



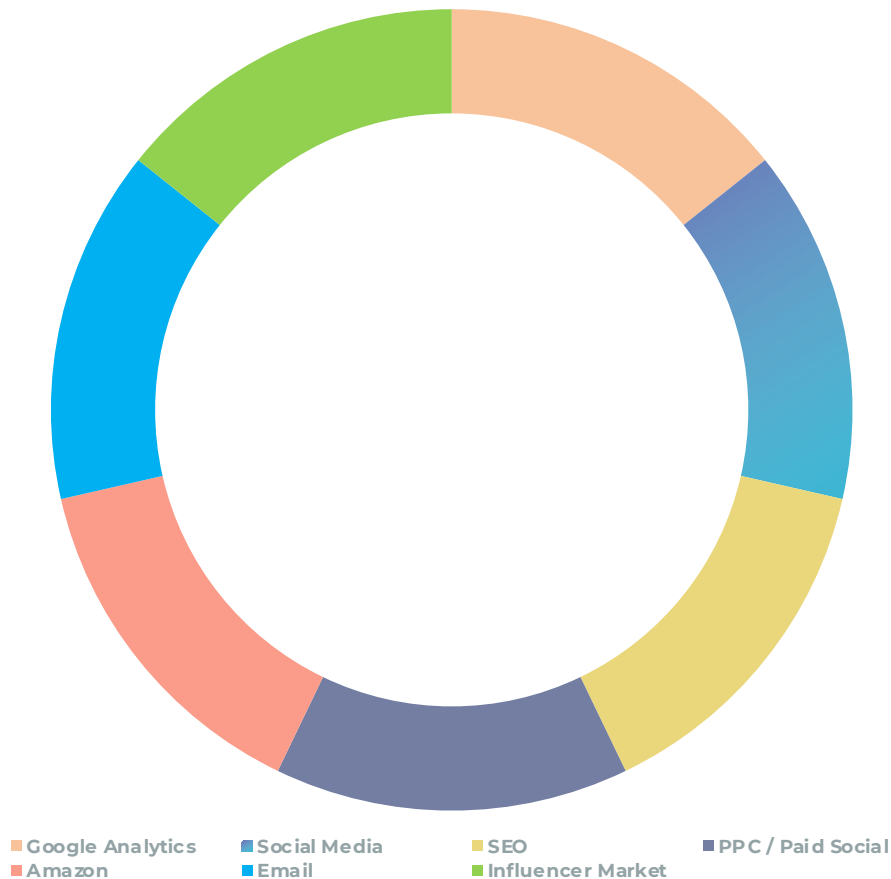
J.J. Abbott    973.346.8100    [jabbott@premierecreative.com](mailto:jabbott@premierecreative.com)    [premierecreative.com](http://premierecreative.com)

# Data-Driven Growth With Influencer Marketing



**With obsessive focus on maximizing ROAS, our clients experience exponential revenue growth driving success across e-commerce and lead generation verticals.**

**Now in our 26<sup>th</sup> year, we are a boutique digital ecommerce agency focused on revenue growth.**



## Unique Skills

Staff of 17 with unique skill sets.

Core competencies:

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

# The Pressure Is On!

**You need to grow followers and more sales.**

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

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

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**You need a win.**

## The Problem

1.

**You are talking to yourself**

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2.

**97% of your social  
followers are admirers, not  
your target customer**

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3.

**Nothing you post moves  
the dial because you lack  
powered by data, not  
apocryphal assumptions**

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4.

**Missing psychographic  
analysis to understand  
what matters to your  
followers**

5.

**Hard to stand out given  
consumers hit with 6,000+  
marketing messages  
every day**

6.

**Influencers are not  
professionals, they are  
Carnival Barkers (self  
promoters)**

# How Other Agencies Typically Solve These Problems

- Agencies moved out of PR and into influencer marketing – not data driven
- Agencies recycle their roster of influencers and allegedly unique relationships
- Present influencers who look sexy, not on who follows those sexy influencers
- Many moving parts beyond Influencer Marketing required for a successful campaign
- Agencies lack skill experts in SEO, PPC, Paid Social, Social Media Analysis to ensure success
- Agencies fail to tier their influencers and control the messaging and boosting
- Agencies do not educate influencers on brand position – leaving it up to them

socialfly

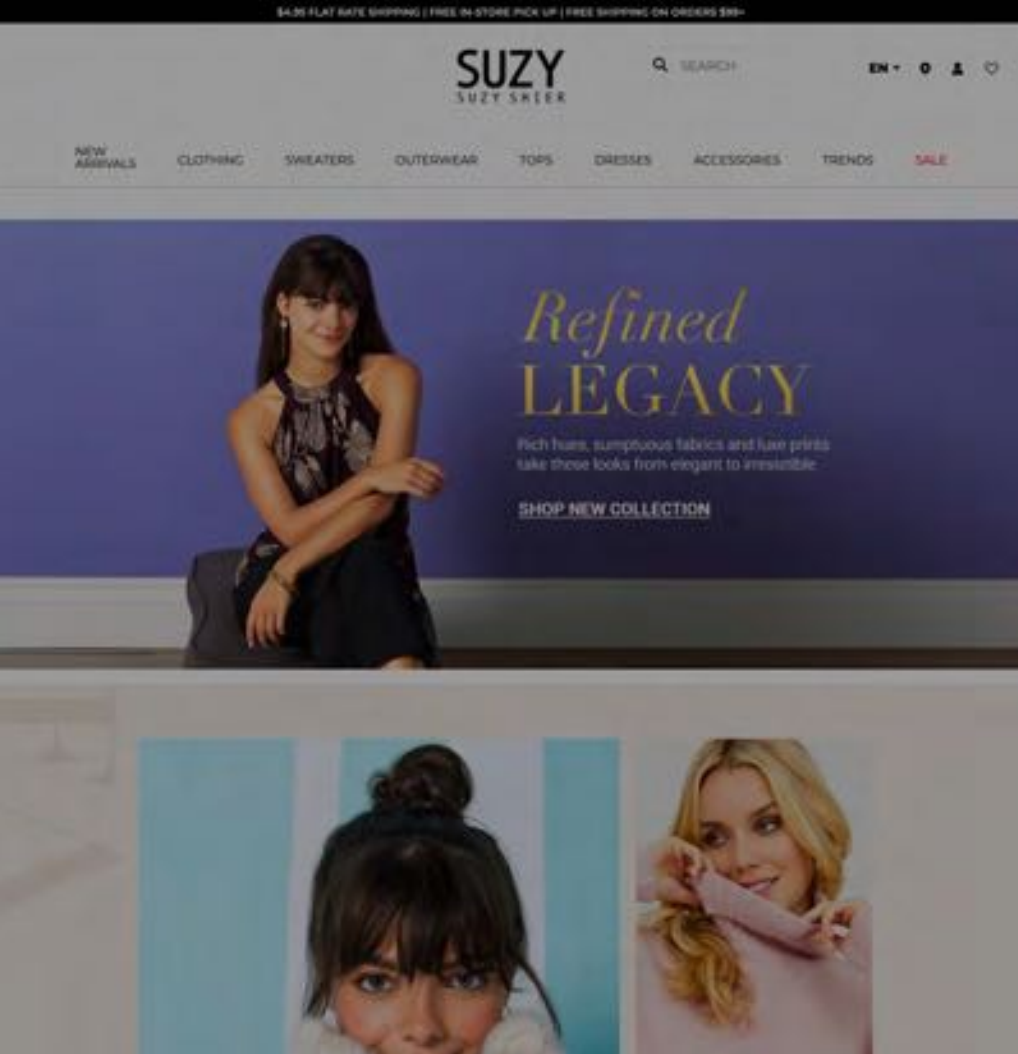
AMP3PR

prhacker

EP/C  
SIGNAL

# Premiere Creative's Unique Approach

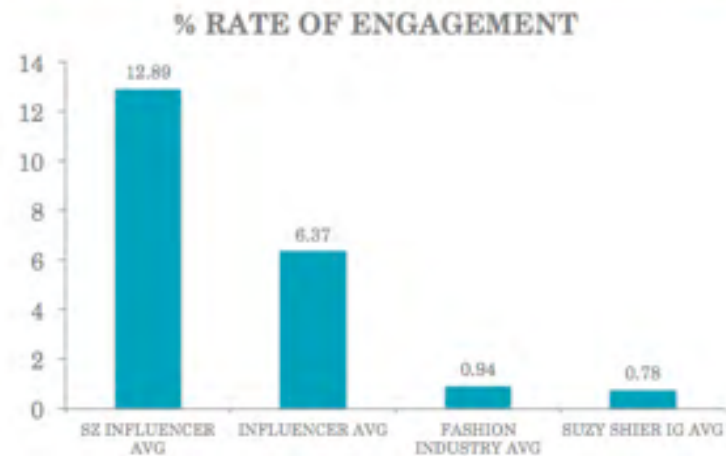
1. Perform a Social Media Audience Analysis
2. Research Influences based on their follower data (age, gender, engagement rate)
3. Cut qualified influencers who creatively are not aligned
4. Coach Influencers on photography, messaging, scheduling, and Ad boosting
5. Organize a scheduled launch with additional client marketing channels
6. Monitor and adjust campaign data in real time to ensure the efficacy of the results.



## Case Study

- Added 18,912 Instagram followers (+52%)
- IG engagement moved 0.78% to 2.32% (+197%)
- 984 transactions
- Delivered a more fashion conscious audience

### CAMPAIGN PERFORMANCE: CONTEXT







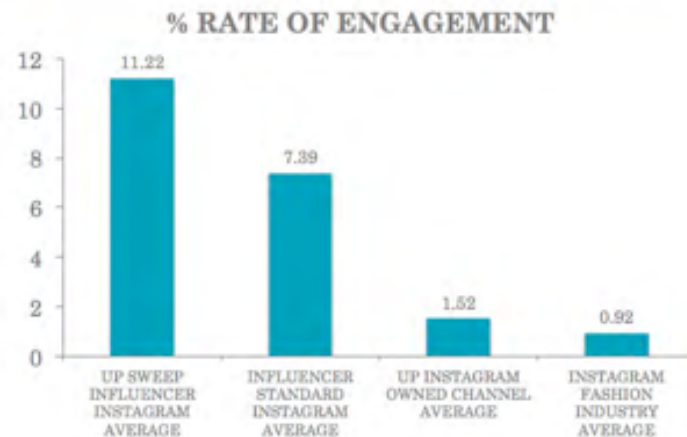
## NEW ARRIVALS



## Case Study

- Added 18,912 Instagram followers (+52%)
- IG engagement moved 0.92% to ??% (+197%)
- 1,134 Sales via Influencers
- +19,920 new Instagram followers
- Delivered a more fashion conscious audience

### CAMPAIGN PERFORMANCE: CONTEXT



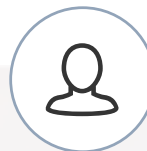
# No Reason to Wait



**You are easy to ignore: no one is listening with low engagement**



**Your competitors are competing for same piece of mind share**



**Think of your brand as a friend—take the time to care about the person trying to sell to**

- Be interesting
- Be relevant
- Know your consumer - what she's interested in
- Care about what your customers cares about



**Your customer will be grateful you took the time to understand their needs**

# Four Easy Steps

1.

Approve our event  
driven contest and  
pick a launch date

2.

Define your idea of  
success (sales, followers,  
engagement)

3.

Review our  
psychographic analysis  
for target market &  
customers

4.

Review & select our  
identified influencers who  
align with your customer  
profile



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