



## Influencer mapping

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Innovation adoption does not happen instantly – it follows an ‘S’ curve over time. And a number of factors influence this curve – [see here for more detail on this](#). In particular people are influenced by others – sometimes called the ‘two step’ model of innovation communication. [The case of Tupperware provides an excellent illustration of this](#).

The idea of ‘social marketing’ using ‘influencers’ has grown significantly in recent years, not least because of the prevalence of social media channels. Research some social media sites and identify some key influencers and try to analyse how they can shape the innovation adoption behaviour of others. What kinds of people are influencers and how do they appeal to different market segments? How do they achieve their credibility – why should people trust their judgment and follow their example?

How would you design an influencer-based strategy to promote an innovation?