



Because Gadgets Are Better When Geeks Have a Say

Techfluence YouTube Product Review Program Instructions

The Techfluence Product Reviewer Network allows brands to easily create effective and affordable YouTube Product Review Programs encompassing multiple reviewers and reaching hundreds of thousands of passionate geeks. Here's how it works.

PROCESS:

1. Product Review Alert - The first step is to send a "Product Review Alert" to our database of 100+ YouTube product reviewers. Each Alert includes a link to a form where they can apply to participate in that product review. The form includes a short survey, so we can collect relevant information about that reviewer and provide them an opportunity to request compensation. Compensation requests are handled on a case-by-case basis during the client selection step. It is totally up to the client company to decide whether to pay a reviewer. Generally speaking, YouTubers do not begin requesting compensation until they have reached a critical mass of subscribers in the 500K range. To see the template for our Product Review Alert Survey, [click here](#).
2. Selection Process – Once the applications are received, the client company reviews them and selects the YouTubers they would like to include in the program. The selected reviewers are then notified and sent a "Product Review Brief" with relevant product and other information (tags, keywords, links for the video description on YouTube, suggested hashtags for use on social media, etc.), so they can conduct their review. Reviewers that were not selected are notified as well.
3. Review Process – At this point, the company ships the products to the reviewer they have selected. Reviews are conducted within the time frame provided in the Product Review Alert. If necessary, conference calls between individual reviewers and companies can be arranged. getgeeked Media is notified when reviews and supporting social media content is posted. Note, as laid out in the Product Review Alert, companies will have an opportunity to review each video before it is posted, however, barring any major inaccuracies or mistakes, the reviewer retains the right to post their review regardless of whether it is positive or negative.

DELIVERABLES:

Our clients will receive a "live" report with data on the ongoing performance of each video review as well as data on any supporting social media content. Both Techfluence and client companies also have permission to post and share each video; however, the video itself remains the property of the reviewer.

PRICING:

During our Beta phase for Techfluence, companies can create review programs reaching a combined 500K subscribers for \$2500.00. Each additional 100K subscribers added to the review program is an additional \$1000.00. The number of actual video reviews created depends entirely on the subscribers selected by the client company.

CONTACT INFO:

Barry Myers | barry@techfluence.us | 646.713.9939