

# Elysium

Tell your story





Agency Group A

# Elysium

Tell your story

Communication plan

# How the pandemic affected influencers



*“The situation has definitely made me more pensive about the tone I want to strike, writing and rewriting captions and posts.”*

**Krystal Bick - Veteran Style influencer**



*“I don’t want to be not relevant and just keep posting beautiful photos, and I struggle with the captions. However, I try to bring a piece of the now, to not be in a bubble.”*

**Zornitsa Shahanska – Fashion and Travel influencer**



*“To be honest, I’ve sort of run out of things to say.”*

**Blomgren - Travel influencer**



# #mission



*Elysium helps influencers tell their stories in a meaningful and authentic way to engage with their fans.*

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**#client goals**

**1** **Build brand awareness**

**2** **Acquire new customers**

#smart goals

3000

visitors on Elysium's website

70

applications for a consultation

by 13th February next year

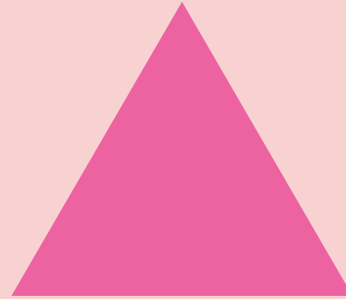
Sources: a1 webstats, invespro

# #roadmap to success



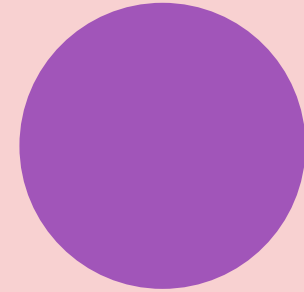
## **\_the audience**

user persona  
user scenario  
customer journey



## **\_the competitor**

introduction  
key findings



## **\_the business**

the Why  
communication strategy  
content execution

# \_roadmap to success



## \_the audience

user persona

user scenario

customer journey





# GLORY the influencer

- Number of Subscribers: 800K
- Number of Followers: 251K
- Engagement rate : 11%
- Brands : Ronny Chang - Chinese Comedian in USA, John Cho - Korean Actor in USA, and Ailee - Korean-American singer, Keanu Reeves, Beyonce, pop culture.

## \_about\_

A Korean-American influencer in New York who loves providing comedy content with pictures and videos with her boyfriend since 2015. As a full-time influencer, she usually creates content around luxury vacations, holiday vlogs, couple goals and dating tips. Using Instagram as the awareness channel for her Youtube videos, she has gained a large number of subscribers and followers after 3.5 years. Her fans feel close to her because her content makes them relax after a stressful day. Her voice is friendly, down to earth, and relatable to everyone.

## \_goals\_

- Become the go-to influencer in Entertainment by differentiating herself from others
- Reach a larger audience
- Strengthen her positive image
- Develop long-term relationships with brands that she works with

## \_frustrations\_

- Decrease of followers and subscribers.
- Being framed by the brands' strict guidelines and tone of voice.
- Decrease of views and audience retention because entertainment is not audience's favorite anymore, sometimes it created a backlash on her.
- Having trouble brainstorming and producing content that is relevant to the current situation (post – pandemic)
- Being afraid of losing her established image.

## \_motivations\_

- Personal alignment with the brand
- Freedom of content creation
- Financial compensation

## \_interests\_

- Creating parody videos
- POP and R&B
- Society and Culture Podcasts
- Travel
- Comedy TV shows

## \_personalities\_

- Extrovert
- Information seeker
- Free-spirited
- Creative



**f** *I'm here to inspire, motivate, and make you laugh.* **”**

- Gender: Female
- Age: 25 years old
- Marital status: Single
- Occupation: Youtube Content Creator - Instagram Influencer
- Income: \$670.00 per post

## \_touch points





Glory

**Who is she?**

- an entertainment influencer
- silver Youtuber (800k subs)
- active on IG and FB

**What's motivated her?**

- freedom to create content,
- her alignment with brands
- financial compensation.

**What does she want?**

- to be authentic as an influencer in the entertainment industry
- reach a larger audience
- strengthen her positive image.

**What's her struggle?**

- decrease in followers and retention
- Her content is not relevant in these times.



# \_User Scenario



Glory is one of the well - known Youtuber who is also active on Instagram and Facebook. Her lively image along with the funny, hilarious, entertaining daily life videos that she makes with her boyfriend help her spread out the positive vibe to the audience.

Currently, she is facing a decrease in both views, retention rate and engagement rate on her channels.

She realized the current pandemic has shifted the audience's attention away from merely entertaining content. Instead, they are more likely to engage with content that is emotional, empathetic, or supportive to online social movements. However, she has no idea how to associate her image to these serious situations, which resulted in her ceasing content production for the last 2 months. The fact that being an influencer is her main job makes it even more frustrating.

At first, she started to search on the internet terms such as "how to improve views and engagement rate after Covid-19" and others to see if there are any solutions. To get more inspiration, Glory also looked for trends on Twitter and trending videos on Youtube as well. Many results showed up, but most of them were not related to her brand. Therefore, she decided to look at her competitors' content that received applause from the community. She talked to her friends and some of her top-fans to identify the issues and brainstorm some potential ways to proceed. Besides that, Glory took a look at all of her best performing content so far to see if there are any shining points that she can take advantage of. She also found some online courses in editing and managing social media channels, and decided to take some of them to find a solution for her problem right now

# #customer journey

	AWARENESS	CONSIDERATION	DECISION	PRE-TRIP	DURING TRIP	POST-TRIP	LOYALTY
Customer goals	Finding solutions to improve the number of views and the engagement rate.	Assessing different solutions that potentially solve problems	Sign up for Elysium	Experiencing the A-Z professional service from Elysium.	Enjoys and has fun at the trip while producing content with Elysium support	Shares her experience of the unforgettable trip with Elysium with her fans, friends and family	Share the experience with others
Customer activities	<ul style="list-style-type: none"> <li>Searching trending videos on Youtube</li> <li>Researching on Google how to improve personal brand or increase fans after COVID-19</li> <li>Looking at competitors' content on Facebook and Instagram</li> <li>Asking friends and fans to brainstorm some new ideas</li> </ul>	<ul style="list-style-type: none"> <li>Actively conduct radical research to understand and consider pros and cons of</li> <li>Taking online courses or classes</li> <li>Mimicking competitors' content</li> <li>Creating content based on hot topics.</li> <li>Following guidelines and checklists that she found online</li> <li>Following advice from friends and family.</li> </ul>	<ul style="list-style-type: none"> <li>Hitting sign up button</li> <li>Call Elysium for more information</li> <li>Learn about Elysium on our website and social media channels (Facebook, Youtube and Instagram)</li> </ul>	<ul style="list-style-type: none"> <li>Watching Welcome video and email</li> <li>Book 1 on 1 consultancy</li> <li>Choosing suitable trips and times</li> <li>Looking at all safety guidelines and restrictions</li> <li>Following the contract and agreement.</li> <li>Asking the consult to prepare the content plan</li> <li>Participating webinar series for authenticity coaching</li> </ul>	Meeting fans on an luxurious trip and providing contents based on content plan	<ul style="list-style-type: none"> <li>Feedback about the trips</li> <li>Engaging with fans on social media</li> </ul>	<ul style="list-style-type: none"> <li>Agree to film testimonial video for Elysium</li> <li>Share their experience with fans and friends</li> <li>Share content from Elysium on social platforms</li> </ul>
Touch points	<ul style="list-style-type: none"> <li>Google</li> <li>Facebook</li> <li>Youtube</li> <li>Instagram</li> </ul>	<ul style="list-style-type: none"> <li>Google</li> <li>Facebook</li> <li>Youtube</li> <li>Instagram</li> <li>Credible digital marketing websites.</li> <li>Blog</li> <li>Elysium Website</li> <li>Influencer communities (website + FB groups)</li> </ul>	<ul style="list-style-type: none"> <li>Google</li> <li>Website</li> <li>Elysium's social platforms: Facebook and Instagram</li> <li>Blog</li> </ul>	<ul style="list-style-type: none"> <li>Website</li> <li>Email</li> <li>Google Meeting</li> </ul>	<ul style="list-style-type: none"> <li>Instagram</li> <li>Youtube</li> <li>IG Story</li> </ul>	<ul style="list-style-type: none"> <li>Instagram</li> <li>Youtube</li> <li>IG Story</li> </ul>	<ul style="list-style-type: none"> <li>Email</li> <li>Website</li> <li>Mailing</li> <li>Word of mouth</li> </ul>
Key message	Elysium helps influencers to redefine their brand image and reconnect with fans after COVID-19	Elysium is the only service that provides the influencers an intensive/complete solution from planning to execution to nurture real connection with their audiences by a luxury trip.	Elysium is a user friendly platform which is always available to assist customers.	Influencers just need to enjoy a luxury trip while Elysium takes care of the rest	Sit back and relax, it is your time to be pampered	Did you have a good time? If yes? why not spread the word? If no? why not give us a second chance?	Become our brand's ambassador and enjoy referral, bonuses, special rewards, benefits and more.
Keywords/ long-tail phrases	<ul style="list-style-type: none"> <li>Impacts of the pandemic on influencers</li> <li>How influencers stay relevant post - COVID</li> <li>How influencers get more fans after COVID-19</li> </ul>	<ul style="list-style-type: none"> <li>influencer engagement tools</li> <li>how to get more youtube views</li> <li>latest/ top 10 content trend in 2020</li> <li>how to building personal brand with social media</li> <li>macro influencers' case studies.</li> <li>influencer training/courses</li> </ul>	<ul style="list-style-type: none"> <li>How to join Elysium?</li> <li>How to become Elysium member?</li> <li>Elysium Signup</li> </ul>	<ul style="list-style-type: none"> <li>Safety guidelines during the trip.</li> <li>How to inspire your fans in real life</li> <li>Ice breakers for fan meetings</li> </ul>	<ul style="list-style-type: none"> <li>Unforgettable Trip</li> <li>Trip with fan</li> <li>fan meeting in a luxury trip</li> <li>Influencer trip</li> </ul>	<ul style="list-style-type: none"> <li>Unforgettable Trip</li> <li>Elysium feedback</li> <li>Elysium trip</li> </ul>	<ul style="list-style-type: none"> <li>Elysium testimonials</li> <li>Elysium reviews</li> <li>Elysium ratings</li> <li>Is Elysium legit?</li> </ul>
Experience							
Business goals	Brand awareness	To make influencers consider Elysium as an optimal solution to enhance their online presence.	To acquire new customers	Nurturing customers	To provide best services within the budget and ensure everybody is satisfied	To nurture a long-term relationship with influencers and learn things to be improved	To build brand loyalty and turn influencers into brand ambassadors
KPIs	<ul style="list-style-type: none"> <li>Facebook ads: Link Clicks, Reach, Engagement, and Page Likes</li> <li>Instagram ads: Link Clicks, Reach, Engagement Rate, and New Followers</li> <li>Youtube ads: Views, Unique Users, Clicks, and Click through Rate</li> <li>Blog: Sessions, Bounce Rate, and Unique Pageviews</li> <li>Facebook and Instagram: Number of posts per day</li> </ul>	<ul style="list-style-type: none"> <li>Blog: sessions, bounce rate, time of page.</li> <li>Website: sessions, bounce rate, time on page, page/session, conversion rate (use the calculator and quiz)</li> <li>Youtube, FB, Instagram Ads: Views, Unique Users, and Click through Rate</li> <li>Google Ad (search + display): Impression, Clicks and CTR.</li> <li>Partnership: Clicks, number of application</li> </ul>	<ul style="list-style-type: none"> <li>Website: Number of applications.</li> <li>Call center: Number of phone calls.</li> <li>Facebook: Number of link clicks (booking a consult)</li> </ul>	<ul style="list-style-type: none"> <li>Number of Posts, Mentions, and Company hashtags before - during - post-trip</li> <li>Engagement rate on social media's influencers</li> <li>Email campaign: Open rate</li> </ul>	<ul style="list-style-type: none"> <li>Number of influencers on trip</li> <li>Engagement rate on social media's influencers</li> <li>Number of content pieces created by Elysium</li> </ul>	<ul style="list-style-type: none"> <li>Number of feedbacks</li> <li>Engagement rate on social media's influencers</li> <li>Email campaign: Open rate</li> </ul>	<ul style="list-style-type: none"> <li>Number of positive ratings and reviews</li> <li>Customer retention rate</li> <li>Loyalty Program Performance &amp; Engagement</li> <li>Number of Reward redemptions.</li> <li>Number of Referrals</li> </ul>
Organizational activities to fill content gaps	<ul style="list-style-type: none"> <li>Creating a social media campaign on Facebook, Instagram, and Youtube</li> <li>Writing SEO blog posts</li> <li>Building Facebook and Instagram channels</li> </ul>	<ul style="list-style-type: none"> <li>Producing blog content related to keywords.</li> <li>Ads to promote Elysium Service on Fb, Instagram, Youtube, and Google.</li> <li>Website contents:</li> <li>Quiz to help influencer identify their problems and share initial solutions.</li> <li>About page: What Elysium service, How Elysium helps the customers, Why Elysium does that?</li> <li>List of services of Elysium with comparison to other options (courses, training, following trends, etc.)</li> <li>List of benefits for the customers.</li> <li>Authenticity coaches' profiles and success stories.</li> <li>Partnership: Partnership with influencer communities like <a href="https://www.influencehercollective.com">https://www.influencehercollective.com</a> or <a href="https://www.societygal.com">https://www.societygal.com</a> to promote Elysium on their website, groups and fanpages.</li> </ul>	<ul style="list-style-type: none"> <li>Clearly visible contact information on the website: email, phone calls, registration forms, sign up button, address.</li> <li>Step by step process guidelines (video or infographic)</li> <li>Effective UX.</li> <li>FAQ.</li> </ul>	<ul style="list-style-type: none"> <li>Emails Campaign after sign up: Elysium toolkits.</li> <li>Online Chat box to help customers</li> <li>Direct phone calls to assist customers.</li> <li>Webinars for building content plan.</li> <li>List of consultants meeting customers.</li> <li>Welcome videos.</li> <li>Trip contents for influencers.</li> <li>Content Strategy and Plan for influencers.</li> </ul>	<ul style="list-style-type: none"> <li>Checklist for preparing trip, influencers fans</li> <li>Creating contents</li> <li>Making a perfect moment for fans and influencers</li> </ul>	<ul style="list-style-type: none"> <li>Looking at feedbacks</li> <li>Emails for asking influencers and fans</li> <li>Content reviews</li> </ul>	<ul style="list-style-type: none"> <li>Referral program</li> <li>Testimonial videos</li> <li>Loyalty program</li> <li>Feedback surveys</li> <li>Post-trip emails with thank you notes and personalized gifts</li> <li>Special offers</li> <li>Limited period deals</li> </ul>

## Awareness

### Customer goals

Finding solutions to improve the number of views and the engagement rate.

### Customer activities

- Searching trending videos on Youtube
- Researching on Google how to improve personal brand or increase fans after COVID-19
- Looking at competitors' content on Facebook and Instagram
- Asking friends and fans to brainstorm some new ideas

### Touch points

- Google
- Facebook
- Youtube
- Instagram

### Keywords/ Long-tailed phrases

- Impacts of the pandemic on influencers
- How influencers stay relevant post – COVID
- How influencers get more fans after COVID-19

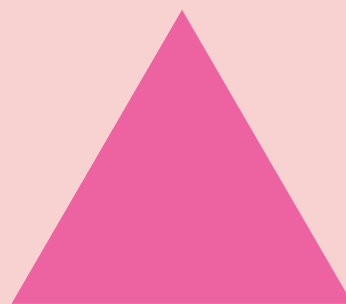
### Key message

Elysium helps influencers to redefine their brand image and reconnect with fans after COVID-19

	Awareness	Consideration
<b>Customer goals</b>	Finding solutions to improve the number of views and the engagement rate.	Assessing different solutions that potentially solve problems
<b>Customer activities</b>	<ul style="list-style-type: none"> <li>Searching trending videos on Youtube</li> <li>Researching on Google how to improve personal brand or increase fans after COVID-19</li> <li>Looking at competitors' content on Facebook and Instagram</li> <li>Asking friends and fans to brainstorm some new ideas</li> </ul>	<p>Actively conduct radical research to understand and consider pros and cons of:</p> <ul style="list-style-type: none"> <li>Taking online courses or classes</li> <li>Mimicking competitors' content</li> <li>Creating content based on hot topics.</li> <li>Following guidelines and checklists that she found online.</li> <li>Following advice from friends and family.</li> </ul>
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<b>Key message</b>	Elysium helps influencers to redefine their brand image and reconnect with fans after COVID-19	Elysium is the only service that provides the influencers a complete solution from planning to execution to nurture real connection with their audiences by an unforgettable trip.



# #roadmap to success

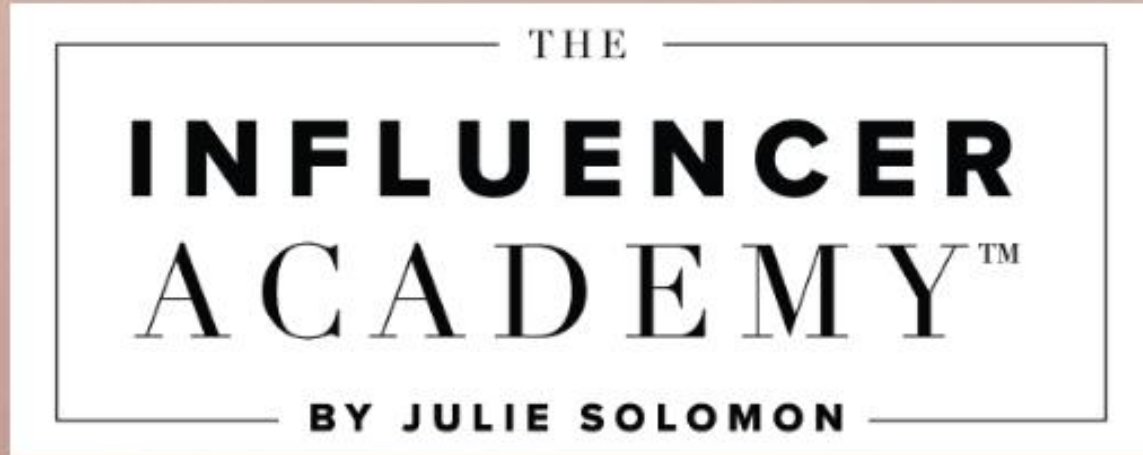


**\_the competitor**

introduction

key findings

INTRODUCING



*The step-by-step, BRAND-BUILDING ONLINE*

## \_Competitor

- **The competitor:** The Influencer Academy ([theinfluenceracademy.org](http://theinfluenceracademy.org))
- **Reason to choose:** they offer a solution for the problem of Elysium's persona, which is a decrease in both followers and engagement rate on social media.

# #our approach

The analysis of The Influencer Academy's content includes following audit elements:

- **Content Quality:** Relevant, Current, Accurate, Engaging, Easy to read, Audience appropriate, Communicates key messaging, Facilitates key user activities, and Appropriate breadth and depth
- **Content Effectiveness** for Awareness and Consideration phases
- **Usability:** System Usability Scale
- **Accessibility:** Guidelines of P.O.U.R
- **SEO and Social Media:** Website speed, meta data, alt text

The full report will be shared after the meeting.



# #key findings

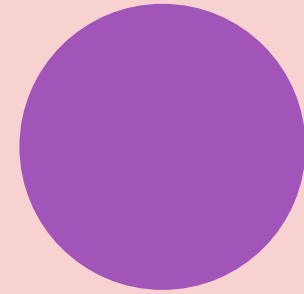
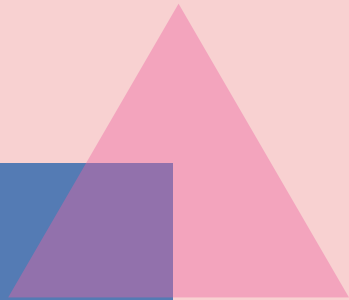
## #strengths

- Storytelling approach
- Testimonials & FAQ's
- Identifying influencer's problems and addressing them

## #weaknesses

- Single page website
- Social channels
- Blog content
- SEO strategy
- Usability

# #roadmap to success



**the business**

the Why

communication strategy

content execution

**Elysium =**

## **#what**

- 5-week fan engagement campaign
- Authenticity Coaching
- All travel, luxury accommodation, meals and custom excursions included in a fully planned and guided weekend.
- Compensation
- Trip content reel

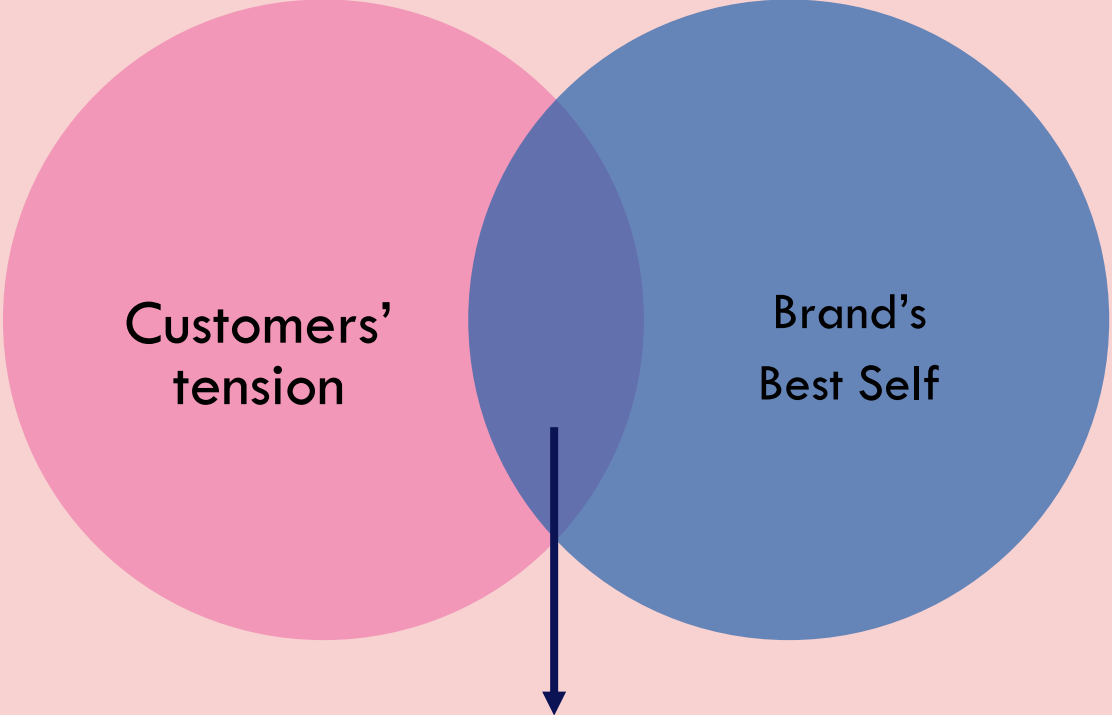
## **#how**

- Safe environment
- be meaningful and authentic
- Excellent customer service that follows from A-Z

## **#why**



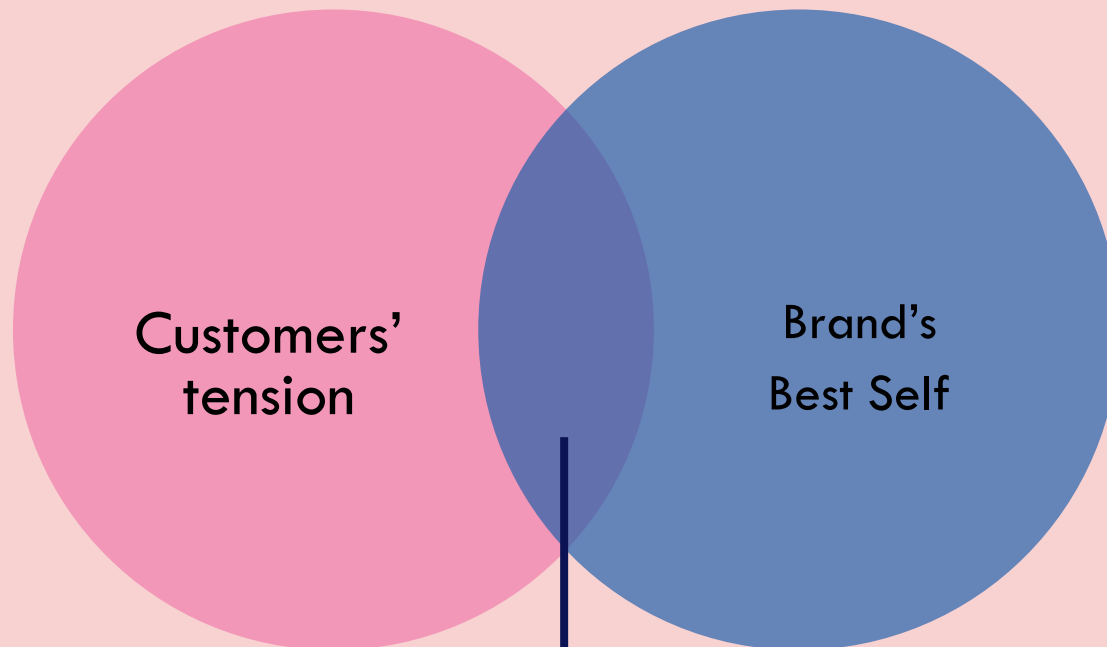




**Our winning zone**



Having trouble staying relevant and connecting with their fans in the new normalcy

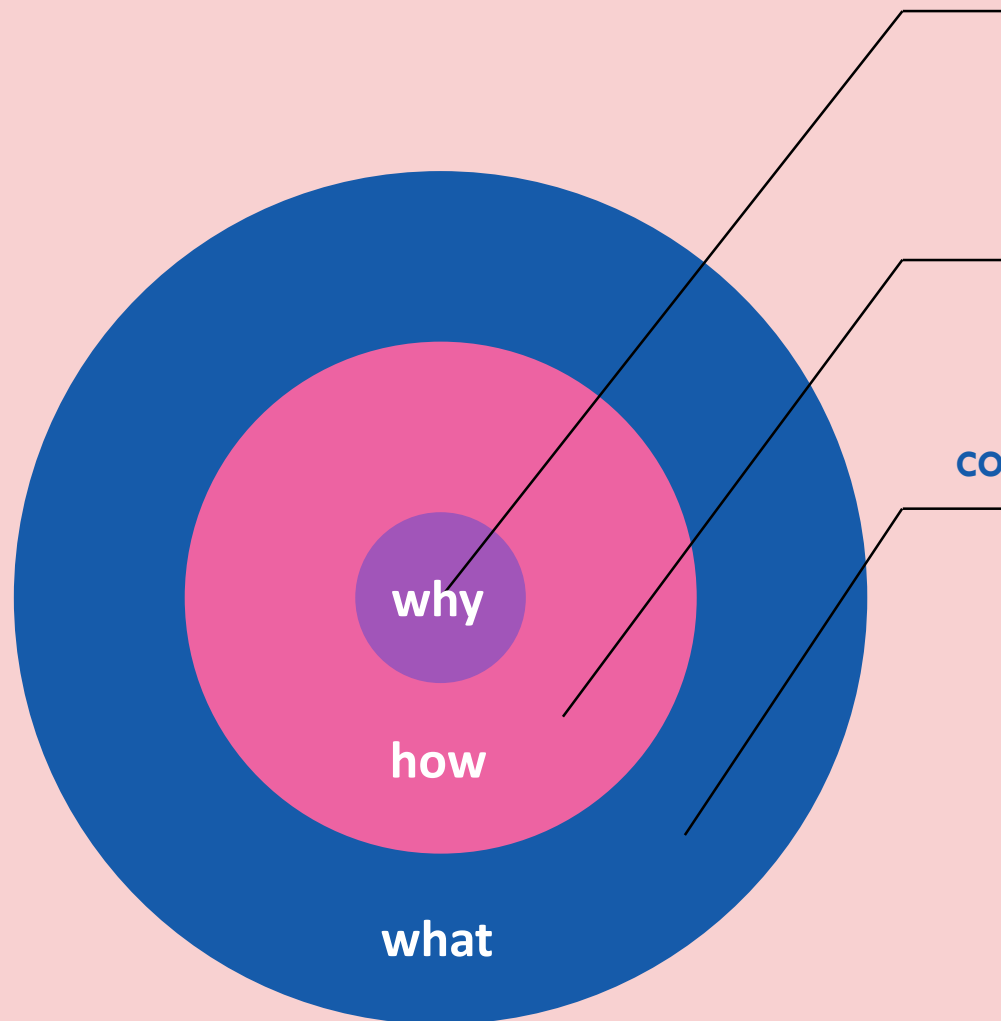


Guide and foster a safe environment for the influencers to engage with their fans

**Brand essence:**

**Elysium believes that every influencer has stories to tell to inspire their community**

# #Elysium's golden circle



Every influencer has stories to tell to inspire their community

Safe environment

>>>**USP:** Excellent customer service that follows from strategy to execution

Be meaningful and authentic

## CONSULTANCY

5-week fan engagement campaign  
Authenticity Coaching

## EXECUTION

All travel, luxury accommodation, meals and custom excursions included in a fully planned and guided weekend.

## REWARDS

Compensation  
Trip content reel

**Brand essence:**

Elysium believes that every influencer has stories to tell that will inspire their community

**Brand mission:**

Elysium helps influencers tell their stories in a meaningful and authentic way to engage with their fans

**Value/USP**

A complete solution from planning to execution to nurture real connections with their audiences by an unforgettable trip

**Consultancy**

Authenticity coaching for long terms use  
5-week engagement campaign

**Execution**

A solid logistic plan and execution for a  
stress-free weekend

**Rewards**

Compensation  
Content reel

**Customer's goals**

**AWARENESS**

Finding solutions to improve the number of views  
and the engagement rate.

**CONSIDERATION**

Assessing different solutions that potentially solve problems

**Business goals**

Brand awareness

To make influencers consider Elysium as an optimal solution to  
enhance their online presence.

**Strategies**

Create brand  
recognition via social  
media channels

Attract customers to the website  
by SEO best practice and content  
marketing

Persuade customer by useful and usable content

**Tactics**

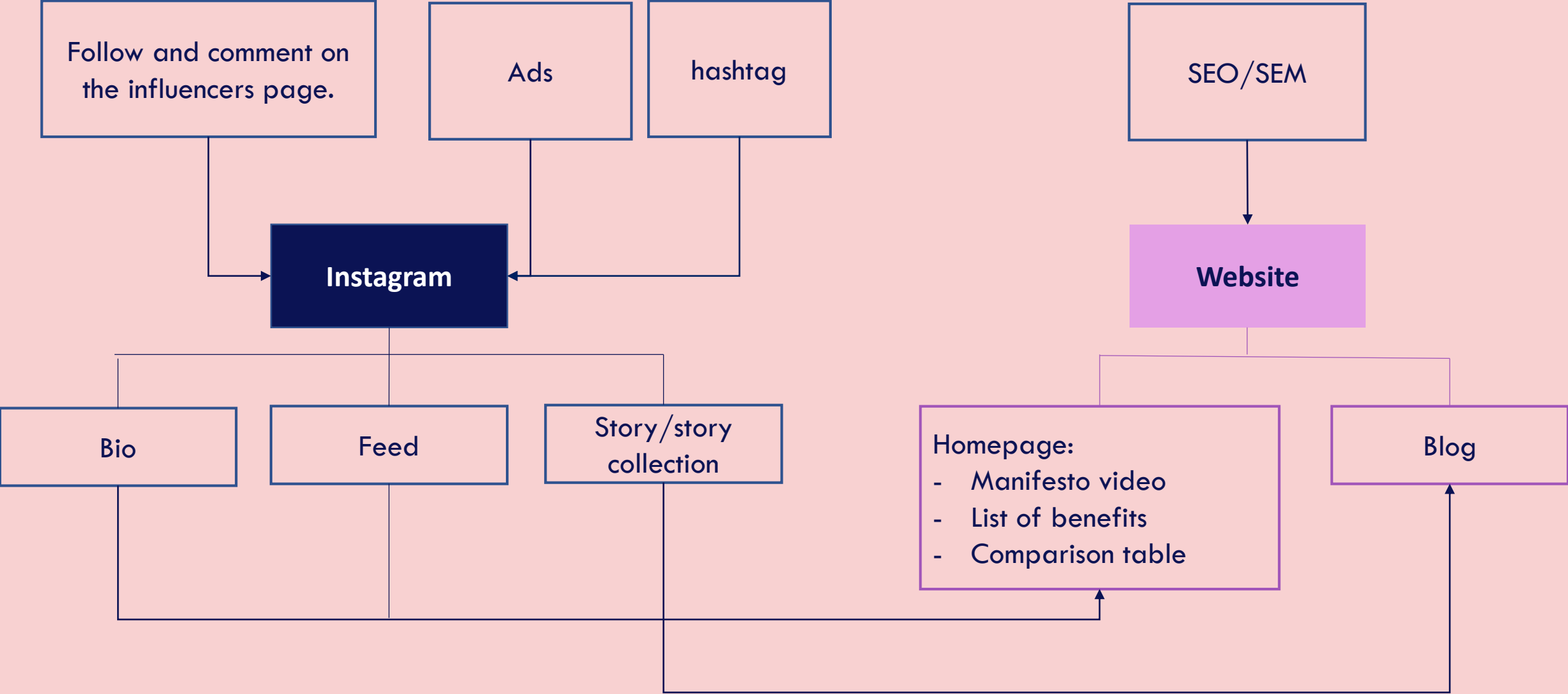
- Creating a social media campaign on FB, INS and YT.
- Buiding FB and Instagram channels

Producing **Blog content** that related to the keywords

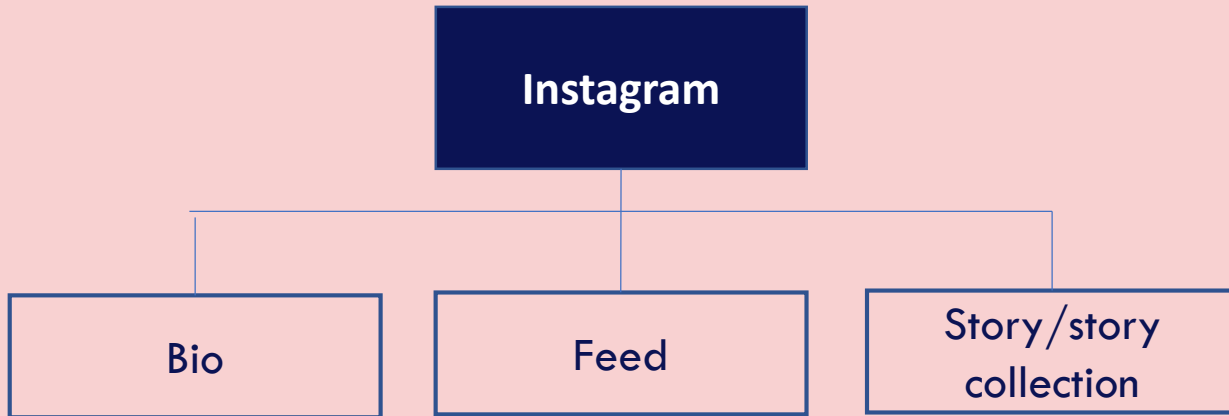
Website content:

- **Manifesto video** to help users understand "what's in it for them?"
- **List of benefits comparing with other options**
- About page: What is Elysium and why Elysium does this?
- Authenticity coach's profile and success stories

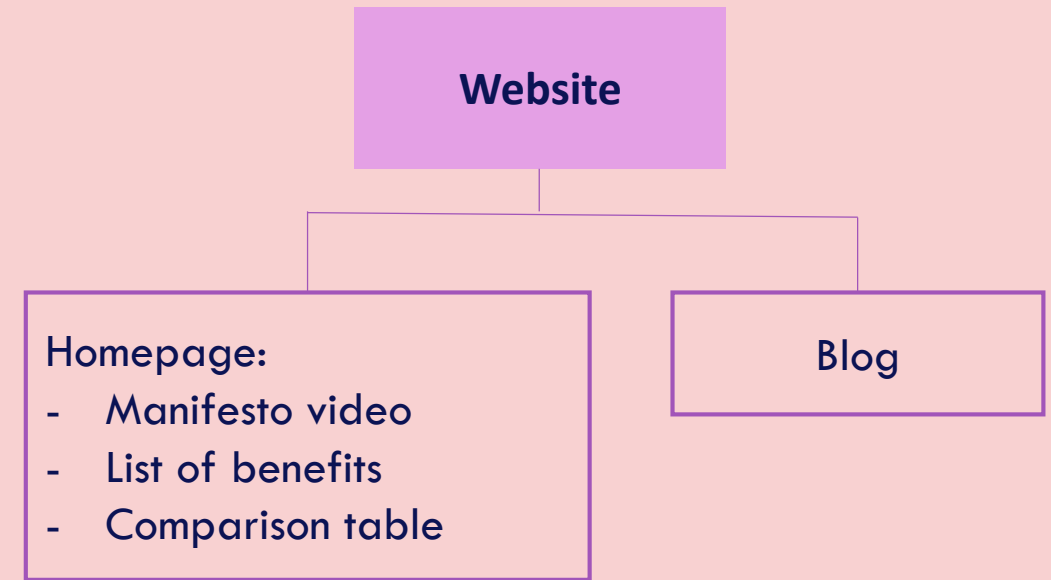
# #content flow



# #kpi



- No. of Follower
- No. of Link Clicks to website
- No. of Engagement.



- Video views
- Time on page
- Pages/session
- Bounce rate
- No of sign-up for consultation

- Time on page
- Pages/session
- Bounce rate
- CTA click through rates



# Instagram page

- **Channel:** Instagram Account
- **Purpose:** Building relevancy with the target audience and drive traffic to website
- **Content pillars:**
  - The funny **moments** in the influencers' life.
  - The **useful tips** provided by Elysium.
- **Reason to propose:**
  - People Engage More With Instagram
  - Customers Are Guaranteed To See Elysium Posts
- **Format:** Images and short videos, IGTV, and IG story
- **Tone of Voice:** Friendly
- **Posting frequency:** Post on average of 1.5 times per day
- Source: <https://blog.kajabi.com/40-cool-things-to-post-on-instagram-for-more-followers-and-likes>

<https://www.forbes.com/sites/jennifercohen/2015/05/05/8-reasons-all-brands-should-be-on-instagram/#7e3824ba4b20>

# #post examples

Company 17:30

**Elysium**

3.959 posts 8.936 followers 443 followings

Follow

Engage Your Followers With Us  
Here Are Your TIPS 📌📌📌📌📌  
[Elysium.com](http://Elysium.com)

Useful Tips Funny Time

Me in the uber pool:

5 TIPS ENGAGE WITH YOUR FANS

7 TYPES OF COMMENTS

Check out on bio

1 1

Company 17:30

**Instagram**

Elysium

**IS COVID-19 STILL AFFECTING YOUR ENGAGEMENT?**

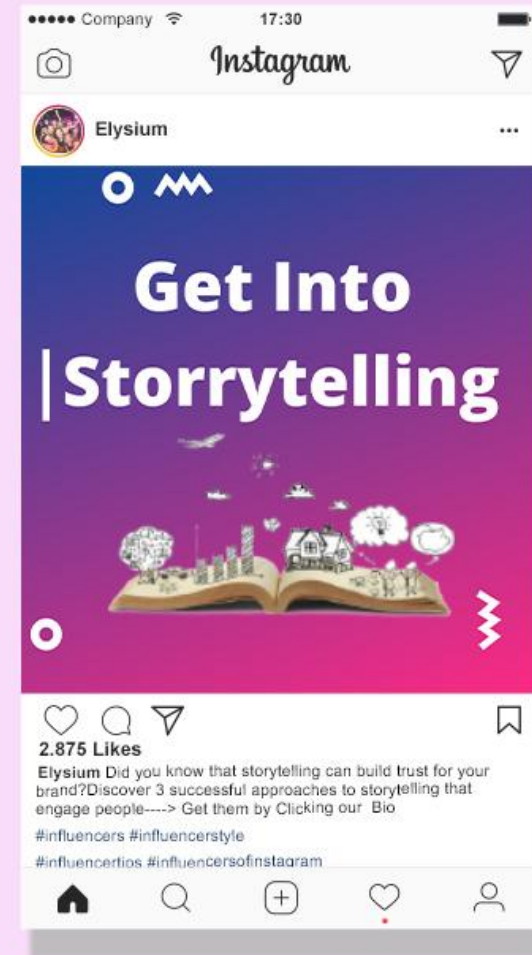
**TIPS**

Check out on bio

2.875 Likes

**Elysium** Did your number of followers decrease because of COVID 19? 5 Points to help you get your fans back again | Check out our Bio and feel free to leave a comment below.  
#influencers #influencerstyle #influncertips #influencersofinstagram

# INSTAGRAM MOCKUP POST



# #IG story examples

Using a "Swipe Up" link to Elysium's Blog posts

Source: <https://elisedarma.com/blog/swipe-up-instagram>



# Manifesto video

- **Channel:** Website
- **Purpose:** communicate brand essence and show the users the benefits and the program process.
- **Reason to propose:** Efficient way to communicate what Elysium is about.

# ELYSIUM

Tell your story

[Home](#) [Blog](#) [Schedule](#) [Our Team](#) [Contact](#) [FAQs](#) [Single Event](#)

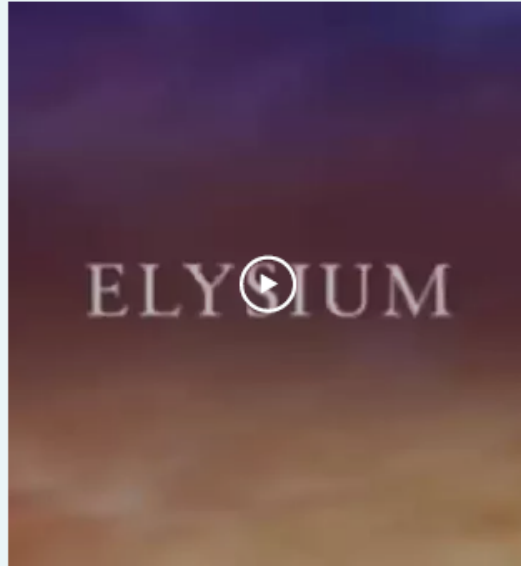
## ELYSIUM

Tell your story

Elysium helps influencers tell their stories in a meaningful and authentic way to engage with their fans.

A revolutionary approach for your brand expansion. All you do is show up, engage with your followers, have a blast, and get paid.

Take your brand into the future of social engagement. Watch the video to learn more....



# #video

# #comparison table

## Why choose Elysium over other online courses?

	Elysium	Online courses
<i>Learn about growing an online audience</i>	✓	✓
<i>Authenticity coaching.</i>	✓	✓
<i>Receive instructional videos</i>	✓	
<i>5-week fan engagement campaign</i>	✓	
<i>All travel, luxury accommodation, meals and custom excursions included in a fully planned and guided weekend.</i>	✓	
<i>Compensation</i>	✓	
<i>Complete control over real time content</i>	✓	



# Blog

- **Channel:** Website
- **Purpose:** Enhance SERP performance and increase brand credibility to the customers.

### 3 Blogpost ideas:

How influencers can increase fan engagement post-covid

Is covid-19 still affecting your engagement?

How to be more authentic as an influencer

**Heading:** Social Influencers – Do you know how to improve your engagement rate post covid-19?

### Subheadings:

- Live streaming
- Be authentic
- Get into storytelling

**CTA:** Learn more about Elysium here (link to homepage to view the video)



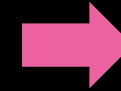
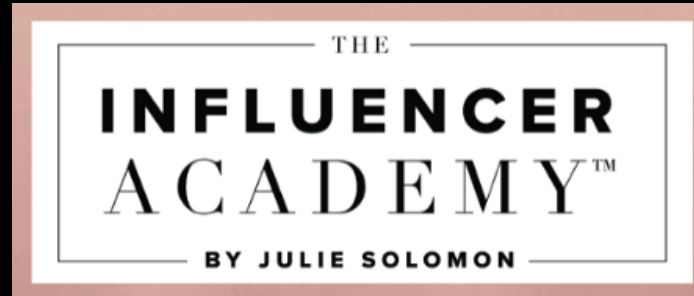
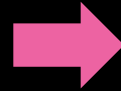
### IS COVID-19 STILL AFFECTING YOUR ENGAGEMENT?

**BODY**

**CLOSING**

**CTA**

# #conclusion



## \_the audience

- To reach influencers like Glory, it's important to build a strong online presence including **a website, social media, and a blog.**
- **Educational** content + Online **advertising.**

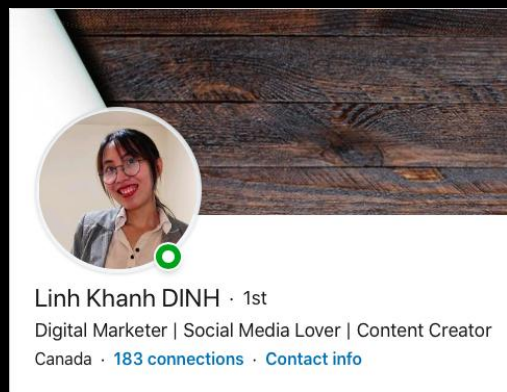
## \_the competitor

- To outdo competitors like the TIA, we need to emphasize on the **USP** of Elysium.
- **USP:** A complete solution from planning to execution to nurture real connections with their audiences by an unforgettable trip.

## \_the business

- **Brand essence:** Every influencer has stories to tell to inspire their community.
- **Mission:** Elysium helps influencers tell their stories in a meaningful and authentic way to engage with their fans.

# #ask us anything



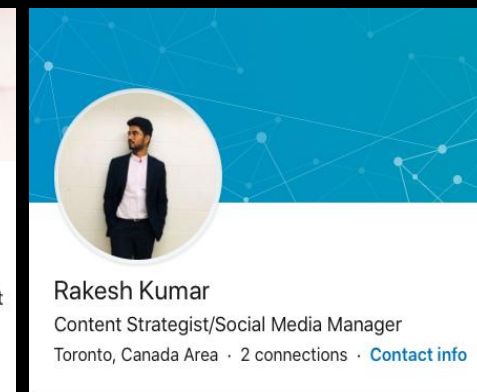
Digital Marketing specialist



Micro influencer rising star



Branding specialist



YouTube Content Creator



Copywriter