

Influencer Networks. Built and managed for the world’s best brands.

In today’s ever shifting social landscape one goal remains steady: to harness the power of influence. YouCast uses technology and know-how to identify key Influencers, aggregate them into custom Influencer networks, and activate them to spark authentic conversations around brands.

Four Steps to Your Next Influencer Activation

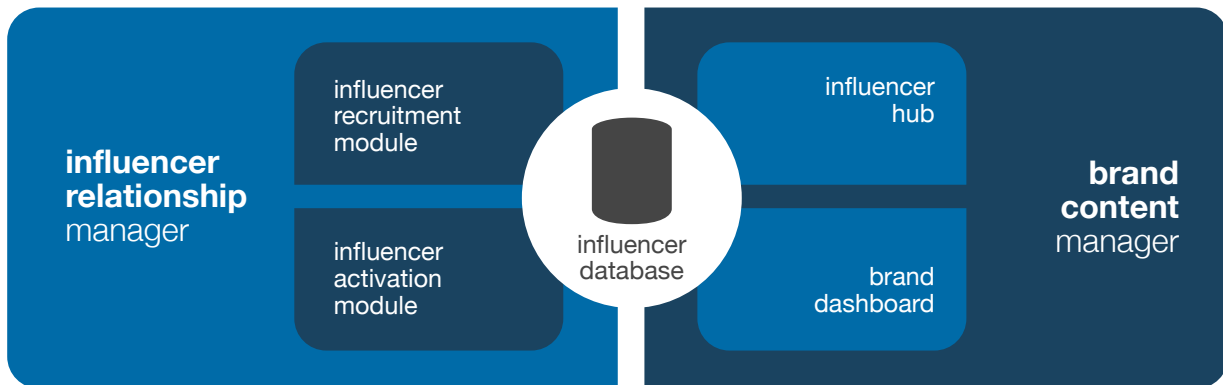
How YouCast technology enables the rapid and successful deployment of Influencer activation.

1. Identify & Build

Finding the right Influencers, and finding enough of them to matter, is critical to any campaign’s success. The Influencer Relationship Manager includes tools that allow the rapid identification and recruitment of Influencers that are relevant to your brand campaign.

2. Add Content

Content is what compels Influencers to participate in the campaigns by giving them something to share. The Brand Content Manager enables you to manage the brand assets that are offered to Influencers and measure their distribution and performance.



3. Activate Influencers

A network is worthless if it’s not activated. The Influencer Activation Module gets your content to your network and motivates them to distribute it to their audiences. Once the campaign is in full swing you can monitor the results in real time and easily identify the most valuable Influencers in your network.

4. Measure Results

Everything that passes through the platform is measured and stored. This includes Influencer activity, the most popular content, the spread of content (in the blogosphere, social graph and interest graph), the relative performance of each Influencer, and calculated metrics to help you compare your Influencer initiatives to traditional media.