

B2B INFLUENCERS: IGNORE THEM AT YOUR OWN RISK

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GODFREY 

THE MODERN

B2B BUYING ENVIRONMENT

- Complex buying committees
- Longer evaluation cycles
- High perceived risk
- Buyers seek trusted validation



The background of the slide is a close-up, high-angle shot of numerous blue, oval-shaped pills scattered across a surface. The lighting creates soft shadows and highlights the texture of the pills, giving the image a clinical or pharmaceutical feel. The overall color palette is dominated by various shades of blue, from deep navy to a lighter, almost cyan hue.

INFLUENCE IS ALREADY

SHAPING DECISIONS

6 in 10

discover new brands via
creator content

2/3

say creator perspectives
help evaluate options

1/2

visit a vendor website
after engaging

1/3+

speak with sales after
influencer engagement



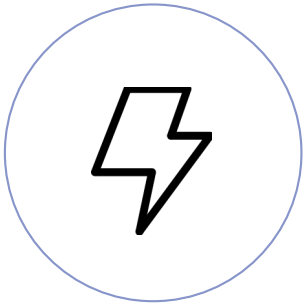
WHAT **B2B** **INFLUENCERS** REALLY LOOK LIKE



IN INDUSTRIAL MARKETS,
INFLUENCERS ARE OFTEN:

- Engineers
- Contractors
- Consultants
- Analysts
- Educators
- Technical content creators

WHY IGNORING THEM IS **RISKY**

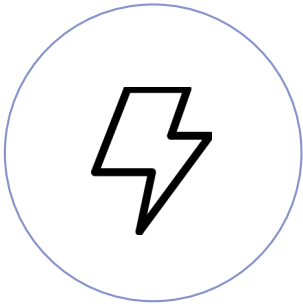


YOU MISS EARLY AWARENESS AND PROBLEM-FRAMING MOMENTS

Buyers don't search for your product first — they realize a problem first.

If influencers shape that moment, your brand needs to be in the conversation early, not after it's already defined.

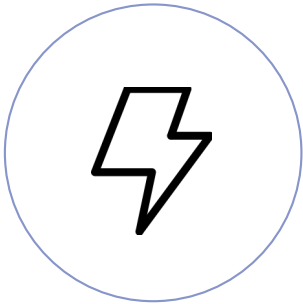
WHY IGNORING THEM IS **RISKY**



COMPETITORS SHAPE THE NARRATIVE FIRST

If competitors use influencers, they shape how people see the problem — and the “right” solution — making themselves the default before you’re even considered.

WHY IGNORING THEM IS **RISKY**

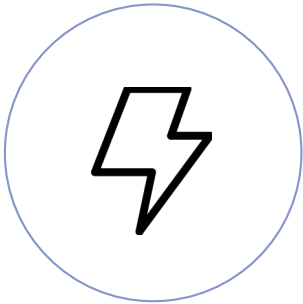


CREDIBILITY BUILDS OUTSIDE YOUR BRAND'S CONTROL

Trust is built through third parties.

If influencers aren't talking about you, you're not in the conversation — hurting both awareness and perception.

WHY IGNORING THEM IS **RISKY**



RELATIONSHIP-BUILDING STARTS TOO LATE

By the time someone engages — visits your booth, downloads content or talks to sales — they've already formed opinions.

Without early influencer touchpoints, you're entering the relationship late.

INFLUENCE ACROSS THE

BUYING JOURNEY

LATE STAGE

Confidence &
decision support

MID STAGE

Solution comparison
& validation

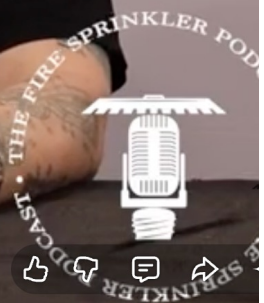
EARLY STAGE

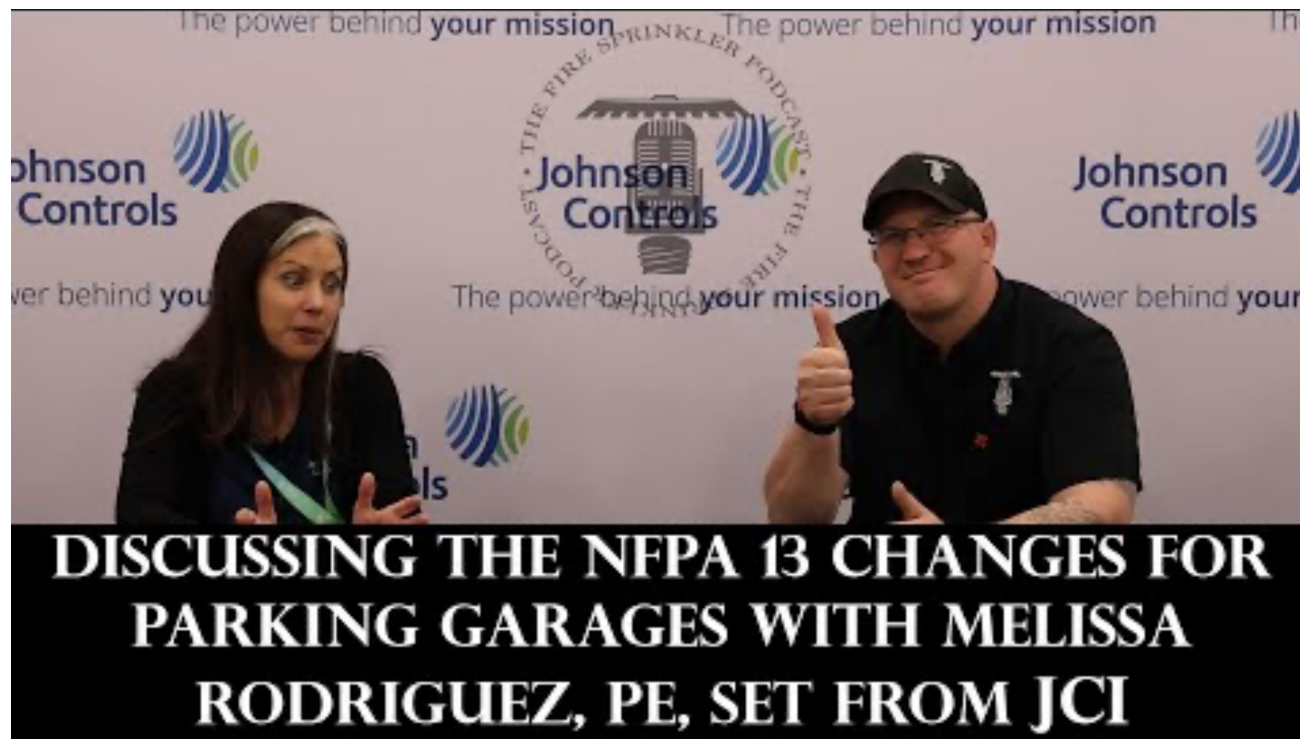
Awareness & problem
framing

**DISCUSSING THE
NFPA 13 CHANGES
FOR PARKING GARAGES
WITH MELISSA RODRIGUEZ**

that there's so much plastic in and around
cars

[More videos](#)





**ESCO ROADSHOW
INSTALL: HITACHI AIRHOME
800 COLD-CLIMATE
DUCTLESS HEAT PUMP**







**WE WENT TO THE
WORLD'S BIGGEST
CONSTRUCTION SHOW
TO FIND OUT WHO WINS**





FROM TACTIC TO STRATEGIC GROWTH DRIVER

TIE EFFORTS TO:

- Market education
- Category leadership
- Brand authority
- Pipeline influence
- Sales enablement

WHERE INFLUENCER STRATEGY FITS

ACTIVATE INFLUENCE ACROSS:

- Earned media
- Owned content
- Paid amplification
- Events & webinars
- Executive visibility

FINDING THE RIGHT

INFLUENCERS

1

START WITH STRATEGY:

- Define your goals
- Set a clear budget range
- Identify your target audience & where they engage

2

LOOK FOR:

- Audience alignment (titles, industries)
- Technical credibility
- Quality engagement (not just volume)
- Consistent thought leadership
- Shared values & brand fit



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Influencer Comparison Scorecard

Used to identify and evaluate prospective influencers for partnership. Each influencer is assessed using a consistent scoring framework to ensure objective comparison and alignment with goals.

Criteria	Weight*	Influencer A	Influencer B	Influencer C	Notes / Rationale
Industry Credibility <i>(Demonstrated expertise, reputation and trust within the industry)</i>	25%				
Audience Alignment <i>(Relevance of audience demographics, interests and needs to target market)</i>	25%				
Brand Fit / Brand Safety <i>(Alignment with brand values, tone and absence of reputational risk)</i>	15%				
Content Quality <i>(Production value, clear communication, consistency in posting/quality)</i>	15%				
Engagement Rates <i>(Level of audience interaction including likes, comments, shares and overall engagement rate)</i>	15%				
Total Score (Weighted)		0.0	0.0	0.0	
Scoring Scale 5 = Excellent 4 = Strong 3 = Moderate 2 = Weak 1 = Poor How to Use Assign a score (1-5) for each criterion per influencer. Weighted totals in row 9 calculate automatically. *When working on a specific campaign or nuanced client, the weighting of each criteria can be adjusted to better reflect its relative importance Evaluator Tips Engagement Rates Guidance: Engagement rates vary by follower size. Industry benchmarks show mid-sized influencers (~50K-500K followers) average around 1-3% engagement, with 3-4% considered strong. Larger accounts typically see ~1-2% on average, making 1-3% a strong range. Smaller or niche creators often exceed these benchmarks Beyond the rate, evaluate the quality of engagement: Are people leaving thoughtful comments vs. generic responses? Are commenters relevant to the target audience (job titles, industries, decision-makers)? Is there back-and-forth interaction (creator replying, conversations happening)? Are posts generating saves or shares (indicating deeper interest)? Is engagement consistent across posts or inflated by a few outliers? Audience Alignment Guidance: When available, review audience demographics - these may be accessible via influencer media kits or platform insights like LinkedIn analytics. Influencer media kits are still uncommon in B2B - use them when publicly available, but don't rely on them as a primary evaluation tool. Additional audience and performance insights can be gathered through direct conversation during <i>later-stage</i> outreach. If demographics aren't available, assess alignment by: Reviewing follower comments and profiles (job titles, industries, seniority) Analyzing content themes Looking at past brand partnerships and sponsored content Evaluating whether the audience matches the target customer profile					

Qualitative Notes

While quantitative scoring provides a clear comparison, qualitative insights are equally important in determining the right partner. In addition to the scorecard, include a brief summary for each influencer to capture nuances that scoring alone may not reflect. For example:

Influencer A: Strong technical credibility with a highly engaged audience

Influencer B: Broader reach, though less niche alignment with target audience

Influencer C: High-quality content and an emerging voice with growth potential

These insights help provide context behind the scores and support a more informed final recommendation.

Influencer A:

Enter summary insight here

Influencer B:

Enter summary insight here

Influencer C:

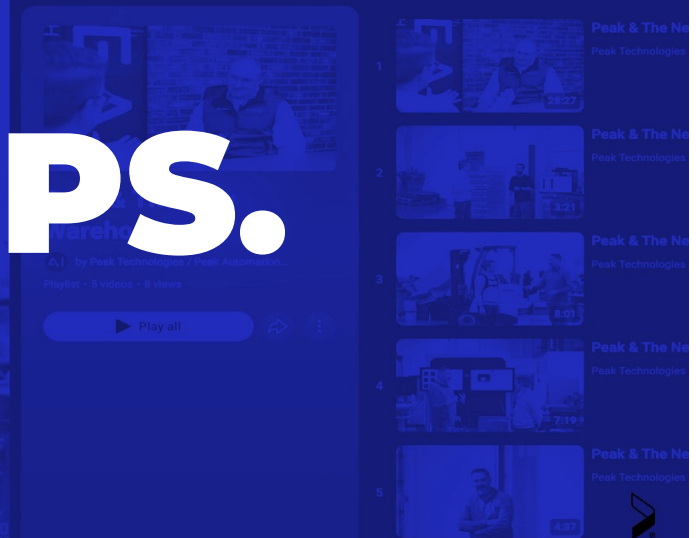
Enter summary insight here



**MOVE
BEYOND
ONE-OFF
ENGAGEMENTS.**



**MOVE
TOWARD
LONG-TERM
PARTNERSHIPS.**



MOVE TOWARD CO-CREATED THOUGHT LEADERSHIP.

REFRIGERATION | AHR VEGAS



Chris Forth
Bosch Home Comfort USA

Gregory Guse
The Malco Group

Ben Mojerus
Danfoss Climate Solutions

THE INSTALLERS GUIDE TO NAVIGATING THE REFRIGERANT ROLLERCOASTER



Trevor Matthews
Moderator

- Field perspective on transition
- Handling and installation considerations
- Financial impacts of regulations
- Navigating ongoing industry change

FEB 3, 2026
START AT 0400 PM

ROOM 5222
UNTIL AHR EXPO

REGISTER NOW!

**MOVE
TOWARD
SHARED
EXPERTISE.**





INFUSE
INFLUENCER
STRATEGY
INTO YOUR NEXT
TRADE SHOW PR PROGRAM

THE IMPACT AT AHR 2025:

>50%

**OF MEDIA ENGAGEMENTS
DRIVEN BY INFLUENCERS**

COMPARED TO AHR 2024:

+133% **+140%**

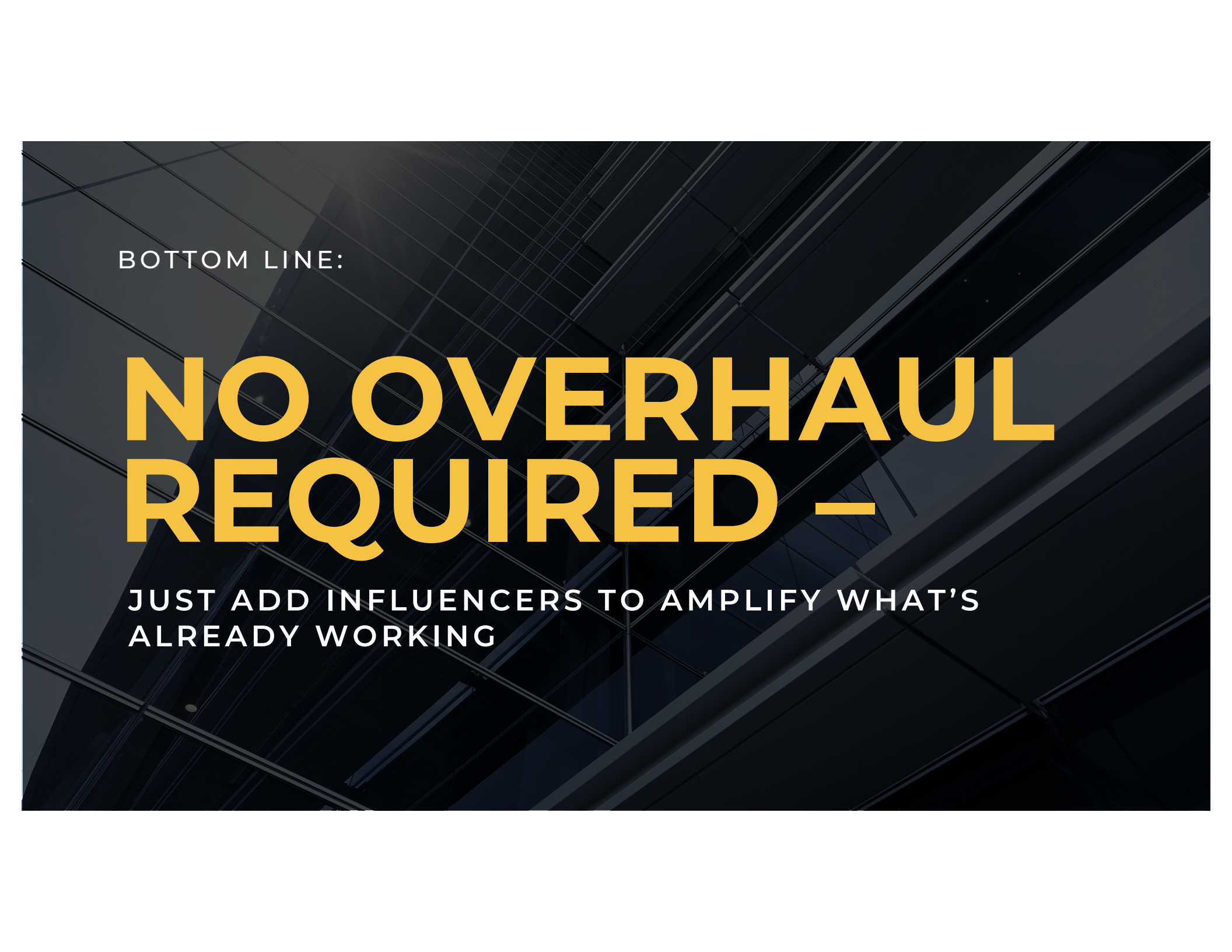
PODCAST
OPPORTUNITIES

SPEAKING/
EVENT ENGAGEMENTS

COMPARED TO AHR 2024:

STEADY
STREAM

OF SOCIAL-READY VIDEO
+ CREATOR CONTENT



BOTTOM LINE:

NO OVERHAUL REQUIRED –

JUST ADD INFLUENCERS TO AMPLIFY WHAT'S
ALREADY WORKING

The background of the slide is a close-up, high-angle shot of numerous blue, oval-shaped pills. The pills are scattered across the frame, with some in sharp focus and others blurred in the foreground and background, creating a sense of depth. The lighting is soft, highlighting the texture and color of the pills.

LET'S TALK ABOUT

COMMON CONCERNS

A woman with blonde hair is holding a Pepsi can. The image is darkened to serve as a background for the text.

**“
INFLUENCERS
ARE FOR B2C**

A background image of a large industrial factory interior. The scene is filled with complex machinery, including several prominent orange robotic arms (likely KUKA) and large blue structural beams. The lighting is somewhat dim, with a blueish tint, suggesting an industrial environment. The text is overlaid on this background.

**“OUR INDUSTRY
DOESN'T HAVE
INFLUENCERS**

A background image showing two men in dark suits. The man on the left is looking down with a somber expression, while the man on the right stands behind him, looking on. The scene is dimly lit with warm, circular light patterns in the background.

“
**WHAT IF
THEY GET
CANCELED?**

The background of the image is a dark, blurred financial chart. It features a candlestick chart with green and red bars, overlaid with a red line graph and a blue line graph. Faint binary code (0s and 1s) is visible in the background, suggesting a digital or data-driven theme.

**“WE CAN’T
MEASURE IT**

The background of the slide is a close-up, high-angle shot of numerous blue, metallic-looking rings or washers. These rings are scattered across the entire frame, creating a textured, industrial feel. The lighting is soft, highlighting the metallic sheen and the circular shapes of the rings.

THANK YOU
QUESTIONS?

THIS IS GODFREY 