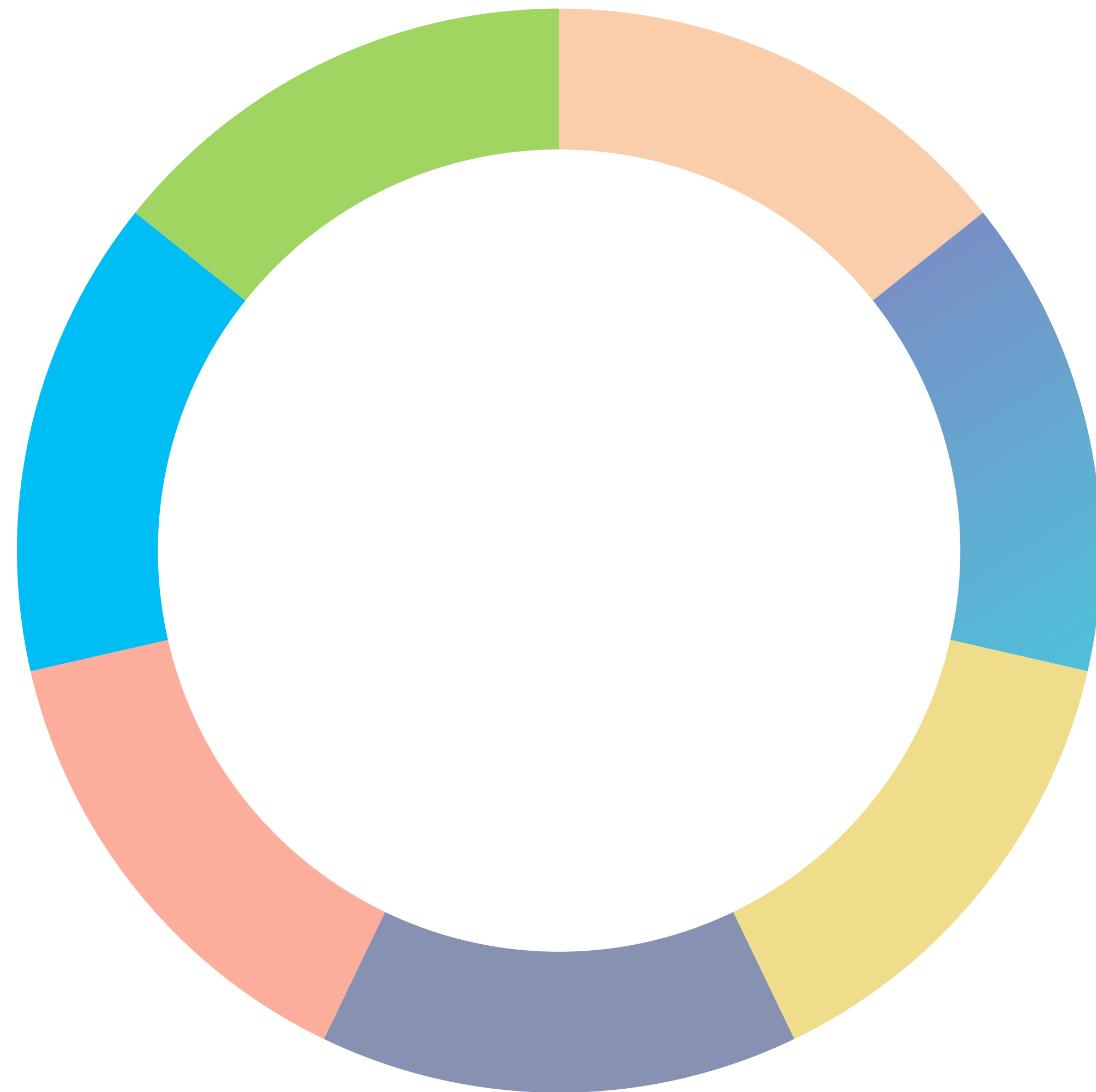




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Unique Skills

Now in its 28th year, Premiere is a boutique digital eCommerce agency focused on revenue growth.

- ✓ Search Engine Optimization
- ✓ Email Marketing
- ✓ Google PPC / Paid Social
- ✓ Influencer Marketing
- ✓ Amazon Marketing
- ✓ Social Media Audience Analysis
- ✓ Google Analytics

Google Analytics Social Media SEO PPC / Paid Social Amazon Email Influencer Market

The Pressure is On!

You need to grow followers and more sales.

Your marketing team, or current agency, thinks that hiring social media influencers will help them accomplish both.

You've reached critical mass, you have to get bigger,
and you don't know how...
you need more tools in the toolshed.

You need a win.

Four Easy Steps

1.

Approve an event-driven contest and pick a launch date

2.

Define your idea of success (*sales, followers, brand awareness, engagement*)

3.

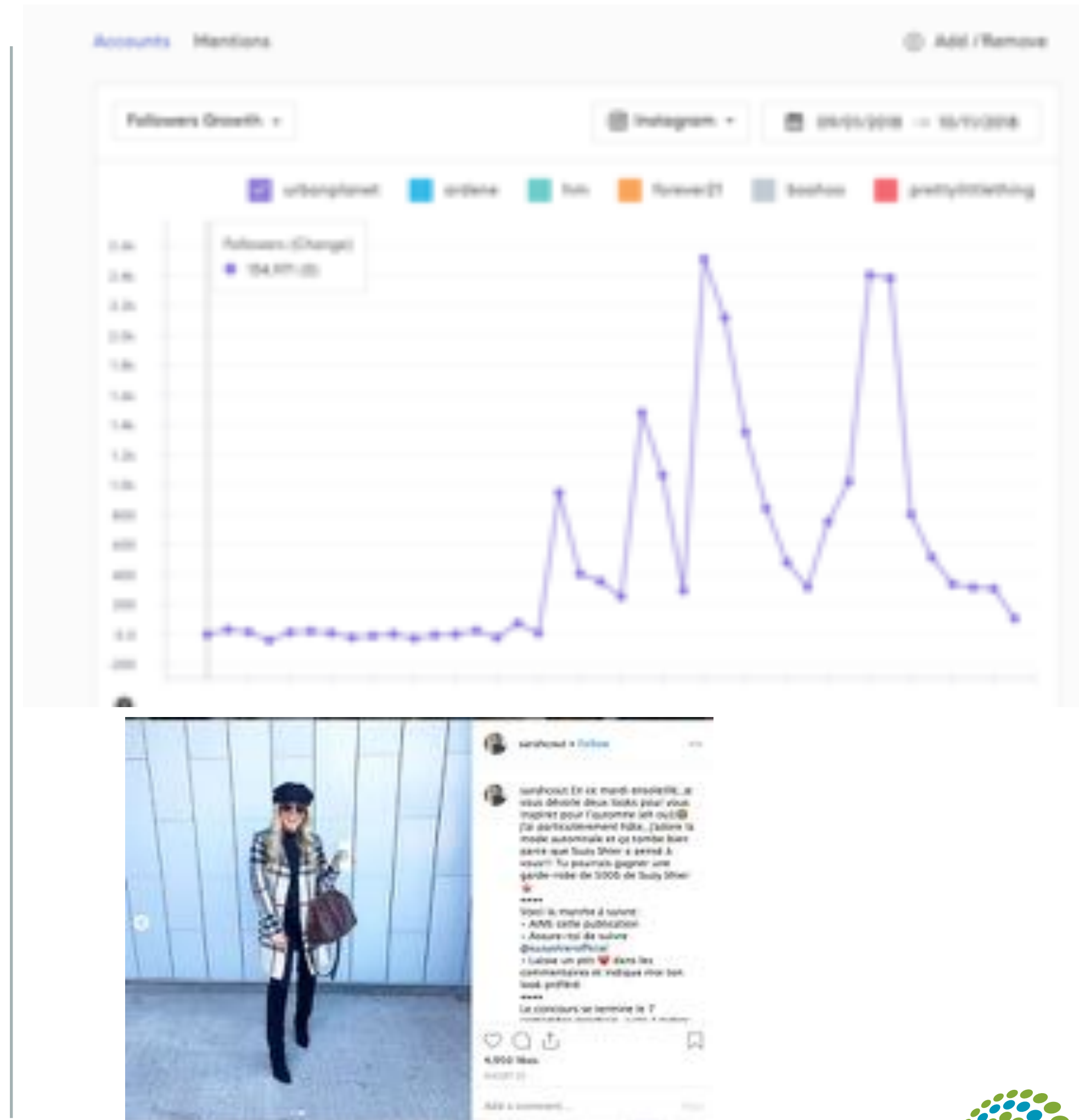
Review psychographic analysis for target market & customers

4.

Review & select identified influencers who align with your customer profile

Goals for the Event

- Grow your brand's Instagram following
- Drive engagement to desired audiences
- Elevate the brand and encourage conversations
- Monetize & measure contest sweep, earned media value, & attributable sales
- Develop ongoing Influencer relationships
- Build contest model framework and leverage for future campaigns



Types of Influencers

- **Micro-Influencers** (5,000 – 20,000 followers)
- **IT Guy/Girl** (25,000 – 80,000 followers)
- **Trendsetters** (100K+ followers)
- **Celebrity** (1MM+ followers)



Event-Driven Tactics

- Discount
- Contests
- Competitions
- Give Aways
- Charity
- Celebrations



Set Influencer Criteria

- Gender Composition
- Age Ranges
- How often Promote
- % Engagement
- % Bots
- Geographic breakdown
- Number of followers



Sort Data

- Rank based on **Engagement**
- Reduce by **Gender**
- Reduce by over promoting
- Review **Content** and **Quality of Posts**
- Agency Score

[illegible]

What We Need to Accomplish

- **Phase 1** – Send Outreach Emails
- **Phase 2** – Email with Competition Details
- **Phase 3** – Contract Finalization
- **Phase 4** – Send them the Product + Submission + Details/Photo Guide.
- **Phase 5** – Review and Finalize Pictures
- **Phase 6** – Posting Confirmation
- **Phase 7** – Analytics + Future Tie-ups



How Many Influencers?

- Identify: 250
- Target: 100
- Negotiate: 50
- Sign: 25

48,951	cassandra@lesingshot.com	y (qc)	9	13.8%	48,951	cassandra.bouchard	35.5	64	58.7	37.2	4.1
48,410	mariepaule.simard@hotmail.com	y (qc)	8	6.3%	48,410	mariepaulesimard	12.2	87.3	45.2	53.5	1.4
46,367	info@mauspouin.com	y (qc) - bit away for SALT7 (dta collection)	9	8.7%	46,808	mauspouin	11.8	87.7	61.5	25.9	2.6
45,058	shaymemitt@gmail.com	y (qc)	8	5.8%	45,058	shaymemitt	15	84.6	13.6	72.7	13.6
43,771		y (qc)	8	5.0%	54,537	fredericquedufort	26.5	72.4	57.6	39	3.4
34,891	catherine.sauvin@hotmail.com	y (qc)	9	8.2%	34,891	catherine_sau	29.3	69.6	60.9	36.8	2.3
34,783	orb17@hotmail.com	y	8	9.2%	96,941	tellement_mom	9.5	89.5	59.5	35.3	5.1
33,031	kim.demers@usherbrooke.ca	(qc)not a love, mostly kids/tag/mirror	9	10.4%	33,031	kim_demers	10.6	88.9	45.1	53.1	1.8
30,694	xbarbieex1@hotmail.com	y (qc) size may be an issue	9	5.7%	60,918	karinepochienyt	7.6	90.8	46.8	49.7	3.5
28,448	virg_ruby7@hotmail.com	y (qc) - agency dulcedo	8	5.0%	28,908	virg_ruby	12.5	87.1	24.1	72.9	3
26,271	justine.brouillette@gmail.com	y (qc)	9	6.0%	30,536	justinebrouil	12.2	87.2	42.2	54.9	3
25,498	tanismitcheil@hotmail.com	y	9	14.4%	25,498	tanismitcheil	12.4	87	45.6	51.8	2.6
24,760	marc.les@belmedia.ca	N	8	7.0%	48,081	marc.les	17.6	79.5	33.3	53.3	13.3
24,284	hello@taraleighrose.com	y	9	14.1%	24,284	taraleighrose	30.9	68.7	34.9	61.6	3.4
24,068	maudocoon@gmail.com	y (qc)	9	6.0%	24,068	lesdeux	11.4	88.5	36.3	61.6	2.2
23,482	info@2filesordinaires.com	(qc)Plus? Depends on size	9	11.8%	89,957	2filesordinaires	8.8	90.2	43.5	53.6	2.9
23,213	marilyn@marilynamitt.com	y	9	5.0%	34,910	marilynamitt	14.8	82.7	26.4	60.4	13.2
22,914	chrisay@virginradio.ca	y	8	5.3%	40,375	chrisaytray	26.8	72.7	14.3	75	10.7
22,583	camille.ca@hotmail.com	y (qc)	9	5.2%	24,782	camille_ds	16.8	80	58.1	40.5	1.4

Payscale

- Have a Total Budget
- Don't go beyond; work harder
- Offer 1st
- **Micro-Influencers:** Free Product up to \$50
- **IT Guy/Girl:** Up to \$300
- **Trendsetters:** Up to \$500
- **Celebrity:** No go



Agents vs. No Agents

- Professional representation
- Legal contracts
- Higher pricing
- Better responses
- Protecting their client
- Financially motivated



Content and Text

- Earning a status of influencer requires hard work and tremendous effort
- They know their followers
- Their followers trust them and want to see solid content
- Their language is best – create the content and messaging
- Photographer?
- Their followers trust them, not you



Connecting with Influencers

- Email
- Direct Message (DM) on Instagram / Facebook / Twitter
- Website
- LinkedIn
- Agent
- Be Relentless



Contract

- Ownership
- Payment Terms
- Deadlines
- Payment Timeline
- Ad Language
- Creative Control
- Tagged with @
- Hashtags
- #Ad



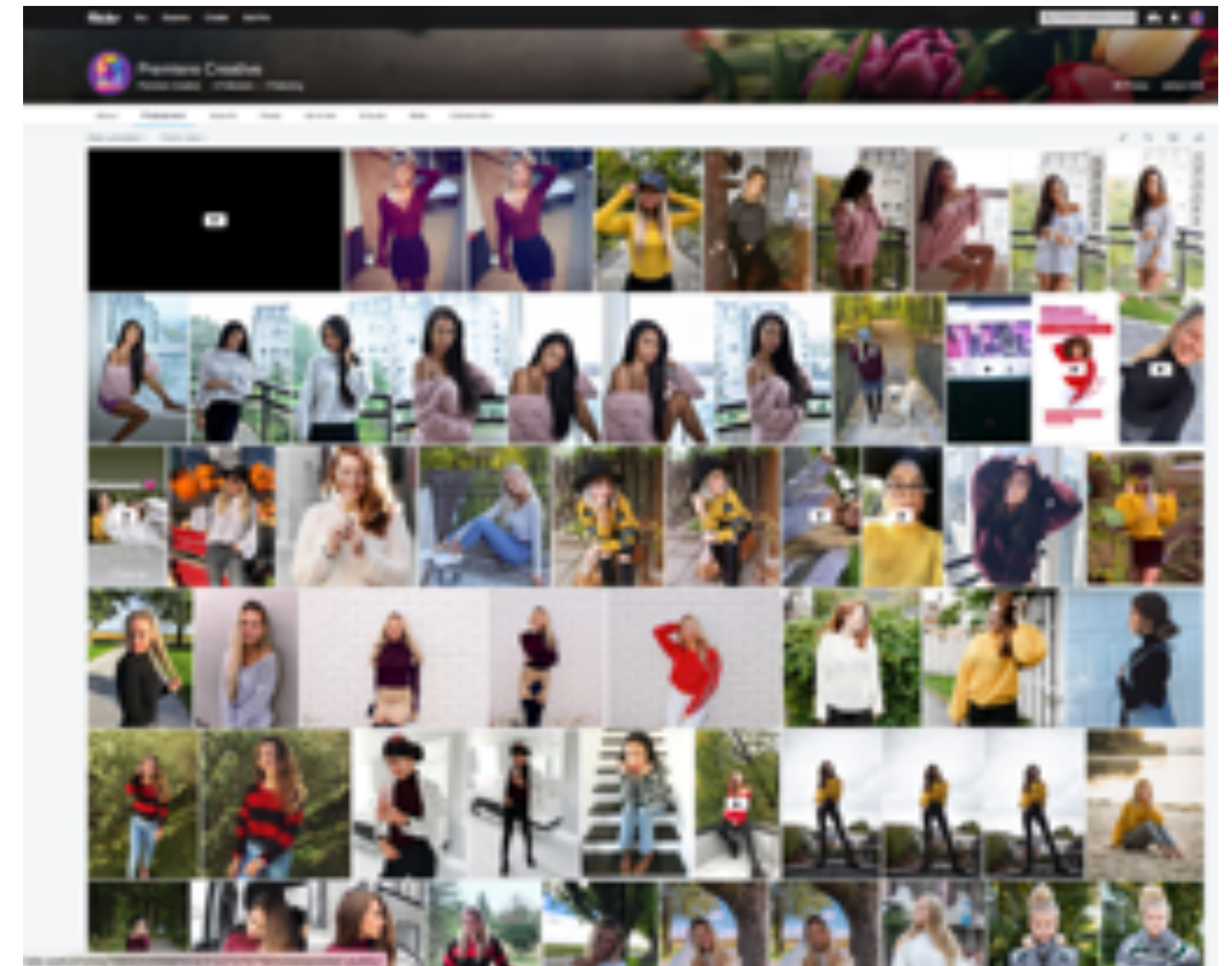
Photo-shoot

- Be confident, natural, and relaxed!
- Lighting: Indoor vs. Outdoor
- Background
- Multiple photos
- 1/3 grid
- No Flash
- Don't mess with exposure
- Crop photo



Creative Approval

- Don't be afraid to provide feedback
- Don't over AD the project – you hired them for a reason
- Pre-screen text
- Aggregate photography
- Review as a group



Event Schedule Release Timing

- Release 3 posts per day
- Consolidate event into 7 to 10 days
- Release at different times/day
- Use different levels of influencers
- Post lunch time (11am-1pm)
- Post Evenings (7-9pm)

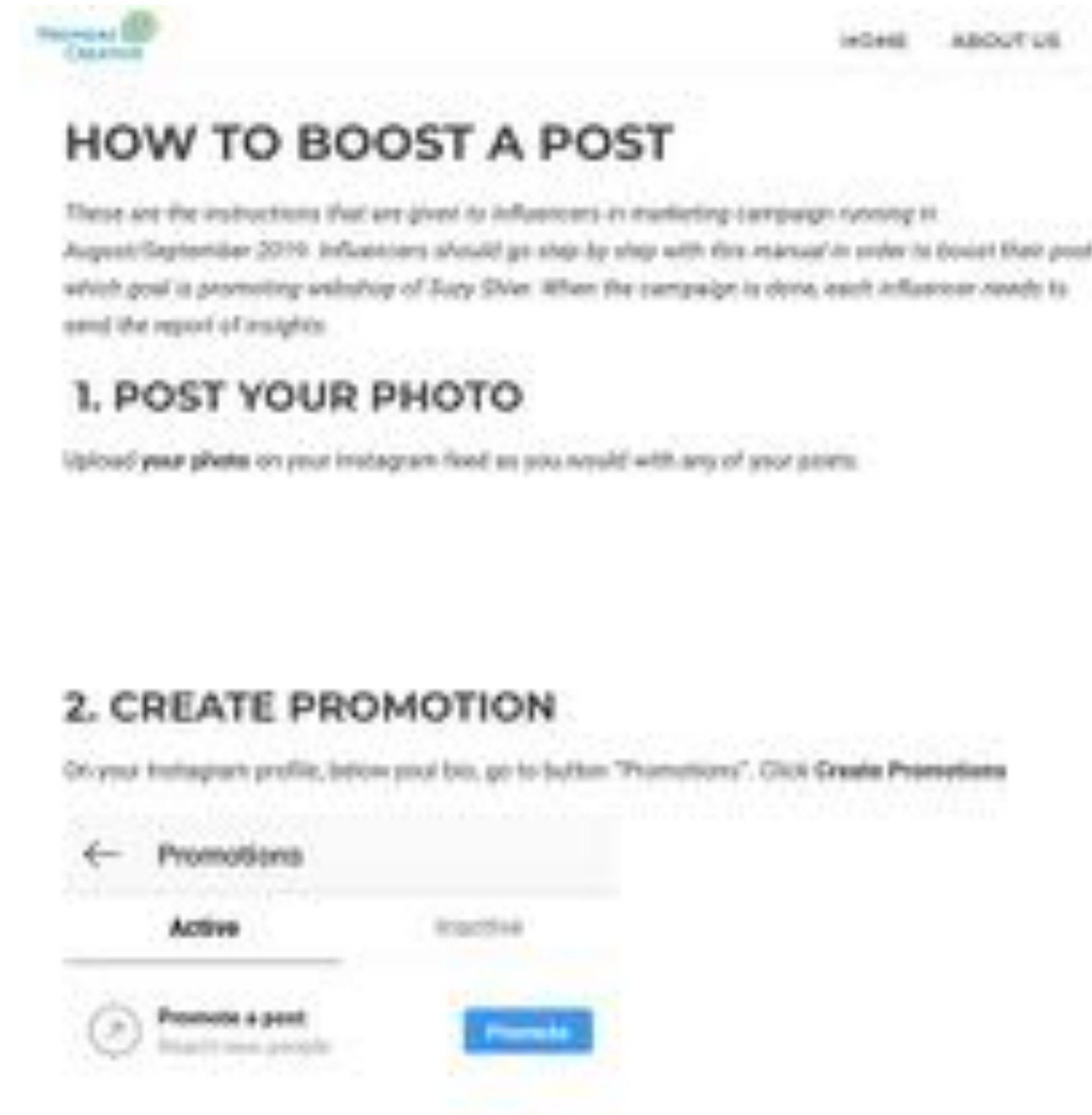
August 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
				SENSE CONTROL LAUNCH POST	INFLUENCER IMAGE SENSE FLAT LAY	
5	6	7	8	9	10	11
SENSE FLAT LAY	SENSE CAMPAIGN IMAGE	SENSE FLAT LAY	SENSE CAMPAIGN IMAGE	INFLUENCER IMAGE	SENSE FLAT LAY	INFLUENCER IMAGE
12	13	14	15	16	17	18
INFLUENCER IMAGE	SENSE FLAT LAY		SENSE BUNNY INTERVIEW POST	SENSE FLAT LAY	SENSE CAMPAIGN IMAGE	INFLUENCER IMAGE
19	20	21	22	23	24	25
SENSE FLAT LAY	INFLUENCER IMAGE	SENSE CAMPAIGN IMAGE	INFLUENCER IMAGE	SENSE CAMPAIGN IMAGE	INFLUENCER IMAGE	SENSE FLAT LAY
26	27	28	29	30	31	
INFLUENCER IMAGE		INFLUENCER IMAGE				

*Everyday highlighted in yellow will have a dedicated post calling out to the contest.

Boosting Posts

- Facebook choking rubber band
- \$25 to \$500/post
- Pre-built Dataset
- 24-hours only



Tracking Codes

name	NETA_username	NETA_Full	NETA_Joiner	NETA_Jr	NETA_Jr-Country	Canadians	Female	Female-Canadians	Engage	Female Care
TRENDAUTTS88										
elizabeth_rhous	elizabeth_rhous	1,052,291	171,304	1261.4	10.52	20%	363,304	68%	247,189	26,304
John Harris	John Harris	843,279	17,331	241.4	1.09	40%	354,093	71%	251,408	1,214
Emma	emmaandyl	436,807	30,404	145.6	7	40%	179,091	75%	134,318	9,402
rossamuel17	rossamuel17	368,766	29,371	244.4	7.96	40%	151,194	68%	102,812	8,184
sarahalena	sarahalena	308,113	13,136	74	4.32	90%	271,136	68%	187,366	8,094
alexandref	alexandref	290,894	17,748	171.6	9.47	75%	218,171	70%	152,719	14,748
brandonpratt	brandonpratt	252,313	9,577	78.6	4.34	85%	188,964	70%	132,276	1,741
noemilacaria	noemilacaria	176,117	14,778	71.3	8.53	70%	122,129	80%	105,883	8,080
Allena Devlin	allenaevlin	171,830	14,913	101.3	8.75	27%	46,340	80%	39,852	1,487
Cynthia Dylude	cynthiadylude	166,959	9,341	71.6	1.77	50%	83,480	87%	68,453	1,950
marinabastarsche	marinabastarsche	163,763	7,446	64.5	4.57	87%	142,467	70%	106,850	4,883
Allyce Thore	allyce_thore	142,114	12,846	77.6	9.09	20%	32,243	87%	27,325	1,802
helenap	helenap	141,859	12,194	105.5	8.42	20%	32,109	97%	25,917	1,404
chloerous	chloerous	131,851	10,541	43.3	8.04	37%	48,781	60%	29,275	1,353
phucan	phucan	129,306	8,136	260.7	4.59	90%	116,171	79%	91,607	4,059
alexandrea	alexandrea	118,898	14,149	207.1	12.1	80%	100,893	73%	73,649	8,790
alexandrea_	alexandrea_	117,508	4,852	64.8	4.12	90%	105,757	68%	71,915	1,943
Emma Russell	emma_russell	105,124	4,596	57.6	4.32	10%	62,141	87%	53,026	1,181
noemypatt	noemypatt	103,303	11,779	244.5	11.81	70%	78,219	74%	57,429	1,048
_alexypatt	_alexypatt	97,179	12,176	55.2	12.78	64%	62,253	43%	39,219	1,052
tylisaipen	tylisaipen	93,991	12,008	121.5	12.91	60%	56,404	60%	35,942	1,349
dina pugliese	dina_pugliese	89,267	1,879	171.7	4.35	80%	71,448	60%	47,669	1,189
johanna	johanna	88,815	1,039	90	1.77	37%	32,809	87%	28,953	1,375
phucianthina	phucianthina	87,983	1,662	43.5	4.32	91%	80,321	80%	64,052	1,758

Measuring Your Results

- Influencers activated
- Volume of Influencer Posts and Stories
- Influencer Cumulative Reach
- Influencer Cumulative Likes
- Influencer Cumulative Comments / Entries
- Influencer Campaign % Rate of Engagement
- Brand's Campaign Posts and Re-posts / Likes
- Brand's Campaign Posts and Re-posts /Comments / Entries

Instagram Campaign Metrics	Performance
Volume of Influencer Posts and Stories	38
Influencer Cumulative Reach	1,460,713
Influencer Cumulative Likes	117,527
Influencer Cumulative Comments / Entries	19,568
Influencer Campaign % Rate of Engagement	12.89%
SZ Contest Posts – Comments/Entries	11,783
SZ Contest Posts – Likes/ Views	18,255



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