

RESULTS FROM INFLUENCER MARKETING ACTIVATIONS

LINK CLICKS

- Affiliate Marketing
- Ambassador Programs
- Digital Advertising
- Newsletter Campaigns
- Social Media Campaigns

AFFILIATE SALES

- Affiliate Marketing
- Blog Posts
- Live Broadcasts
- Podcasts
- Social Media Links

BRAND AWARENESS / IMPRESSIONS

- Ambassador Programs
- Blog Posts
- Event Sponsorships
- Giveaways
- Live Broadcasts
- Live Events
- Social Media Campaigns
- Twitter Parties

CREATIVE ASSETS

- Ambassador Programs
- Blog Posts
- Clubhouse Chats
- DIY Demos
- Live Broadcasts
- Live Events
- Recipes
- Social Media Campaigns
- Videos

COUPON DOWNLOADS

- Affiliate Marketing
- Ambassador Programs
- Blog Posts
- Digital Advertising
- Newsletter Campaigns
- Social Media Campaigns

ORGANIC PROMOTION

- Affiliate Marketing
- Product Sampling
- Giveaways

WEBSITE TRAFFIC

- Contests
- Digital Advertising
- Giveaways
- Social Media Campaigns

NEWSLETTER SUBSCRIBERS

- Blog Posts
- Social Media Campaigns

INCREASED ENGAGEMENT

- Ambassador Programs
- Clubhouse Chats
- Contests
- DIY Demos
- Digital Advertising
- Event Sponsorships
- Giveaways
- Live Broadcasts
- Live Events
- Social Media Campaigns
- Twitter Parties

INCREASED FOLLOWING

- Newsletter Campaigns
- Giveaways
- Social Media Campaigns

GIVEAWAY ENTRIES

- Ambassador Programs
- Contests
- Newsletter Campaigns
- Social Media Campaigns
- Twitter Parties

PRODUCT SAMPLING

- Coupon Distribution via online tactics
- Event Sponsorships
- Contests
- Sponsorships
- Giveaways
- Live Broadcasts
- Live Events
- Influencer-Hosted Events

CONVERSIONS

- Ambassador Programs
- Digital Advertising
- Newsletter Campaigns
- Live Broadcasts
- Social Media Campaigns

SEO & RANK

- Affiliate Marketing
- Ambassador Programs
- Blog Posts
- DIY Demos
- Pinterest Campaigns
- Recipes
- Videos

PRODUCT REVIEWS

- Blog Posts
- Social Media Campaigns
- Videos

USER-GEN CONTENT

- Ambassador Programs
- Blog Posts
- Event Sponsorships
- Contests
- Influencer-Hosted Events
- Social Media Campaigns