> <li>I'm very happy with the relationship with Converseon and I'm looking forward to the close resolution of the timing and expense issues so we can work with them more effectively.</li> <li>I need a service that's always on so that I can easily access the information I immediately need.</li> <li>I'm am missing the individuals who are influencers offline.</li> <li>I need to know the offline impact of my online influencers.</li> </ul>	<ul style="list-style-type: none"> <li>There's no efficient way to tag these influencers with data about their relationship with IBM.</li> <li>Is the list comprehensive?</li> <li>What is the prioritisation of these influencers?</li> </ul>	<ul style="list-style-type: none"> <li>I'm happy with the process that I currently undertake when reviewing profiles with the client.</li> <li>Converseon is an awesome partner to work with.</li> <li>I need to be mindful of IBM sensitive data.</li> <li>I'm to the turnaround required for this.</li> </ul>	<ul style="list-style-type: none"> <li>It's difficult to measure the success because I don't always have access to the engaged upon activity.</li> </ul>					
Opportunity	<ul style="list-style-type: none"> <li>Provide a singular, aggregated hub for subject and client information.</li> <li>Enable IBM-ers to share needed information about influencers across teams and silos.</li> </ul>	<ul style="list-style-type: none"> <li>Create one source for all influencers, both digital and non-digital.</li> <li>Link in to known and trusted sources.</li> <li>Link in to IBM research.</li> </ul>	<ul style="list-style-type: none"> <li>Help IBM-ers help us to identify influencers and their activities.</li> <li>Understand effective IBM-er engagement.</li> <li>Visualise Influencer's activities.</li> <li>Make it easy to find other influencers based on the influencer the analyst is viewing.</li> <li>Create a way for IBM-ers to tag influencers with keywords and to search and filter by those tags.</li> </ul>	<ul style="list-style-type: none"> <li>One data source for outputs.</li> <li>Enable IBM-ers to output data in various formats.</li> <li>Output visuals and allow IBM-ers to select appropriate visual representation for the client.</li> <li>Ensure processes that currently work are not undermined through any future development.</li> </ul>	<ul style="list-style-type: none"> <li>Empower IBM-ers by creating effective bridges.</li> <li>Help clients understand the benefits to them of sharing measurable data with IBM.</li> <li>Help IBM-ers to identify the right people for the right engagement at the right time.</li> <li>Build advocacy.</li> <li>Avoid anything that might be damaging to the IBM brand.</li> </ul>					



# IBM Experience Map

## Angelo Influencer Engagement Lead





# IBM Experience Map

## Philip: External Relations Professional

Trigger: I need to find influencers to attend a media briefing

End: Influencers have been invited to the briefing

Steps	1. Get started → 2. Discovery → 3. Review → 4. Contact → 5. Update → 6. Post event					
Goals	Understand the event and which journalists and media need to be invited to the event.	Find influencers by topic and/or location.	See details about an influencer, why they are an influencer, which events they are attending, who has contacted them and who they are connected to.	Know how to contact an influencer, know who has already contacted them and if they have been flagged and should not be contacted.	Add influencers to events, add notes against an influencer and update an influencer's details.	Understand if influencers who attended the event are the correct influencers to help IBM achieve the goals.
Current Experience						
Technologies	<ul style="list-style-type: none"> <li>Gorkana</li> <li>Internal existing knowledge or lists</li> </ul>	<ul style="list-style-type: none"> <li>Google</li> <li>LinkedIn</li> <li>Twitter (advanced search)</li> <li>Sysomos</li> <li>Features Exec (freelance journalist directory)</li> <li>Ketchum</li> </ul>	<ul style="list-style-type: none"> <li>Gorkana</li> <li>Spreadsheet</li> <li>LinkedIn</li> <li>Twitter</li> <li>Sysomos</li> <li>Ketchum</li> </ul>	<ul style="list-style-type: none"> <li>IBM Connections</li> <li>Teams at IBM</li> <li>Twitter</li> <li>LinkedIn</li> <li>Google Circles</li> <li>Email</li> <li>Phone</li> </ul>	<ul style="list-style-type: none"> <li>Gorkana</li> <li>Ketchum</li> <li>Writing pad</li> <li>Email</li> <li>IBM Connections</li> </ul>	<ul style="list-style-type: none"> <li>Email</li> <li>Spreadsheet</li> <li>IBM Connections</li> </ul>
Thinking	<ul style="list-style-type: none"> <li>What is the best way for me to find journalists to attend the event?</li> <li>How do I find influencers who are not journalists?</li> <li>What about influencers who are not in the digital space?</li> <li>What's going to drive the most bang for buck?</li> </ul>	<ul style="list-style-type: none"> <li>What is the best way to find influencers who are not listed in Gorkana?</li> <li>Do I need to use combinations of Twitter, Sysomos, Google, LinkedIn?</li> <li>Influencers can be very localised.</li> <li>I can use Ketchum but it's very expensive.</li> <li>What other existing influencers do we know about that we haven't contacted recently?</li> </ul>	<ul style="list-style-type: none"> <li>How can I trust this person is actually an influencer?</li> <li>How do I know this person will be right for this event?</li> <li>Can I see this info on my phone when I'm at events or mobile elsewhere?</li> </ul>	<ul style="list-style-type: none"> <li>Can I contact this person?</li> <li>Who else has this person been in contact with at IBM?</li> <li>It can create problems contacting someone without having facts to hand.</li> <li>If this person declines invitation who next and why?</li> <li>What happens if I contact this person and they want to extend invite to other person?</li> </ul>	<ul style="list-style-type: none"> <li>What is the best way for me to add notes so that people can understand what my activity and connection with this influencer is?</li> <li>At the moment I have to write them down and email them round.</li> <li>Can add to spreadsheet but it's silo'd.</li> </ul>	<ul style="list-style-type: none"> <li>I want to log what journalists have written about the event and IBM.</li> <li>We need to know across IBM how the influencer's articles about the event reflected on IBM.</li> <li>Happy we have this knowledge in the team.</li> </ul>
Feeling	<ul style="list-style-type: none"> <li>It's easy to get lists of journalists.</li> <li>I trust information from Gorkana.</li> <li>What are people expecting the outcome to be?</li> </ul>	<ul style="list-style-type: none"> <li>Finding influencers is frustrating and time consuming.</li> <li>It can be impossible to find influencers in other countries and languages.</li> <li>Sometimes I just can't find the people we need.</li> <li>Why can't I just press a button and have this info?</li> <li>How do I know these are the right people?</li> </ul>	<ul style="list-style-type: none"> <li>Reviewing Twitter bios takes too long.</li> <li>Really frustrating when searches have produced someone who is not suitable at all just because something they once tweeted about matches a keyword.</li> <li>I don't know what other people know. Does someone else at IBM have a list of influencers that meet my criteria?</li> <li>Will this influencer help us meet our goals?</li> </ul>	<ul style="list-style-type: none"> <li>If I don't know who else has contacted this person will they be annoyed at being contacted to attend this event?</li> </ul>	<ul style="list-style-type: none"> <li>Emailing my notes around is not the best way to do this but there isn't a better way at the moment.</li> <li>No shared system to share up to date silo'd info.</li> </ul>	<ul style="list-style-type: none"> <li>Wouldn't it be great to be able to share this knowledge across IBM?</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>Link in to known and trusted sources.</li> </ul>	<ul style="list-style-type: none"> <li>Create one source for all influencers, both digital and non-digital.</li> <li>Help and enable IBM-ers to find influencers across locations and languages.</li> <li>Help with translations of topics and terms.</li> </ul>	<ul style="list-style-type: none"> <li>Help IBM-ers to identify influencers and their activities.</li> <li>Visualise Influencer's activities.</li> <li>Create a multi-platform experience.</li> </ul>	<ul style="list-style-type: none"> <li>Connect IBM-ers and influencers.</li> <li>Provide open access to information.</li> </ul>	<ul style="list-style-type: none"> <li>Empower IBM-ers.</li> </ul>	<ul style="list-style-type: none"> <li>Help IBM-ers to share information across teams.</li> </ul>



# IBM Experience Map

## Influencer Identification & Engagement

