

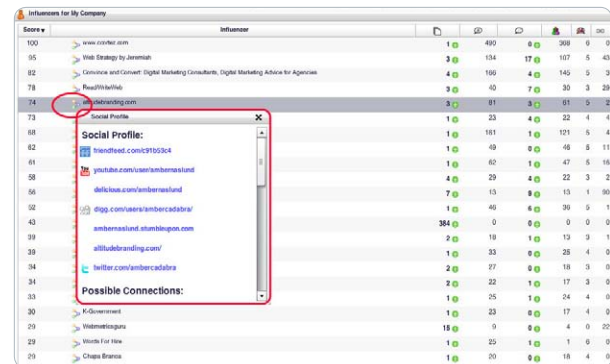


the sites, people, and sources on the list. We calculate that based on the EQ weightings you designate, and it's a score from 1 to 100, with 100 being the most influential based on the criteria you've set.

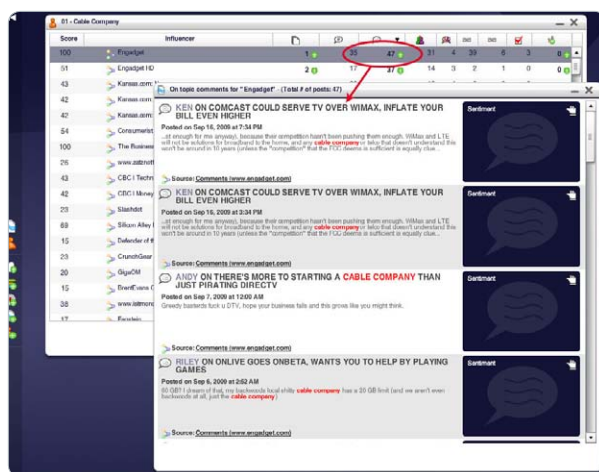
How does this help? When you're conducting outreach on behalf of your company or looking to get the insights and opinions of a few key voices, Radian6 can help you select who to reach out to. And while your industry might be buzzing about a particular blog, website, or expert, you might just discover that your business is being talked about by fresh, undiscovered voices. Building a relationship early with emerging influencers can be a great way to engender good will, trust, and affinity for your brand among new and untapped communities, or identify uncrowded and new markets that are interested in what you're up to (but aren't as visible on the big radar screen).

Something unexpected pop up? Just click on the drill down buttons for the posts, comments, or forum replies to have a look at the actual conversations taking place. If it's a burgeoning conversation from new contacts and sources, you can be the first to engage, respond, and start building that online relationship from the very start.

or check out their blog for other topics of interest that might be relevant to you, too. You'll also be able to tell whether you're connecting with a new voice, a seasoned and established presence, or an industry expert, and strategize your outreach accordingly.



Instead of settling for generalized ideas of influence, Radian6 gives you the power to find the influencers and voices that are most relevant to you, most impactful for your business, and driving the kind of awareness and results that you're looking for.



Perhaps you'd also like some insights into how your influencers are tapped into the larger social grid. By viewing influencer's social profiles right in the dashboard, you can get a sense of their overall web presence, read what else has their attention on Twitter,

