

Digital Thought Leader Version 2021

Assessing Online Volume is Only the First Step



Moving **Beyond Volume** to **Voice**

- WHO**
 - Are these new or known Thought Leaders?*
 - Who is listening to them?*
 - Which associations features them?*
- WHERE**
 - Where are they saying it?*
 - Which channels have the most traffic?*
- WHAT**
 - What are they saying?*
 - What is their sentiment on your product?*
 - Which groups are they associated with?*

81qd

81qd integrates Human Intelligence with Artificial Intelligence to identify and profile the right **Digital Thought Leaders** to engage with