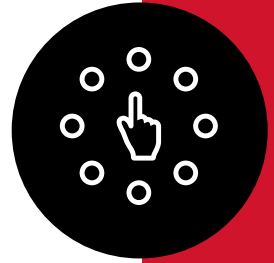


# INFLUENCER STRATEGY

06/08/2022



**OBJECTIVES**



**INFLUENCER CRITERIA**



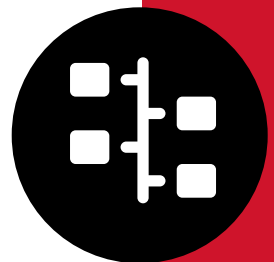
**INFLUENCER CATEGORIES**



**PROPOSED INFLUENCERS**



**PROFILES**



**TIMELINE AND BUDGET**

# OBJECTIVES



INCREASE AWARENESS  
AMONG FOLLOWERS



INCREASE ENGAGEMENT  
RATE



DRIVE TRAFFIC TO  
AMAZON



CREATE CONVERSIONS ON  
THE NEW WEBSITE

Budget

\$26,524

## KPI

Reach: 500K

ER: 2%

CTR: 2%

# INFLUENCER CATEGORIES

| SIZE/TYPE                            | OPPORTUNITY                                    | PURPOSE                                                                                                                    | ESTIMATED COST/POST |
|--------------------------------------|------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|---------------------|
| NANO<br>500-5K Followers             | Consumers, peer-to peer endorsement            | Primarily used through <u>consideration, engagement and loyalty</u> .                                                      | \$100               |
| MICRO<br>5K - 30K Followers          | Smaller audience stronger peer-to connection   | Primarily used through <u>consideration, engagement and loyalty</u> .                                                      | \$100 - \$500       |
| MACRO<br>30K-500K Followers          | Large audience within specific topic interests | Can be used throughout the whole marketing funnel, but best leveraged for <u>consideration, transaction and engagement</u> | \$500 - \$10K       |
| MEGA/CELEBRITIES<br>500K + Followers | Global audience, broad topics                  | Can be used throughout the whole marketing funnel, but best leveraged for <u>mass awareness</u>                            | \$10K - 1M +        |

# INFLUENCER CATEGORIES

| SIZE/TYPE                    | OPPORTUNITY                                    | PURPOSE                                                                                                                    | ESTIMATED COST/POST |
|------------------------------|------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|---------------------|
| MICRO<br>5K - 30K Followers  | Smaller audience stronger peer-to connection   | Primarily used through <u>consideration, engagement and loyalty</u> .                                                      | \$100 - \$500       |
| MACRO<br>30K-500K- Followers | Large audience within specific topic interests | Can be used throughout the whole marketing funnel, but best leveraged for <u>consideration, transaction and engagement</u> | \$500 - \$10K       |



# INFLUENCER CRITERIA



**MICRO + MACRO**  
**25K - 500K**



Ideal for Mid Marketing Funnel - Consideration  
Ideal for Driving Traffic and Conversions

**MEETS PERSONA**  
**CRITERIA**



Drivers | Stoners | Parents | Athletes

**DELIVERABLES**



1 STORY | 2 POSTS - adjust based on style & budget  
Format: video (preferred) | static

**ATTRIBUTION**



GA | KLEAR

**REPURPOSE**



Boost Posts

**REPORTING**



REACH | ER | CTR | CCR

# CALL TO ACTION | HASHTAGS | MENTIONS

CTA

⋮

**AWARENESS**

Learn More | See More | See How |  
How to

**CONSIDERATION**

#LinkInBio | Share this post | Ask Qs

**CONVERSIONS**

Shop Now | Buy Now | Order Now |  
Get Your

###

⋮

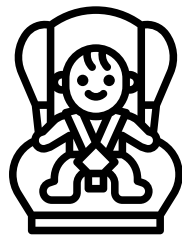
#HowTo  
#FunkyThings  
#FunkFighting  
#StinkySmell  
#FunkySmell  
#Odor  
#EliminateOdor  
#LiveFunkFree  
#420

@

⋮

IG: @officialfunkaway  
FB: @FunkAway

# PROPOSED INFLUENCERS



P A R E N T S : M O M S | C L E A N I N G : 4

|                         | @LIVINGNOTES         | @CONFESSIONSOFA<br>COUNTRYMAMA | @MISSJAMIEKELLY | @CLEANTHATUP |
|-------------------------|----------------------|--------------------------------|-----------------|--------------|
| CRITERIA                | MACRO<br>(CELEBRITY) | MACRO                          | MICRO           | MACRO        |
| FOLLOWERS               | 618K                 | 80K                            | 22K             | 252K         |
| PREDICTED REACH         | 250K                 | 22K                            | 12K             | 8K           |
| PREDICTED<br>ENGAGEMENT | 36K                  | 1.6K                           | 1K              | 200K         |
| COST                    | \$3,850              | \$1,980                        | \$1,100         | \$5,500      |



# OLYA HILL

@LIVINGNOTES

CELEBRITY

## CATEGORY

PARENT

## INSTAGRAM ACTIVITY

FOLLOWERS: 619K

ENGAGEMENT RATE: 3.34%

ENGAGEMENT PER POST: 20.7K

TRUE REACH: 103.2K

CPE: \$0.10

COST: \$3,850

## POPULAR HASHTAGS

#letthembelittle #motherhoodunplugged

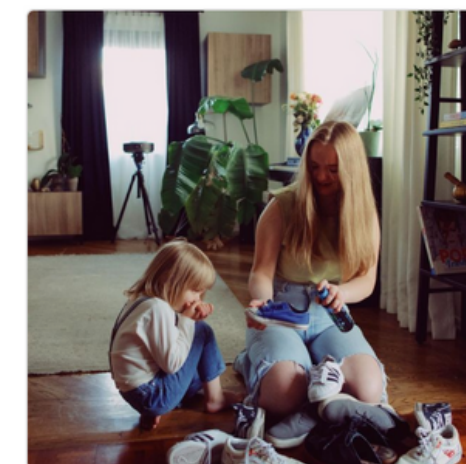
## WHY OLYA ?

Olya is a great fit for FNK because she falls into the parent category, has a great quality post engagement. Olya's background is in marketing and photography. Easy to work with. Fair. Loves FunkAway. Still uses the products.

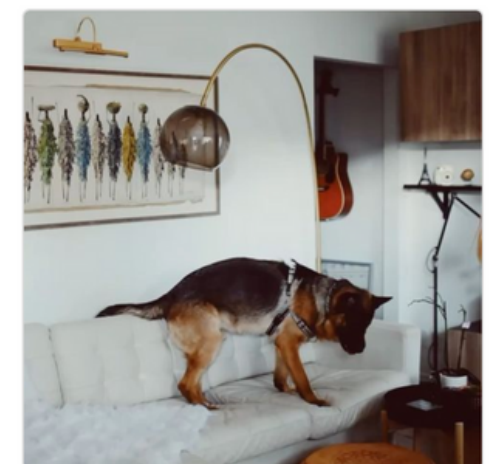
## PAST PARTNERSHIP

REACHED: 454K | ER: 3.18%

PARTNERSHIP IN PROCESS



142.4K 57 910 12/14/21



312.1K 16.6K 5... 12/10/21



# KRISTIN JONAKIN

@CONFESSIO NS OF A COUNTRY MAMA

M A C R O

## CATEGORY

PARENT

## INSTAGRAM ACTIVITY

FOLLOWERS: 81K

ENGAGEMENT RATE: 3.3%

ENGAGEMENT PER POST: 2.4K

TRUE REACH: 19K

CPE: \$0.90

COST: \$1,980

## POPULAR HASHTAGS

#instagood #healthylifestyle

## WHY KRISTIN?

Kristin is a great fit for FNK because she falls into the parent category, has a high quality post engagement. Posts about real life situations. Works with cleaning products.

## PREVIOUSLY WORKED WITH FUNKAWAY

REACHED:17.9K | ER: 2.78%

INTERESTED IN A PARTNERSHIP WITH FUNKAWAY



👁 17.9K 🍷 1.7K 💬 106... 11/02/21 📷



# JAMIE KELLY

@MISSJAMIEKELLY

M I C R O

## CATEGORY

PARENT

## INSTAGRAM ACTIVITY

FOLLOWERS: 22K

ENGAGEMENT RATE: 1%

ENGAGEMENT PER POST: 1K

TRUE REACH: 12K

CPE: \$4.50

COST: \$1,100

## POPULAR HASHTAGS

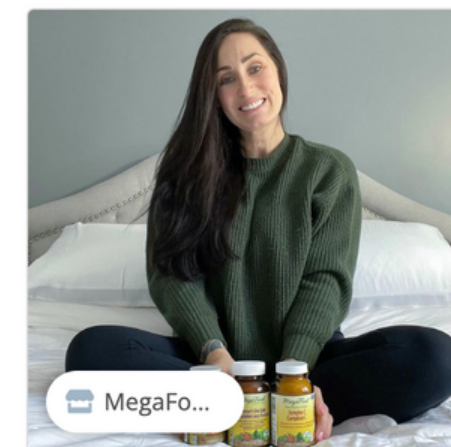
#motherhoodunplugged #letthembelittle

## WHY JAMIE?

Jamie is a great fit for FNK because she falls into the parent category (4 children). Talks about her chaotic life with children, includes topics like fitness, pets, autism and diversity. Has engaging posts, asks questions. Saves partnerships on her IG highlights.

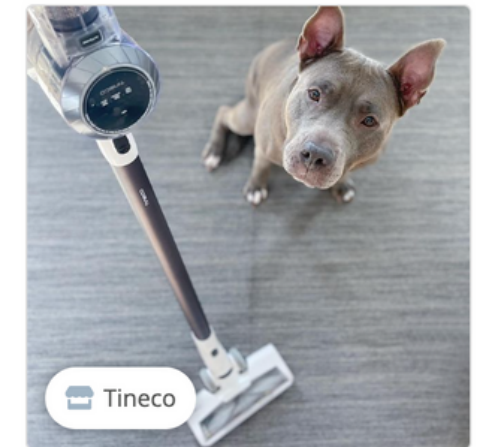
## PORTFOLIO

Partners with companies like IG and Walmart.



7.6K 265 33

01/26/22



13K 32 5

02/11/22



# BRANDON PLESHEK

@CLEANTHATUP

M A C R O

## CATEGORY

PARENT

## INSTAGRAM ACTIVITY

FOLLOWERS: 252K

ENGAGEMENT RATE: 0.2%

ENGAGEMENT PER POST: 200K

TRUE REACH: 7K

COST: \$5,500

## POPULAR HASHTAGS

#cleaning #howto

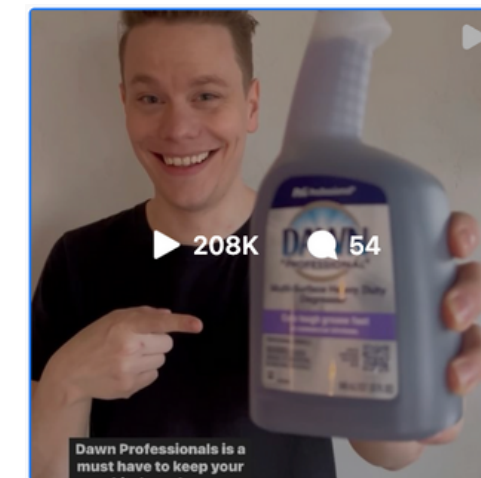
## WHY BRANDON?

Brandon is a great fit for FNK because he falls into the parent category. Talks about cleaning. Has an outstanding engagement rate. Funny, likable, entertaining.

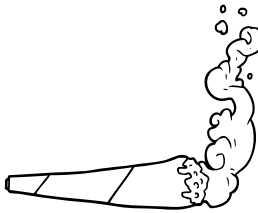
## PORTFOLIO

Partners with companies like Febreze. Feat. in Good Housekeeping and Real Simple Magazines

INTERESTED IN A PARTNERSHIP  
WITH FUNKAWAY



# PROPOSED INFLUENCERS



STONER: 3

|                      | @IAMCANNABESS | @POTSMOKINGMOMS | @CAIT_CURLEY |
|----------------------|---------------|-----------------|--------------|
| CRITERIA             | MACRO         | MICRO           | MICRO        |
| FOLLOWERS            | 89.9K         | 13.3K           | 27.5K        |
| PREDICTED REACH      | 31K           | 3K              | 8K           |
| PREDICTED ENGAGEMENT | 2K            | 500             | 300-1K       |
| COST                 | \$3,850       | \$1,650         | \$671        |





# BESS BYERS

@IAMCANNABESS

M A C R O

## CATEGORY

STONER

## INSTAGRAM ACTIVITY

FOLLOWERS: 89K

ENGAGEMENT RATE: 2.1%

ENGAGEMENT PER POST: 1.9K

TRUE REACH: 24K

CPE: \$0.95

COST: \$1,980

## POPULAR HASHTAGS

#reels #vapelife #peerspace #ootd #cannabess

## WHY BESS?

Bess is a great fit for FNK because she falls into the Stoner category. Has a great amount of followers with an outstanding audience quality with extensive reach. Has a high ER compared to other influencers.

## THE IDEAL CANDIDATE

Adopts influencers trends.  
Incorporates the ads natively  
into posts.





# SUNNY DEE & JAY

@POTSMOKINGMOMS

M I C R O

## CATEGORY

STONER | PARENT

## INSTAGRAM ACTIVITY

FOLLOWERS: 13.7K

ENGAGEMENT RATE: 1.64%

ENGAGEMENT PER POST: 200

TRUE REACH: 1,400

CPE: \$3

COST: \$1,650

## POPULAR HASHTAGS

#420 #igreels #odorneutralizer #potmoskingmoms

## WHY SUNNY DEE & JAY?

Sunny Dee & Jay are a great fit for FNK because they falls into the Stoner and Parent categories. Have an outstanding audience quality with extensive reach. Very down to earth profile with real life examples.

## PAST PARTNERSHIP WITH CANNABOLISH





# CAIT CURLEY

@CAIT\_CURLEY

M I C R O

## CATEGORY

STONER

## INSTAGRAM ACTIVITY

FOLLOWERS: 27.5K

ENGAGEMENT RATE: 1.63%

ENGAGEMENT PER POST: 435

TRUE REACH: 4.9K

CPE: \$1.73

COST: \$671

## POPULAR HASHTAGS

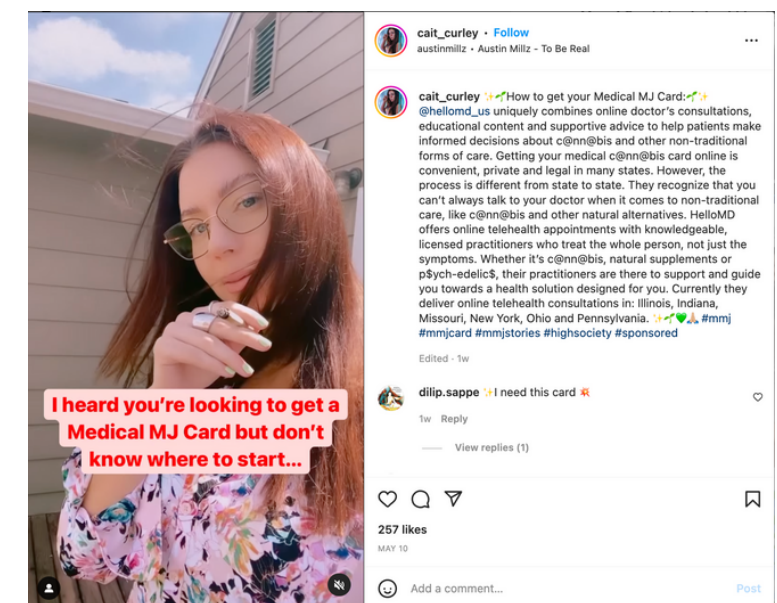
#hemp #hempindustry #happyplace

## WHY CAIT?

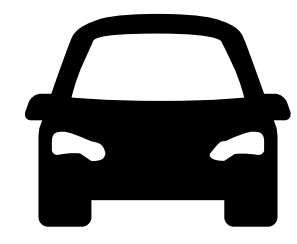
Cait is a great fit for FNK because she falls into the Stoner category. Has a good amount of followers with an outstanding audience quality with extensive reach.

## USED FUNKAWAY BEFORE | FRIEND RECOMMENDATION

Interested in a partnership with FunkAway



# PROPOSED INFLUENCERS



A U T O : 2

|                      | @RRRAWLING | @LAURENFIX |
|----------------------|------------|------------|
| CRITERIA             | CELEBRITY  | MICRO      |
| FOLLOWERS            | 2.6M       | 13.5K      |
| PREDICTED REACH      | 200K       | 2K         |
| PREDICTED ENGAGEMENT | 12K        | 200        |
| COST                 | \$8,113    | \$800      |





# RICHARD R RAWLING

@RRROWLING

CELEBRITY

## CATEGORY

AUTO

## INSTAGRAM ACTIVITY

FOLLOWERS: 2.6M

ENGAGEMENT RATE: 0.4%

ENGAGEMENT PER POST: 11.3K

TRUE REACH: 205K

CPE: \$0.86

COST: \$8,113

## POPULAR HASHTAGS

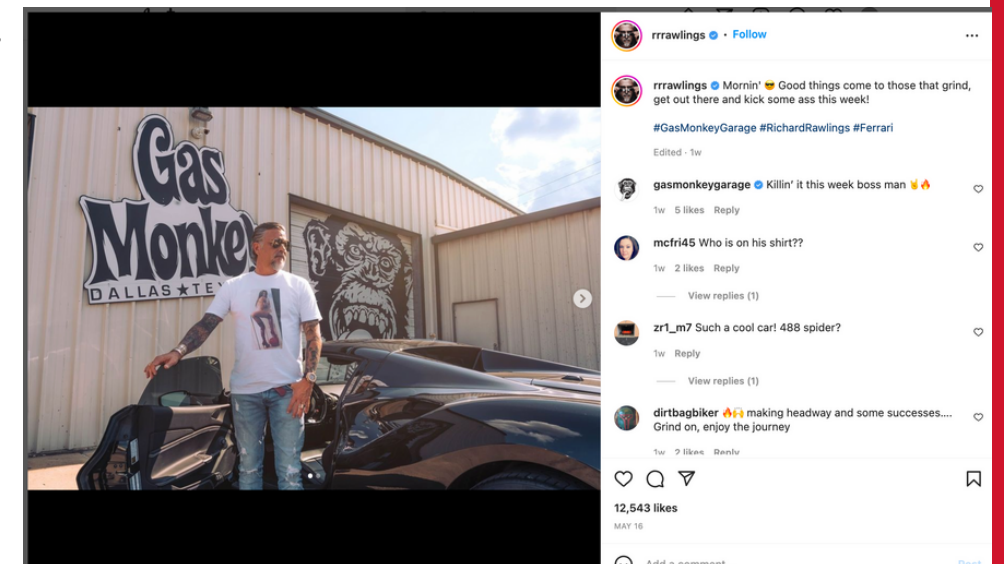
#covercelebrity #coverstory #gethooked

## WHY RICHARD?

Richard is a mega influencer. He is a great fit for FNK because he falls into the auto category. Has a highly engaged audience of real people.

Audience demographics - males.

## WORKS WITH HIGH END BRANDS





# LAUREN FIX

LAUREN FIX

M I C R O

## CATEGORY

AUTO

## INSTAGRAM ACTIVITY

FOLLOWERS: 13.5K

ENGAGEMENT RATE: 0.5%

ENGAGEMENT PER POST: 100

TRUE REACH: 500

CPE: \$6.00

COST: \$800

## POPULAR HASHTAGS

rarely uses hashtags

## WHY LAUREN FIX?

Lauren Fix is a great fit for FNK because she falls into the auto category. Has an outstanding audience quality with extensive reach. Shows how to fix cars. Shows the ugly and real truth about dealing with cars. Great potential TikTok candidate.

## CALLS HERSELF "THE CAR COACH"

WORKED WITH MANY AUTO  
RELATED BRANDS: TRICO ICE  
AND SYNCHRONY



# PROPOSED INFLUENCERS



A T H L E T E : 1

|                      |               |
|----------------------|---------------|
|                      | @COURTNEYGANO |
| CRITERIA             | MACRO         |
| FOLLOWERS            | 44K           |
| PREDICTED REACH      | 20K           |
| PREDICTED ENGAGEMENT | 500-5K        |
| COST                 | \$880         |





# COURTNEY GANO

@COURTNEYGANO

M A C R O

## CATEGORY

ATHLETE | PARENT

## INSTAGRAM ACTIVITY

FOLLOWERS: 45K

ENGAGEMENT PER POST: 1K - 5K

TRUE REACH: 28K

CPE: \$17.68

COST: \$880

## POPULAR HASHTAGS

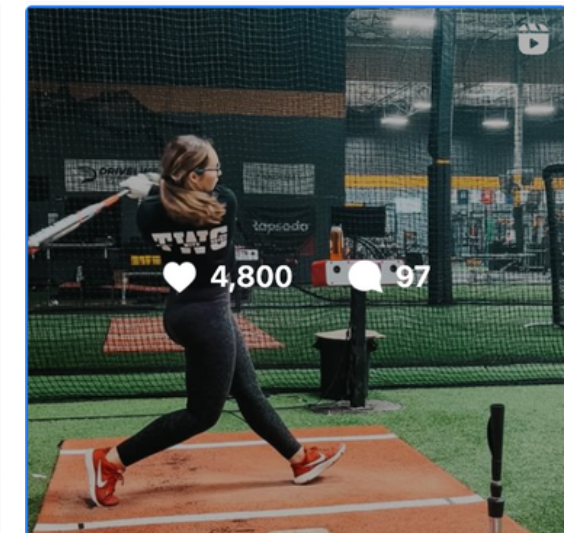
#proathlete

## WHY COURTNEY?

Courtney is a great fit for FNK because she falls into the athlete and parent categories. Is from Illinois talks about epilepsy and mental health.

## PORTFOLIO

Partnered with DSW, Reebok, Disney, Dick's Sporting Good, Athleta



# TIMELINE

STAGE | DELIVERABLES | COST

Total

\$26,511

JUNE

In Progress

PARENT: @LIVINGNOTES

Deliverables: 2 stories, 1 post and 1 Reel

Cost: \$3,850

STONER: @CAIT\_CURLEY

Deliverables:  
IG: 1 in Feed | 1 linked Story | 2 Still Stories | 1 Reel  
FB: 1 Feed | 2 Still Stories

Cost: \$671

JULY

Reached Out

PARENT: @CONFESSIONSOFACOUNTRYMAMA

Deliverables: 1 Reel | 1 In Feed

Cost: \$1,980

STONER: @IMCANNABESS

Deliverables: 1 Story (Reel) | 2 In-feed

Cost: \$1,980 (EMV).

PARENT: @CLEANTHATUP

Deliverables: 1 Story | 1 In- feed

Cost: \$5,500

AUGUST

Fresh

PARENT: @MISSJAMIEKELLY

Deliverables: 1 In-feed | 1 Story or Reel

Cost: \$1,100

AUTO: @RRROWLING

Deliverables: 1 story, 1 post and 1 Reel

Cost: \$ 8,113 (EMV \$21).

AUTO: @LAURENFIX

Deliverables: 2 Story | 2 In- feed

Cost: \$800

SEPTEMBER

Fresh

STONER: @POTSMOKINGMOMS

Deliverables: 2 post, 1 story (Reel)

Cost: \$1,650

ATHLETE: @COURTNEYGANO

Deliverables: 1 Story , 1 post

Cost: \$880 (EMV).

# LOOKING AHEAD

- ANALYZE INFLUENCERS' ACTIVITY, FOCUS ON ONE OR TWO FROM EACH CATEGORY, CONVERT THEM INTO BRAND ADVOCATES, MOVE THEM THROUGH THE MARKETING FUNNEL AND PARTNER FOR DIFFERENT CAMPAIGNS LIKE:
  - Increase IG followers
  - New products announcements
  - New website announcements
  - How to
- Start TikTok Partnerships

# Influencer Campaigns

@livingnotes



## Awareness

- Increase Followers
- Announce New Products
- How to use products
- Invite followers to follow FNK TikTok

## Consideration

- Increase Engagement
- Drive Traffic to the new website
- StanK colab

## Conversions

- Increase Sales
- Shop-able campaigns

## Advocacy

- Loyalty
- Contests
- Giveaways

**THANK YOU!**