INFLUENCER INDEX

CURA STRATEGIES

You can't validate yourself. This is as true for nonprofits as it is for corporations. In an era where thought partnership is the key to influence, it's important to know how to identify and prioritize high-value influencers that can validate your work and help catalyze change.

We have long believed in the power of forging strategic third-party and influencer partnerships to bolster credibility and extend reach beyond what any one group can do alone.

Our experience drove us to develop the Influencer Index, our approach for mapping influencers based on our clients' issues and needs. Our proprietary methodology helps you compare individuals or groups based on common criteria and align internal leaders around influencer recommendations. The Influencer Index can be customized to fit your organization's specific needs.

The Value of CURA's Influencer Index

Our Influencer Index was originally created as part of our Advocacy Accelerator program—and the methodology still applies—but this tool has broader application value. For company's focused on growing their brand, increasing credibility and trust and diversifying content, partnering with influencers is a must. Our methodology helps you quantify influencers' values based on your business goals and objectives. For more information on the Influencer Index and how it can be used, visit www.curastrategies.com to contact us.



COMPARE

Provides an approach for both quantitative and qualitative analysis to compare and prioritize influencer outreach



ALIGN

Helps align and justify to leadership why you are doing (or not doing) activities with specific industry stakeholders or influencers



CUSTOMIZE

Can be customized based on business goals, priorities and values

Methodology

The Influencer Index prioritizes influencers or third party organizations based on two metrics—Mission and C.A.R.E. Composite Score. Each metric has a maximum value of 10 points.

Mission: 10 Points

- Mission alignment is the most important factor for prioritizing influencers
- How aligned is the influencer with respect to your company's issue, vision and audience?
- Higher value alignment = higher score
- The more singularly focused the individual or stakeholder is on the mission, the higher the score

C.A.R.E. Composite Score: 10 Points

Our suggestions for weighting the 10 points are below; however, allotment of the points can and should be customized to meet the needs of the project.



COMMUNICATIONS
3 Points

Strength of owned communications and professionalism. Social media presence, website and other digital channels must be audited



REACH
3 Points

SIze of following, geographic presence and network



AUTHORITY
3 Points

Relationships and credibility with other relevant groups, such as media, policymakers and other third-party organizations



EXPERIENCE
1 Point

Positive experience working together either with your organization or among key decisionmakers in the organization

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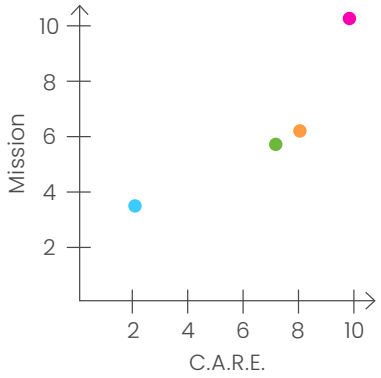
Results

Scores are tabulated and each influencer is given a final Mission and C.A.R.E. score. The results can then be plotted on a grid or in a chart to provide insight into how to prioritize outreach with each influencer.



	MISSION SCORE		
C.A.R.E. Composite Score	**High Mission (8-10)**	**Medium Mission (4-7)**	**Low Mission (3 or lower)**
10	Influencer A	Influencer B	
9			Influencer F
8	Influencer C	Influencer D Influencer E	
7			
6			
5			Influencer G
4			
3	Influencer H		
2			
1			

ABOUT THE INFLUENCER INDEX

The Influencer Index stakeholder mapping tool was created in 2019 as a part of CURA's Advocacy Accelerator program. In 2023, the Influencer Index was adapted to map individual influencers to help nonprofits and corporations bolster their communications efforts.

FOR MORE INFORMATION

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