



Dynamic Profiling™

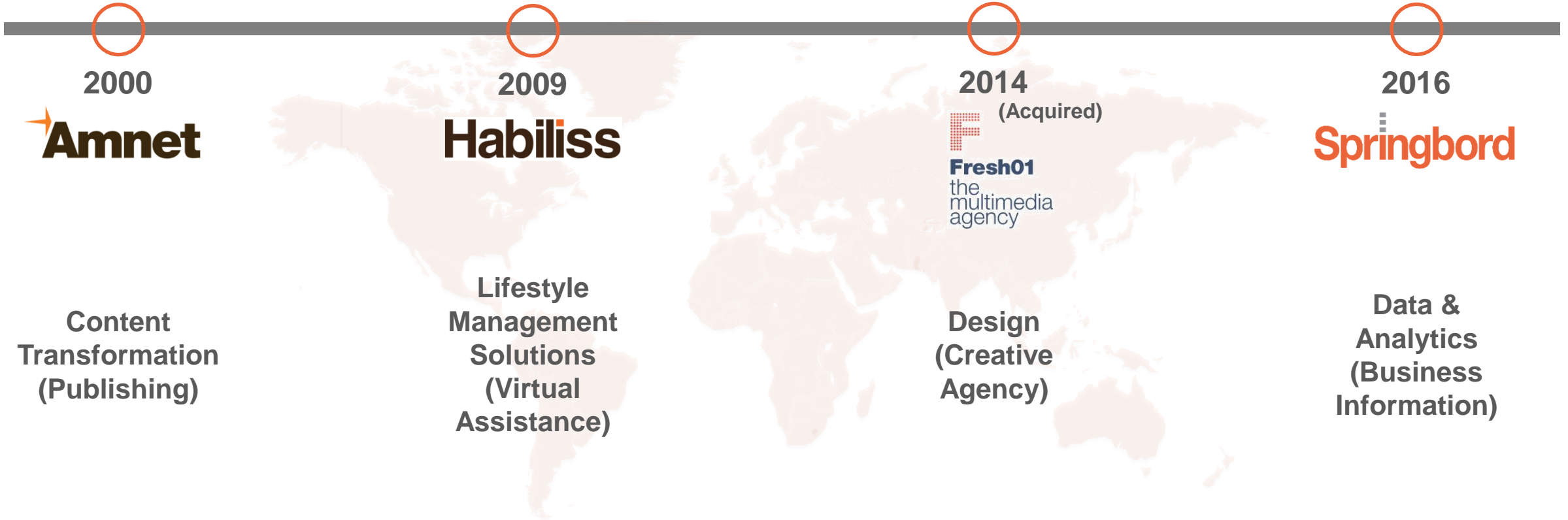
(Influencer Profiling Brochure)

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THE GROWTH STORY



Global Footprint



1800+ Employees



The Energy Projekt

Featured in



THE BLACK BOOK OF OUTSOURCING

ABOUT US

Springbord, a leading global information service provider offering custom data acquisition, processing & insights services for a broad spectrum of industries.

2016 Divested from Habiliss	200+ Members with data management experience	50+ Global Clients handled	Operational center in Chennai with two sales and support offices in the US and UK
Certified Six Sigma & Project Management Professionals	24/7/365 operational excellence		
ISO 27001 (Sept'16)	75% Engineering and Arts graduates	25% Post graduates	

INTRODUCTION

Globalization created a borderless world, while digitalization heralded a connected world –people are connecting globally through social media to share their ideas, perceptions, sentiment, and ubiquitous intelligence information.

Nowadays, the deluge of conversations trending on social media are no longer regarded as unstructured packets of information but are considered a gold mine of insights capable of accelerating your business growth objectives. Harnessing that critical information and compiling it into an effective marketing strategy is where **Dynamic Profiling™** comes in.

With our robust and comprehensive suite of social media management services, organizations enrich an understanding of :

- the customers needs and wants
- online reputation management
- the brand perception
- the industry landscape
- the business strategies that are driving customers to act

Dynamic Profiling™ provides a complete suite of consulting, listening and reporting services and act as a client's social partner fostering strategic growth of its digital business.

OUR CORE OFFERINGS

We offer comprehensive and scalable social media services that captures a treasure of real-time market and social intelligence for organizations giving a competitive verge in expanding the global online market. Our core services offerings include:



Social Listening & Monitoring

- Brand Intelligence
- Industry Insights Scorecard
- Competitive Intelligence
- Campaign Monitoring
- Crisis & Disaster Management



Channel Analytics & Social Media Audit

- Channel Analytics
 - Competitor Channel Benchmarking
- Social Media Audit**
- Social Media Footprint & Activation
 - Trend & Return on Value (ROV) Analysis



Community Management

- Social Profile Creation
- Organic Fan Growth
- Content Creation & Strategy
- Social Listening
- Scheduling
- Community Engagement
- Brand Advocacy
- Social Media Policy Framework



Influencer Management & Individual Profiling

- Influencer Management**
- Key Influencer Leader (KIL) Tracking
 - KIL Database
 - KIL Ranking
- Individual Profiling**
- Personal Background
 - Demographics
 - Recognitions/Awards
 - Digital footprint
 - Brands of Interest

INFLUENCER MANAGEMENT - OVERVIEW

EVERYONE ~ EVERYTHING ~ EVERYWHERE – MORE SOCIAL THAN EVER

You've heard the expression, "The most effective form of advertising is, 'Word of Mouth (WOM)'". Even in our era with its explosion of social media, this old-fashioned slogan holds true. Only now, Dynamic Profiling takes WOM to a whole new level.

With over 3 billion active internet users across the globe and nearly 70 percent of those users having active social media accounts it just makes sense to leverage the deluge of valuable information being passed along every second of every day through: Social media conversations, user opinions, online communities, blogs; all having a profound impact on your brand's exposure, popularity and longevity.

We all know how much peer recommendations influence the purchasing decisions of every consumer. Within the world-wide on-line community these recommendations are shared amongst thousands within a split-second, then shared again and again with a digital rippling effect. This critical fact has gained the attention of the most savvy and successful marketers. springbord monitors, assimilates and organizes this treasure trove of valuable data for you then tailors it to suit your unique requirements. We call it: Dynamic Profiling.

THE “KEY INFLUENTIAL LEADERS”

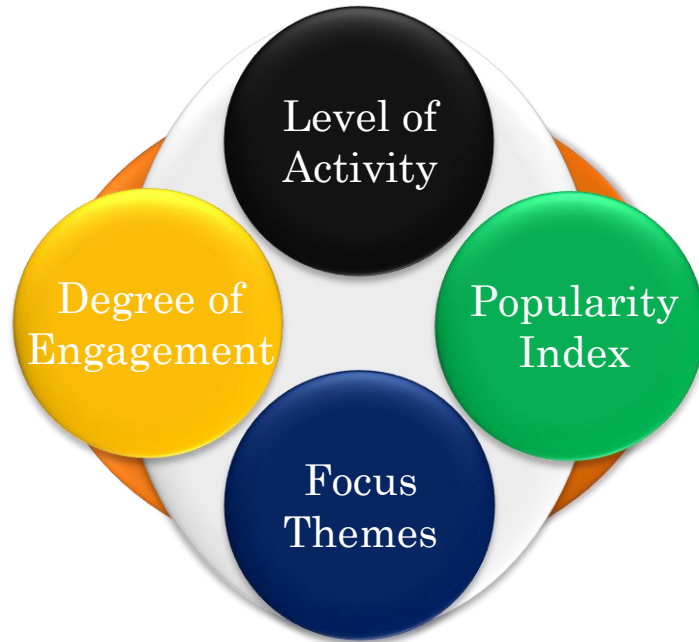
Every industry, interest, ideology and issue has influential leaders impacting the thoughts and choices of the respective members. We call these persuasive people, “Key Influential Leaders”.

Key Influential Leaders (KILs) are thought leaders who are held in high esteem by a large number of stake holders. These persuasive individuals are viewed as trustworthy, held in high esteem, and naturally influence others.

Today, as the explosion of social media redefines the dynamics of influence, organizations now have the benefit of engaging the entire stakeholder community and shaping their perceptions. With our comprehensive Dynamic Profiling Service we can now place the power of influencer dynamics into your hands.

INFLUENCER MANAGEMENT - OVERVIEW

INFLUENCER ATTRIBUTES



- How active the key opinion leaders mainstream media, online communities and on social media? Evaluating the activity rate and scope of influence
- Determining the key opinion leaders' recognition among the target audience? Measuring the authority, accolades, exposure and reach of the leaders
- How relevance the focus areas & specialties of key influential leaders in broadcasting influential insights that enables an profound impact in influencing the target audience.
- Understanding the degree of resonance among the key opinion leaders by gauging the response rate, applause ratio and amplifying factor and highlighting the tonality to capture the result of influencer dynamics.

REACH, RECOGNITION, RELEVANCE & RESONANCE

INFLUENCER MANAGEMENT - OVERVIEW

Based on the findings, springbord has developed a unique structured framework that helps identify, profile, shortlist, track and monitor KIL across online communities.

For example, we have designed, “KILs Identification”, wherein we:

- Build a database of KILs from various sources such as online journals, social media platforms publications, internal database, and other web sources.
- Sort the ranks of KILs in descending order of influence as per an exhaustive attribute rating

Next, there is “**Shortlisting & Profiling**”:

This is our Individual profiling service which provides in-depth insight into the work of each expert, to help you better understand how you can work together. Our profiles capture:

- Personal Background
- Demographics
- Recognitions/Awards
- Collaboration networks
- Interests & Expertise
- Digital footprint
- Brands of Interest
- Partnerships/ Affiliations
- Thought leadership
- Endorsements/ Sponsorships

For each KIL, we offer monitoring opinions on a real time basis on:

- Company/ Brand of interest (Client vs. competitor)
- Issues/ Topics of Interest
- Sentiment Analysis
- New initiatives
- New connections
- Message Propagation

Now you know why we call it DYNAMIC Profiling! With our unparalleled access to research databases, social media sites, online communities, blogs and other media-sharing websites, plus a dedicated internal database housing a trove of information, springbord is uniquely positioned to provide you with a complete suite of strategic consulting, listening and reporting services. With our comprehensive service offering – Dynamic Profiling – we are able to partner with you in fostering the competitive growth of your social business.

INFLUENCER MANAGEMENT – REPORT HIGHLIGHTS

Discovering, Profiling, Visualizing, and Monitoring the thought leaders and key influencers for quantifiable business objective

KEY HIGHLIGHTS:

- └ Individual Profile/Influencer – Overview (Personal background, Professional summary & Interests)
- └ Social Activity
- └ Online Reputation Management
- └ Key Social Metrics
- └ Engagement Metrics Snapshot
- └ Demographic Intelligence
- └ Digital Influence

LISTENING TYPES :

- Historical Profiling
- Real-time Profiling

FREQUENCY:

- One-time report along with periodical updates
- Custom Package also available upon request

REPORT OUTPUT:

Our deliverables are packaged in various formats tailored to suit client requirements. From a basic MS office/PDF document to Infographics. Our solutions are comprehensive, flexible, and scalable.

The Revolutionary Business Breakthrough You've Been Looking For

Dynamic Profiling™ opens a new world to creative business leaders who recognize the power and potential of this bespoke service offering. Stake your claim in this new world today so that as your market evolves, your business can offer timely, relevant, and insightful responses that bring your business growth and recognition as a market leader. Springbord offer comprehensive and scalable social media management service with

- Seamlessly integrated social media listening and intelligence service offerings in real-time. Continuous monitoring allows us to provide dynamic updates.
- Unparalleled access to research databases, social media sites, online communities, blogs, and other media-sharing websites, along with a massive dedicated internal database housing a wealth of information.
- Broad coverage of traditional media thought leaders as well as social media Influencers, yielding widespread brand outreach and advocacy programs.
- Faster response to inquiries, complaints, and other crisis management services due to our comprehensive, readily deployable framework for initiating real-time monitoring.

We've invested years building and refining our robust web-search processes, tools, and reporting designs. We make it available to businesses like yours so you can reach your goals efficiently. We've observed how our creative application of technology can boost the success of small and large companies, and we want you to experience our advantage.

What Makes us Unique – The power to blend market and social intelligence

We unite the key resources of people, processes, and technology so we can deliver rich, relevant data, allowing you to make the most informed decisions possible. Our enhanced capabilities allow us to integrate market intelligence data with social media information. As a result, our customers have prolific insights and holistic perspectives about the people who are most closely tied to their business objectives.

Springbord

Thank You