

## FROM INFLUENCE TO ACTION

### 4 TRAITS OF AN INFLUENCER (Compared to a non-influencer)

**3x**

More early adopter

**5x**

More passionate

**3x**

More curious

**44x**

More expert

### TOP 5 SOURCES OF INFORMATION CONSUMERS TURN TO?

Non-Influencers: Trusted content... & People

Influencers: Trusted content... & Ads

Consumer reviews online

Consumer reviews online

Online articles

Online articles

Expert reviews online

Expert reviews online

Friends/family

Ads on tv

Consumer reviews in mags

Ads on website

### THE IMPORTANCE OF INFLUENCERS ON DECISION MAKING

Being

Starting

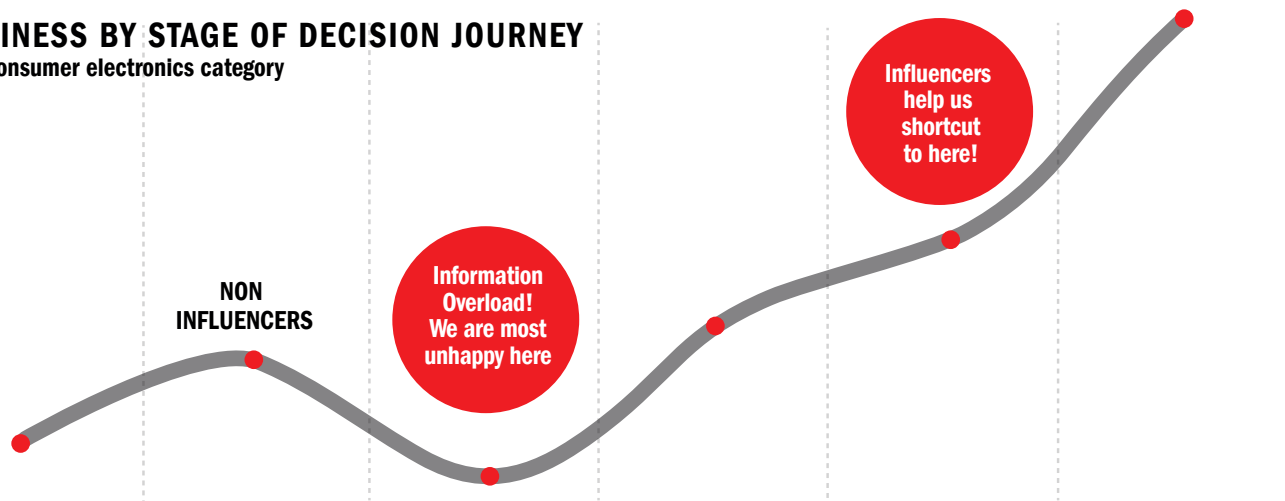
Exploring

Choosing

Shopping

Experiencing

### HAPPINESS BY STAGE OF DECISION JOURNEY In the consumer electronics category



### THERE'S MORE THAN ONE TYPE OF INFLUENCER



#### Shakers

Very large social networks  
Enjoy helping others  
Actively advise  
Confident



#### Makers

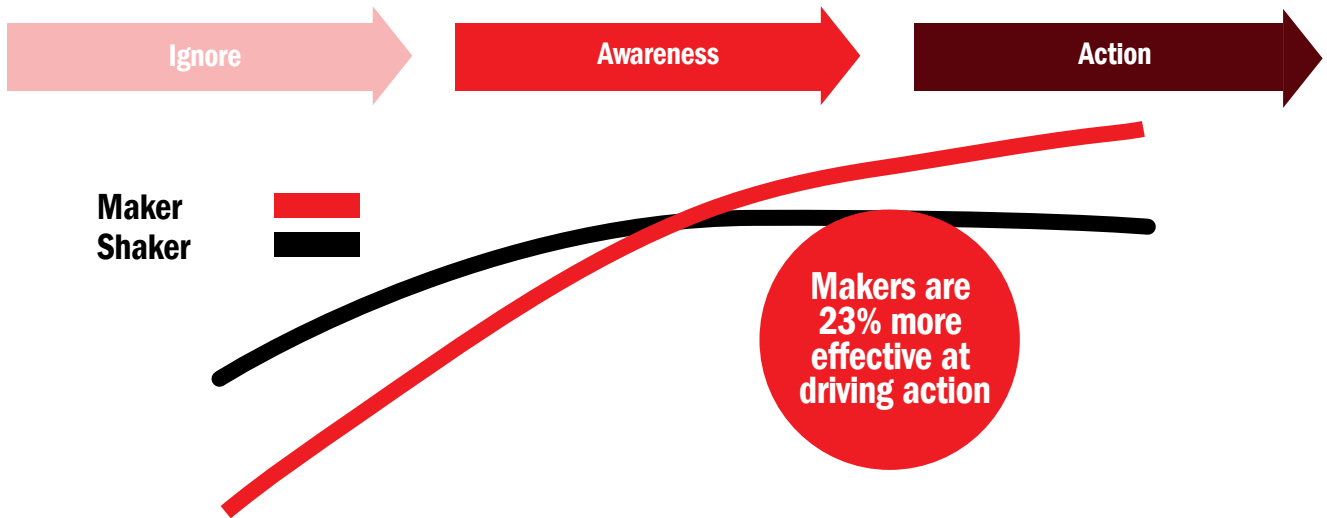
Large social networks  
More passionate  
More knowledgeable  
Self-sufficient

BREADTH, BROADCASTING, SHAKING THINGS UP

DEPTH, CONNECTIONS, MAKING THINGS HAPPEN

# “TRUE INFLUENCE DRIVES ACTION NOT JUST AWARENESS”

Jay Baer, Author & Business Strategist



## HOW DO YOU REACH MAKERS?

### TELEVISION



**Maker: 2.5 hours p/d**  
UK pop: 4 hours p/d

### RADIO



**Maker: 1.2 hours p/d**  
UK pop: 2.7 hours p/d

### PRINTED NEWSPAPER



**Maker: 30mins p/d**  
UK pop: 18mins p/d

### PRINTED MAGAZINE



**Maker: 24mins p/d**  
UK pop: 12mins p/d

**1 IN 2 TIME OUT CONSUMERS IS AN INFLUENCER. OF THESE, 80% ARE MAKERS**

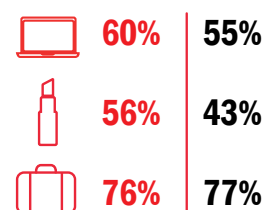
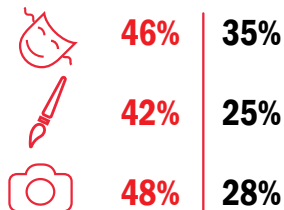
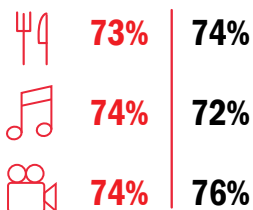
## TIME OUT MAKERS ARE NOT JUST ENTERTAINMENT INFLUENCERS

TimeOut █ Non Time Out █

Plenty of influencers see themselves as experts in food & drink, music and film

Time Out influencers have more impact in categories like theatre, art and photography...

...but also 'non ents' categories like technology, fashion & beauty and travel



For more information contact your Time Out representative.  
Email [influencers@timeout.com](mailto:influencers@timeout.com) or visit [timeout.com/influencers](http://timeout.com/influencers)

TimeOut