

Q2 2009

Engaging with Analysts

Connecting with influencers

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SUMMARY

Successfully developing your business in the current climate means connecting more effectively with customers for less cost. Ensuring that users of your products are engaged and interested in the value you offer is more difficult than ever as traditional marketing methods are often ineffective.

Analysts and Influencers in your market are one of the most effective ways to drive sales and this reports analyses the main aspects of influencer marketing in the technology industry. It looks at how analysts can drive sales and provides data and recommendations on how SMBs can best take advantage.

This report will be of relevance to anyone seeking to influence buyers or understand the market.

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ADDITIONAL MATERIAL

Contact Details

For further details on any of the information covered in this report please contact us. To purchase reprints or additional data on other specific companies please contact: reprints@ATAresearch.com.

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ATA Research
17 Muirfield Rd
Inverness
IV2 4AY, UK

Tel: +44 207 193 4212
Fax: +1 866 523 5408
Email: info@ataresearch.com
www.all-the-analysts.com

Methodology

1. ATA refers to www.all-the-analysts.com an online search portal for IT analyst reports and research. Click through rate of users at www.all-the-analysts.com were analysed to establish usability patterns during 1Q09. These excluded registered users from analyst companies and multiple click through from single users. No weighting is given against free research as this will tend to be more widely read and hence has greater web presence. Demographics of users are as follows Business Strategy (19%), Finance (3%), HR (1%), IT Operational (6%), IT Strategy (24%), Management (13%), Marketing (15%), Other (10%), Research & Development (9%)
2. <http://www.technorati.com/blogging/state-of-the-blogsphere/>
3. Online news items and blog items mentioning specific analyst firms by name were analyzed throughout 3Q08. The number of items per day shows the frequency which articles appeared over this period. Items that mentioned the analyst firm by name but were published by the firm itself were excluded.
4. News items and blog items mentioning individual analysts were analyzed throughout 3Q08. The frequency of items published was counted to produce a figure for number of items per day. Items that mentioned the analyst by name but were published by the firm itself were excluded. Only items that appeared online in aggregators such as news or blogs search results were included.
5. Trend analysis was conducted on search queries entered by users of www.all-the-analysts.com during 3Q08.