



Targeted Fame

How to work with B2B influencers
and convert more customers.
Connecting Brand and Demand in 2025

The biggest B2B battlefields in 2025

Trust

You're on the **outside of deals** while better-connected competitors are shaping the proposal

99% of B2B buyers say trust is crucial to choosing a supplier

[Mercuri International](#)

Brand

Your product is as good as your competitors', but **buyers are opting for a more familiar name**

90% of buyers choose a vendor they already knew about before the RFP process

[Harvard Business Review](#)

Reach

Your **outreach is getting lost** in overloaded inboxes and oversaturated feeds

Bland content is around 7x **less effective** (and costs more to promote) than standout content

[Peter Field, The Cost of Dull](#)

Winning these battles takes time

01

Building strong relationships

02

Increasing brand awareness

03

Creating and delivering standout content



...but what if there was a new, quicker way to close the trust-brand-reach gap?

Capitalise on first-mover advantage

“In many ways, fame operates as a form of social proof and can be leveraged as such for a B2B audience.”

Rory Sutherland

The Objectivity Trap



The advent of a new channel – B2B influencers – means if we don't have brand fame ourselves, we can now 'borrow' it.

And as a new model, it promises to reward first-movers.

The new “Targeted Fame” formula

B2B Influencers (Fame) + Intelligent Outreach (Targeting)

A shorter, smoother, more cost-effective route to a “yes”

B2B Influencers

- ✔ Are respected experts in their field
- ✔ Connect you to a wider audience
- ✔ Lend credibility to your message
- ✔ Stand out with personality

Jane Frankland MBE

Cybersecurity expert



 46k Followers

 18k Newsletter Subscribers

Ronald van Loon

AI, 5G and Cloud expert author & speaker



 92k Followers

 325k Followers

 35k Newsletter Subscribers

Tom Goodwin

Business transformation futurist



 750k Followers

 750k Followers

 100k Newsletter Subscribers

Helen Yu

Thought leader in tech and finance



 76k Followers

 74k Followers

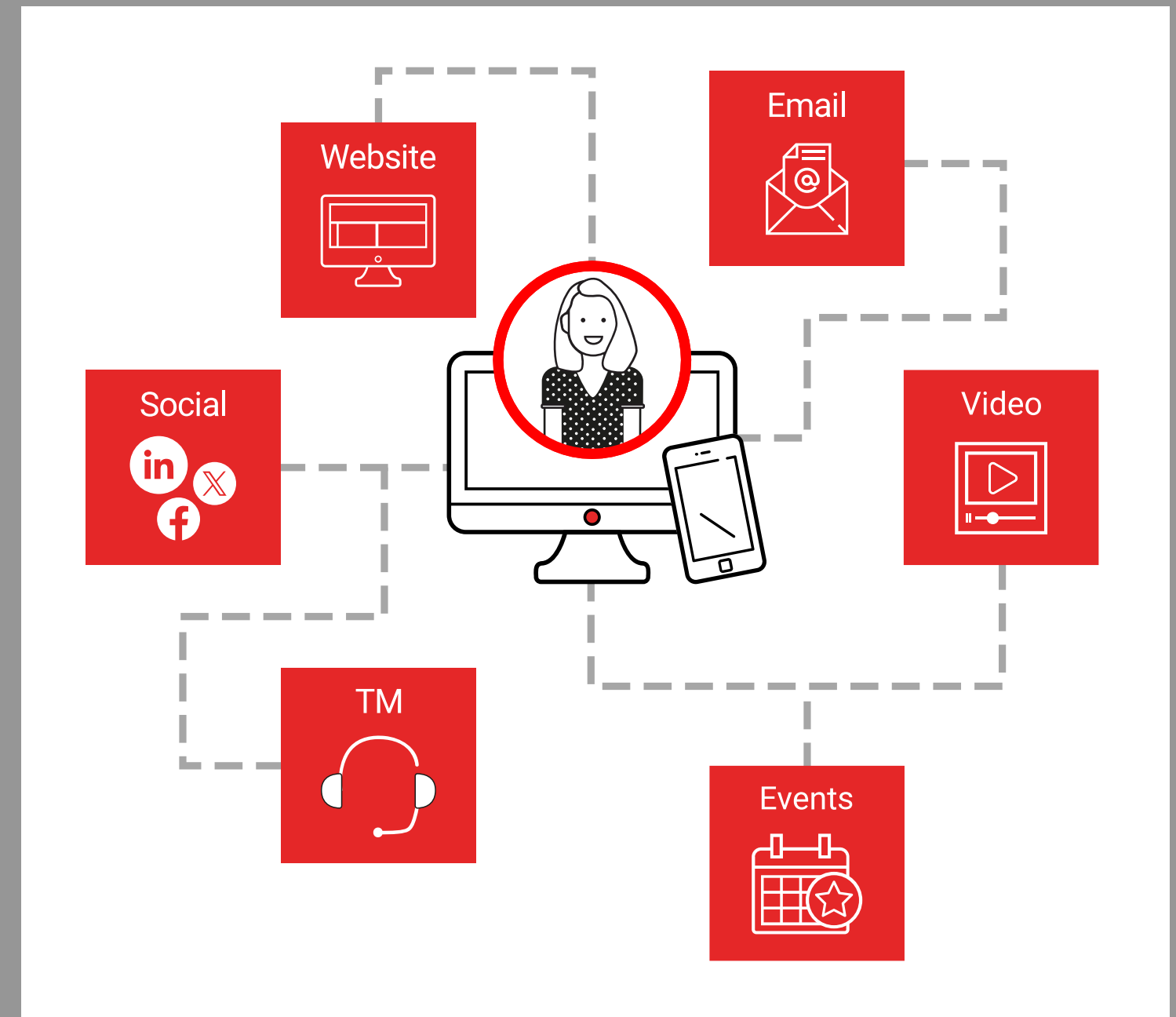
 19k Newsletter Subscribers



Collaborate with expert voices like these:

Intelligent Outreach

- ✔ Is designed around audience insights and behaviour
- ✔ Is integrated across multiple channels
- ✔ Wraps around the prospect along the buying journey
- ✔ Hosts assets on a central hub, with live analytics to inform sales follow-up

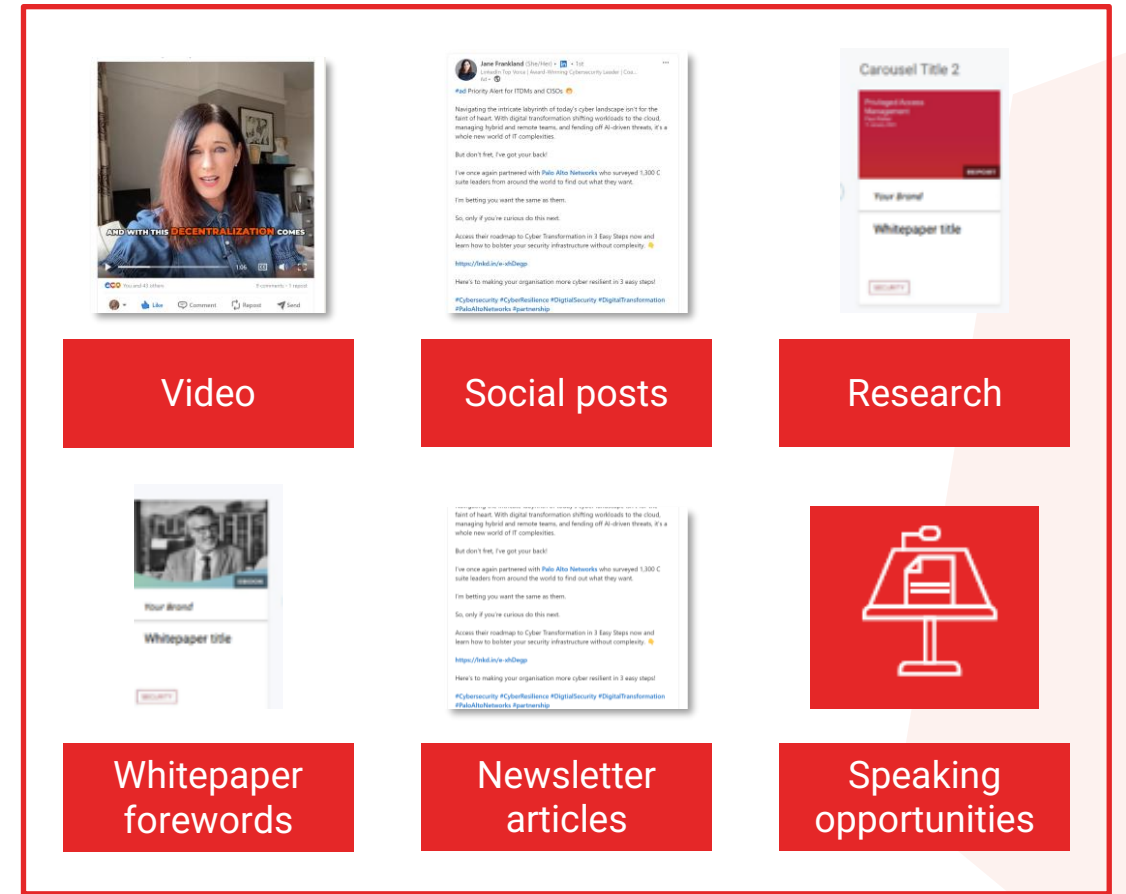


How influencers + outreach works

We source influencers based on your messaging and target audience

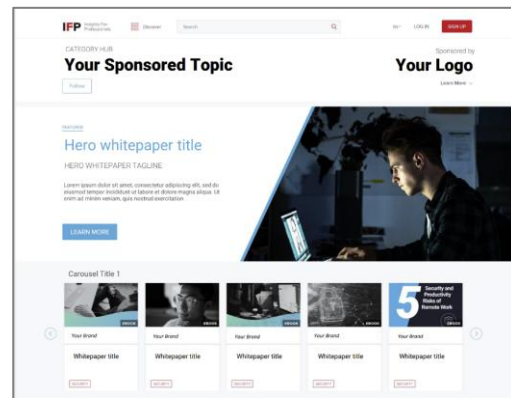


Content is co-created



Live audience data and regular campaign reporting with guaranteed lead generation

Always-on brand presence with your dedicated digital real estate.



1) Via content syndication, display ads, paid social, email – driving to your dedicated asset hub

2) Via influencer's social channels, newsletter, podcast, speaking slots

Distribution strategy is agreed

The result of influencer-led targeting

Prospects are:

- ✔ More likely to **see** your content
- ✔ More likely to **trust** the message
- ✔ More likely to **remember** your brand
- ✔ More likely to **share** your content with peers
- ✔ More likely to **engage** in new business conversations

Example Hub

Key Features

- **Video Hero Banner:** A short introduction to the hub from Influencer
- **Content Carousels:** Featuring 6 key articles + existing client content
- **Fireside Chat Interview Video:** Includes a full transcript and short video clips
- **Featured eBook:** One available now (Quantum Cybersecurity), with a second still in development

The screenshot shows the IFP Insights For Professionals website. The header includes the IFP logo, a 'Discover' button, a search bar, 'Solution Categories', 'EN', 'LOG IN', and a 'SIGN UP' button. The main content area is titled 'Category Hub IT Security' and is sponsored by IFP TECH. A video hero banner features Jane Frankland, an award-winning cybersecurity leader, with the text 'Shaping the Future of Cybersecurity Together'. Below the video is a 'LEARN MORE' button. At the bottom, there is a link to 'AI & Automation'.

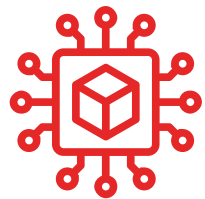
Verticals available



Digital Transformation



AI



Cyber Security



Cloud Computing



Marketing



HR



Entrepreneurship



Fintech



Appendix

Commercial Models

Activation: 1, 2, 3...

The Insight & Influence solution allows for a flexible and scalable approach to incorporating Influencer marketing into your demand generation programmes.

Amplification Partner

Designed to match brand with influencer to develop social media amplification in collaboration with a sector top voice.

IFP Hub Partner

Combines research/ content/ promotion with co-branded hub, assets and video content

Brand to Demand Partner

Influencer 'under contract' as part of content engine in line with demand and lead gen annual targets

Activation: 1

Amplification Partner:

Combines research, content and promotion with a co-branded IFP hub, assets and video content

Influencer involvement:

- Analysis of the assets that being used within the lead gen campaign and promoted/referenced in posts
- Video and/or text-based LinkedIn posts
- Inclusion within LinkedIn/ Substack newsletter
- LI Thought Leader ad extension

Activation timeframe:

- 3 months

Minimum investment:

- £20k per month

Demand Gen Media activation

- Utilizing existing client branded content
- Intent driven Content syndication through IFP brand to target ICP.
- Guaranteed lead delivery (MQL, HQL, BANT)
- Retouch email to all leads generated for instant nurture

Measurable KPIs:

- Social content engagement metrics
- Leads generated

Activation: 2

IFP Hub Partner:

Designed to match brand with influencer to develop social media amplification in collaboration with a sector top voice.

Influencer involvement:

- Influencer to leverage their community to generate research/insight to feed into digital asset creation
- Digital asset collaboration - Foreword and co-brand
- Hub co-brand - Welcome video / Masthead
- Brand engagement - Exec interview / Podcast episode
- LI Thought Leader AD extension plus display extension

Activation timeframe:

- 6 months

Minimum investment:

- £25k per month

Demand Gen Media activation

- Ownership of Category IFP Hub
- Utilizing co-branded (client & IFP) content with Influencer input
- Intent driven Content syndication through IFP brand to target ICP.
- Guaranteed lead delivery (MQL, HQL, BANT)
- Retouch email to all leads generated for instant nurture
- Display advertising to target accounts

Measurable KPIs:

- Social content engagement metrics
- Leads generated
- Display performance metrics
- ABM media metrics

Activation: 3

Brand to Demand Partner:

Influencer 'under contract' as part of content engine in line with demand and lead gen annual targets for always on influence

Influencer involvement:

- IFP Hub Partner elements +..
Full Q by Q program mapped out across year
- Full partnership with brand competitor exclusions as part of contract
- IRL events for TAL with influencer as moderator / host
- Quarterly exec interview with brand leaders
- Quarterly custom marketplace co brand thought piece

Activation timeframe:

- 12 months

Minimum investment:

- £30k per month

Demand Gen Media activation

- Ownership of Category IFP Hub with quarterly content refresh
- Utilizing co-branded (client & IFP) content with Influencer input
- Intent driven Content syndication through IFP brand to target ICP.
- Guaranteed lead delivery (MQL, HQL, BANT)
- Retouch email to all leads generated for instant nurture
- Display advertising to target accounts
- Account Intelligence reports on top engaged accounts

Measurable KPIs:

- Social content engagement metrics
- Leads generated
- Display performance metrics
- ABM media metrics

Let's talk.



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