

# WELCOME

**DAY 58/100**

**DIGITAL MASTERY CHALLENGE**

**DATE: September 12, 2020, SATURDAY**

**TIME: 07:00 PM (AST)**

**LIVE FROM DOHA, QATAR**

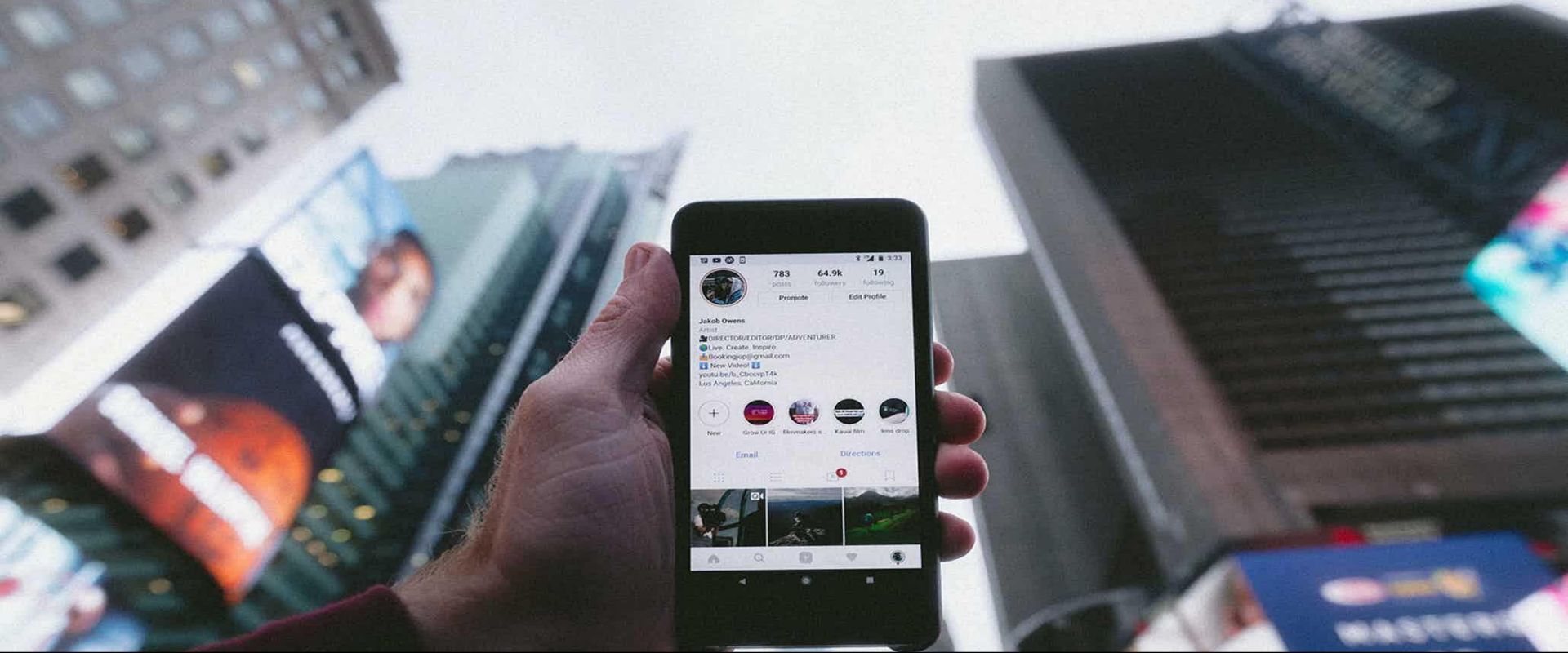


AD11 أشيقر DIGIMENTORS

# BECOME A SOCIAL MEDIA INFLUENCER!







**SOCIAL MEDIA CHANGED THE WORLD**

JAN  
2020

# DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL  
POPULATION



**7.75**  
BILLION

URBANISATION:  
**55%**

UNIQUE MOBILE  
PHONE USERS



we  
are  
social

**5.19**  
BILLION

PENETRATION:  
**67%**

INTERNET  
USERS



**4.54**  
BILLION

PENETRATION:  
**59%**

ACTIVE SOCIAL  
MEDIA USERS



**3.80**  
BILLION

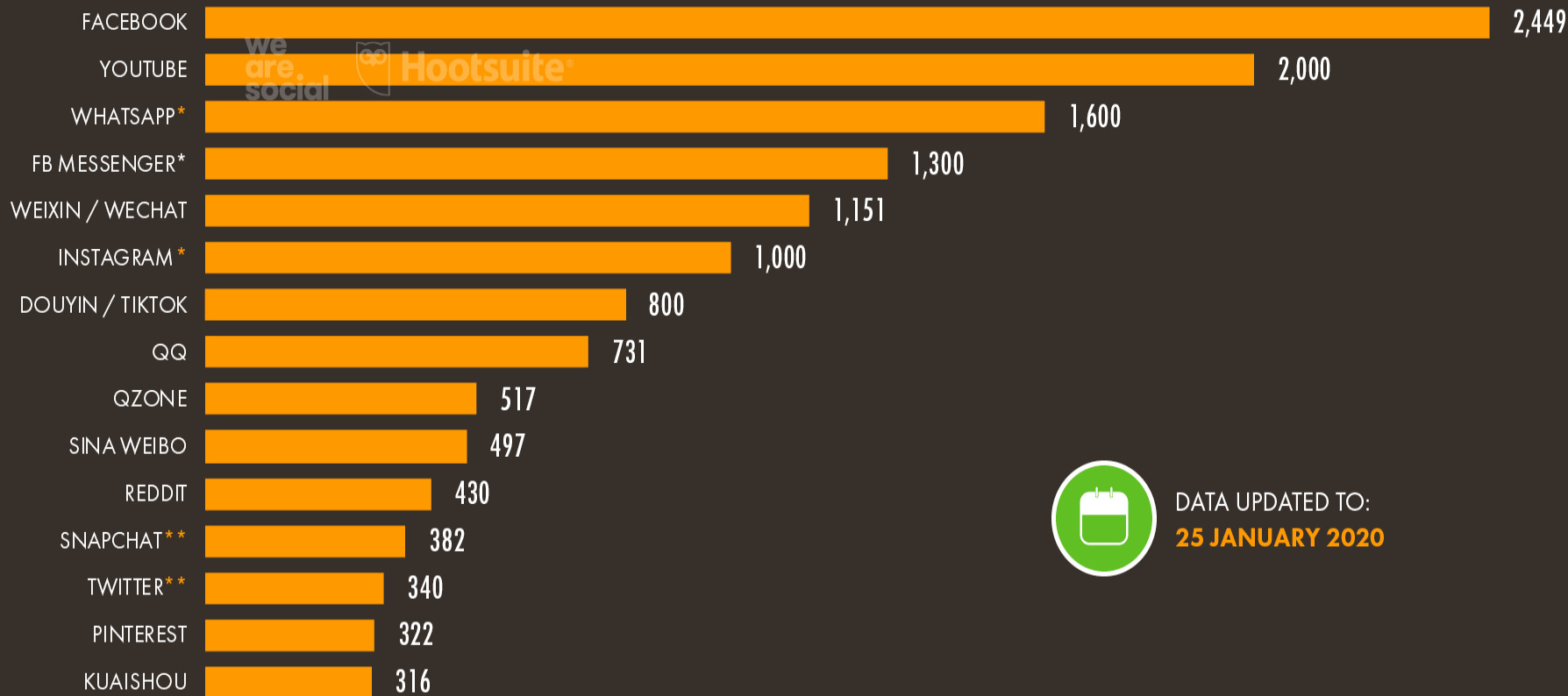
PENETRATION:  
**49%**



JAN  
2020

# THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, ADVERTISING AUDIENCES, OR UNIQUE MONTHLY VISITORS (IN MILLIONS)



DATA UPDATED TO:  
**25 JANUARY 2020**

JAN  
2020

# USE OF MOBILE APPS BY CATEGORY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING EACH TYPE OF MOBILE APP EACH MONTH

CHAT APPS  
(MESSENGERS)



89%

global  
web  
index

SOCIAL  
NETWORKING APPS



89%

we  
are  
social

ENTERTAINMENT  
OR VIDEO APPS



65%

global  
web  
index

GAMES  
(ANY TYPE)



47%

kanoo

SHOPPING  
APPS



66%

MUSIC  
APPS



52%



MAP  
APPS



65%

global  
web  
index

BANKING  
APPS



35%



DATING  
APPS



11%

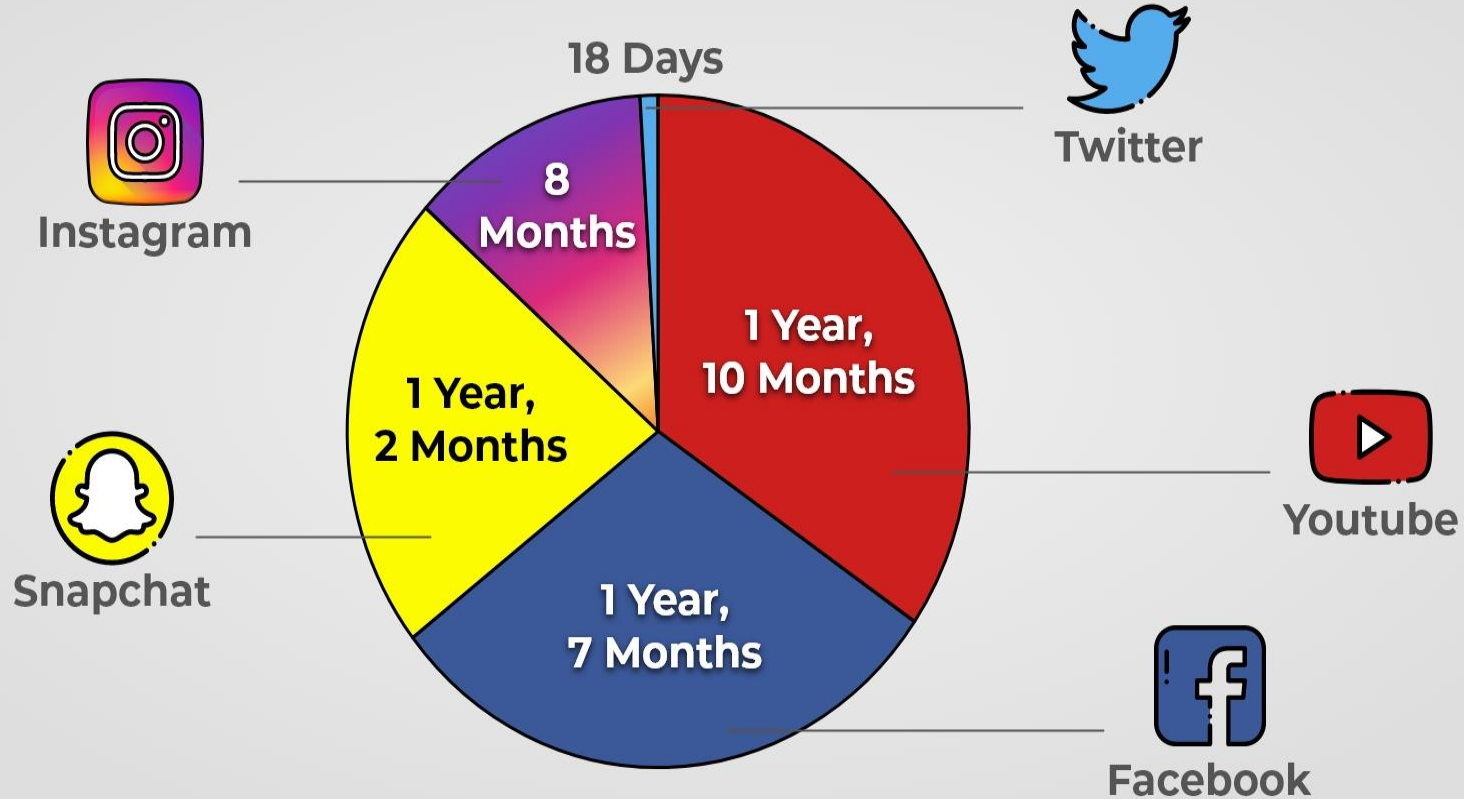
global  
web  
index

HEALTH AND  
FITNESS APPS



26%

# Time Spent On Social in a Lifetime





# Daily Time Spent on Social Media

Average **h:mm** spent connected to social networks during a typical day



**16-24 yrs** old spend **3 hours** per day on social media

## ALGORITHMS ALREADY INFLUENCE:



### WHO WE TALK TO

ALGORITHMS IN SOCIAL MEDIA SELECT WHOSE POSTS WE SEE, SHAPING OUR RELATIONSHIPS



### WHAT WE BUY

SUGGESTION ENGINES ("PEOPLE ALSO BOUGHT") SHAPE AWARENESS AND INFLUENCE PURCHASES



### WHERE WE GO

THE ROUTES SELECTED BY DIGITAL MAPS DETERMINE THE NEIGHBOURHOODS WE VISIT AND BUY PROPERTY IN



### HOW MUCH WE EARN

STOCK TRADING SYSTEMS DETERMINE SHARE PRICES, IMPACTING OUR SAVINGS AND OUR SALARIES



### WHO WE MARRY

ALGORITHMS IN DATING APPS PLAY A KEY ROLE IN DETERMINING WHO WE MEET, DATE, AND MARRY

**91% of  
mobile  
Internet  
access is for  
social  
activities.**





More than 3.2 billion images are shared on social media posts in one day.



# Social marketers' top goals for social



**70%** Increase brand awareness

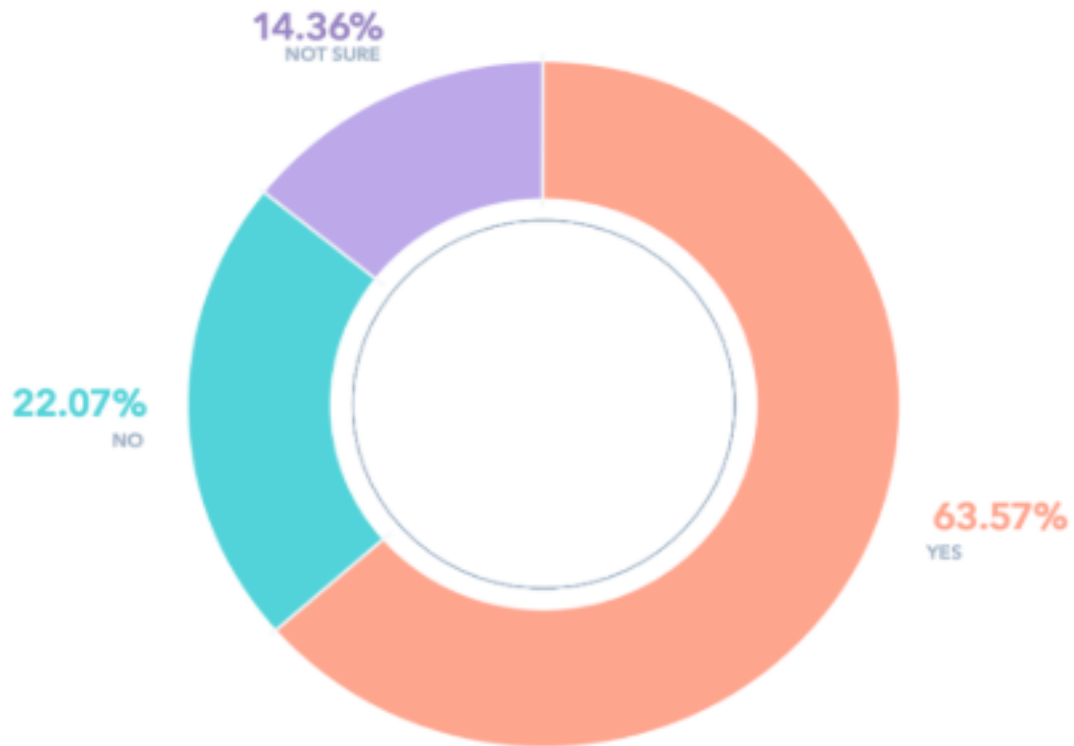
**46%** Grow my brand's audience

**59%** Sales/lead generation

**45%** Increase web traffic

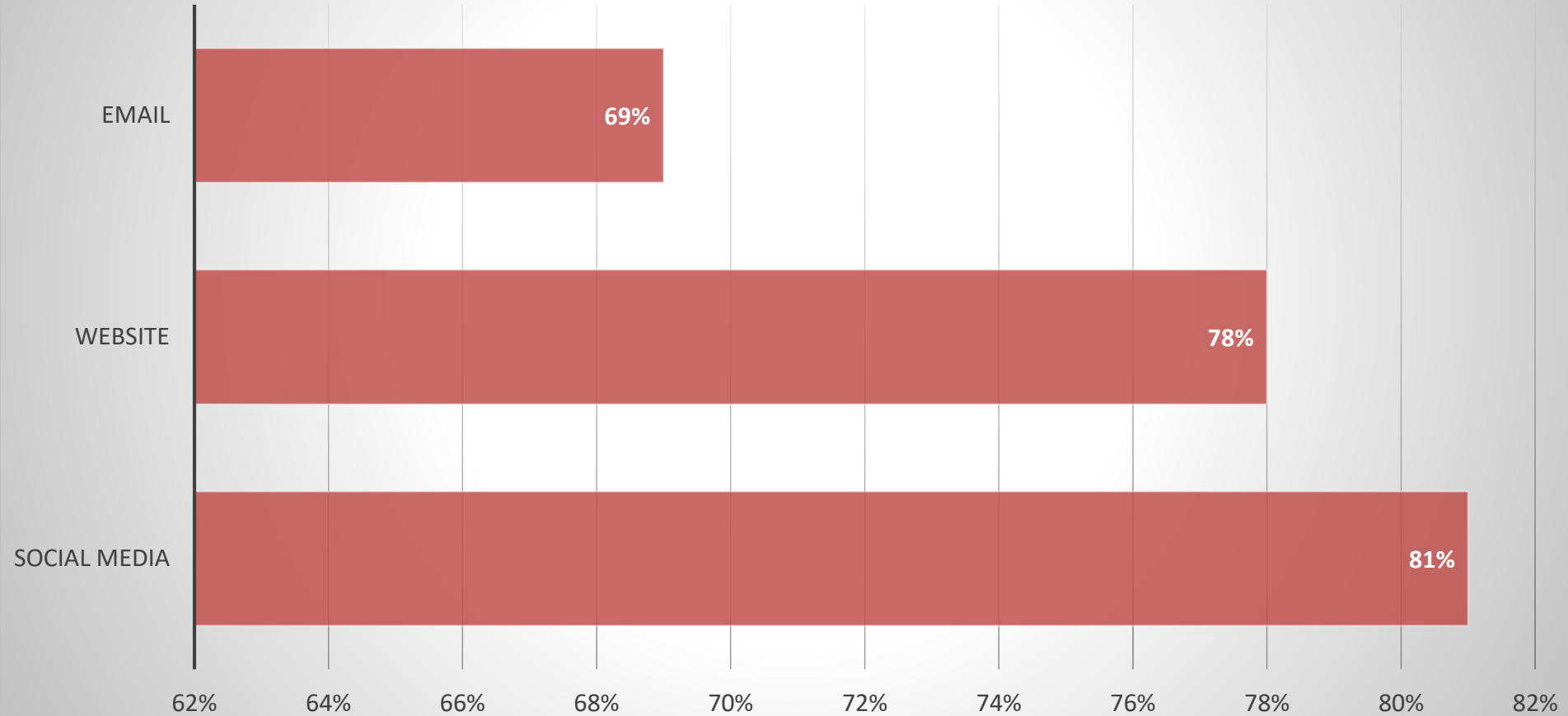
**48%** Increase community engagement

## 63% of marketers are actively investing in search engine optimization



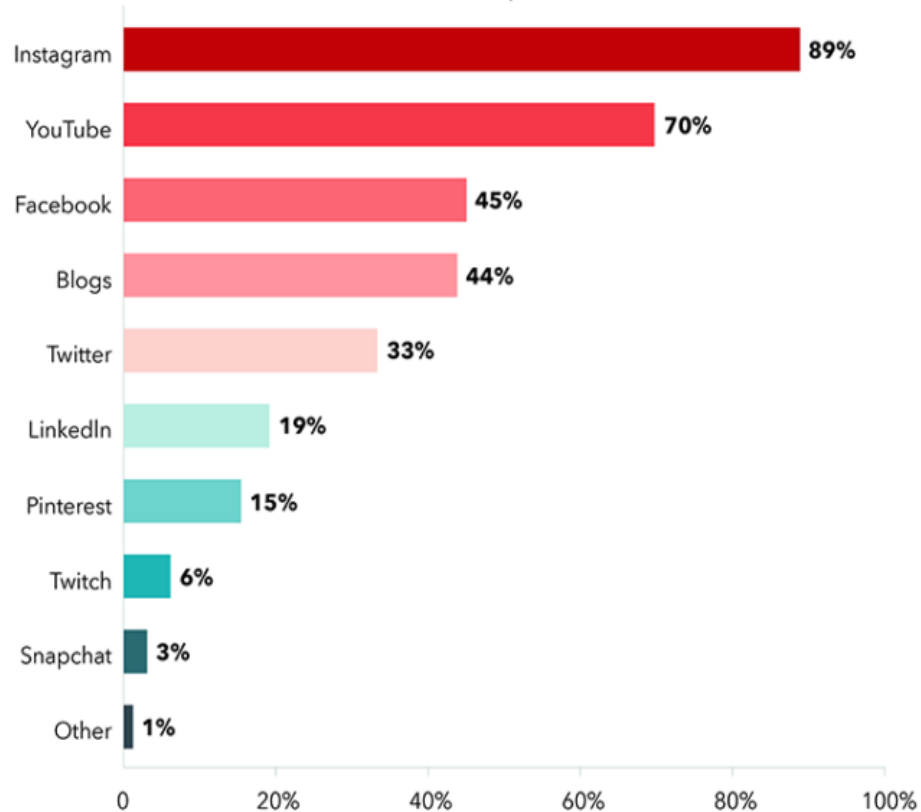


# BUSINESSES HAVE TO USE MULTIPLE DIGITAL MARKETING CHANNELS



# WHICH SOCIAL MEDIA CHANNELS ARE MOST IMPORTANT FOR INFLUENCER MARKETING?

(Select multiple)



# MOST POPULAR SOCIAL MEDIA IN THE WORLD

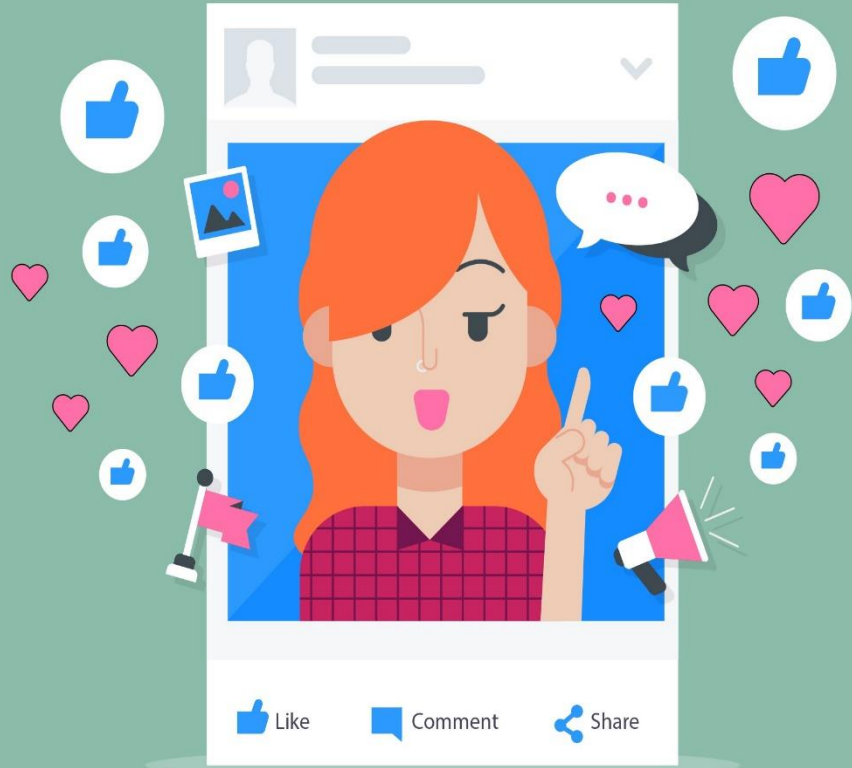




# WHAT IS INFLUENCER MARKETING?



**Influencer marketing** is a type of **marketing** that focuses on using key leaders to drive your brand's message to the larger market.



**Rather than marketing directly to a large group of consumers, you instead inspire / hire / pay influencers to get out the word for you.**





**SOCIAL MEDIA  
INFLUENCERS IMPACT  
PURCHASE DECISIONS**





Did you know 86% marketers used  
influencer marketing since last year?





**HOW DO WE TAKE A DECISION  
PURCHASE?**



**Reviews matter  
for deciding on  
products and  
companies.**



**The subconscious drives purchase decisions.**



A person wearing a dark hoodie with a white geometric pattern is seen from behind, looking out over a beach and ocean. The sky is overcast and blue. The text "Emotions rule in all areas of buying behavior." is overlaid on the left side of the image.

**Emotions rule in all  
areas of buying  
behavior.**



**The jury is out on  
social media's  
influence on purchase  
decisions.**





**PEER TO PEER**

FRIENDS

RELATIVES

COLLEAGUES

MENTORS

TEACHERS

NEIGHBORS

ACQUAINTANCES







# MOVIE



# **COSMETICS**



An outdoor restaurant at night, featuring several tables set with white tablecloths, glassware, and plates. The tables are illuminated by warm, glowing candles. The setting is surrounded by lush tropical vegetation, including palm trees and large-leafed plants. In the background, a building with warm interior lighting is visible through the trees. The overall atmosphere is romantic and sophisticated.

**RESTAURANT**



# CLINICS





**TRAVEL**

A person in a light-colored shirt and dark pants stands by a large window, looking out at a lush green landscape. They are holding a hat and have their arms raised. A suitcase is on the floor next to them. In the foreground, a bed with white linens and orange pillows is visible, with three rolled-up towels on it. The room has a textured wall and a ceiling-mounted air conditioner.

# ACCOMMODATION



# EDUCATION







# TRANSPORTATION



# INFLUENCER MARKETING





# CELEBRITY ENDORSEMENT



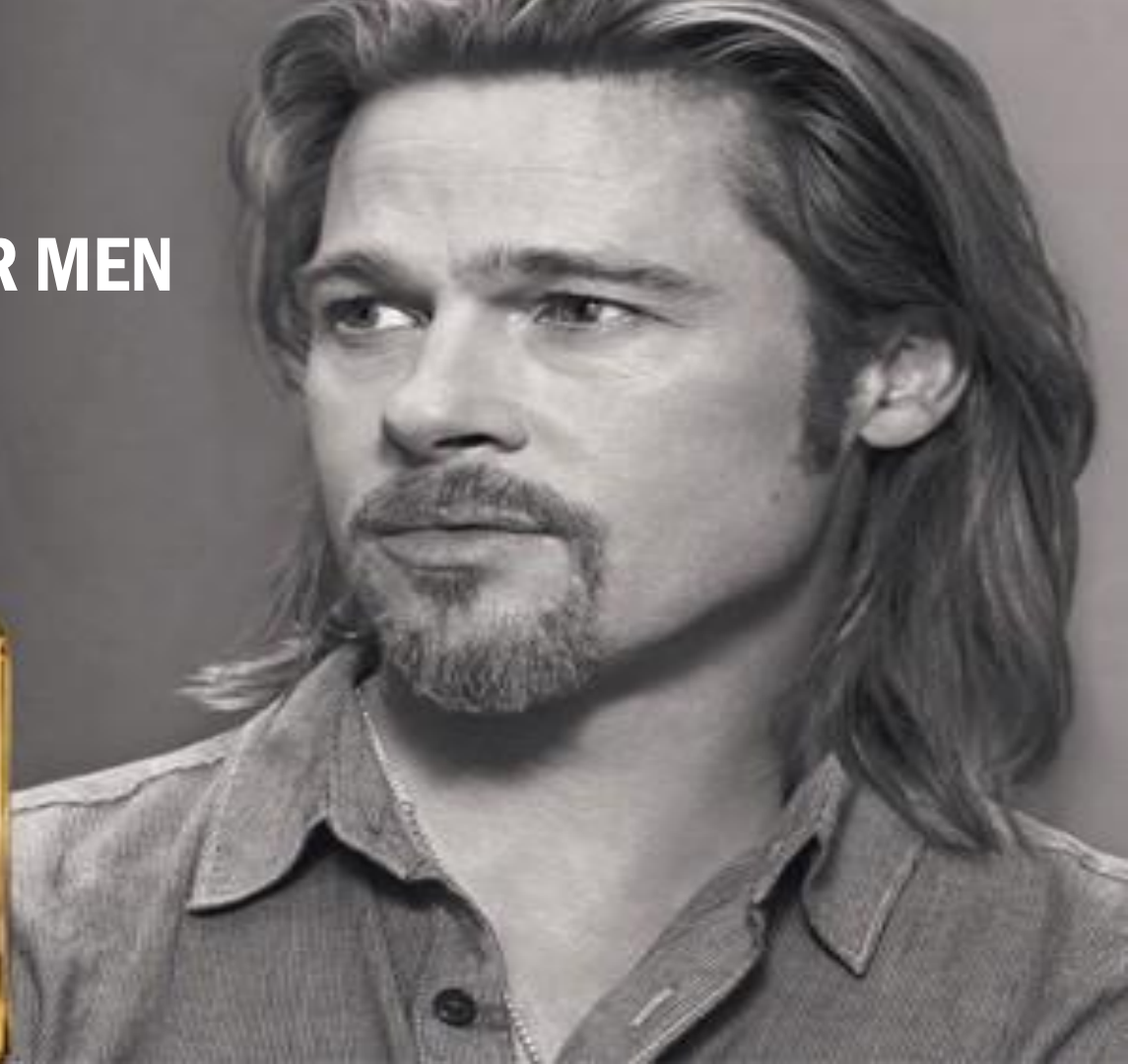


**JAMES BOND  
007 AUSTIN  
MARTIN**



# Brad Pitt CHANEL PERFUME FOR MEN

INEVITABLE





**LOUIS VUITTON**  
**JENNIFER LOPEZ**



**SOCIAL MEDIA INFLUENCER**



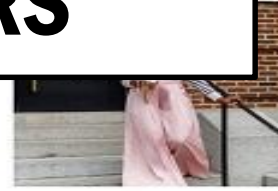
The background of the image is a dense, overlapping pattern of US dollar bills, including \$100 and \$50 bills, scattered across the entire frame. The bills are slightly faded and oriented in various directions, creating a textured, financial backdrop.

BRANDS AND  
AGENCIES SPENT  
OVER **8 BILLION** USD  
IN 2019 WITH SOCIAL  
MEDIA INFLUNCERS.





# TOP 10 EXAMPLES OF SOCIAL MEDIA INFLUENCERS



## Cameron Dallas- Vine Videos, Musician, Actor and Model

Youtube-  
3M

Facebook-  
6.2M

Twitter-  
153K

Instagram-  
31.8M



He makes **\$17,000** per post in instagram with a net worth of **\$4.2M**.

# HUDA KATTAN- BEAUTY INFLUENCER

Youtube-  
5.41M  
Subscribers

Facebook-  
3.5M Page  
Likes

Twitter- 15.7M  
Followers

Instagram-  
21.5M  
Followers



She makes **\$18,000** per sponsored post.



**Kylie Jenner- Model,  
Businesswoman, Beauty  
Influencer**

Youtube-  
8.27M

Facebook-  
22M

Twitter-  
33.4M

Instagram-  
176M



**She makes \$1.2M per post in instagram with a net worth of \$1 billion.**



## James Charles- Beauty Influencer

Youtube-  
19M

Facebook-  
457K

Twitter-  
5.5M

Instagram-  
18M



He makes **\$5,424** per day with a net worth of **\$12 million**.

# Cristiano Ronaldo- Soccer Player

Youtube-  
1.5M

Facebook-  
122M

Twitter-  
89.8M

Instagram-  
219M



He makes **\$750,000** per sponsored post with a net worth of **\$460 million**.

## Lisette Melendez- Beauty Influencer

Instagram-  
3,223  
followers



She makes **\$250** per post in instagram.



## Megan McSherry-Fashion

Instagram-  
5,156  
followers



She makes **\$700** per post in instagram.

His videos typically infuse humor and surprise, a formula that has helped him amass a large and engaged fanbase.

- YouTube — 18.8 million subscribers
- Instagram — 16.2 million followers
- Facebook — 16.2 million page likes
- Twitter — 4.8 million followers



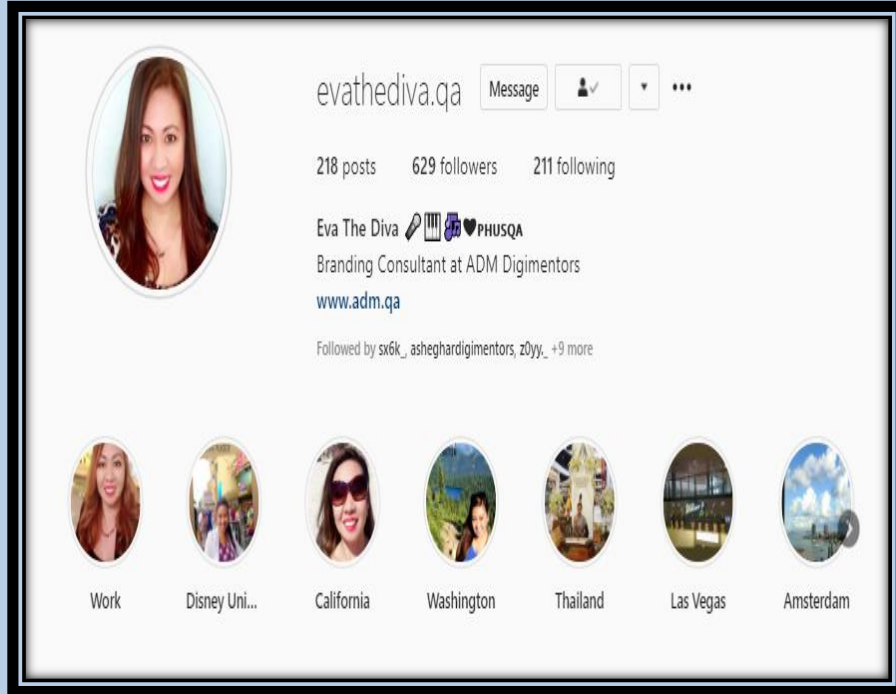
**Zoe Sugg—aka Zoella—is a fashion and beauty blogger from England.**




- **YouTube — 11.9 million subscribers**
- **Instagram — 10.2 million followers**
- **Facebook — 2.5 million page likes**
- **Twitter — 12.8 million followers**








# EVA BARRETT- SINGER



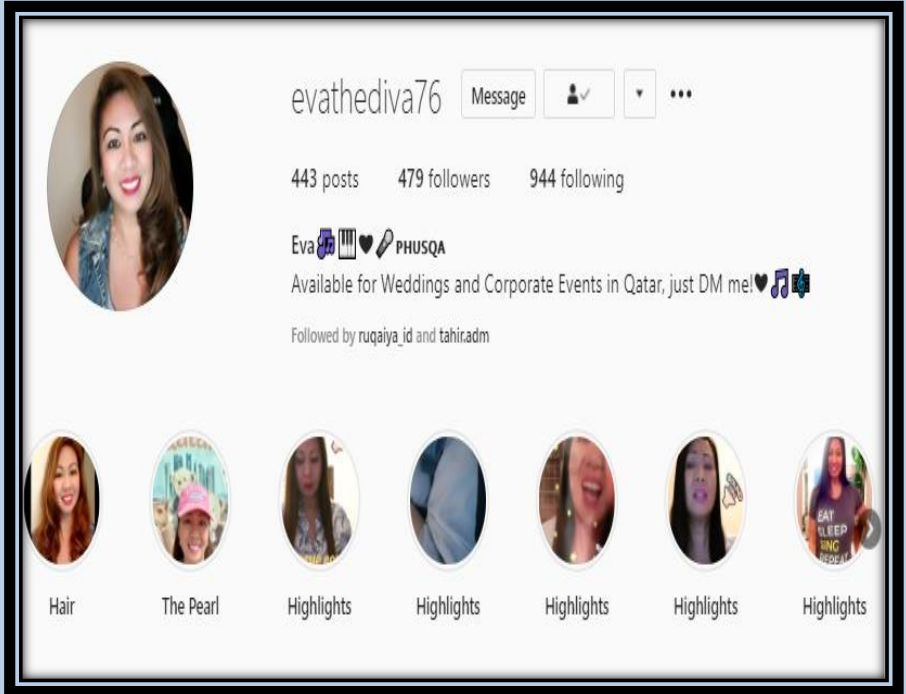
evathediva.qa Message   




218 posts 629 followers 211 following

Eva The Diva    PHUSQA  
Branding Consultant at ADM Digimentors  
[www.adm.qa](http://www.adm.qa)







Followed by sv6k\_ asheghardigimentors, z0yy\_ +9 more

Work Disney Uni... California Washington Thailand Las Vegas Amsterdam



evathediva76 Message   

443 posts 479 followers 944 following

Eva    PHUSQA  
Available for Weddings and Corporate Events in Qatar, just DM me!   

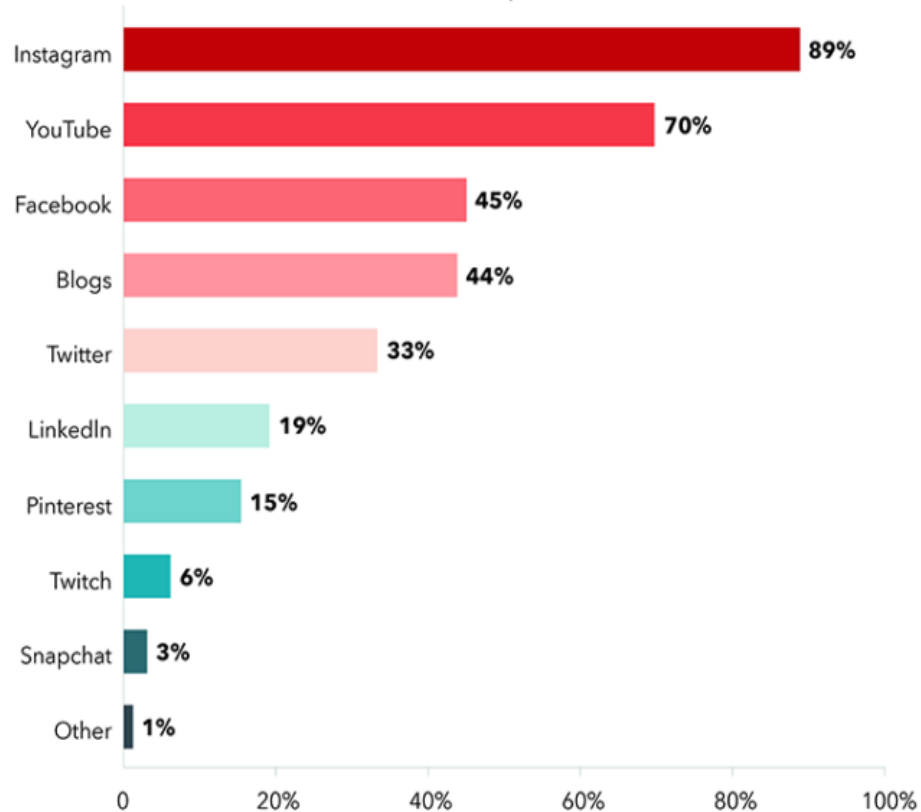
Followed by ruqaiya\_id and tahiradm

Hair The Pearl Highlights Highlights Highlights Highlights Highlights

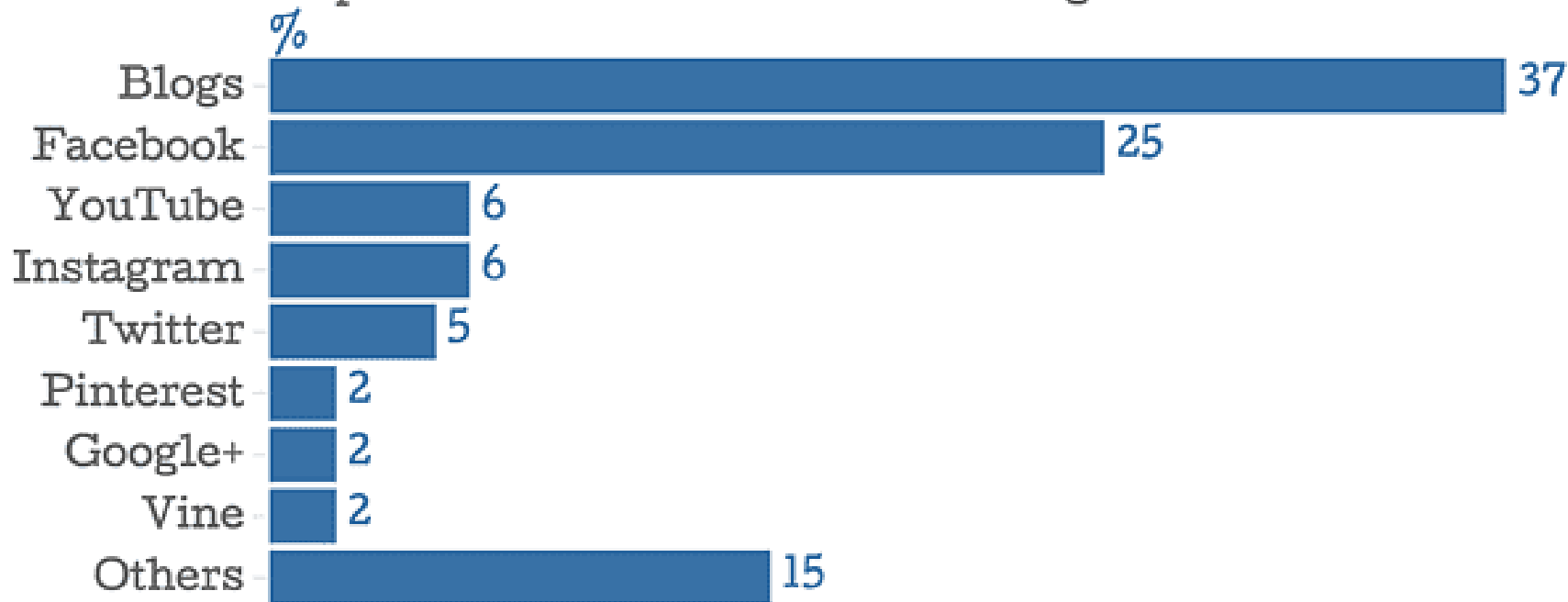
**INSTAGRAM: 1108 FOLLOWERS**

# WHICH SOCIAL MEDIA CHANNELS ARE MOST IMPORTANT FOR INFLUENCER MARKETING?

(Select multiple)



## Most effective platform for influencer marketing



Data: Tomoson



# Social marketers' top goals for social



**70%** Increase brand awareness

**46%** Grow my brand's audience

**59%** Sales/lead generation

**45%** Increase web traffic

**48%** Increase community engagement

# **SOCIAL MEDIA INFLUENCER**



# WHO: SOCIAL MEDIA INFLUENCER





## WHO IS A SOCIAL MEDIA INFLUENCER?

A Social Media Influencer is a user on social media who has established credibility in a specific industry and has access to a large audience and can persuade others by their authenticity and reach.





# **WHAT DOES SOCIAL MEDIA INFLUENCER DO?**

**They're often able to persuade/influence their followers to purchase products and services from the brands they promote.**

# WHY BECOME A SOCIAL MEDIA INFLUENCER?



**Being an influencer gives you a say in your field. It helps you bond with others who share your world view and expand your horizons in your niche.**

The image features a large white lowercase 'f' on a blue background on the left, and a large black lowercase 'a' on a white background on the right. A horizontal bar with a black border and a grey-to-white gradient background spans across the middle of the image, containing the main title. Below this bar is a light blue box with a black border containing a bullet point. The Amazon logo's yellow arrow is partially visible at the bottom right.

## WHEN DID SOCIAL MEDIA INFLUENCER START?

- Influencers on social media first made their appearance on Facebook after Amazon partnered with the which allowed consumers to see what their friends and family were buying.



# HOW DOES SOCIAL MEDIA INFLUENCERS WORK?

**Social media “influencers” are those with accounts that drive traffic and sales to a product or service based on their recommendations.**





# WHERE: SOCIAL MEDIA PLATFORMS



# HOW TO **MAKE MONEY** ON *SOCIAL MEDIA* AS AN INFLUENCER



# BRANDING



# PROMOTING DIGITAL PRODUCTS





# DO PODCASTING





**DO WEBINARS**



**Brand Ambassador**

# SOCIAL MEDIA SPONSORED POSTS

Suggested Post

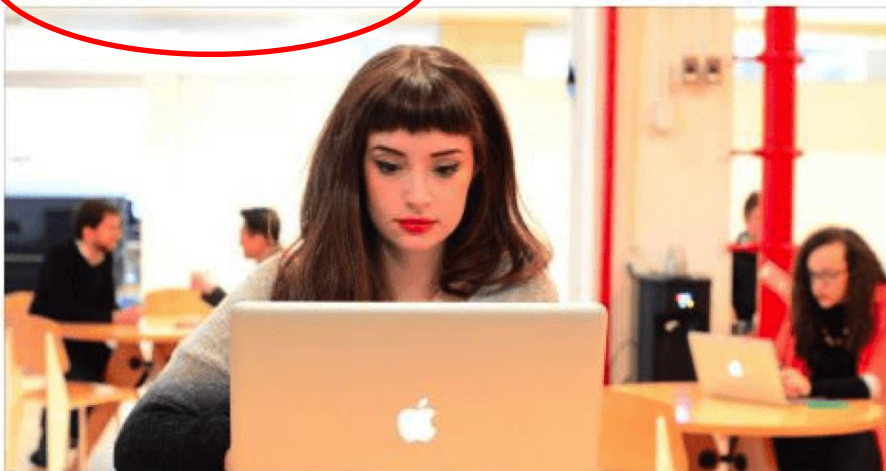


General Assembly

Sponsored · 🌐

👍 Like Page

Is your resume missing this essential skill?



Learn To Code For Free

Receive an invitation to Dash, our fast and fun coding tool that teaches you HTML, CSS, and JavaScript.

Sign Up



# PROMOTE PHYSICAL PRODUCTS



shaym

Following

181k likes

22w

shaym You know what goes great with white? Bioré Charcoal! Get a deep clean with Bioré Deep Pore Charcoal Cleanser. #CleanPoresDontLie #BioreAmbassador

view all 720 comments

dauidlaaam @a\_kellyy we're getting this next time we go shopping 🤔🤔🤔

a\_kellyy @dauidlaaam bioré?? You want face cleanser? Oh to wash off your makeup? #highlight

a\_kellyy @dauidlaaam may 2nd.....

dauidlaaam @a\_kellyy chill you had march 5th stahp talking

dauidlaaam @a\_kellyy yea gotta wash off all of the makeup you put on me at pandora

a\_kellyy @dauidlaaam at where..?

shamz\_e The most beautiful girl ever ever everrrrr @liallana

♡ Add a comment...



**JOIN**



**PROMOTE**



**EARN**



**AFFILIATE  
MARKETING**

**AFFILIATE  
MARKETING**



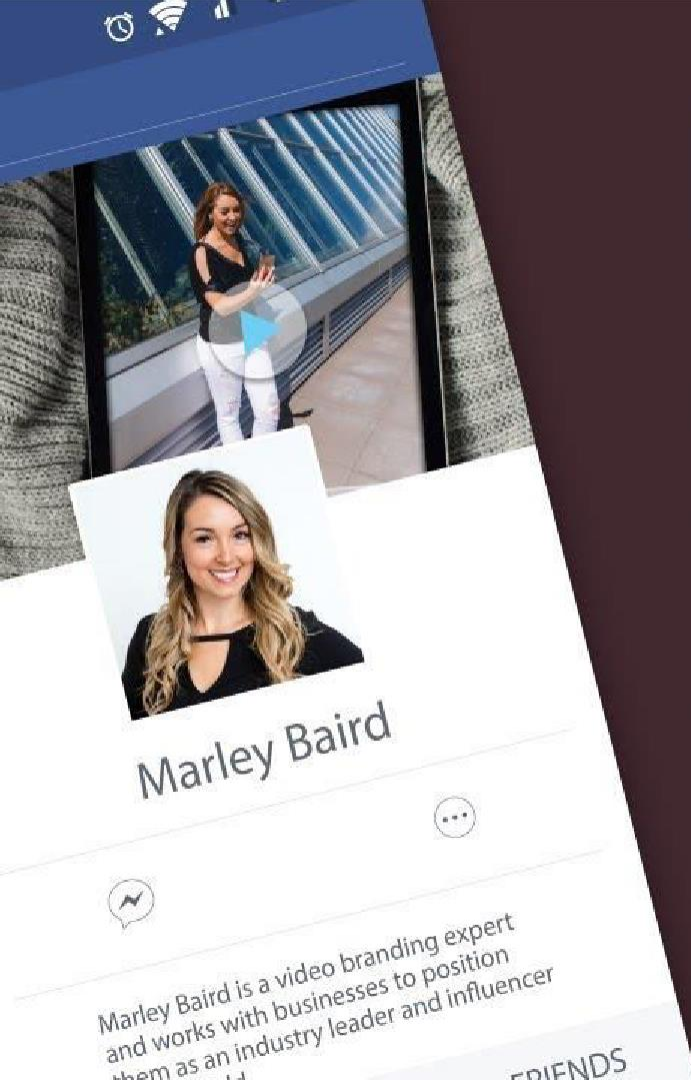
# How To Become **A Social Media Influencer**



# NICHE-PICKING







# OPTIMIZE YOUR SOCIAL MEDIA PROFILE

# UNDERSTAND YOUR AUDIENCE



# CREATE AND POST RELEVANT CONTENT



- **Share social posts, Stories, or videos.**

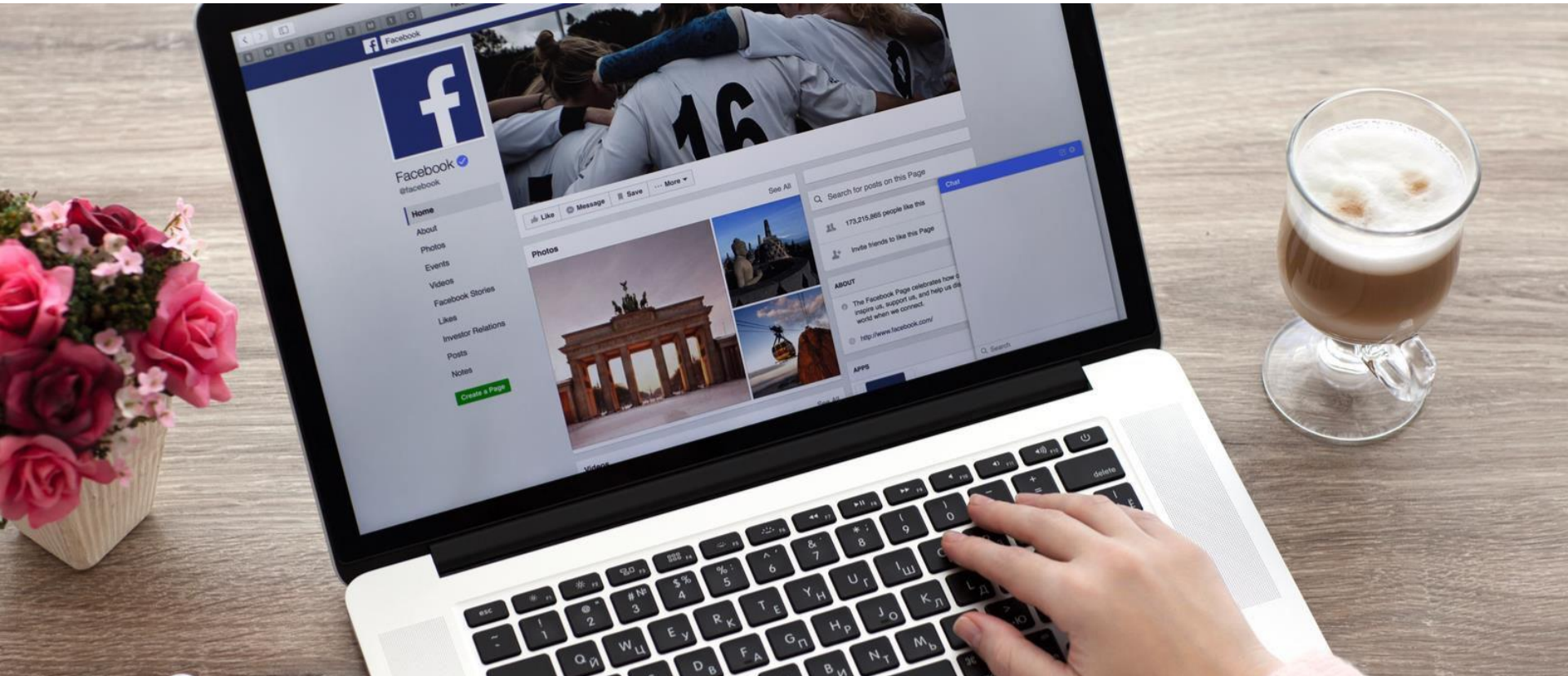






**BE REGULAR AND  
CONSISTENT**

# Keep updated in each moment



# INTERACT/ENGAGE WITH YOUR AUDIENCE



# LET BRANDS KNOW YOU'RE OPEN TO COLLABORATIONS







**INFLUENCER  
ARCHETYPES -  
OVER 5 TYPES**

# THE MANY FACES OF INFLUENCE

Online influencers come in many forms. From the web celebrity to the nerdy expert to the personal brand. Find out what motivates each type of influencer and understand the best ways to engage with them.



THE  
CELEBRITY

MY ONLINE  
AUDIENCE  
IS THE SIZE  
OF TEXAS



THE  
AUTHORITY

MY OPINION IS  
WORTH MORE  
THAN GOLD  
IN MY SPACE



THE  
CONNECTOR

I LIKE TO  
CONNECT  
DOTS AND  
CREATE LINKS



THE PERSONAL  
BRAND

MY NAME IS  
MY EQUITY



THE  
ANALYST

I FORM AND  
COMMUNICATE  
CREDIBLE  
INSIGHTS



THE  
ACTIVIST

MY BELIEFS  
MAKE ME  
MOVE  
MOUNTAINS



THE  
EXPERT

I WROTE THE  
TEXTBOOK ON  
MY SUBJECT



THE  
INSIDER

I'M A  
RESPECTED  
AUTHORITY  
WITH AN AGENDA



THE  
AGITATOR

I STIR THE POT  
AND CREATE  
HEALTHY  
DEBATE



THE  
JOURNALIST

I AM  
THE NEW  
NEWS  
INDUSTRY







**1. CELEBRITY**



## **2. THE AGITATOR**



# 3. THE SPECIALIST



# 4. THE ACTIVIST



A woman with long brown hair, seen from behind, is sitting at a round white table in a cafe. She is holding a smartphone up to take a selfie. On the table in front of her are two cups of coffee, a slice of chocolate cake, a red velvet cake, and other pastries. A professional camera with a lens is also on the table. In the background, another person is sitting at a table, talking on a phone. The setting is a bright, modern cafe with large windows and outdoor seating.

# 5. THE CREATOR

# 6.THE EVANGELIST





**7.**  
**Micro/Nano**  
**influencers –**  
**foot soldiers**







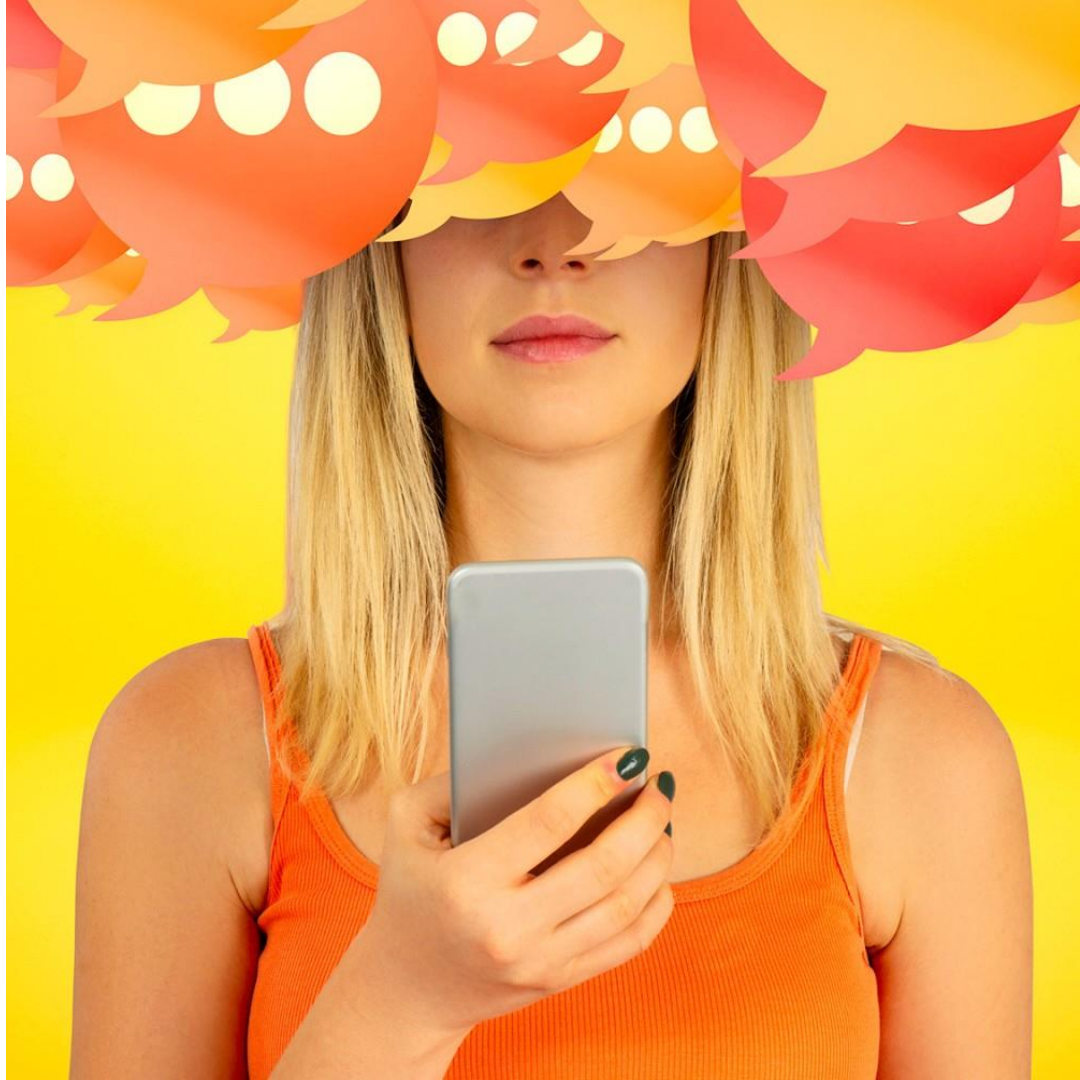
**EXPLICIT**



**INDIRECTLY  
EXPLICIT**



**DIRECTLY  
EXPLICIT**





**INDIRECTLY DIRECTLY EXPLICIT**

**BRANDS – INFLUENCERS – BRIDGE**







**BRANDS NEED TO DISCOVER**

**INFLUENCERS NEED TO IDENTIFY**



# PROCESS

Arrangements

Content

Payment  
Delivery

Analytics



So it Requires a Platform

**A SOCIAL MEDIA INFLUENCER  
PLATFORM**



WHY ARE  
BRANDS AND  
COMPANIES  
USE SOCIAL  
MEDIA?





**TO INCREASE  
BRAND  
AWARENESS**





**HUMANIZES  
THEIR BRAND**

**GIVES THE OPPORTUNITY TO CONNECT  
WITH FANS AND FOLLOWERS.**



**INCREASE WEBSITE TRAFFIC**





A close-up photograph of a hand hovering over a futuristic control panel. The panel is dark with two prominent buttons. The upper button is illuminated with a bright blue glow and has the text 'GENERATE LEADS' in white, bold, sans-serif font. The lower button is not illuminated and has the text 'CONVERT LEADS' in the same font. The hand is positioned as if about to press the 'GENERATE LEADS' button.

**GENERATE  
LEADS**

**CONVERT  
LEADS**



**BOOST SALES**



A young woman with long dark hair is smiling and taking a selfie with a white smartphone. The background is dark with warm, out-of-focus bokeh lights. Several social media icons are floating around her: a red heart, a yellow surprised face, a blue thumbs up, and a yellow heart with a red outline. A black rectangular box is overlaid on the left side of the image, containing white text.

# **PARTNER WITH INFLUENCERS**

**PROMOTE  
CONTENT**





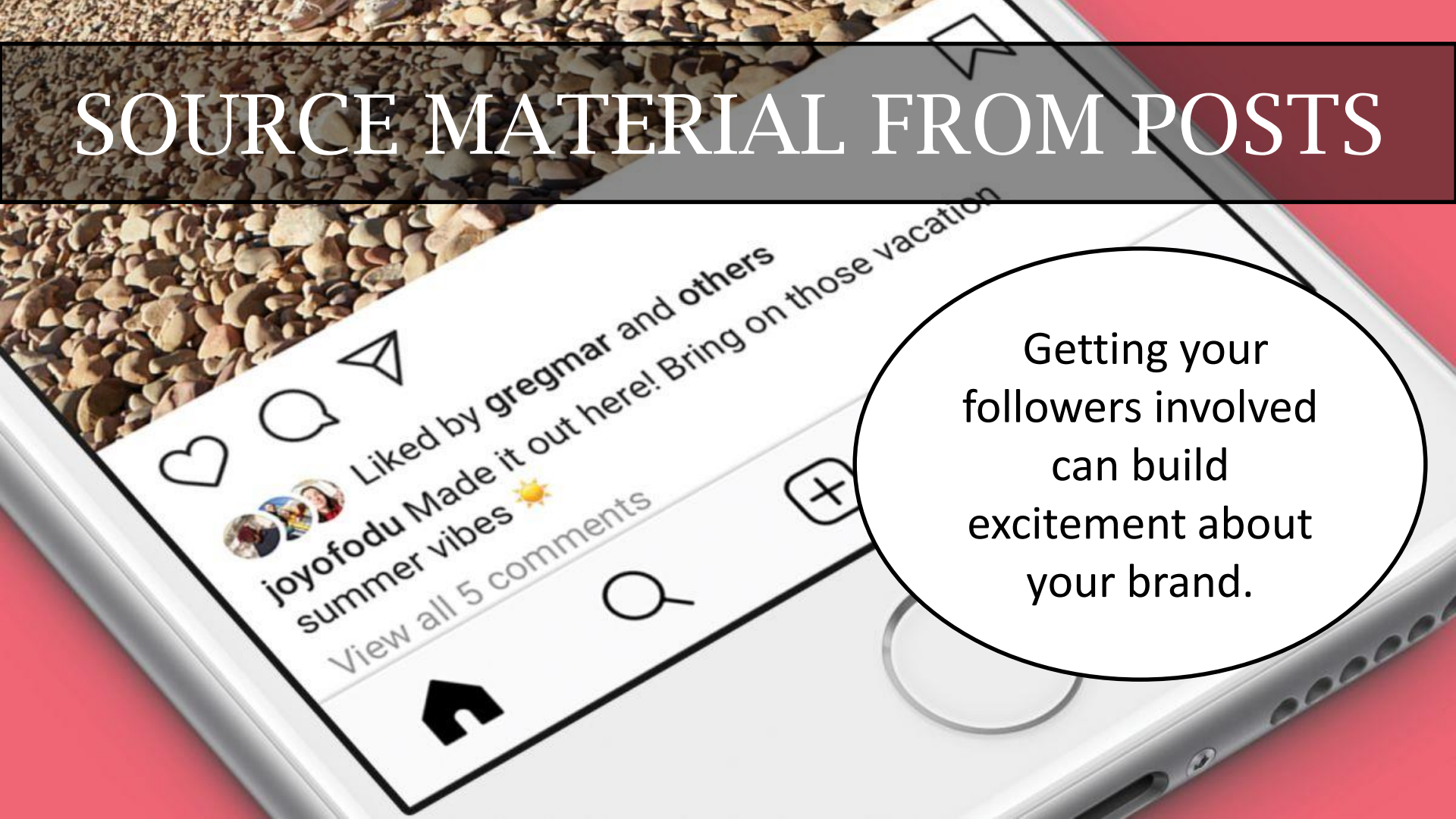
**CONTENT SHOWS AN EXISTING  
CONNECTION AND CAPTURES AUDIENCE**



# SOURCE IDEAS FROM FOLLOWERS



# SOURCE MATERIAL FROM POSTS

A close-up, angled view of a smartphone screen displaying an Instagram post. The background of the phone is a red-to-pink gradient. The screen shows a post with a heart icon, a comment bubble, and a location pin. The text on the screen reads: "Liked by gregmar and others", "joyofodu Made it out here! Bring on those vacation summer vibes ☀️", and "View all 5 comments". The bottom navigation bar of the app is visible, showing icons for home, search, and a plus sign for creating content.

Liked by gregmar and others  
joyofodu Made it out here! Bring on those vacation  
summer vibes ☀️  
View all 5 comments

Getting your  
followers involved  
can build  
excitement about  
your brand.

The image features a central white rectangular box with a black border containing the text "REPUTATION MANAGEMENT" in bold, black, uppercase letters. Surrounding this box are several small, blue-tinted figurines of a man in a suit. One figure stands on a stack of approximately 10 coins on the left. Another figure stands on a taller stack of about 15 coins on the right. A third figure stands on a stack of about 8 coins in the center. Two more figures are positioned at the bottom left and bottom right corners, looking towards the central scene. The background is a plain, light-colored surface.

**REPUTATION  
MANAGEMENT**





# CRISIS COMMUNICATION





# CUSTOMER AND AUDIENCE ENGAGEMENT

# **CUSTOMER SERVICE AND CUSTOMER SUPPORT**





The image shows a person's hand pointing at a tablet displaying various analytics metrics. The tablet screen includes a 'Conversion Rate' of 2.85%, 'Sessions' of 71K, and 'Users right now' of 13. A line graph shows a comparison between 'Thu 06 Jul' and 'Thu 06 Jun', with 'Users' at 2.7K and a 21% increase. Below the graph are 'Top Active Pages' listed as '/home' and '/Google'. In the background, a laptop screen displays a blue bar chart with categories like 'Organic Search', 'Direct', 'Referral', 'Social', and 'Other'.

**MONITOR CONVERSATIONS THAT ARE RELEVANT TO THEIR BRAND**



# LEARN MORE ABOUT THEIR CUSTOMERS





**TO KEEP AN EYE ON THE COMPETITION**





**TO STAY  
INFORMED  
ABOUT  
UPCOMING  
CHANGES TO  
THE BRAND**



**TO PROMOTE THE BUSINESS**

# RETARGETING

USERS

YOUR WEBSITE

USERS LEAVE

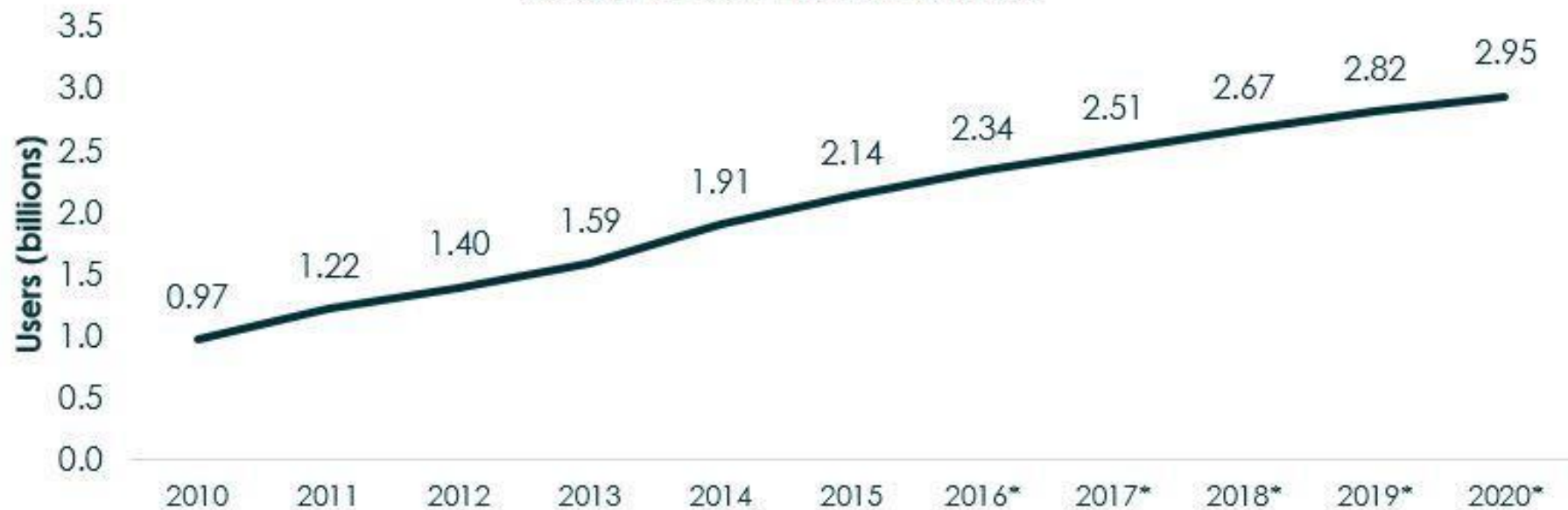
RETARGETED AD





**SOCIAL MEDIA GROWTH  
STATISTICS AND  
PROJECTIONS**

## Global Social Network Users



A background of scattered US one-dollar bills, showing various serial numbers and the portrait of George Washington. The bills are overlapping and slightly tilted, creating a sense of abundance and value.

COMPANIES SPENDS **\$48,000-\$84,000** PER  
YEAR OF THEIR TOTAL MARKETING BUDGETS  
ON SOCIAL MEDIA

# AD SPENDING BY INDUSTRY



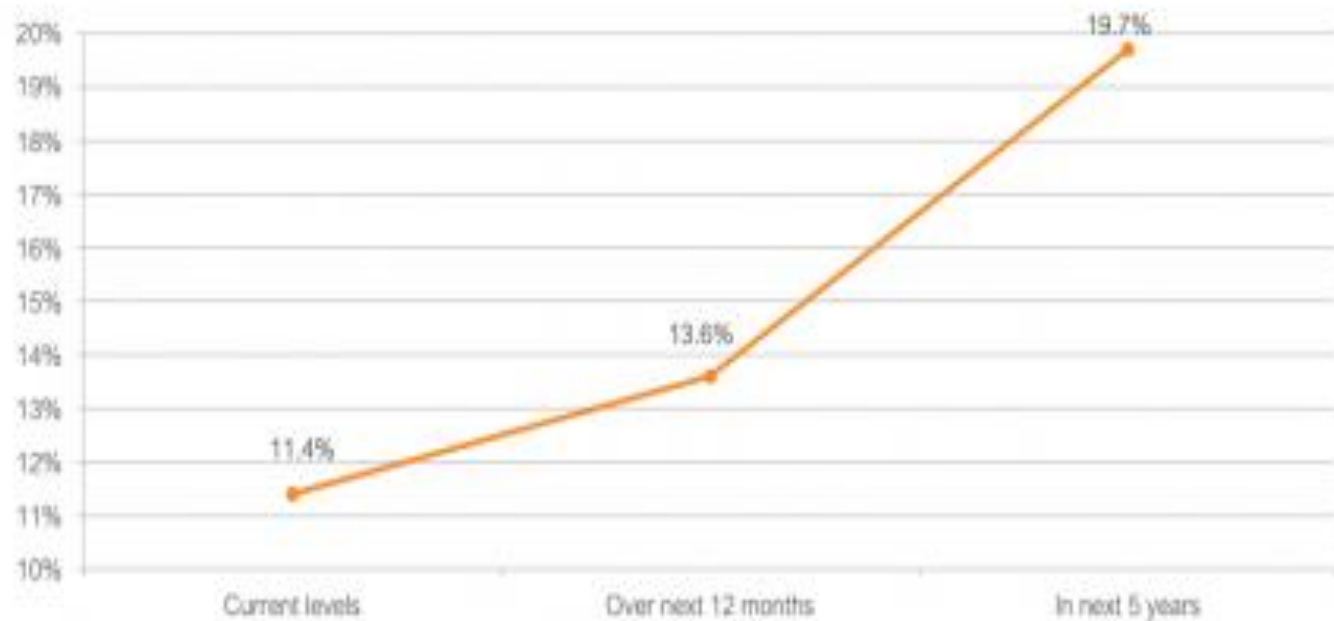
- WordStream

in billions of US\$



# But social media spending expected to rise by 73% over five years

Social media spending as percent of marketing budget



## Economic Sector

### Expected Five-Year Growth

B2B Product: 16.6

B2B Services: 20.5

B2C Product: 20.9

B2C Services: 24.7

Proud to introduce to all of you our  
own Social Media Influencer Platform



أشيقر®  
DIGIMENTORS

# Build Your Brand Awareness And Increase Sales With Influencers

Leverage the power of Influencers who can drive more people towards your products or brands. That's because consumers usually trust more the recommendations made by their favorite influencers. Brands can use this to drive purchase decisions and increase their conversions.

[FIND AN INFLUENCER](#)

[INFLUENCER SIGN UP](#)



# ADM SOCIAL MEDIA INFLUENCER PLATFORM

# [www.admsip.com](http://www.admsip.com)

Get together with influencers to establish your brand

## ★ Anna John

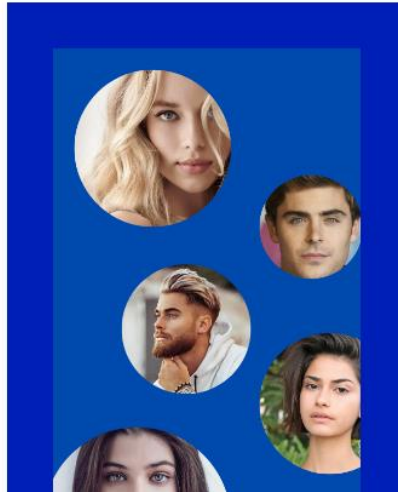
REACH 2K  
US



GET IN TOUCH

## ★ David Luca

REACH 2K  
London



## ★ Steve Joi

REACH 20K  
Australia



GET IN TOUCH

## ★ Divya Sing

REACH 12K  
India



GET IN TOUCH

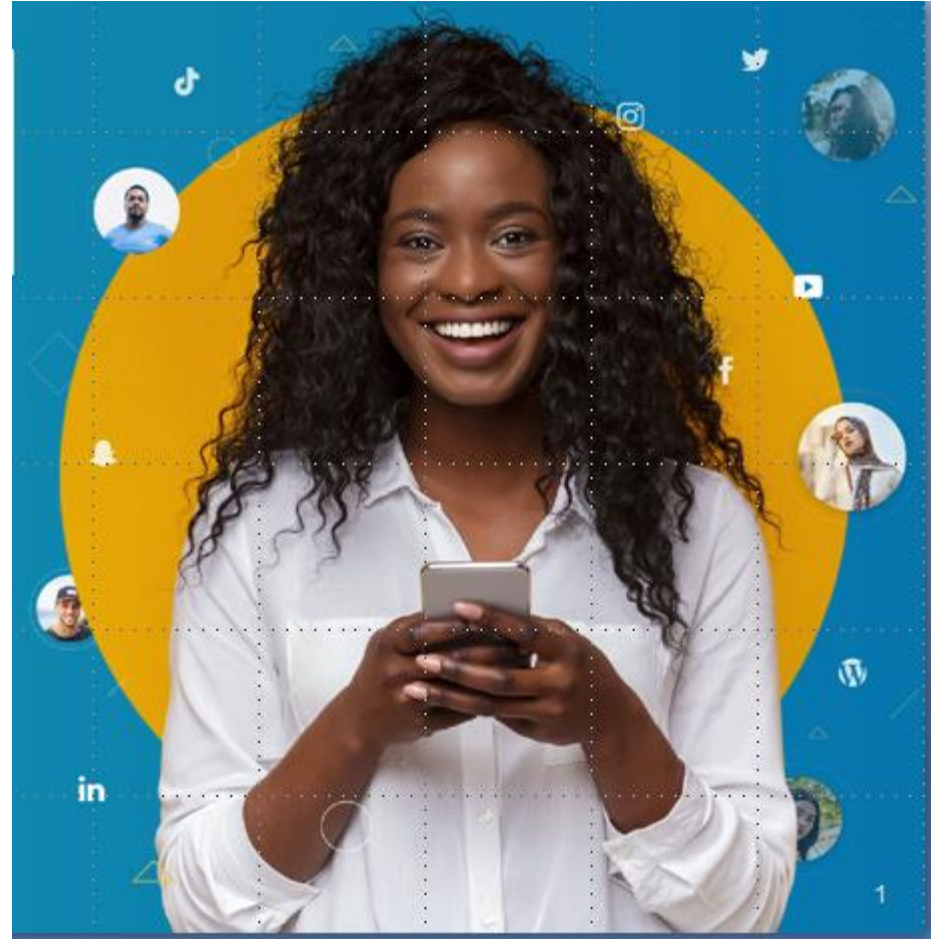


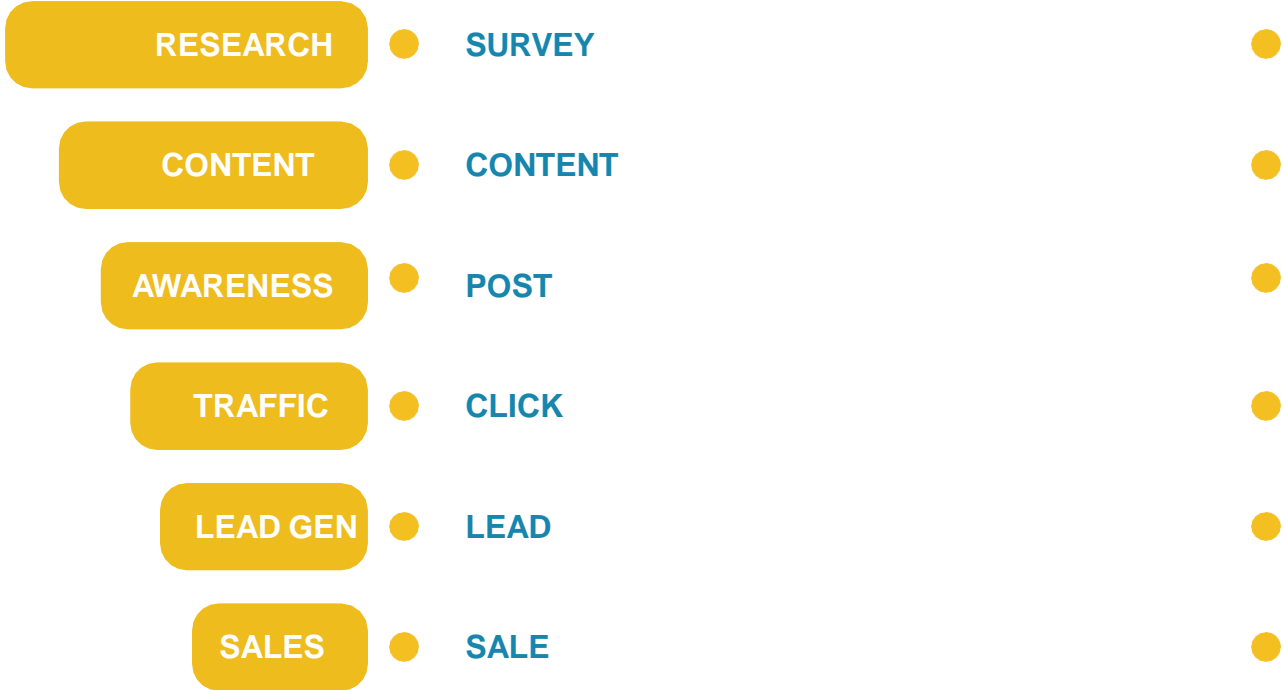


# PLATFORM FEATURES



The number on  
**performance platform**  
for brands & agencies

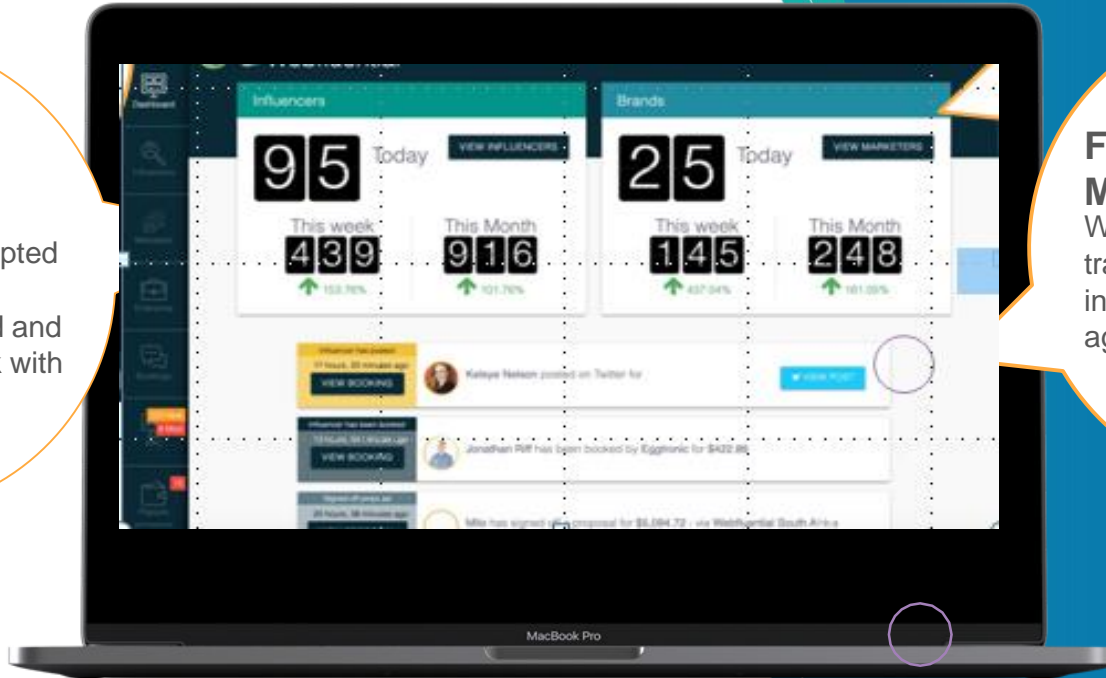




# Our tech

## Opt-in Influencers

Our influencers have opted in - this means their follower base is vetted and they are ready to work with your brand.



## Fair Marketplace

We provide a fair and transparent marketplace for influencers, brands and agencies.





## Audience Insights

Influencer media kits are the true pairing of art and science. Via api integration we pull the influencer content and audience data to help match to your brand.

## Artificial Intelligence

Admsip uses a recommender engine to understand the personality of influencers and recommend them to brands.

The image shows a laptop displaying an influencer profile for Nicolette Mashile. The profile includes a circular profile picture, a bio, and a 'Personality' section with sliders for various traits. The 'Featured Posts' section shows three images of the influencer in different outfits. The laptop is a MacBook Pro.

**Nicolette Mashile**  
Collaborate with me  
Reach -425.2K

**About**

From: South Africa

Markets: Business Fashion Shopping

Age Groups: 18 to 24 25 to 34 35 to 44 45 to 54

Bubbly and Edgy content creator and conversation starter within the consumer financial education space and everything else money matters impact on. I am a TV personality acting on Generations the Legacy and co host I g SABCI Daily Theta. I am a YouTuber.

**Personality** (Powered by Watson)

Cautious	Slider	Curious
Easy Going	Slider	Organized
Reserved	Slider	Outgoing
Contentious	Slider	Agreeable
Confident	Slider	Sensitive

**Featured Posts**

- Engagement rate: 16.14%
- Engagement rate: 14.37%

## Influencer Vetting

Influencers are scored in real time across our Admsip rating system which takes into account, Reach, Relevance, Work Ethic and Content Quality.

# FULLY MANAGED SERVICE



**STRATEGIC  
APPROACH**



**SEARCH  
&  
DISCOVERY**



**INFLUENCER  
COLLABORATION**



**CAMPAIGN  
MANAGEMENT**



**PAID MEDIA  
AMPLIFICATION**



**MEASUREMENT  
& REPORTING**

We set up and run fully customised influencer marketing campaigns using our advanced targeting tools and market expertise. Our team will guide you through every step of the process, from creative briefing and creator selection, to content approvals, delivery, contracts and payments, budgeting and report analysis.

We help you scale your influencer ROI.

A photograph of two young women in a clothing store. The woman on the left is smiling broadly and holding up a smartphone to take a selfie. The woman on the right is looking at the phone with a neutral expression. They are surrounded by various clothing items, including a blue patterned top and a white top with a denim strap. The background is slightly blurred, showing more of the store's interior.

## PITCH TO BRANDS INSTANTLY

We have many brands for you to market to. Create a quote in minutes, and send to us, we will showcase your influence.

# SEE HOW MUCH YOUR INFLUENCE IS POTENTIAL

We helps influencers, micro influencers and macro influencers value their influence. Get in Touch to authorise your social channels, and we'll calculate how much money you could earn.







**Ensure that  
the influencer  
you go with  
has the right  
following for  
you**



**Collaborate with  
influencers and  
Build your brand!**

# WHY ADM SOCIAL MEDIA PLATFORM?



[INFLUENCER](#)

[BRANDS AND AGENCIES](#)

[ABOUT US](#)

[CONTACT](#)

[AGENCY SIGN UP](#)



We gives you the potential you  
need to turn your influence into a  
business.

Join thousands of influencers.

[START YOUR ACCOUNT](#)

We will authenticate your account first








ADM Social Media Influencer platform helps influencers value their influence.





- GET PAID TO DO WHAT YOU LOVE. TURN YOUR INFLUENCE INTO A FULL TIME PROFESSION



**SIGN UP WITH OUR  
PLATFORM, AUTHORISE  
YOUR SOCIAL CHANNELS,  
AND WE'LL CALCULATE  
HOW MUCH MONEY YOU  
COULD EARN PER POST  
ETC**

# See all the metrics from your channels in one place.



Track growth,  
engagement and  
performance of your  
content and use  
these insights to  
learn and grow







**SMART  
CONTRACTS  
TO ENSURE  
INFLUENCERS  
ARE PAID**



Who can become a social media influencer ? Or  
who can take advantage of ADM SIP

# Requirements

- Have a basic understanding of social media marketing.
- Just your curiosity to become an influencer marketing specialist is required!

MENTORING

CONSULTING

TRAINING





PLATFORM WITH END TO END  
SOLUTION NOT ONLY FOR  
ESTABLISHED BUT ALSO FOR NEWBIES

A group of people at an event, possibly a fashion show or a public gathering. In the foreground, a woman with long dark hair is holding a black Canon DSLR camera up to her eye, taking a photo. She is wearing a white fur-trimmed jacket. To her right, another woman is wearing a large, dark, wide-brimmed hat and dark sunglasses. In the background, other people are visible, including one wearing a black beanie and a yellow jacket. The setting appears to be an outdoor or semi-outdoor area with white structural elements.

**WE PROVIDE PROFESSIONAL  
MEDIA KIT**



# PROFESSIONAL MEDIA KIT

A group of people are sitting on a stone wall outdoors. The image is overlaid with several text boxes. At the top, a large white box with a black border contains the title 'PROFESSIONAL MEDIA KIT'. Below this, there are four blue boxes with white text. Three boxes are arranged in a top row, and one is centered in a bottom row. The background shows people sitting on a stone wall, with some wearing jeans and sneakers, and others wearing sandals. There are bags on the ground, including a blue backpack and a white bag. The background is a lush green area with trees and a white pillar on the left.

PORTFOLIO WEBSITE  
(YOUR OWN RATE  
CARD)

POWER OF YOUR NICHE

CONFIDENTIAL RATE  
CARD

PUBLIC URL SHARE THE  
LINK WITH BRANDS  
YOU WANT TO  
COLLABORATE WITH.

A photograph of four young adults sitting on a stone wall outdoors. From left to right: a young man in a light blue shirt, a young woman in a white shirt, a young man in a red shirt holding a smartphone, and a young woman in an orange top. They are all looking down at their phones. The background is a lush green wall of foliage.

# PROFESSIONAL MEDIA KIT

Pitch to brands instantly  
ADM Influencer  
Platform has thousands of  
brands for you to pitch to.

Create a quote in minutes,  
and send to brands already  
looking for influencers like  
you.

25 Hours of Social Media  
Influencer training  
program with Brands and  
Niche for you to grow



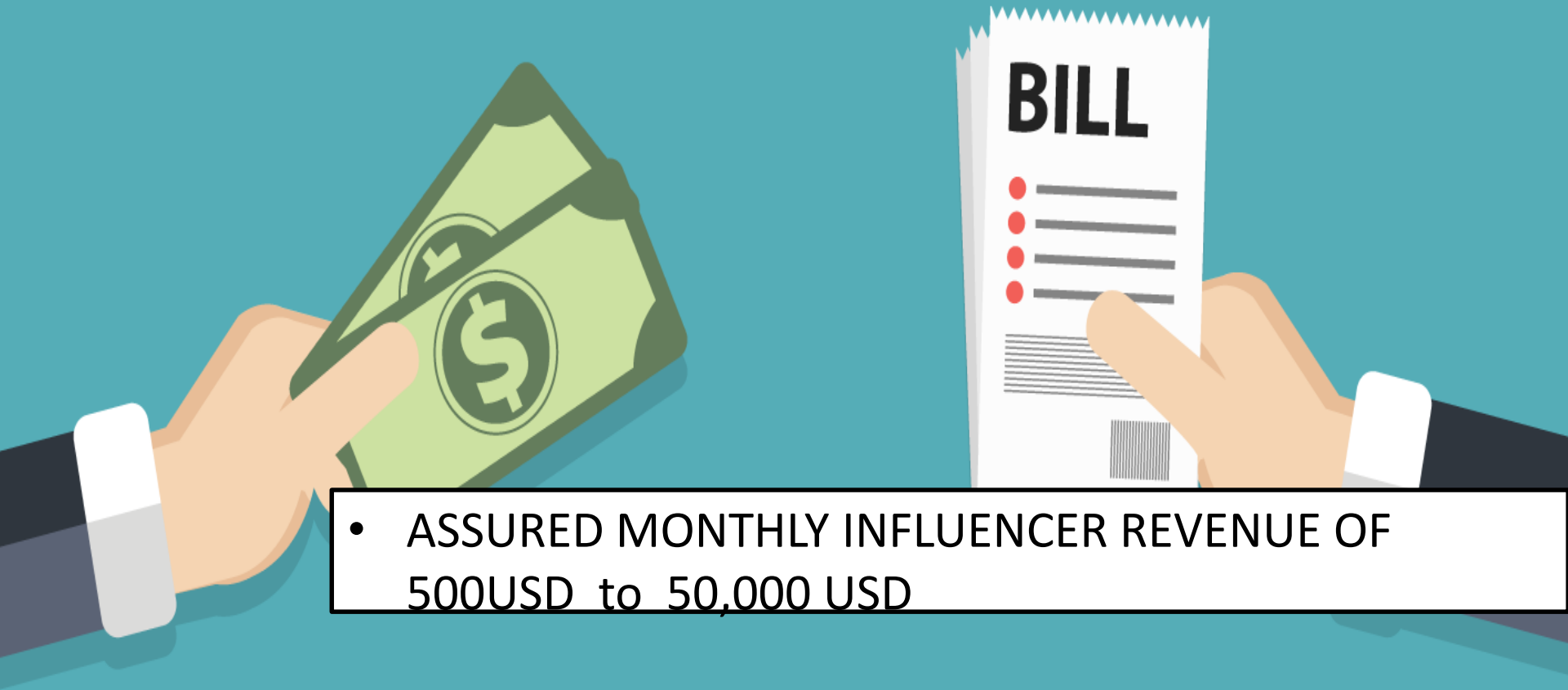


# PROFESSIONAL MEDIA KIT

**LONG TERM  
CONTRACT**

**MENTORING  
PROGRAM**

**MULTIPLE  
WAY OF  
EARNING**



- ASSURED MONTHLY INFLUENCER REVENUE OF 500USD to 50,000 USD

# Onlineshoppingmall.qa



أشيقر  
DIGIMENTORS

ABOUT THE PROJECT

NICHE STORE OWNER BENEFITS

CHOOSE YOUR NICHE STORE

OSM PRICING

GET STARTED



START YOUR E-COMMERCE SUCCESS STORY

## The Online Shopping Mall

World's Most Comprehensive, Advanced, and Integrated Technological End To End Solution Platform for E-commerce Business!

The Next Big Venture From ADM  
Developed in Qatar for Global Market !!!

- ✔ 1.5 Million Products
- ✔ 7000 Stores
- ✔ Delivery To 170+ Countries

LETS GET STARTED

Activate Windows  
Go to Settings to activate Windows.

Ready to start E commerce website with products and payment gateway.



OUR PORTAL'S  
**FEATURES**





**One Place, Over 1.5 Million Products**







- **Every niche partner will gain instant access to all our products from one single place.**





**READY TO SHIP GLOBALLY**



**Ready to sell  
store, Automated  
process, Sync  
Inventory, &  
Orders  
Fulfillment**





**We provide cutting edge tools & services,  
especially designed for your  
E-commerce businesses model that  
deliver globally.**



أشيقر  
DIGIMENTORS



# Partner with ADM influencer Platform





ACCESS TO PARTNERSHIP PROGRAM ( CONNECT  
WITH BRANDS AND SHARE REVENUE )




ADM influencer Platform has a global network of Partners fulfilling various roles to deliver effective influencer campaigns for the brands they serve.







**INFLUENCER TALENT AGENT**

A man in a grey blazer is standing and pointing at a whiteboard with a blue marker. He is in a meeting room with several other people seated around a table. There are laptops open on the table, and the atmosphere appears to be a professional business meeting.

Our Influencer Agent Program is for people who manage influencers and talent who want to centralize influencer management and promote their clients to brands and agencies. recruit and earn revenue .



## 3 Types of Social Media Influencers



**Micro-influencers**

**> 1,000**  
FOLLOWERS

**PROS:**

- Have a tight-knit relationship with their audience
- Cover a wide range of niches
- Have higher engagement and conversion rates\*
- Are often cheaper than big influencers



**Macro-influencers**

**> 100,000**  
FOLLOWERS

**PROS:**

- Have a large, diverse audience with a broader reach
- Have a well-established position within a given community
- Are experienced in working with brands



**Celebrities**

**> 1,000,000**  
FOLLOWERS

**PROS:**

- Have a vast audience
- Can achieve great reach
- Are highly professional
- Can help you grow brand awareness and position your product
- Already have a large marketing potential you can tap into

**ADM HAS 5 SOCIAL MEDIA  
INFLUENCERS CATEGORIES**



CELEBRITY

- 1 MILLION+ AUDIENCE
- 1 PLATFORM+

## MACRO- INFLUENCERS

- 100,000+
- AUDIENCE
- 1PLATFORM+

# MICRO- INFLUENCERS

- 1000  
AUDIENCE
- 1-3  
PLATFORM

FORTHCOMING

- SOCIAL MEDIA ENTHUSIAST
- AVERAGE PRESENCE
- 2TO 5 PLATFORMS



NEWBIE

- ASPIRES TO BECOME A SOCIAL MEDIA INFLUENCER

# Portfolio Website ( Your Own Rate Card )

Angela.me

HELLO

# I'm Angela

A Freelance UI/UX Designer  
From Los Angeles.

HIRE ME



I work to create innovative solutions that inspire, and foster memorable relationships between brands and their clients. With a focus on branding and UI / Web, I strive to create usable and polished products through passionate and deliberate design.

VIEW RESUME



HOME

ABOUT ME

PORTFOLIO

CONTACT

# Fully Custom Website

We do things  
right.

MEETME

[HOME](#) [ABOUT](#) [SERVICES](#) [PAGES](#) [BLOG](#) [CONTACT](#)



HELLO EVERYBODY, I AM

## DONALD MCKINNEY

JUNIOR UI/UX DEVELOPER

You will begin to realise why this exercise is called the Dickens Pattern (with reference to the ghost showing Scrooge some different futures)

 31st December, 1992

 44 (012) 6954 783

 businessplan@donald

 Santa monica bullevard



## ALEXANDER SCOTTISH

Hi, I am a Professional Developer and ICT Degree holder. I have five years experience in IT Sector as an ICT Lecturer, I'd like...

[Hire Me](#)

# WEBSITE WITH CRM DASHBOARD

I Am Developer blends expertise with industry know-how to guide your next property development.

Software Developers use software development languages and tools to write, edit, maintain, and test computer software. Software Developers follow the software development lifecycle



# YOU CAN FIX APPOINTMENTS

MY NAME IS JESSICA ALBA

## I Am A Creative UI/UX Designer From London.

Dolor sit amet consectetur elit sed do eiusmod tempor  
incididunt labore et dolore magna.

Contact Me



### Brand Design

Lorem ipsum dolor sit amet consectetur  
elit sed do eiusmod tempor incididunt  
labore et dolore magna.



### Seo & Marketing

Lorem ipsum dolor sit amet consectetur  
elit sed do eiusmod tempor incididunt  
labore et dolore magna.



### Creative Design

Lorem ipsum dolor sit amet consectetur  
elit sed do eiusmod tempor incididunt  
labore et dolore magna.

Personal Portfolio Website Template

FREE PSD

P

PAUL LAPKIN

#User Experience #Music #Creative Direction

My Latest Works

Hi, I'm Paul Lapkin, Experience Crafter from Canada.



Hi, I'm Paul Lapkin, Experience Crafter from Canada.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex commo do consequat.

Duis autehm vel eum irure dolorum hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augur duis dolore.

View More

My Working Process

Hi, I'm Paul Lapkin, Experience Crafter from Canada.



ADDRESS

Dubai Sales Office, SA Tower (Level 5), Plot#1, Road#134, Block  
S02, Deira-1, Dubai, U.A.E.

PHONE

+888 174 037 6995  
+888 191 448 6969

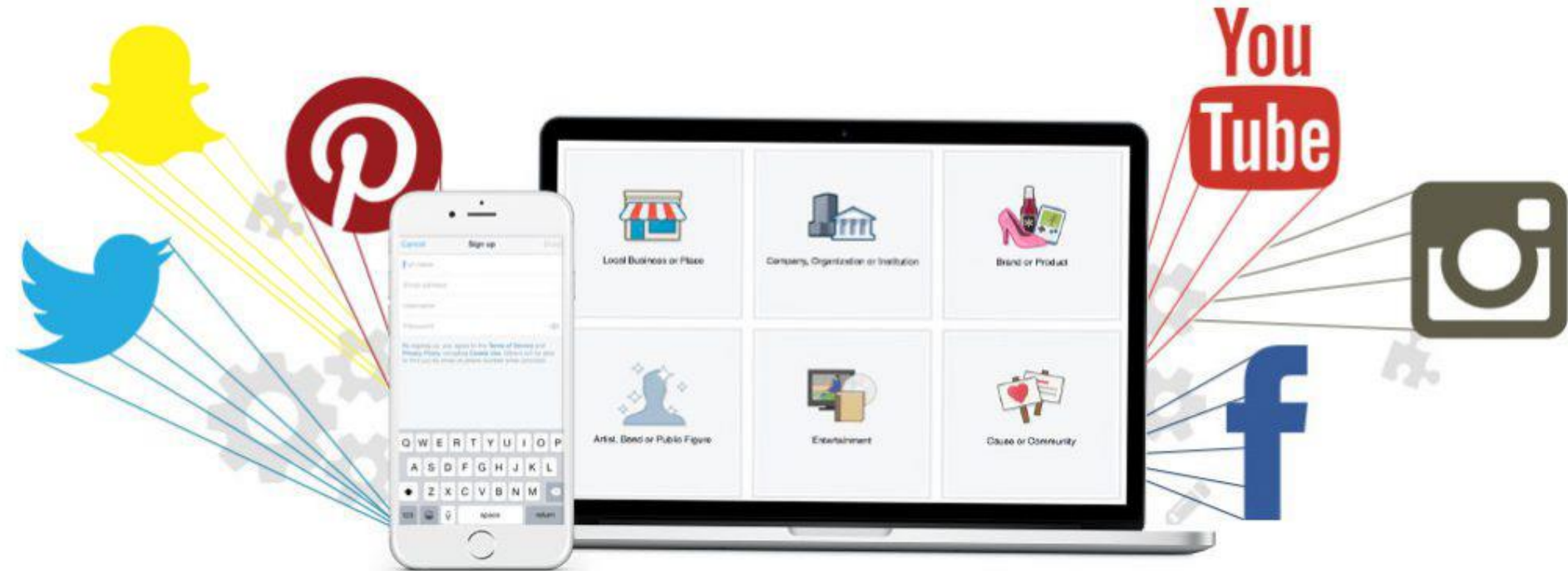
WEB

Email: paul@paul.com  
Website: paul.com/works

View More

YOU CAN CUSTOMIZE  
LOOK AND FEEL OF  
YOUR WEBSITE

# Initial Social Media Profile Set Up





**Help You To  
Choose Potential  
Niche**



**Provide Niche Related Hashtag**



A woman with dark hair in a ponytail, wearing glasses and a light blue long-sleeved shirt, is sitting at a wooden desk. She is looking at a laptop screen which displays a document with text and tables. Her right hand is on the laptop keyboard, and her left hand is holding a red pen over a piece of paper on the desk. To the right of the laptop, there is a large roll of white paper and a black desk lamp. The background shows a window with natural light coming in.

# Content Creation

# Confidential Rate Card



**John, V,  
Smith**

**Ressource Status**  
✔ Enabled

**Email**  
johndoe@espn.com

**Person Type**  
Regular Remote

**Roles**  
UX Design, Engineering, CAM, Audio

**Country**  
USA

**State**  
CT

**AKA**                      **Legal Name**  
-                                      -

**Gender**  
-

**Employment Type**  
Full Time

**Start Date**                      **End Date**  
01/01/2017                      -

Detail      **Ressources Management**      Calendar      Work History

View Role

All

Show previous rate

[+ Add Rate Card](#)

## Camera, Audio, Steady

01/01/2017 - 01/01/2019

	Base
Regular Work Football, Soccer, Snow...	<b>\$30</b> Per Hour

Prep	\$30 Per Hour
------	------------------

Travel	\$20 Per Hour
--------	------------------

Cancel 5	\$200 Flat Fee
----------	-------------------

Cancel 10	\$400 Flat Fee
-----------	-------------------

[+ Add Activity](#)

## Camera, Steady

01/01/2019 - 06/01/2020

	Base
Regular Work Football, Soccer	<b>\$40</b> Per Hour

Prep	\$40 Per Hour
------	------------------

Travel	\$20 Per Hour
--------	------------------

Cancel 5	\$200 Flat Fee
----------	-------------------

Cancel 10	\$400 Flat Fee
-----------	-------------------

[+ Add Activity](#)

## Audio

01/01/2018 - 03/01/2020

	Base
Regular Work Snowboard	<b>\$60</b> Per Hour

Prep	\$60 Per Hour
------	------------------

Travel	\$30 Per Hour
--------	------------------

Cancel 5	\$300 Flat Fee
----------	-------------------

Cancel 10	\$600 Flat Fee
-----------	-------------------

[+ Add Activity](#)

Ratings

Audio

A

Comments  
Lorem Ipsum Dolor...

Camera

B

Comments  
Lorem Ipsum Dolor...

Steady

B

Comments  
Lorem Ipsum Dolor...

# Public URL share the link with brands you want to collaborate with.



NOIR STREETWEAR  
BLOG



ut perspiciatis unde omnis iste natus error sit voluptatem  
usantium doloremque laudantium, totam rem aperiam eaque  
quae ab illo inventore veritatis et quasi architecto. Nemo enim  
m voluptatem quia voluptas sit aspernatur aut odit aut fugit,



## About Me

Sed ut perspiciatis unde omnis iste natus error sit voluptatem  
accusantium doloremque laudantium, totam rem aperiam eaque  
ipsa quae ab illo inventore veritatis et quasi architecto. Nemo enim  
ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit,

72%

women

25%

18-24  
age range

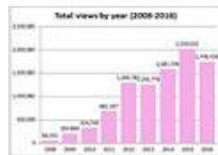
52%

americans

32%

engagement  
rate

## Blog Stats



3 M



50 K



1 M



500 K



50 K

## SERVICES OFFERED

- Sponsored Post
- Products Reviews
- Giveaways
- Instagram Story
- Brand Ambassadorship

## PAST PARTNERSHIPS





# Thousands of brands for you to pitch to





# 25 Hours of Social Media Influencer training program- Online and Offline



# GUIDE

## TO INFLUENCER MARKETING

**Social media training topics**

- **What you'll learn ?**
- **Introduction to Influencer Marketing**
- **An overview of influencer marketing for brands, entrepreneurs and influencers who want to maximise this media channel**





- **Fundamentals of Social Media**
- **Social Media Marketing and Strategies**



- **Be aware of the typical use cases for influence marketing, including awareness, growth in your brand's social capital, and sales**
- **Understand how Influencer Marketing fits into a digital media strategy**

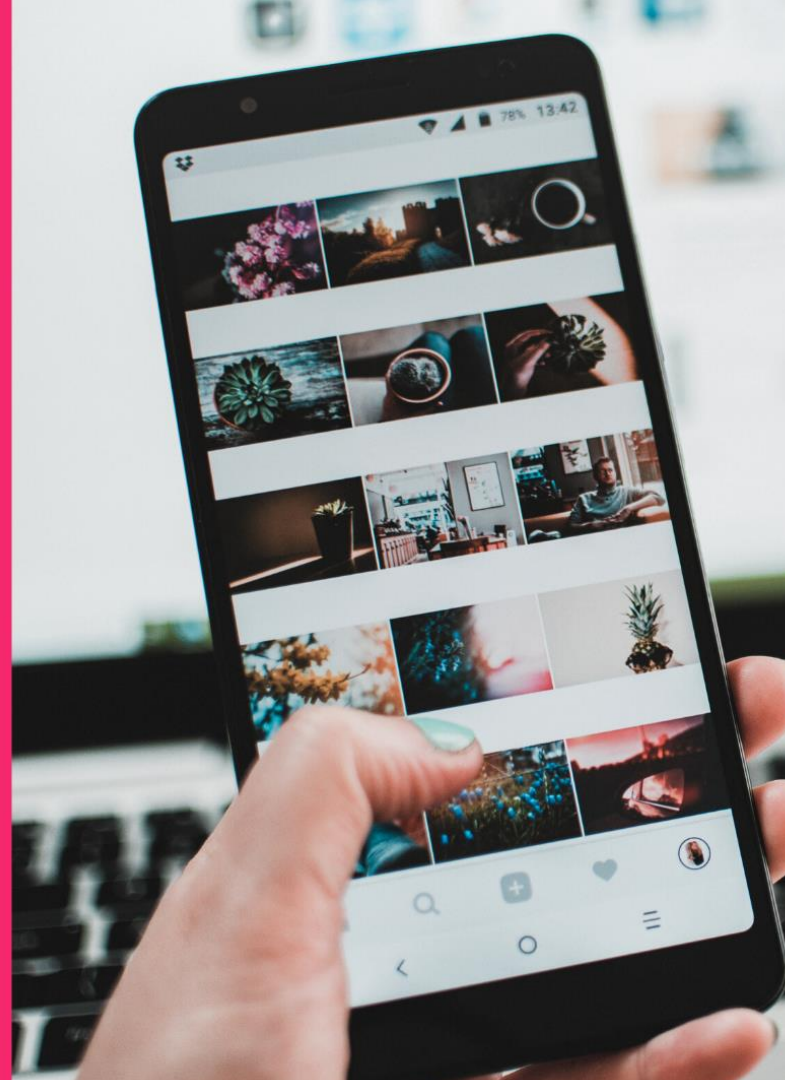


**Know the influencer  
archetypes and where best to  
use them**

**Appreciate the model of  
Shared Value between brands,  
audiences and influencers**

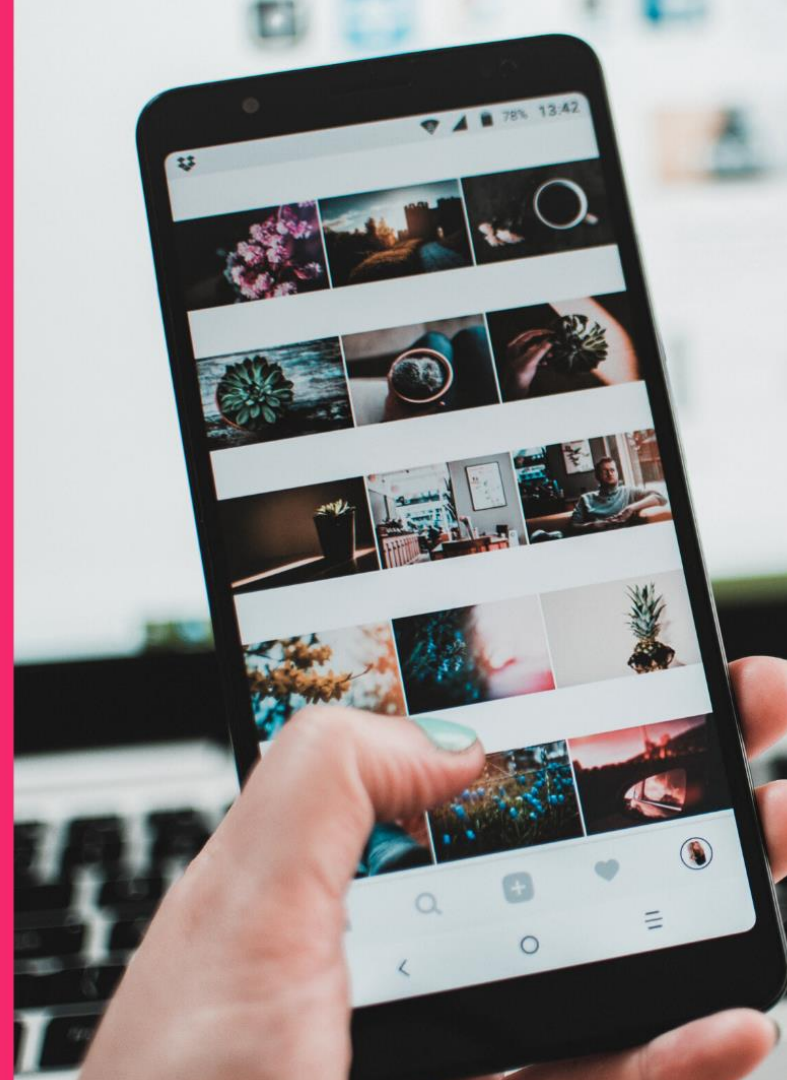


- **How to find proper hashtags for your social media**
- **Know the content management strategy in social media**
- **Be aware of audience engagement**





- **Compile campaign targeting for a specific audience, media channel and budget**
- **how you to secure contract and get assured revenue on monthly basis**



# Training from Subject Matter Experts





- Training Sessions from Industry Experts



A young woman with long dark hair is smiling and holding a white smartphone in front of her face, taking a selfie. The background is dark with warm, out-of-focus bokeh lights. Several social media icons are floating around her: a red heart, a yellow surprised face, a blue thumbs up, and a blue speech bubble with a heart. A black rectangular box is overlaid on the left side of the image, containing white text.

**TRAINING  
SESSIONS  
FROM  
INFLUENCER**



A photograph of a business meeting in a professional setting. Two men in dark suits are seated at a light-colored wooden table. The man on the left is resting his chin on his hand, looking thoughtful. The man on the right is holding a white marker and pointing at a document on the table. In the foreground, a hand is holding a yellow pencil over another document. On the table, there are several stacks of papers, a pair of glasses, a gavel, and a scale of justice. The background is softly blurred, showing a bright, modern office environment.

# Long Term Contract

# Mentoring Program



**CELEBRITY**

- ✓ 1 Million Audience
- ✓ 1 Platform

**MACRO-INFLUENCERS**

- ✓ 100,000 Audience
- ✓ 1 Platform

**MICRO-INFLUENCERS**

- ✓ 1000 Audience
- ✓ 1-3 Platform

**FORTHCOMING**

**NEWBIE**

<b>SOCIAL MEDIA INFLUENCER PROFESSIONAL MEDIA KIT</b>	<b>CELEBRITY</b>	<b>MACRO-INFLUENCERS</b>	<b>MICRO-INFLUENCERS</b>	<b>FORTHCOMING</b>	<b>NEWBIE</b>
Portfolio website ( with your own domain name- rate card )	Yes	Yes	Yes	Yes	Yes
Your Niche Research	No	No	No	Yes	Yes
Confidential rate card	Yes	Yes	Yes	Yes	Yes
Public URL that lets you share the link with brands you want to collaborate with.	Yes	Yes	Yes	Yes	Yes
Opportunity to pitch to brands instantly	Yes	Yes	Yes	Yes	Yes
25 hours of social media influencer training program with brands and niche for you to grow (Training Topic Listed in the next slide)	No	No	No	Yes	25 hours of social media influencer training program with brands and niche for you to grow
Long term contract	Yes	Yes	Yes	Yes	Yes
Mentoring program	No	No	No	Yes	Yes
Multiple ways of earning	Yes	Yes	Yes	Yes	Yes
Access to partnership Program (connect with brands and share revenue)	Yes	Yes	Yes	Yes	Yes
Initial profile set up	6	6	6	6	3
Number of Social Media Posts Per Month	x	x	x	3	1
Provide relevant Hashtags-	x	x	x	Yes	No
<b>Assured Retainership Fee Per Month</b>	<b>\$50,000</b>	<b>\$25,000</b>	<b>\$10,000</b>	<b>\$1000</b>	<b>\$500</b>





PRIVILEGE?

FAMILY

RELIG

**PRIVILEGES TO FORTHCOMING  
AND NEWBIES**



**SOCIAL MEDIA PRESENCE IS NOT  
IMPORTANT BECAUSE YOU CAN JOIN  
AS A NEWBIE.**





NEWBIE  
GETS 25  
HOURS OF  
TRAINING

**2-4 HOURS  
WORK**





The background is a solid light blue color. Several US dollar bills are scattered across the scene, appearing to float or fall. In the bottom right corner, a hand wearing a light purple sleeve is visible, holding a thick stack of US dollar bills.

# **\$500 ASSURED RETAINERSHIP FEE**

Note: \$500 is an advance monthly assured retainership fee that you are eligible for as one of support. In other words, ADM supports its newbie influencers using assured retainership fee.



**1 YEAR  
MENTORING  
PROGRAM**



**FORTHCOMING WORKS 4-6 HOURS WITH  
\$1000 ASSURED MONTHLY RETAINERSHIP FEE**

**BENEFITS MENTIONED BELOW WILL BE ELIGIBLE TO YOU**

1. Retainership Fee  
Will Be of 2 Types

2. Mentorship Fee

3. Training Fee

4. Performance Fee  
(Affiliate  
Commissions Part)

5. Website Portal In  
charge Fee

6. Stipend

7. Rewards and  
recognitions



## A. RETAINERSHIP FEES

Celebrity:  
\$50,000

Macro-  
Influencers:  
\$25,000

Micro-  
Influencers:  
\$10,000

Forthcoming:  
\$1000

Newbies:  
\$500

SOCIAL MEDIA INFLUENCER PROFESSIONAL MEDIA KIT	FORTHCOMING
Portfolio website ( with your own domain name- rate card )	Yes
Your Niche Research	Yes
Confidential rate card	Yes
Public URL that lets you share the link with brands you want to collaborate with.	Yes
Opportunity to pitch to brands instantly	Yes
25 hours of social media influencer training program with brands and niche for you to grow (Training Topic Listed in the next slide)	Yes
Long term contract	Yes
Mentoring program	Yes
Multiple ways of earning	Yes
Access to partnership Program (connect with brands and share revenue)	Yes
Initial profile set up	6
Number of Social Media Posts Per Month	3
Provide relevant Hashtags-	Yes
<b>Assured Retainership Fee Per</b>	<b>\$1000</b>

# FORTHCOMING BENEFITS

1. Retainership Fee

2. Mentorship Fee

3. Training Fee

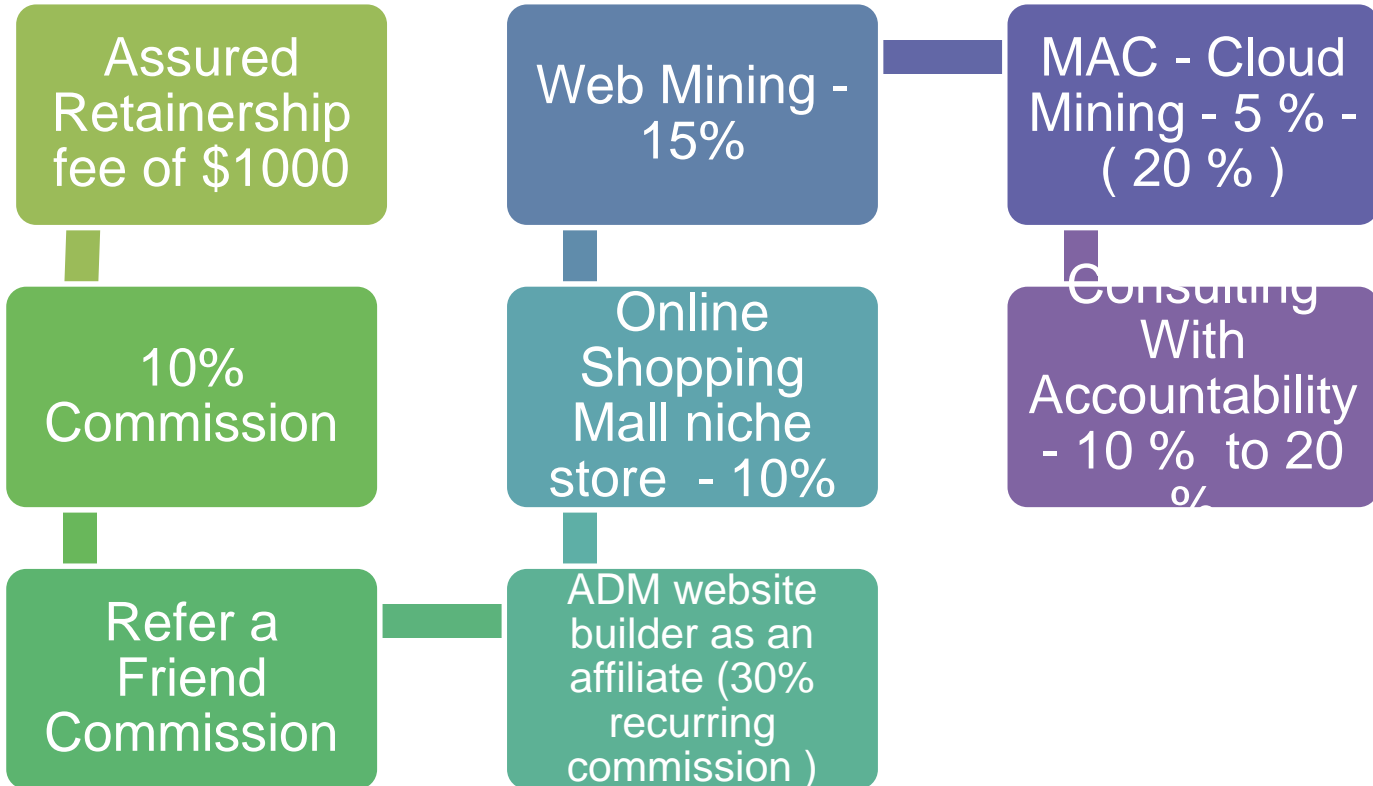
4. Performance Fee (Affiliate Commissions Part)

5. Website Portal In charge Fee

6. Stipend

7. Rewards and recognitions

# FORTHCOMING BENEFITS:



SOCIAL MEDIA INFLUENCER PROFESSIONAL MEDIA KIT	NEWBIE
Portfolio website ( with your own domain name- rate card )	Yes
Your Niche Research	Yes
Confidential rate card	Yes
Public URL that lets you share the link with brands you want to collaborate with.	Yes
Opportunity to pitch to brands instantly	Yes
25 hours of social media influencer training program with brands and niche for you to grow (Training Topic Listed in the next slide)	25 hours of social media influencer training program with brands and niche for you to grow
Long term contract	Yes
Mentoring program	Yes
Multiple ways of earning	Yes
Access to partnership Program (connect with brands and share revenue)	Yes
Initial profile set up	3
Number of Social Media Posts Per Month	1
Provide relevant Hashtags-	No
<b>Assured Retainership Fee Per Month</b>	<b>\$500</b>

# NEWBIE BENEFITS

1. Retainership Fee

2. Mentorship Fee

3. Training Fee

4. Performance Fee (Affiliate Commissions Part)

5. Website Portal In charge Fee

6. Stipend

7. Rewards and recognitions



# NEWBIE BENEFITS:



# GUIDELINES FOR FORTHCOMING AND NEWBIES

1. Forthcoming and Newbies must complete the Social Media Influencer course/training
2. To Work and implement with the strategies given by ADM (Like SEO Strategies)
3. Social Media Niche- The niche to be chosen should be under the category of the Online Shopping Mall Niche
4. 70/20/20 Social Media Strategy should be followed and the influencer should dedicated themselves to the working regimen of 2-4 or 4-6 hours.
5. The Forthcoming and Newbies are required to follow, likes, subscribe, connect to the ADM social media
6. The Forthcoming and Newbies must take appropriate actions on a regular basis on the email sent by ADM.
7. The Forthcoming and Newbies need to pay the fee of Professional Media kit of \$999 for Forthcoming and \$499 for newbies.

**JOIN US !**

**NEWBIE OR FORTHCOMING**



C  
O  
N  
T  
A  
C  
T

**MR. TAHIR AQEEL**

**PHONE NUMBER: +974 3111 8472**

**WHATSAPP NUMBER: +974 5012 3633**

**EMAIL ID:**

**[mentors@adm.qa](mailto:mentors@adm.qa)**



**MS. EVA BARRETT**

**PHONE NUMBER:**

**+974 6671 7767**

**EMAIL ID:**

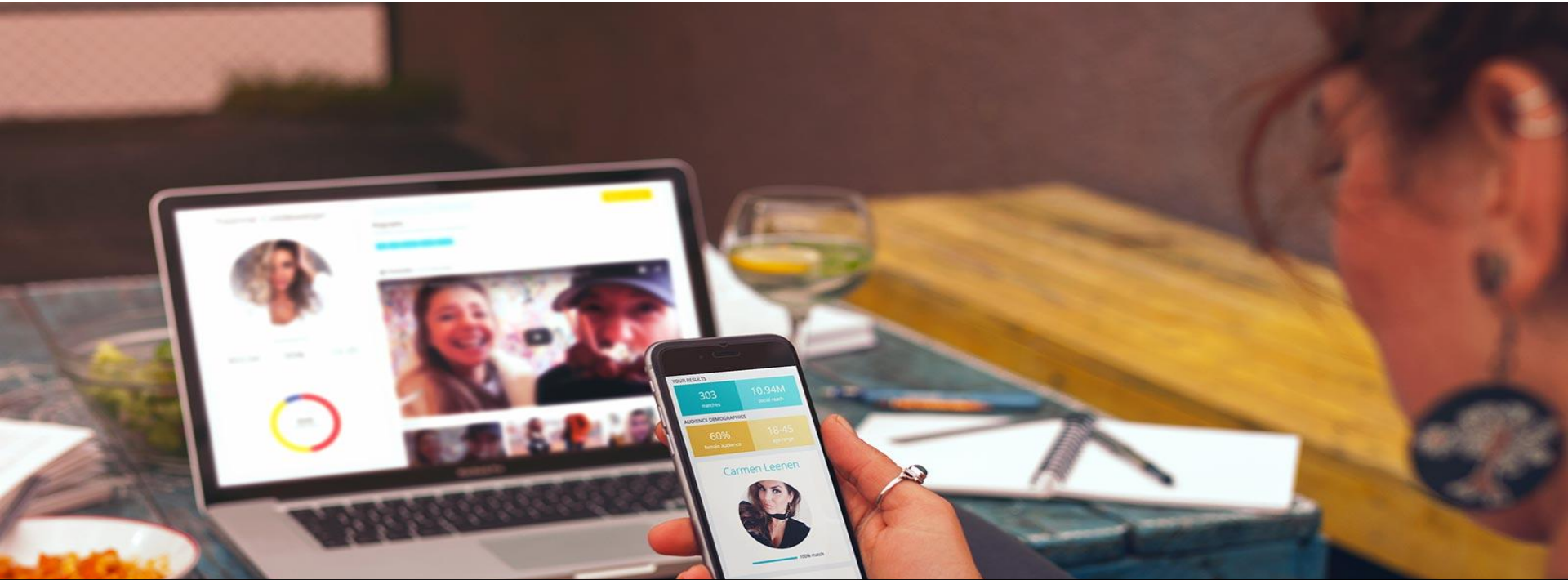
**[events@digitalmastery.qa](mailto:events@digitalmastery.qa)**





**How You Can  
Build A Powerful  
Influencer  
Marketing  
Strategy in 2020**





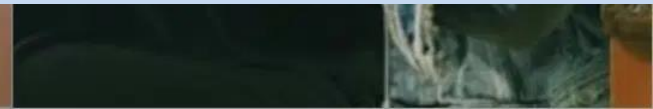
# TYPES OF INFLUENCER CAMPAIGNS

An illustration on a light pink background. In the center, a blue hand holds a smartphone. To its left and right, pink hands hold other smartphones. One smartphone on the right shows a shopping bag. Above the phones are three red speech bubble icons, each containing a white heart and the number '1'.

# **1. DISCOUNT CODES AND AFFILIATE MARKETING.**



**Tracking ROI and compensating influencers for affiliate marketing is easily accomplished with custom URLs and unique discount codes.**







**One popular example is Audible's partnership with New York Times bestselling author and investor Tim Ferriss.**



GUEST CURATOR

## Tim Ferriss


Tim Ferriss is an entrepreneur, podcaster, public speaker and author of #1 best sellers including the innovative, *The 4-Hour Workweek*.

Click to Try Audible Free

## 2. COMPETITIONS AND GIVEAWAYS

GIVEAWAYS

*Congratulations*





# GIVEAWAYS



**Competitions, giveaways, and contests are excellent avenues for gaining greater brand exposure, generating buzz, and driving engagement.**



**Ideally, these prizes or gifts should be lucrative enough to get people excited or should provide early access to products before they're widely released.**



**THIS COULD BE SOMETHING LIKE:**



Tagging  
friends.

Liking the  
post.

Following.

# THIS COULD BE SOMETHING LIKE:



Sharing the  
content.

Signing up for  
a newsletter.

Even creating  
original  
content.



# HOW TO BUILD YOUR INFLUENCER STRATEGY







**Without a clear destination in mind, you'll never know which path has the least resistance, is the most cost-effective, and provides the best results.**

# 1. Document Your Goals and Key Performance Indicators.



A woman with long dark hair, wearing a black beanie and a black leather jacket, is blowing a large red balloon. The beanie has white text that reads "I'm an influencer... And you are not." The background features a world map with the Americas highlighted in yellow. The text on the left is in a bold, black, sans-serif font.

**The first time brands invest in influencer marketing, it can certainly feel like a gamble – one that may or may not ever generate any ROI.**

I'm an influencer...  
And you are not.



# Goal Setting and Key Metric Tracking





**BUILDING BRAND AWARENESS**





**Building your brand online can be measured with follower count, likes, and engagement like comments, use of your hashtags, and shares.**

# ATTRACTING A NEW TARGET MARKET



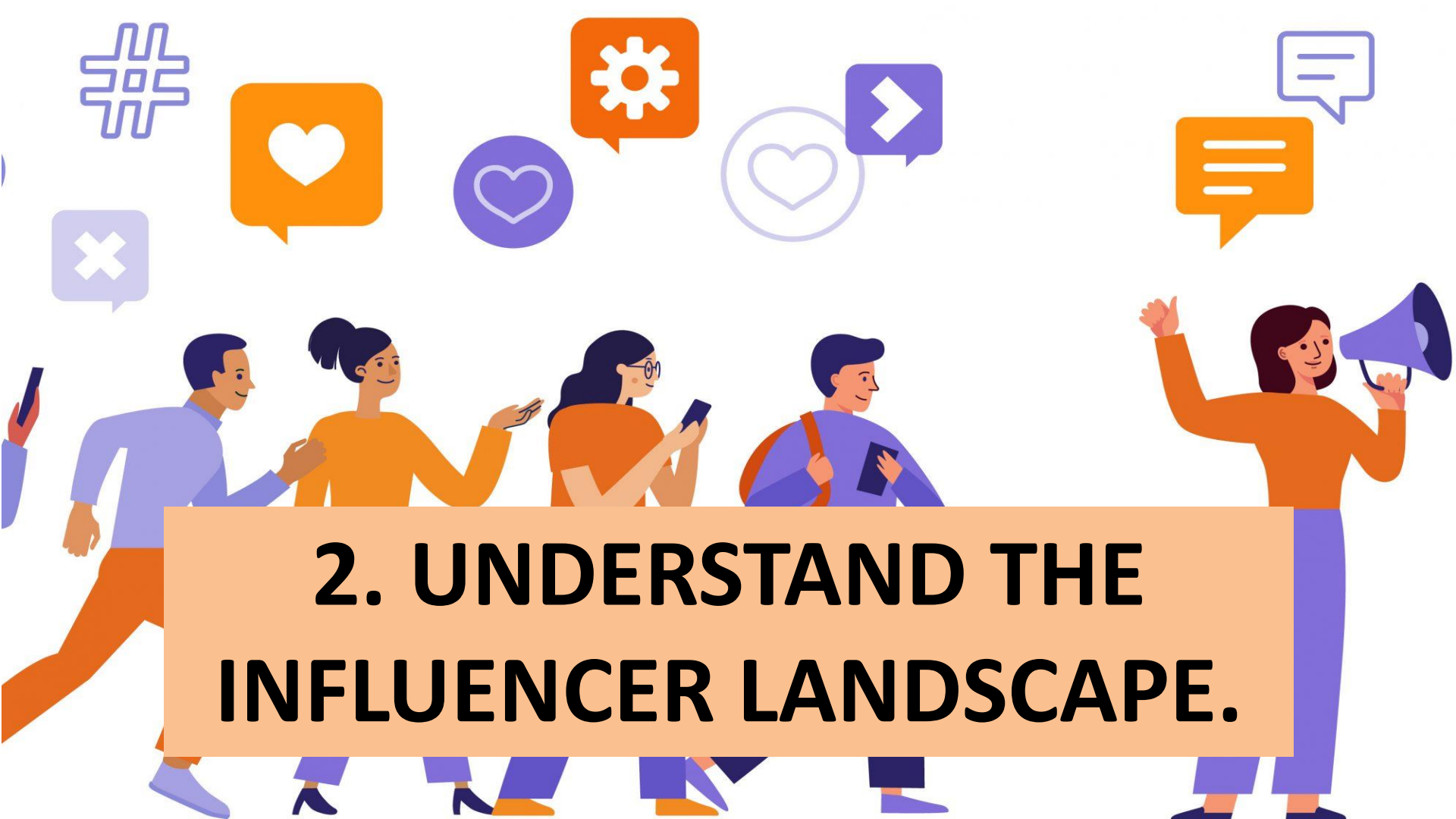


**FACILITATING LEAD GENERATION**





**Once your goals are set, shift your attention to how you'll measure the ROI of your influencer marketing campaign.**



## **2. UNDERSTAND THE INFLUENCER LANDSCAPE.**

**Expand Your  
Reach  
Beyond  
Instagram**



**Before you put all your money into Instagram, however, it's worth noting that the landscape is rapidly changing, and with it, new opportunities are cropping up on nearly all social platforms.**





# The Rise of the Micro-Influencer



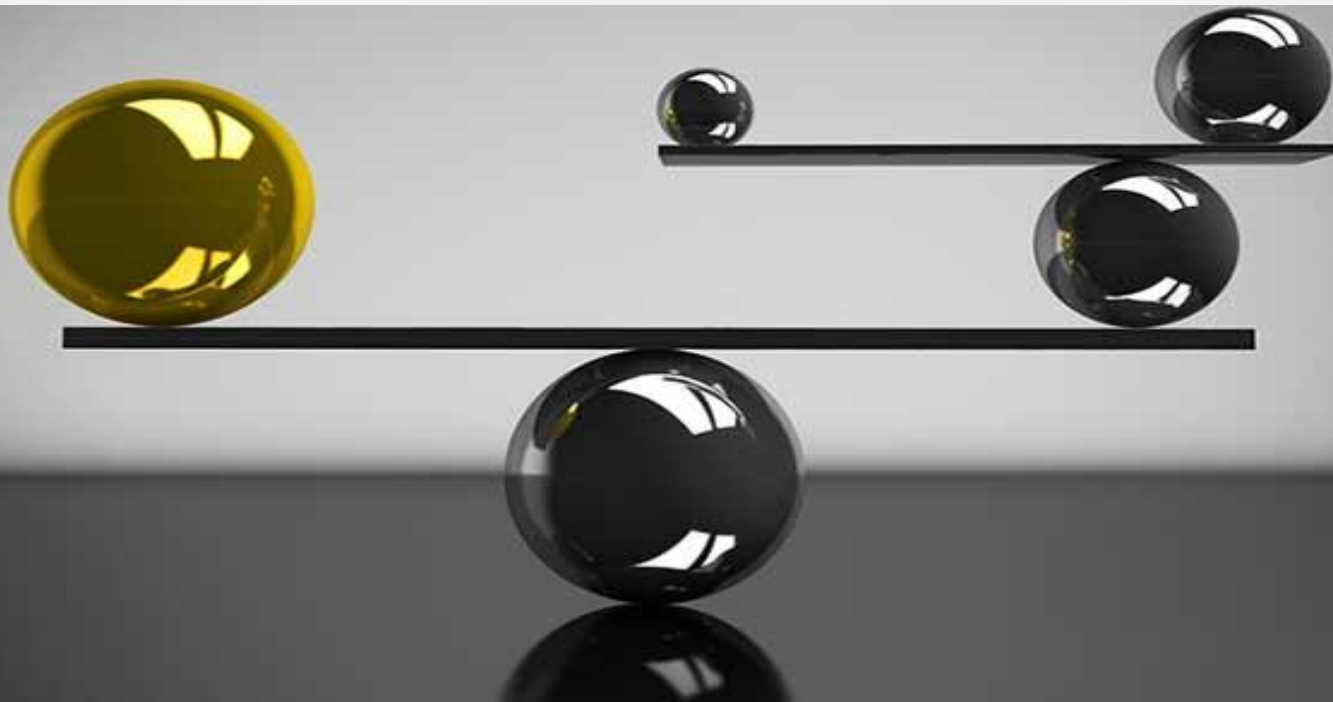


**The sweet spot for maximum engagement is to find an influencer who has between 10k-100k followers.**



**DETERMINE FAIR  
COMPENSATION**

**A study conducted by TapInfluence and Altimeter determined that inadequate compensation is the biggest mistake brands are making when it comes to influencer marketing.**







# **FASCINATING INFLUENCER MARKETING TRENDS**



# 1. Investing in Influencers Who Use Video.





**When researching a purchase decision, 4 out of 5 millennials go to video content.**

**Even more interesting is that 70% of teenage YouTube subscribers stated they relate *more* to YouTube content creators than traditional celebrities,**



**and 60% of *all* YouTube subscribers would follow advice on what to buy from their favorite video creator over movie and TV personalities.**



## 2. Increased Transparency.



A hand is holding a clear, empty book against a blue sky background. The book is open, and the pages are blank. The text is overlaid on the book's pages.

**Disclosing relationships has caused a major disruption in the industry since the FTC sent out letters in April 2017, officially warning brands and influencers to more clearly disclose their working relationships.**





*“Build honest and solid relations both with influencers and the audience. It’s a capital you can’t overestimate.”*

# 3. Creating Useful Content Instead of Ads.



**C O N T E N T**



# Examples of Successful Influencer Marketing Campaigns



# 1. Bigelow Tea.



**Bigelow Tea is one of the most well-known and recognized brands in the tea industry.**







**Like many other big name brands, Bigelow Tea is in the fight to retain customers and hold its brand position in this highly dynamic marketing mix that has become the new standard.**



**To do that, the company chose influencer marketing as its mechanism and reached out to lifestyle bloggers to promote the benefits of tea, healthy living, and of course, Bigelow tea bags.**





# Bigelow Iced Tea Recipe w/ Lemonade Ice Cubes

★ ★ ★ ★ ★  
4.3 from 4 reviews

Author: Ashley  
Recipe type: Drink

## Ingredients

- - Homemade Lemonade Ice Cubes (recipe above)
- - 5 individual bags of Bigelow English Teatime
- -  $\frac{3}{4}$  cup sugar
- - water



 Print

## Instructions

1. Bring 2 cups of water to a boil, then turn off heat
2. Add your teabags to the water and let steep for 10 minutes
3. Add 1 cup of sugar (or to taste) to your tea pitcher, and add tea
4. Stir until sugar is dissolved
5. Fill pitcher to make 3 quarts of tea
6. Let chill in refrigerator

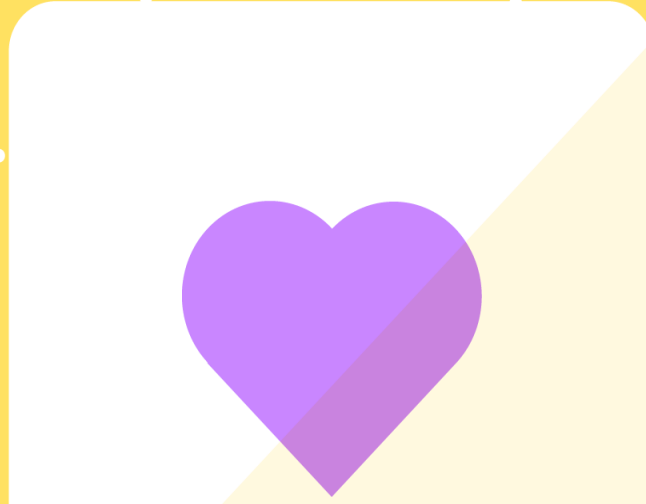
**Bigelow Tea successfully leveraged the power of influencers to net more sales, and along the way acquired the trust of a blooming millennial audience.**






## 2. Turkish Airlines.





**Influencer campaigns can be used not only to increase sales but also for building awareness and fundraising for nonprofit causes.**

The background is a vibrant yellow with several white decorative elements. At the top, there are two white speech bubble shapes, one on the left containing a heart icon and one on the right. A large white arc spans across the top, with a dotted line following its curve. At the bottom, there are two more white speech bubble shapes, one on the left and one on the right, and another large white arc with a dotted line following its curve. The text is centered within a white rectangular area that has a slight drop shadow.

**Snapchat star and influencer Jérôme Jarre partnered with Turkish Airlines, which happens to be the only international airline flying to Somalia, to bring humanitarian aid to the people there.**



**French Snapchat star  
Jerome Jarre reached his goal**

**Snapchat star raises \$1M for Somalia in 24 hours**

Internet phenom Jerome Jarre raised over \$1 million to fly food and water to Somalia on Turkish Airlines.



**Jérôme built awareness by using the hashtag #TurkishAirlinesHelpSomalia and set out to fill a plane full of food and water to help the cause.**



**Within the first few days, Jérôme's post on Twitter was reposted 83,000+ times and was liked 58,000+ times on Instagram.**



gofundme TRT WORLD Start a Fundraiser

Share Tweet Donate

This campaign is trending

**\$1,750,980** of \$2.0M goal

Submits 42,144 (100% of 42,144)

Donate Now

Share on Facebook

Created March 17, 2017

Jerome Jarre

of raising over **\$1 million** for **Turkish Airlines**

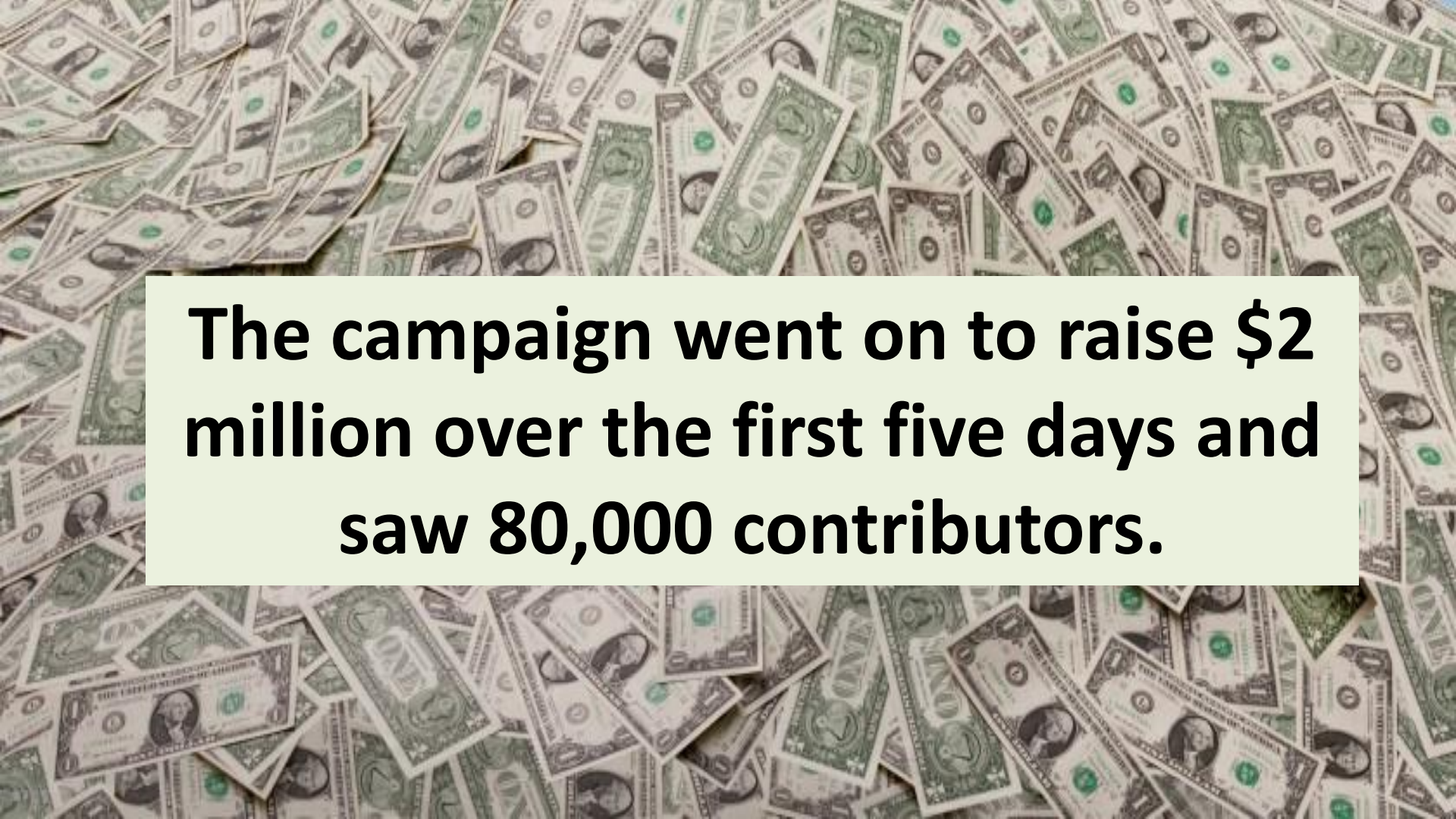
### Snapchat star raises \$1M for Somalia in 24 hours

Internet phenom Jerome Jarre raised over \$1 million to fly food and water to Somalia on Turkish Airlines.

**With the help of notable influencers like Casey Neistat and celebrities like Ben Stiller, Jérôme was able to raise one million dollars for Somalia in just 24 hours.**





The background of the image is a dense, overlapping field of one-dollar bills, scattered in various orientations. The bills are primarily white with green accents and feature the portrait of George Washington. The text is centered on a white rectangular background that contrasts with the busy pattern of the money.

**The campaign went on to raise \$2 million over the first five days and saw 80,000 contributors.**

A top-down view of three sandwiches on a grey metal tray. The sandwich on the left is filled with a tomato-based sauce, sliced cucumbers, and black olives. The middle sandwich is topped with shredded chicken, purple cabbage, and shredded cheese. The sandwich on the right is topped with a meat patty, shredded cheese, and a slice of tomato. A semi-transparent blue banner with white text is overlaid across the center of the image.

**Over the next six months, Turkish Airlines agreed to aid Somalia with over 200 tons of food.**



**JOIN US !**

**NEWBIE OR FORTHCOMING**



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T

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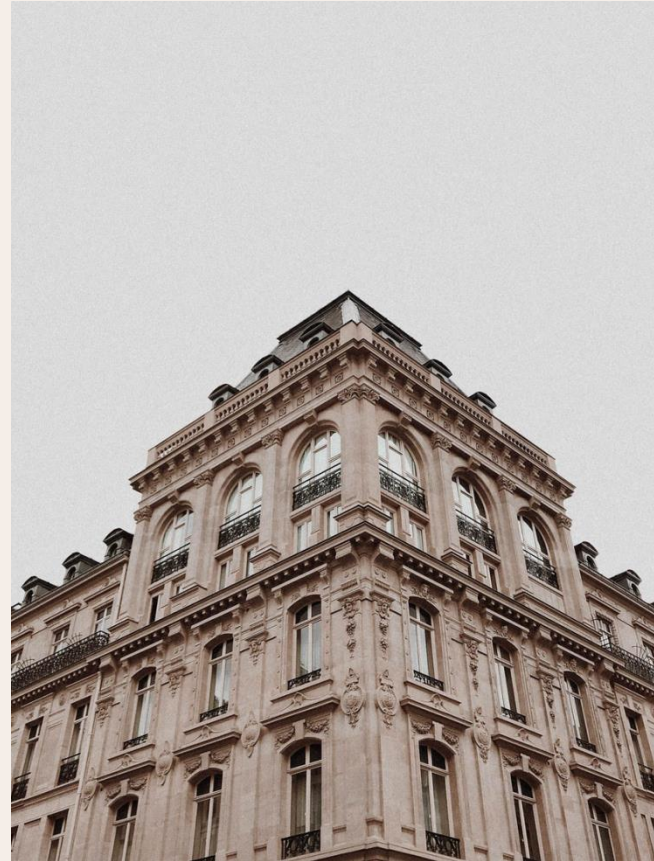
**[events@digitalmastery.qa](mailto:events@digitalmastery.qa)**





# THANK YOU !

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