



The Research In Action market influence proven once again

Peter O'Neill, Research Director Research in Action.

One of the challenges working as an independent analyst is explaining what I do now – especially in a private environment. When you work for one company full-time, people associate your work easily with whatever that firm is famous for. Now I need to do much more explaining about the potential outcome of my work. I actually considered adopting the persona of a “B2B Marketing Influencer” when I started out ... but got nervous of people seeing me as some sort of blogger who tests perfumes, clothes or something else.

But the role of Influencer is, slowly but surely, becoming important in our business world. When I hear myself describe the “market impact” of our Vendor Selection Matrix™ reports to software vendors (“We work with a panel of 100,000 marketing decision-makers”; “Our reports get 15,000 clicks on average”), perhaps that is the role that I am fulfilling now. These reports are “influential” because we combine real feedback from 1,500 practitioners and with a seasoned analyst’s point of view and experience.

The software vendor Onalytica offers an influencer marketing software platform that connects brands with topical influencer communities and helps them to scale and structure influencer programs globally. Many of the brands working with this software are B2B vendors and providers. This is what they have to say in their 2019 [The Complete Guide to Industry and B2B Influencer Marketing](#) :

- *Influencer Marketing is now at a point where we no longer feel the need to explain why it is important, it has become an integral strategy for Industry and B2B Marketing. Influencer Marketing was voted the 2nd most important trend for B2B Marketing according to research released by Raconteur in July 2019 interviewing 214 senior B2B Marketers across North America and Europe. (This is on a par with AI with Personalisation, the leading trend).*
- *Add to this that WOMM (Word of Mouth Marketing) has been around for as long as humans have. When we have a positive or negative experience with a brand, we are inclined to share that with our peers. WOMM results in 5x more sales than paid media and people are 90% more likely to make a purchase based on a friend’s recommendation. Influencer Marketing is no longer the “nice to have”, but rather the “must have” strategy.*

Onalytica cleverly beats their own drum by periodically publishing a *Who is Who* report for a certain topic where they discover the most influential experts using

Onalytica's 4 Rs methodology (Reach, Resonance, Relevance and Reference) based upon quantitative data pulled through LinkedIn, Twitter, Personal Blogs, YouTube, Podcast, and Forbes channels, plus qualitative data pulled by their insights and analytics team to capture offline influence. All these influential experts are categorised by influencer persona, the sector they work in, their role within that sector, and more from a curated database of 1m+ influencers.

That sounds like powerful stuff. Which is why I was so pleased to be included in their latest report on Data Management. My [Vendor Selection Matrix™ on Customer Data Management](#) came out in December and I seem to have hit on a hot topic at exactly the right time. As well as the more harmless self-publicity thrusts, I make via Twitter, LinkedIn, and the [Research in Action](#) and [marchnata](#) websites, there is a hive of dialogue going on with both vendors and buyers, which their tools picked up. I also published a report on [Digital Asset Management](#) in January which is having a similar impact. Somehow, that got me into the analysts' category of the top Influencers for the topic. I am listed there among illustrious full-time experts (remember, I cover various topics within marketing process automation during the year) working for the giants of my industry.

Here below is the page where I feature. The full report (free but gated) is [available here](#).



Roles

Analysts

Here is a sample of analysts who are visible on LinkedIn/Twitter. These experts share and discuss topics relevant to Data Management.

Merv Adrian Gartner Vice President LinkedIn Twitter	Alan Dayley Gartner Research Vice President LinkedIn
Adam Ronthal Gartner Vice President Analyst LinkedIn Twitter	Malcolm Hawker Gartner Senior Director Analyst LinkedIn
Matt Aylett 451 Research Research Director LinkedIn Twitter	Philip Russom TDWI Senior Research Director LinkedIn Twitter
Mark Beyer Gartner Vice President Analyst LinkedIn Twitter	Ted Friedman Gartner VP Research LinkedIn Twitter
Stewart Bond IDC Canada Director LinkedIn Twitter	Roxane Edjali MicroStrategy Senior Director Product Management LinkedIn
Peter O'Neill Marchnata.eu Independent Analyst & Consultant LinkedIn Twitter	Rick Greenwald Gartner Research Director LinkedIn Twitter

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11

I have never briefed Onalytica, not even talked to them. When they published the report, they did not even email me but sent me a Twitter post.

Always keeping you informed!

Peter O'Neill