

How to boost your Online Influence



Kr .Kred

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Build your influence in your **community**



Share your experiences

Inspire other community members

Grow your online network

Communicate with your audience

Promote what you care about

Instantly boost your Influence with Kred Instant Action

- 1 Visit your **Kred Story** by logging into your Kred Profile

Home.Kred



- 2 Locate **Instant Actions** underneath your badge



- 3 Benefit from these 5 actions to instantly boost your Kred Score and Increase your Online Influence



7 ways to monitor and measure
your Online Influence

8 actionable solutions to boost
your Influence

7 ways to measure your Online Influence



8 ways to boost your Online Influence



1

Activate your Influencer Profile

Be more generous with your audience

2



3

Join an Online Community

Create and Share meaningful Content

4



5

Track your Progress

Create and Share original content

6



7

Send Influencers on Social Missions

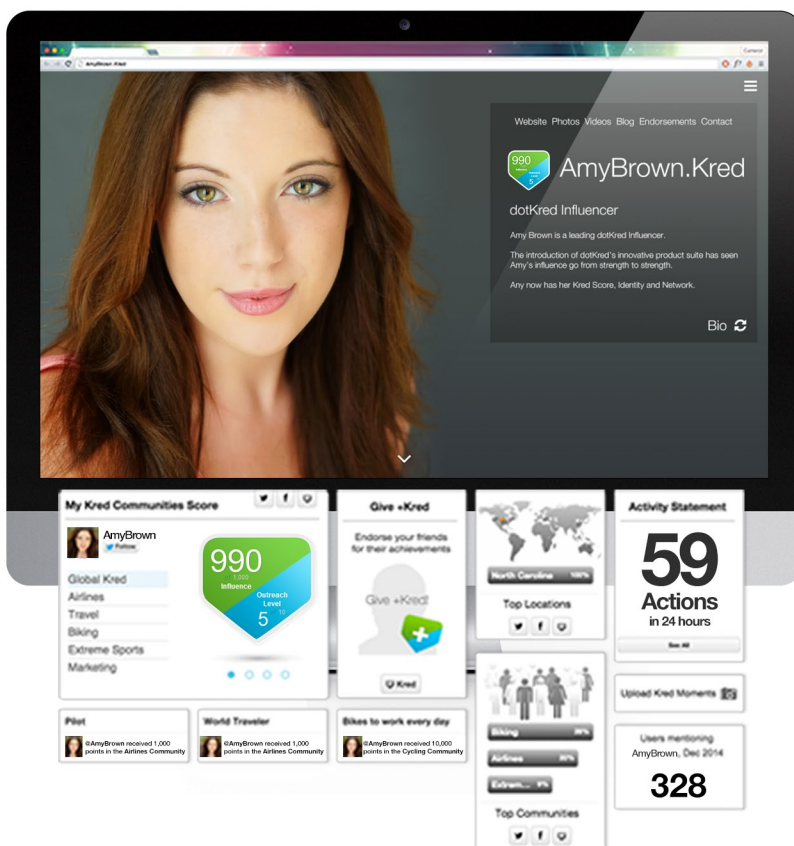
Increase your Score to climb Influence Leaderboards

8



1

Activate your Influencer Profile



AmyBrown.Kred

Amy Brown is a leading introduction of dotKred now has her Kred Score

Claim your personal .Kred web address and secure your Influencer profile.

Guide your page toward top rankings in search results by considering this basic SEO technique:

Increase mentions of your name throughout your page

Activate your .Kred Identity Page to control your image online, interact with other members, and share with your audience everything you want them to know.



Your page features your Score, your Story, a curated bio and links to your connected social profiles and websites



Visit **Claim.Kred**
to secure your **Influencer Profile**

2

Be more generous with your audience



“Stop chasing likes. Start doing likeable things”

Peter Shankman
@PeterShankman

Share a friend's content with your community, mention them on Twitter, like pictures, retweet insightful ideas and endorse your peers for their skills.



Tip: Login to Home.Kred to award friends with +Kred and Kred Moments, a fun way to increase online participation and boost your score.



Follow



Reply



+Kred



Retweet



Influencer
Actions



Endorse



Like



Endorse



Share

3

Join an Online Community

The Kred Platform has over 20 live Communities, providing members with channels to grow their influential connections, share their profile and boost their online presence.

Increase your influence and fast-track your reputation by sharing innovative ideas with LinkedIn groups.



Visit **Communities.Kred**
to join Communities



Join Interest based
Kred Streams and
Communities



Join Google+ Featured
Communities

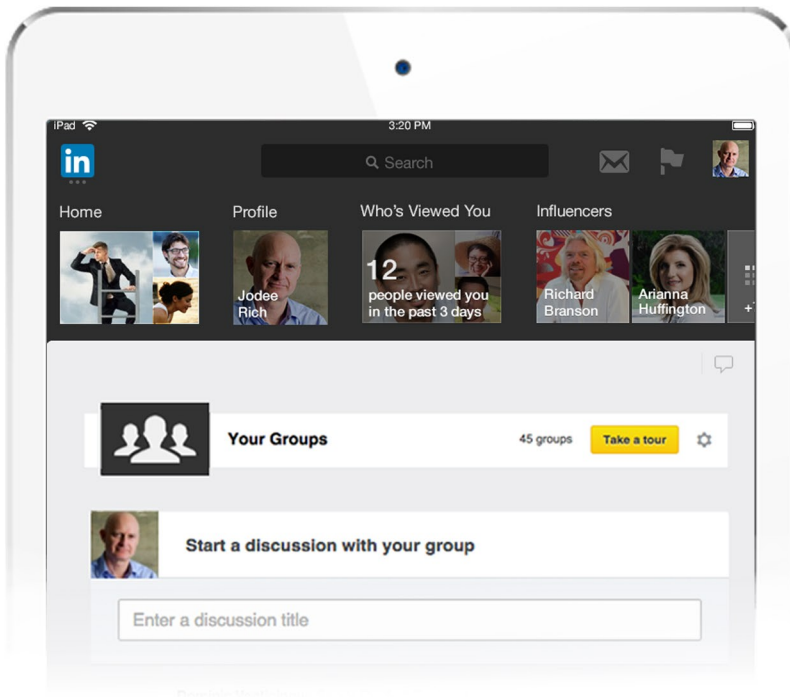


Join special interest
LinkedIn groups



Join Facebook groups



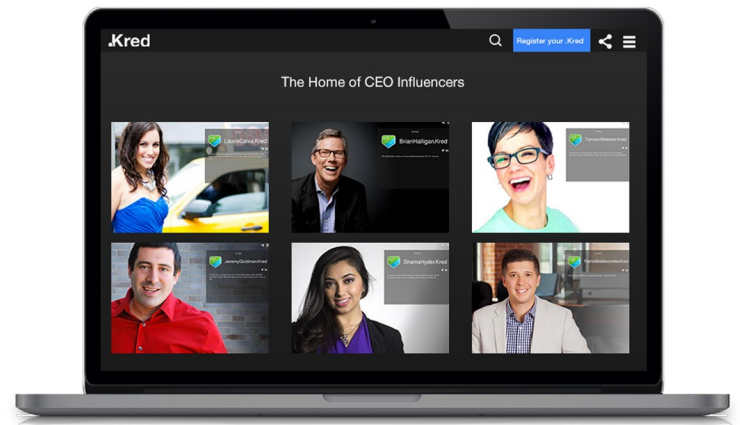


Extend your LinkedIn network by joining special interest based groups.

Share content and updates to stay in touch with your industry and increase your reputation amongst your peers.

Feature your .Kred Influencer Page in Communities that align your personal profile with other thoughtleaders in your network.

.Kred Communities are interest and location based groups and can be created by Members.



Visit **Communities.Kred**
and start **Networking**

4

Create and Share meaningful Content

Increasing your activity across social channels will help your online influence grow.

Share meaningful ideas, post pictures and motivate your community with inspiring content. Show your generosity by sharing a post on Facebook, endorsing your colleagues on LinkedIn, and giving your peers +Kred and Kred Moments, encouraging reciprocation and stimulating conversation.



1

Tweet a picture**Endorse** on LinkedIn

2



3

Share an inspiring quote**Post** to an Influencer Network

4



5

Give +Kred and Kred Moments**Share** a Facebook post

6



5

Track your Progress

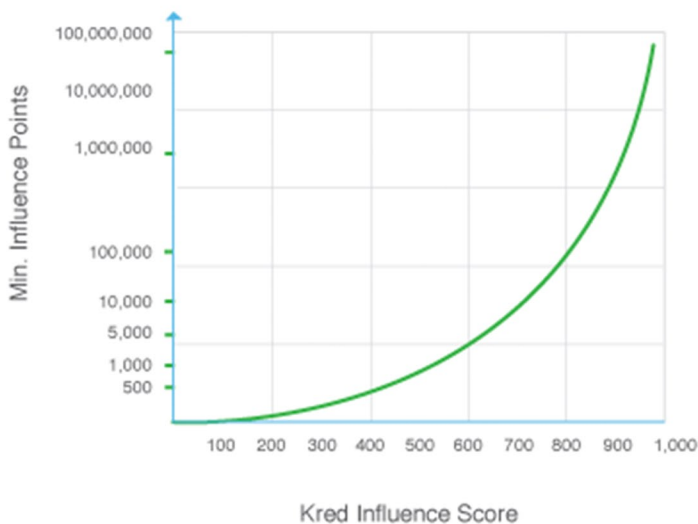
Measure your social Influence and Outreach with Kred.

Influence is your ability to inspire action. It is scored on a 1,000 point scale.

Outreach reflects generosity in engaging with others and helping them spread their message.

Get started at [Home.Kred](#)

Points to Score Conversation



Kred Story Activity

Points	Influence	Outreach
+100	907	Level 8
+1000	907	Level 8
+50	906	Level 8

6

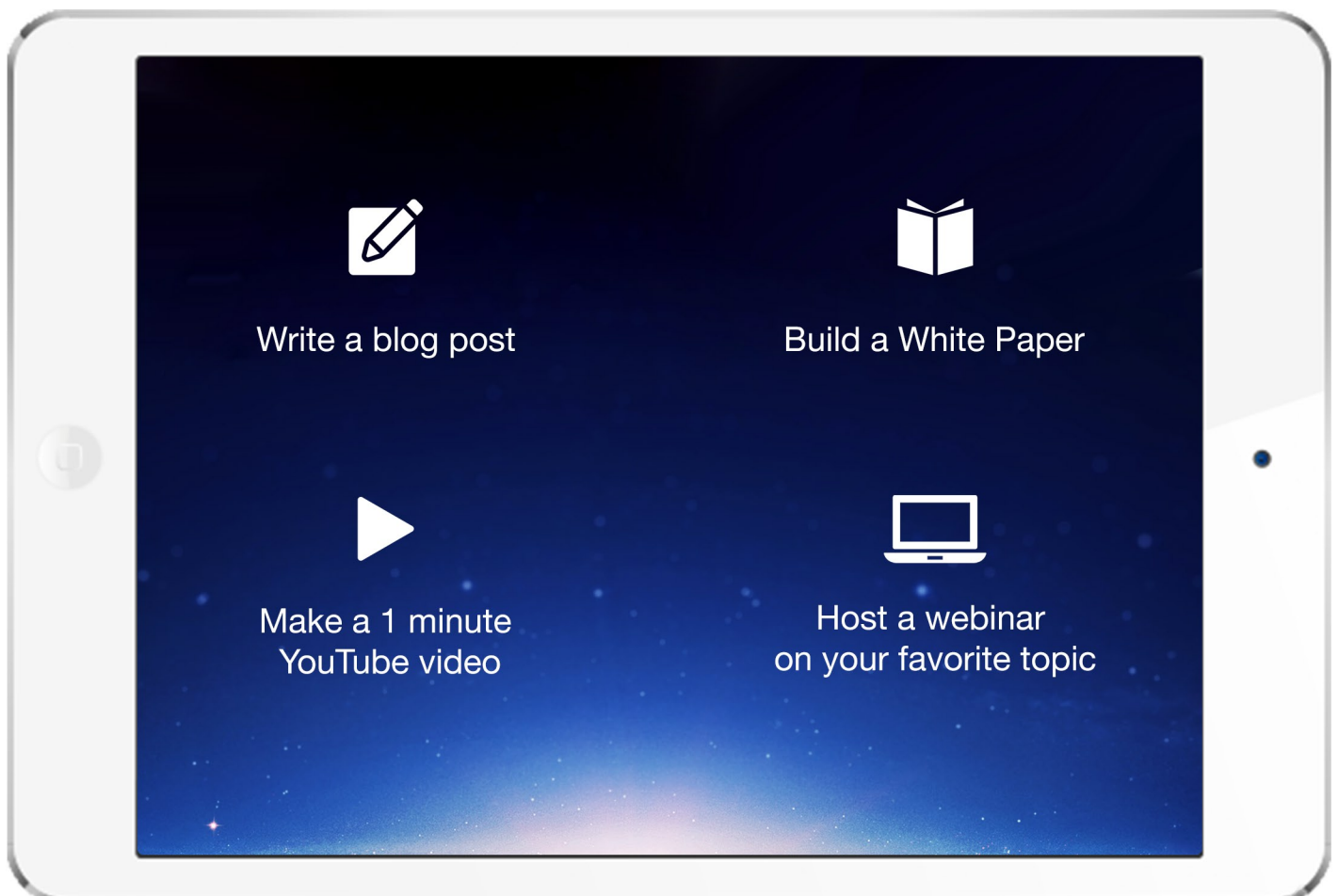
Create and Share Original Content

Your audience has an audience.

Create original, targeted content on the topics that matter to you and share it with your growing network.

Your posts, videos, white papers and downloadable content define you as a thought leader in your space, and encourage sharing and reciprocity among your community.

Share your ideas and increase your influence.













7

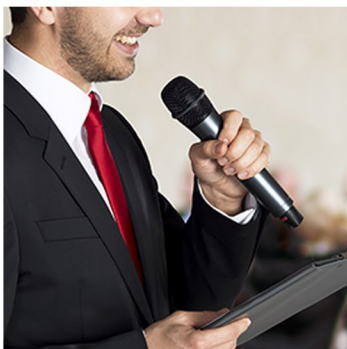
Send Influencers on Social Missions


Empire.Kred is all about connecting Influencers with valuable content and rewarding them for it.

Complete Social Missions to discover relevant content based on your interests. Missions have varying rewards, set by the creator, which contribute to your wealth within the game.


Identify and encourage relevant Social Influencers to view and engage with your content. Use your wealth to create Missions that promote the content you care about.

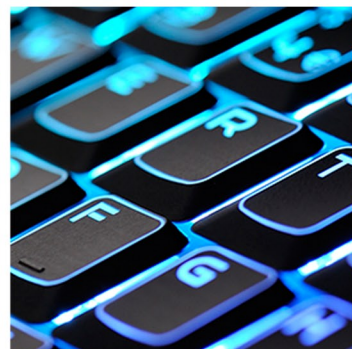
- | | |
|--|---|
|  Share a popular Tweet |  Share an opinion from a blog post |
|  Promote a small-medium business |  Encourage support for a charity |
|  Get people listening to a new band |  Present a sporting achievement |
|  Gain more views for a podcast |  Promote a cause or idea |
|  Share a personal achievement |  Increase exposure of a portfolio |




Watch My YouTube Presentation
 10,000e Reward



View My Portfolio
 50,000e Reward



Learn more from My Blog
 30,000e Reward

8

Increase your Score to climb Influence Leaderboards







Climb to the top of Kred Influence Leaderboards to demonstrate your authority in your community.

Leaderboards rank Influencers based on their social interactions surrounding a specified topic, and help individuals and brands identify the most important people to connect with.

Leaderboards reward engagement and social generosity.

Influencer Leaderboard

Top Influencers

			Influence	Outreach
1		GeoffDeWeaver.Kred	987	3
2		LeeOdden.Kred	984	10
3		BrianHalligan.Kred	980	8
4		ShiraAbel.Kred	978	10
5		ChadPollitt.Kred	977	10
6		JodeeRich.Kred	976	9
7			976	9

See the results



Justin Matthew - JMHHacker.Kred

Founder of iBoom Media, Justin Matthew began building his influence by generating viral video content on YouTube. He is an active player on Empire.Kred and has driven his influence to become a top Influencer in the Kred Community.



Shira Lazar - ShiraLazar.Kred

Shira Lazar is the Co-Founder, CEO and Host of the Emmy Nominated live interactive daily show and multi-platform media brand, What's Trending. Shira has built her online presence through Kred as a Top 1% Influencer, having a powerful score in both the CEO and Bloggers Kred Communities.



Jason Falls - JasonFalls.Kred

Jason Falls is a leading digital strategist, author, speaker and thinker in the digital and social media marketing industry, with over 97,000 followers on twitter. Jason refers people to his .Kred page in order to validate his online presence and boost his influence.

Tools to help you



..When you're not sure what to blog about

Leading Inbound Marketing platform, HubSpot, has built a Blog Topic Generator to help you create more engaging titles for your new content.

Use the tool for free at HubSpot.com/blog-topic-generator

[View it here!](#)



..Discover how to boost your Kred Score

Your Kred Score is the definitive measurement of your Influence online *and* offline. Visit the Kred Rules page to discover how to boost your Kred Score.

See how it all works at Home.Kred/rules

[View it here!](#)



..Expand your Network even further

The .CEO Network has over 3,000 members all over the globe. Interact, connect and grow your influence within this community Thought Leaders .

Discover more at Claim.CEO

[View it here!](#)



More Resources

Sprinklr.com	@Sprinklr - Social media management modules Create, manage and optimize social media activity
MailChimp.com	@MailChimp - Send better email Email Marketing tool
Hootsuite.com	@Hootsuite - Social media management Manage social networks, schedule messages, engage your audience
Portent.com/tools	@Portent - Digital Marketing kit Content, strategy, SEO and Performance tools
Tweriod.com	@Tweriod - Twitter behaviour analyzer Tweriod tells you when is best to engage with your audience
Newsle.com	@Newsle - News about your Network Delivers notifications from people with your interests
Marketing.Grader.com	@HubSpot - Website analysis and improvement tool Use Marketing Grader to improve your website
33Across.com	@33Across - Traffic building and Video Advertising Online advertising and content performance management
Brandwatch.com	@Brandwatch - Social Media and Data analysis Find relevant conversation for your audience
Crowdfireapp.com	@Crowdfire - Twitter and Instagram monitoring Find followers and monitor their online participation
Moz.com/Followerwonk	@Followerwonk - Discover and grow your social graph Compare your profile to competitors, users or industry leaders
Growth.Supply/free	@MeseAli - Freebies to help you grow Free Business, Marketing and Productivity tools



Influence matters

