



INFLUENCER ENGAGEMENT PROGRAM
CISCO INDIA

Cisco Q4: May-June-July



The Challenge

In the process the biggest challenge was to extract the actual targeted audience who were truly interested in elevating the value of the brand

Who is a Cisco India Influencer?

A Cisco India fan that was following Cisco India on any Social Media Community and proactively participating with Cisco India by commenting, retweeting, tweeting or writing on its social media posts and content.

Deriving Contextual Influencers

Given an affluent social media fan-base of **5 Lac** of Cisco India, ADG had to plan an immaculate strategy and perform extensive research to identify and extract contextual influencers from it.





Target Audience

- C-Level Executive
- Professional around the IT Industry
- Electronics, Networking
- Heads of IT Department, CTO's etc.

(Targeting to only Profiles who are interacting with Content of Cisco India on Web)



Social Networks

Twitter: Twitter contributed 80% of the sentiments across Cisco India

Facebook: Contributed over 13% of overall sentiments across India

LinkedIn: Contributed 50+ C- Level Professionals across Globe

Google +: Contributed 23% of Overall News Feed Contribution



Tools & Technology

Social Listening Tool

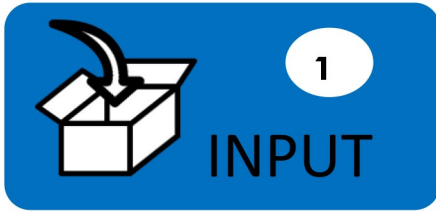
Germin8 (SAS Based)

BrandWatch

Data Visualization

Tableau Desktop 9.0

Tableau Public Server (SAS Based)



**Existence Target
Audience over Cisco
India's Social Media
Channels**



Buzz over Cisco's Social Media Channels was tapped via **Germin8 Tool, Brandwatch**



Only **Relevant conversation** which matched Target audience criteria was derived out of chatter



Buzz over Cisco Media was visually analyzed with the help of **Tableau Desktop** and shared with the help of **Tableau Public**



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Extracted Rich Database of Targeted Professionals for the purpose of personalized content population





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