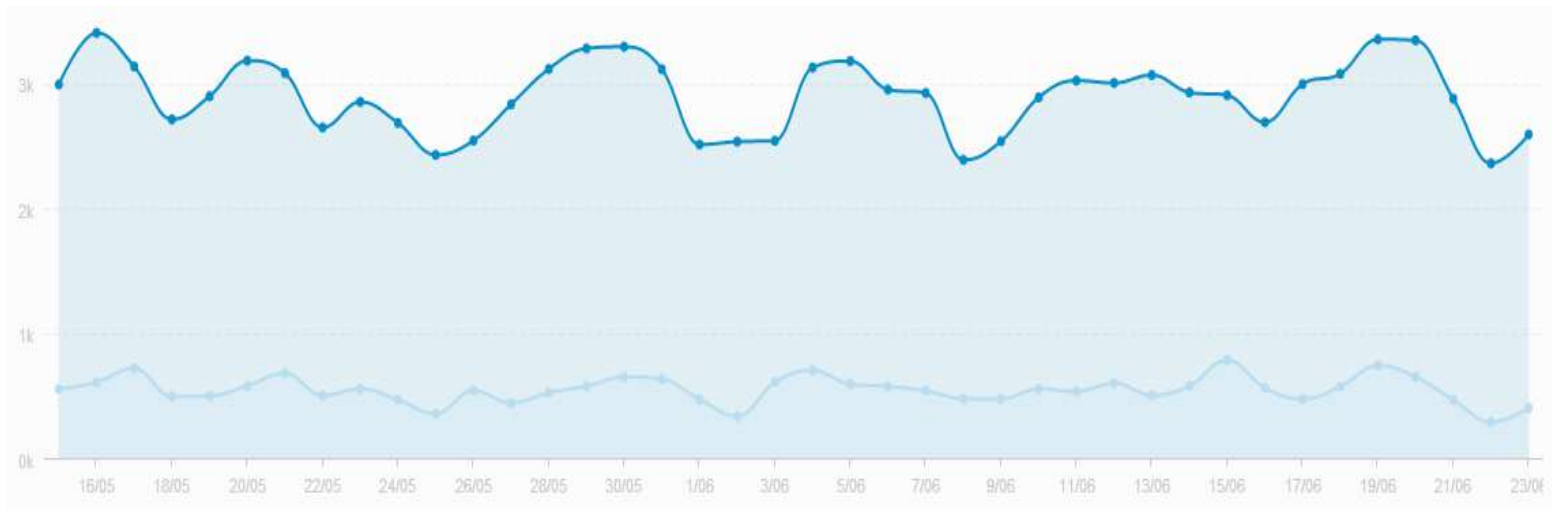




# Identifying Category Influencers

## Challenge

A global retailer and its digital agency wished to optimise their social media strategy in the Home and Garden category. They wanted to gain an in-depth understanding of who was influential in this area, so they could develop strategies to achieve reach and awareness.

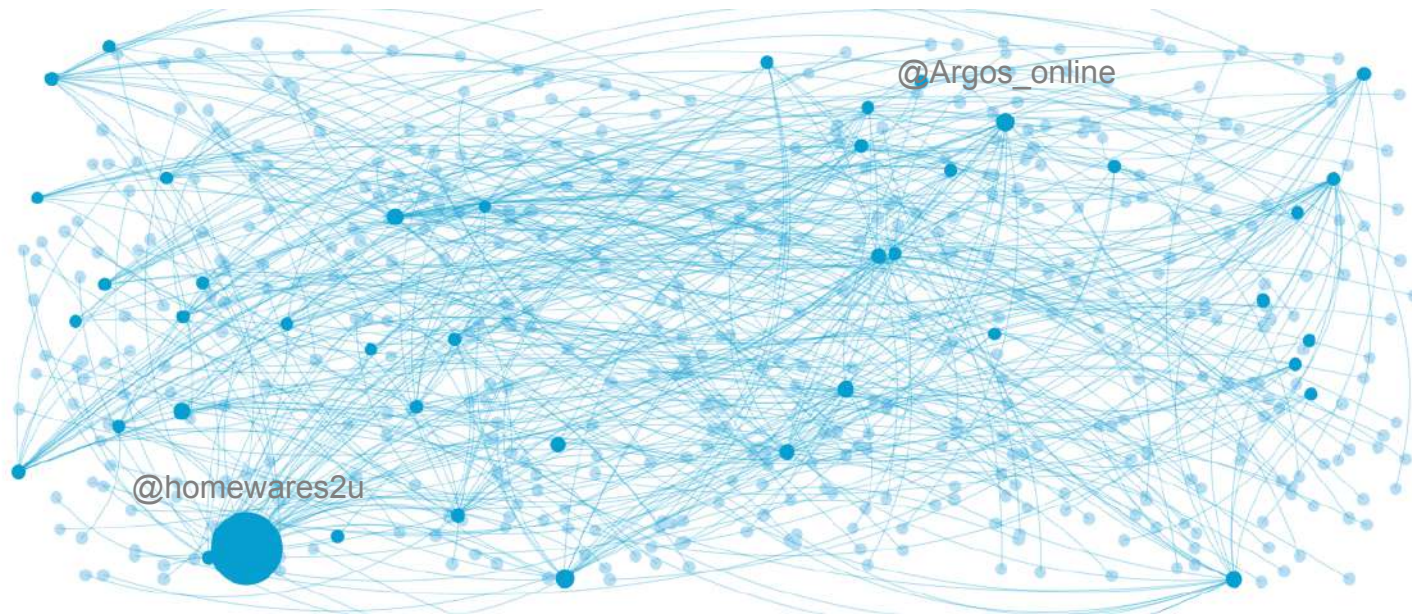


UK public posts daily volumes in Home & Garden category



## Solution

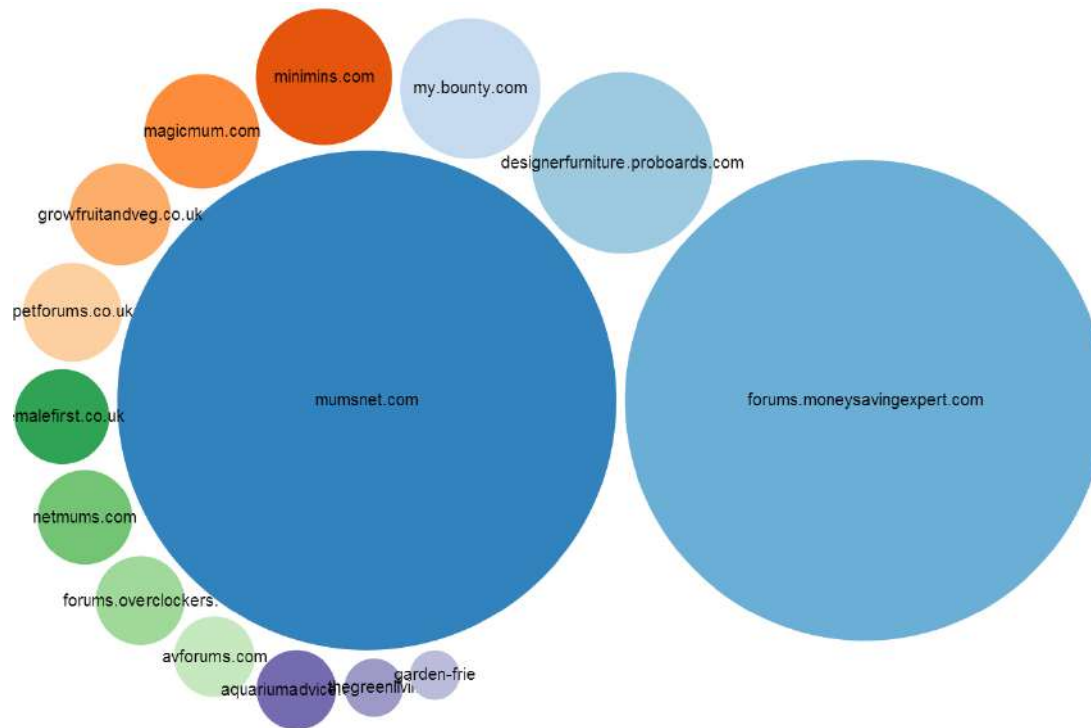
To get a 360-degree view of the key influencers and opportunities in the Home & Garden category we ran a social content analysis audit using Pulsar TRAC's unique visibility feature. This weights content according to the reach of the site it's on, the user it's coming from, and engagement with the content (e.g. shares). The visibility feature enabled us to understand not only which people and sites were most active in discussion, but which were reaching the widest audience.



Twitter network visualisation of Home & Garden discussion (based on mentions between accounts, volume and visibility)

## Impact

We delivered a comprehensive overview of the influencer landscape in the Home & Garden category and delivered actionable recommendations on how our client can join the conversation in a credible and relevant way. The influencers list also helped our client extend its social PR horizons.



Social channel breakdown in the Home & Garden category





**THANK YOU**

**If you want to find out more about  
Pulsar please book a demo by  
emailing us at:**

**[info@pulsarplatform.com](mailto:info@pulsarplatform.com)**