



«TRUST FACTOR INFLUENCER »

ADOBE INFLUENCER APPLICATION

THE RUNDOWN

Adobe is the global leader in digital marketing and digital media solutions. Our tools and services allow our customers to create groundbreaking digital content, deploy it across media and devices, measure and optimize it over time, and achieve greater business success. We help our customers make, manage, measure, and monetize their content across every channel and screen.

THE GOALS

- Connecting is one thing, but building meaningful relationships with influencers is quite another. By sharing relevant content, insight, and more, employees can start to build dialogue, earning credibility and trust.
- Managing engagement with thought leaders isn't complicated, but to be effective, the effort has to be consistent, reliable, and scalable.

THE APPROACH

One Solution for Managing Influencers

- Record management: centralized contact base, individual influencer profiles, groups based on business needs, permission-based access
- Workflow rules and management: assign tasks, alerts, rules-based notifications
- Collaboration: cloud access, multiple language support, easy to use UI, mobile interface
- Reporting: lead gen reporting, share of voice reporting, ad-hoc reporting
- Teamsize: 10 + Offshore and Nearshore Development
- Method: Agile
- Development: PHP

THE RESULTS

- More than 1.000 Influencer DACH across several products



«THE VOICE OF THE CUSTOMER HAS ALWAYS BEEN ONE OF THE MOST POWERFUL CONCEPTS IN MARKETING. INFLUENCE ISN'T JUST HAVING A LOT OF FOLLOWERS. IT'S ALSO DRIVEN BY EXPERTISE AND CREDIBILITY ON SUBJECT MATTER AND THE RELATIONSHIP BETWEEN THE INFLUENCER AND HIS OR HER FOLLOWERS.»

OUR TASKS



- Goal analysis - use of existing technical and operational options
- Change Management
- Digital Transformation



- Stakeholdermanagement
- Projectmanagement (PMI and Scrum)
- Lead Management
- Campaign Management
- Development



- Project Controlling and Optimization
- Risk Analasys and Minimization

FEATURES

Global timezones ; SINGLE SIGN-ON ;
 Various filters for Microsoft Excel and Adobe PDF export and import;
 Customizable front-end configuration; Extended Search Options and Filters;
 Social media integration ; Responsive web design; Influencer access
 Powerful deep linking; Customized confirmation emails; Multiple reporting features;
 Geographic representation of influencer (Google Maps)