

WHAT IS ACTIVInfluence?

Simply put, it is about a set of processes and methods to drive mindshare and support from the media, press, and industry analysts. It is about substantially influencing those who influence your customers.

Your customers generally gather information to make decisions from four sources, in this order:



Yet, look at where you usually make the largest investment. At the bottom of the list, where the customer perceives the least credibility.

ACTIVInfluence is about changing perception and opinion in the middle two layers. It is about making sure that they have the most accurate, positive information and perceptions about you and your products or services.

ACTIVInfluence is about creating a positive 'bias for action' in the marketplace for you and your products or services through:



HOW DOES ACTIVInfluence WORK?

The Afterburner Group has broad and deep experience in working with the press, the media, and analysts to shape perception, create new market categories, and influence buyer behavior.

At the highest level, the three major activities are:



The Afterburner Group has a proven processes and methods to accomplish all these tasks, with minimum disruption to your business and people. Yet deliver superior results in market perception, ease of sales, and customer buying behavior.

BENEFITS OF ACTIVInfluence

Customized for each customer, against, unique objectives, our customers tell us that through the application of The Afterburner Group processes and methods they have been able to achieve:

1. More Articles, Coverage, and Attention
2. Greater Inbound Inquiry Volumes
3. Making the Customer "Short List" More Often
4. Faster Appointment Setting for Salespeople
5. Eliminating the Competition Early
6. Ability to Shape Industry Direction
7. Larger than Life Image
8. Buzz and Aura for Company and Products
9. Perception of Market Leadership

An integral part of every business value growth exercise and marketing program should be ACTIVInfluence. By doing so, you will accelerate the achievement of your business goals while increasing customer satisfaction.

LEAD LIKE NEVER BEFORE.™