



## YouTube & Instagram Campaigns for Tech Brands of All Sizes

Companies across the consumer marketing landscape are shifting marketing dollars away from print and online advertising to influencer marketing because it works. Influencer-generated-content creates awareness, builds affinity, and drives sales.

But tech products are different than other products and tech influencers are different than other influencers. With the majority of influencer marketing agencies focused on other verticals like beauty, fashion, food, and travel, consumer-facing technology brands have been left surprisingly underserved.

Not anymore! With a community of over 1500 tech influencers, including almost 400 tech YouTubers, the launch of Techfluence allows tech brands of all sizes and budgets to connect with amazing content creators and create effective, affordable influencer marketing campaigns.

Unlike DIY influencer marketing platforms, our relationships with the influencers we work with are real and our campaigns are hands-on.

### **OUR CAMPAIGNS**

Each Techfluence campaigns consists of four organizing elements.

- I. Recruiting the Influencers
- II. Managing the Process
- III. Promoting the Content
- IV. Measuring the Results

**Recruiting the Influencers:** Each Techfluence campaign begins with our [Campaign Inquiry Form](#) where you tell us about the campaign you want to run. What product(s) are involved. What influencers are you targeting? What are your goals and objectives? The information you provide is used to create a "Campaign Alert" that we send to the appropriate group of influencers in our community.

Choosing the "right" influencers for your campaign is critical, of course. We'll help you evaluate the influencers that respond to your Campaign Alert based on publicly available KPIs that we're already tracking for each influencer, the size of their following (bigger isn't always better), their personality, their previously posted content, etc. and then you select the influencers you want to participate in your campaign.

**Managing the Process:** If you've ever worked with influencers, then you know there are a lot of things that can cause a campaign to go sideways quickly. Before commencing any campaign, we address all the details with each influencer to make sure we're on the same page. The result is a comprehensive Campaign Brief that covers promotional rights, timing, compensation, disclosure, affiliate marketing, contests and giveaways, and more. We continue to communicate with each influencer throughout the process to make sure things run smoothly.

We believe strong relationships with influencers is the key to successful campaigns. We strive to understand their goals, recognize their understanding of what resonates with their audiences, and work collaboratively with them to create campaigns that benefit everyone.

**Promoting the Content:** A successful promotional strategy begins before the content is even posted with research into the most effective tags, keywords, and hashtags. We have created a library of articles and videos that content creators can access and we conduct our own research for each campaign so we can make suggestions to influencers.

Once published, we work with you to develop effective strategies for repurposing the content and supporting social media posts across your website, blog, and social media feeds. Companies often overlook all the different ways influencer-generated-content can - *and should* - be repurposed. All the content created for your campaign will also be shared with the getgeeked Media community, adding a layer of distribution not available through other influencer marketing firms.

### **Measuring the Results:**

The last, but certainly not least, element of a successful campaign is measuring the results. KPIs are tracked daily for two weeks and again at the end of the third and fourth week in a shared spreadsheet that you have access to. Instagram content is tracked every day for three days and again at the end of one week.

In addition to publicly available metrics, influencers are asked prior to commencing a campaign to provide key analytics that only they have access to one week after their content is posted. This gives you access important demographic information about their viewers and key metrics such as average duration of views and total time watched for YouTube videos.

To view a sample Campaign Report, [click here](#).

### **CAMPAIGN PRICING**

Our unique, per subscriber pricing model and fee cap are designed to allow brands of all sizes and budgets to take advantage of the benefits of influencer marketing.

**Set-Up Fee** - There is an initial \$250 fee for setting up a campaign, including fielding the Campaign Alert and reviewing the responses. This fee is charged only if you decide not to move forward with a campaign after reviewing the responses to the Campaign Alert. If you decide to move forward with a campaign, this fee is waived.

**Per Subscriber Pricing** - Our fee is calculated based on the total combined number of subscribers (YouTube) or followers (social media) your campaign reaches. The rates are as follows:

- YouTube: \$0.01 per subscriber.
- Instagram: \$0.005 per follower.
- Twitter: \$0.0025 per follower.
- Facebook: \$0.0025 per follower.

As an example, the fee for an influencer with 100,000 YouTube subscribers, 10,000 Instagram followers, 5,000 Twitter followers, and 1,000 Facebook followers would be \$1,065.00 provided, of course, that all these platforms were being used to promote the content.

*\$1,000.00 (YT) + \$50.00 (Instagram) + \$12.50 (Twitter) + \$2.50 (Facebook).*

You are only charged for an influencer's followers once regardless of how many times they post!

**Fee Cap** - Regardless of how you get there, our campaign fee is capped at \$5,000, not including the additional fee described below. Our fee cap allows even brands with small marketing budgets to work with prominent content creators and reach millions of consumers.

**Additional Fee** - For every 10 content creators participating in your campaign, there is an additional \$500 fee. This fee is not included in the fee cap and, therefore, will be applied regardless of the number of subscribers and/or followers targeted.

**Content Creator Compensation** - Please note that our fees are separate from any fees you agree to pay to compensate individual content creators. There is a wide variety in what influencers charge and many will not charge anything. If they do, our ongoing relationship with them will often allow us to negotiate a more favorable rate than a single company could on its own.

**Additional Information:**

For additional information, please visit the following links.

Techfluence Influencer Database – [https://gtgkd.co/TFYT\\_Database1](https://gtgkd.co/TFYT_Database1)

Company Campaign Submission Form – [https://gtgkd.co/TFYT\\_Company\\_Form1](https://gtgkd.co/TFYT_Company_Form1)

Influencer Application Form – <https://gtgkd.co/TFContentCreatorForm>

Sample Campaign Report – [https://gtgkd.co/TFYT\\_TEMPLATE](https://gtgkd.co/TFYT_TEMPLATE)