Digital Thought Leader Version 3.0
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 integrates Human Intelligence with Artificial Intelligence to identify and profile the right **Digital Thought Leaders** to engage with