## The 5 Essential Levels of B2B Influencer Marketing

## The B2B Influencer Bull's Eye

## INDUSTRY MEDIA INDUSTRY EXPERTS INDUSTRY EXPERTS INDUSTRY EXPERTS INDUSTRY EXPERTS

## The B2B Influencer "5A" Process



**Your Unique Story** 

**CHANGE** PERCEPTIONS

**INFLUENCE DECISION MAKERS**  **BUSINESS GOALS!** 

Digital Intelligence by

DIX & EATON