



## Techfluence YouTube Campaigns Overview

When it comes to consumer tech, influencer marketing is all about YouTube. With the launch of Techfluence, getgeeked Media can now help brands of all sizes and budgets engage with influential YouTubers to create video content that drives awareness, builds affinity, and increases sales!

Our YouTube campaigns are simple to execute because we do all the heavy lifting. They're extremely thorough because we've consulted with brands and YouTubers so we can address the agendas and objectives of both groups. Finally, our campaigns are affordable, flexible, and scalable because we've developed a unique, per-subscriber pricing model and instituted a fee cap so brands can work with top YouTubers in our campaigns without breaking the bank.

Our [YouTuber Database](#) includes over 280 tech-centric YouTubers with subscriber counts ranging from a few thousand to several million and the list keeps growing. Each YouTuber has agreed to review opportunities we send them on behalf of our clients.

### How Our Campaigns Work

1. To get started, fill out our [Company Inquiry Form](#). We'll use the information you provide to draft a "Content Alert Opportunity" that we'll send to the YouTubers to see which ones are interested in participating in your campaign. Don't worry, you'll have a chance to review the Alert before we send it out. Your campaign will also be featured on the getgeeked website on our Open YouTube Campaigns [page](#) so YouTubers can find it even if they miss the Alert.
2. From the responses, you'll select the YouTubers for your campaign. We'll help you evaluate the responses based on 1) the 10 metrics included in the YouTuber Database; 2) the "personality" of the YouTuber; 3) past content on the YouTuber's channel; 3) the YouTuber's responses in the [YouTuber Application Form](#) they submit; and 4) the type of content to be created (e.g., product review, product integration, video sponsorship, etc.).
3. Once you select the YouTubers you want to work with and determine the type of content they'll create, we'll help you create a detailed Project Brief with information about your product, project timeline, suggested tags, keywords, and hashtags to help your content creators promote their video, and details regarding contests, affiliate marketing links, and social media promotion. If you have agreed to compensate the YouTuber, we will leverage our relationship to negotiate the best possible fee.
4. Once the videos are posted, we'll track the results in your [Master Campaign Spreadsheet](#) where you can track the video's performance in real time. We not only track publicly available KPIs but also make sure the YouTuber has agreed to provide demographic and other analytics that only he or she can access.
5. Finally, we'll distribute the videos to the getgeeked community, and we'll help you devise a syndication strategy for sharing the content on your social channels, blog, and company website.

### Per-Subscriber Pricing

Our fee is based on the combined number of subscribers reached by the YouTubers participating in your campaign. The rate is \$0.005 per subscribers and our fee is capped at \$2500 per campaign (500K subscriber campaign) so that your campaign can include top YouTubers without the fee we charge skyrocketing beyond your budget.

*To get started on your first campaign, fill out our [Company Inquiry Form](#). Remember, there is NO COMMITMENT until you review the YouTubers that respond and select the ones you want to participate in your campaign!*

*To learn about our other Influencer Marketing programs, visit the [Techfluence page](#) on the getgeeked website.*

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