



ACCELERATORS OF RELEVANCE

WHERE DO YOU GET YOUR NEWS?

Odds are you see it first on social media. CNN, your favorite celebrity and your great aunt all jostle for space on your newsfeed.

But some voices have the unique potential to cut through the clutter and drive cultural conversation. And whether they are an Instagram influencer or an investigative reporter, these individuals have the power to promote or destroy your brand in seconds.

Golin calls these people Accelerators.

An Accelerator is someone with authority, credibility and a focused interest in a particular topic whose voice is strong enough to drive cultural conversation.

Our **ACCELERATORS OF RELEVANCE** approach mixes the art and science of media and influencer relations to determine who can spread your stories quickly and to the most relevant audiences. This strategic thinking lets us prioritize outreach to connect with the people who will give us the most impact.

HOW WE SELECT ACCELERATORS

THE FIVE FACTORS



SCALE

How many people could potentially see content from this person?



ENGAGEMENT

How compelling is this person's content? Does it drive people to action?



CONNECTIVITY

How influential is this person among others in the space?



APPEAL

How does this person's content align with characteristics of the target audience?



RECEPTIVITY

How likely is it that this person will share our story in the way we want?

Using both **QUANTITATIVE** and **QUALITATIVE** measures, we map media and influencers based on their **ACCELERATION** and **RELEVANCE**. Where they fall on the influencer map determines the best way to use them. People with higher acceleration scores give us scale and distribution, while those higher in relevance often provide more meaningful, message driven content.

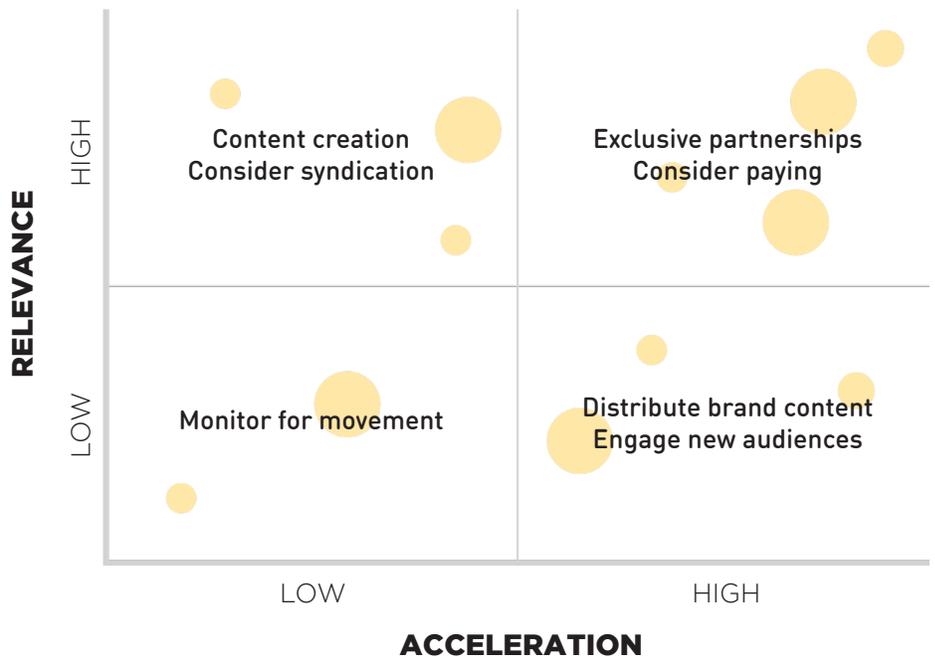


HOW WE ENGAGE

RELEVANCE VS. ACCELERATION

This plotting is used pre-campaign to influence categories of accelerators and how we should engage them, all the way through media and influencer execution, ranking and prioritizing both outlets and individuals.

Beyond increased impressions and quantity of coverage, this approach creates impactful content and meaningful relationships with the people who can drive culture and conversations.



QUESTIONS?

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