

# Contents

Foreword	vi
Preface	vii
<i>Nick Hayes</i>	
Introduction	xi
<i>Duncan Brown and Nick Hayes</i>	
1 Marketing is broken	1
2 What's wrong with traditional marketing today?	11
3 How buyers buy	21
4 Decision-maker ecosystems	28
5 How influence works	37
6 Who are your influencers?	49
7 Identifying and ranking influencers	67
8 Who should evaluate the influencers in your market?	78
9 <i>Marketing to</i> influencers	81
10 Good, bad and ugly influencers	91
11 <i>Marketing through</i> influencers	105
12 <i>Marketing with</i> influencers	113
13 Evaluating <i>influencer marketing</i>	129
14 Influencer marketing and word of mouth	138
15 Social media – the new influence enablers	147
16 Influencing through social media	164
17 Influencing consumers	177
18 Influencers in consumer markets	189
19 How to structure <i>influencer marketing</i> in your organisation	204
20 Making <i>influencer marketing</i> work for your company	212
21 The future of influencer marketing	224
Index	233