

A person's hands are shown holding a pencil over a document. A large teal circle is overlaid on the center of the image, containing the text "Become a SPONSOR". The background is a blurred image of a person's hands and a document. The teal circle is surrounded by several smaller colored circles (orange, red, yellow, white) and icons (puzzle pieces, lightbulb, thumbs up).

Become a  
SPONSOR





1.  
Influencer  
Marketing?  
Why is so effective?



## Grow your business with Influencers.

Partner with relevant  
influencers who will make  
your brand more visible  
and engaged with  
consumers in a unique  
way.







92% of consumers  
trust the recommendations of influencers

**AdWeek**

20% of content  
consumed is via an influencer

**Forbes**

11x higher ROI  
from influencer marketing vs traditional marketing

**Nielsen Catalina Solutions**





2.  
Why work  
with us?

## Why work with us?

### Influencers

Have access to influencers from all over the world, ensuring your brand is seen by the right audience.

### Save time and Money

Find the right influencer to your brand, allowing them to create effective content with a cost lower than traditional advertising.

### Analytics

Measure your campaign results with detailed analytic reports.



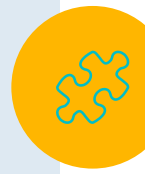
Our process is easy!



Contact

Campaign

Analytics







3.

Choose the best  
campaign for your brand!

# Campaigns types!



## Giveaways

Great to increase your social media followers, website traffic, and brand awareness.

## Unboxing & Gifting

Send your product to the right influencers and get exposed to a massive audience.

## Sponsored posts

A sponsored post on social channels can give the audience a feel of the product being promoted and brand exposure.

## Discount codes

Providing influencers with a coupon code can be very effective. They can promote it on their Instagram bio, post caption, or YouTube video description.

## Events and Meetups

Getting influencers to attend an event or meet-up with followers will create excitement and drive conversation around it.

## Influencer takeover

Cross-promotion involving influencers taking over the brand's social media account can be very engaging.



# Giveaways!



Influencer campaigns involving **giveaways** can help a brand achieve different kinds of goals, like increasing social media followers, driving traffic to your page, and increasing brand awareness.

Here are some major advantages:

- It is a great way for boosting likes, shares, comments, and tags on brand's content.
- The budget for giveaways is predictable.
- Possible to run on every social platform.





 passionplanner [Follow](#)

2,761 likes 4h

passionplanner @passionplannerstudent GIVEAWAY!! 🎉🎁🎊

- We've teamed up with one of our favorite bookworms, @celinereads, for a fun giveaway for students! 🥰

- Here's your chance to win a Mini Fjall Raven backpack & be one of the very first to own a beautiful Limited Edition Compact #SunriseGold Passion Planner to help you get ahead start for the academic year! 🌟

- Follow these 2 EASY steps to enter:

- 1. Follow @passionplanner, @passionplannerstudent, & @celinereads (\*\*Must be following ALL 3 accounts for valid entry)
- 2. Tag 3 friends that would want to enter this giveaway!

 Add a comment... 



 nerdzinlove [Follow](#)

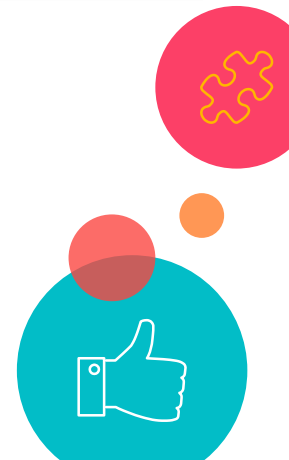
19,226 likes 20w

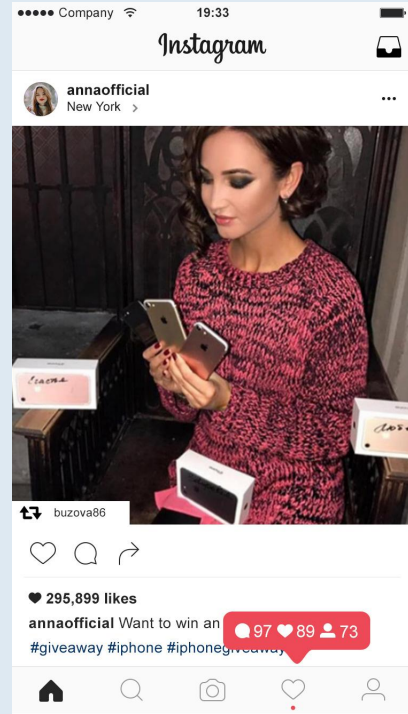
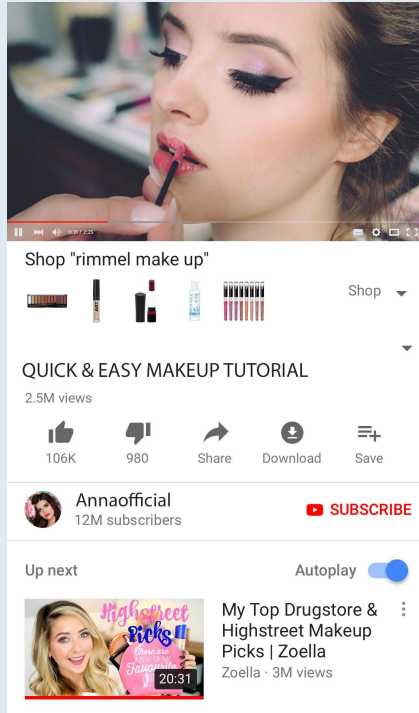
nerdzinlove Congrats to @bethroyal1991 for winning the giveaway!

One of the things that Matthias and I love to do together is try new drinks and have healthy, yummy alternatives in our home! This @kevitadrinks Strawberry Açai Coconut Sparkling Probiotic drink does the trick with its fruity flavors and carbonation! Plus we're getting a healthy dose of 4 strains of live probiotics to help support our digestive health! #revitalizeinside #ad 🌟Giveaway 🌟

- How to Enter•
- 1. Follow @kevitadrinks
- 2. Comment below with your favorite KeVita flavor
- 3. Tag a friend in the same comment for a chance for both of you to each win a \$50 Amazon gift card & a case of KeVita!

 Add a comment... 





# Running a giveaway!



## 1. Goals

Determine the goals you want to achieve with a giveaway.

## 2. Influencer

Find the right influencer that will help achieve your campaign goals..

## 3. Rules

Be clear and organized in developing the methods and rules that will dictate the campaign's execution.

## 4. Structure

Decide on the prize and the steps or actions the participants must take in order to be eligible and clearly communicate those steps to the audience.

## 5. Execution

After everything is set, it's time to launch and promote the campaign. Make sure to deliver every promise.

## 6. Results

Time to announce the winners and send the prizes. It's always good to get organic feedback.



A white line-art icon of a lit lightbulb is centered within a red circular background. This circle is part of a cluster of overlapping circles in red, orange, and teal colors in the top-left corner of the slide.

# Join a Giveaway Today!

<https://adinify.com/sign-upspn.html>

A white line-art icon of three interlocking puzzle pieces is centered within a pink circular background. This circle is part of a cluster of overlapping circles in pink, red, and teal colors in the bottom-right corner of the slide.A white line-art icon of a hand with the thumb pointing up (a thumbs up gesture) is centered within a teal circular background. This circle is part of a cluster of overlapping circles in teal, red, and orange colors in the bottom-right corner of the slide.