



Because Gadgets Are Better When Geeks Have a Say

YouTube Influencer Campaigns by Techfluence

Video content created by influential YouTubers about your products can create awareness and drive conversions. With our new Techfluence YouTube Campaigns, getgeeked Media can now execute effective YouTube campaigns for any budget. Our plug-and-play process and unique pricing model offers even the smallest brands the flexibility and scalability to leverage the power of YouTube's best content creators. Here's how it works.

I. Recruiting the Right Content Creators

The first step is to fill out a [YouTube Campaign Inquiry Form](#) so we can gather some information about your product and your objectives. We'll use this information to draft a [Content Campaign Alert](#) that we send it to our [database](#) of over 280 tech-centric YouTubers. Each one has agreed to evaluate these opportunities. Based on the metrics provided in the database and reviews of their channels, we'll help you select the best YouTubers for your campaign. There is no commitment until you evaluate the responses and select the YouTubers for your campaign. Campaigns are also posted on the [getgeeked website](#) so YouTubers can check them at any time.

II. Managing the Process

The next step is to create a Product Brief for the YouTubers and ship the product to them. Product briefs include instructions about the setup and use of the product, contact information for product-related questions, and suggested tags, keywords, hashtags, links, etc. to ensure the best results. If a YouTuber has requested compensation, we'll leverage our relationship to negotiate the best fee and discuss the appropriate disclosure elements with them. You'll have an opportunity to provide products for giveaways to promote videos and links for affiliate marketing programs. We'll manage the relationship and ensure the timeline you've provided is met.

III. Tracking the Results

Once the video is posted, we'll track the key performance indicators (KPIs), including both publicly available data and demographic data from YouTube Analytics provided by the YouTuber, in a shared spreadsheet over four-weeks. For an example of a campaign report, visit our [YouTuber Database](#) and click on the "Sample Campaign Report" tab. We'll also monitor comments for anything – good or bad - you may want to respond to. Of course, you'll be able to share the video too and we'll promote it to the getgeeked community via our social channels.

IV. Pricing

Our fee is based on the combined subscriber count reached by your campaign regardless of the number of YouTubers participating. Thus, a campaign involving one YouTuber with 500,000 subscribers will cost you the same as a campaign involving 10 YouTubers who each have 50,000 subscribers. Our per subscriber fee is \$0.005, and our total fee is capped at \$2,500 (500,000 subscriber campaign). This way, if a major YouTuber responds, your campaign won't immediately become too costly to execute. Again, there is no commitment until after you review the YouTubers who respond to the Campaign Alert and select the ones you want to work with. Keep in mind, however, our fee is separate from any compensation you agree to offer individual YouTubers. Our entire process is designed to offer companies an easy-to-execute, affordable, flexible, and scalable way to leverage the power of influential YouTubers.

Ask us about opportunities to leverage the social media power of YouTubers to create amazing Instagram campaigns!

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