

The Circle

Influencer Cheatsheet

Tips and tricks that will take
you a long way.

UBER
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Free Campaign Strategy

It's no secret that celebrity-influencers achieve super strong engagement with high resonating audiences in large scale markets. The wealth of on-brand and quality imagery assets that we can amplify on social to fill your target audience's feed with cheer is also up for tremendous uplift when there's a strong connection between brand and influencer.

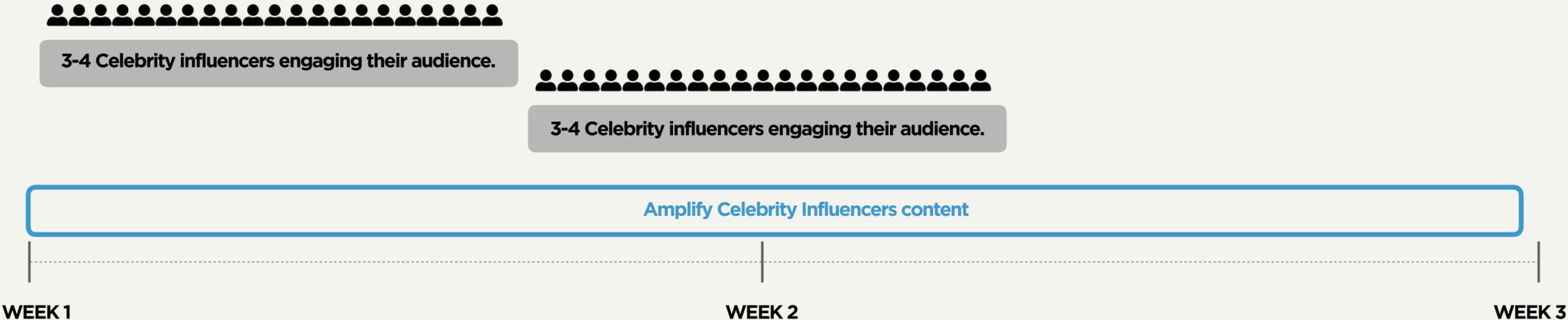
We've gone ahead and included 2 months of paid usage rights in your celebrity agreements and acquired rights to amplify content in that timeframe.

Always-on product focused content

Partner with 3-4 celebrity-influencers to engage their audiences throughout the activation period.

CELEBRITY CONTENT

Influencers share organic content that's highly engaging and can reach engagement levels of up to 15%. Audiences typically have a genuine interest.



The Cirqle Amplify

The Cirqle platform has the ability to amplify content that has performed well into lookalike and similar audiences that resonate with the brand message.



Funnel Design

Content will be rolled out with the strategic intention to tell a cohesive and compelling story, sequentially moving **YourBrand's** target audience down the purchase funnel.

1. Retargeting

Retarget your audience who engage or watch the celebrity's content, sequentially moving them down the funnel towards purchase.

2. Engage the audience

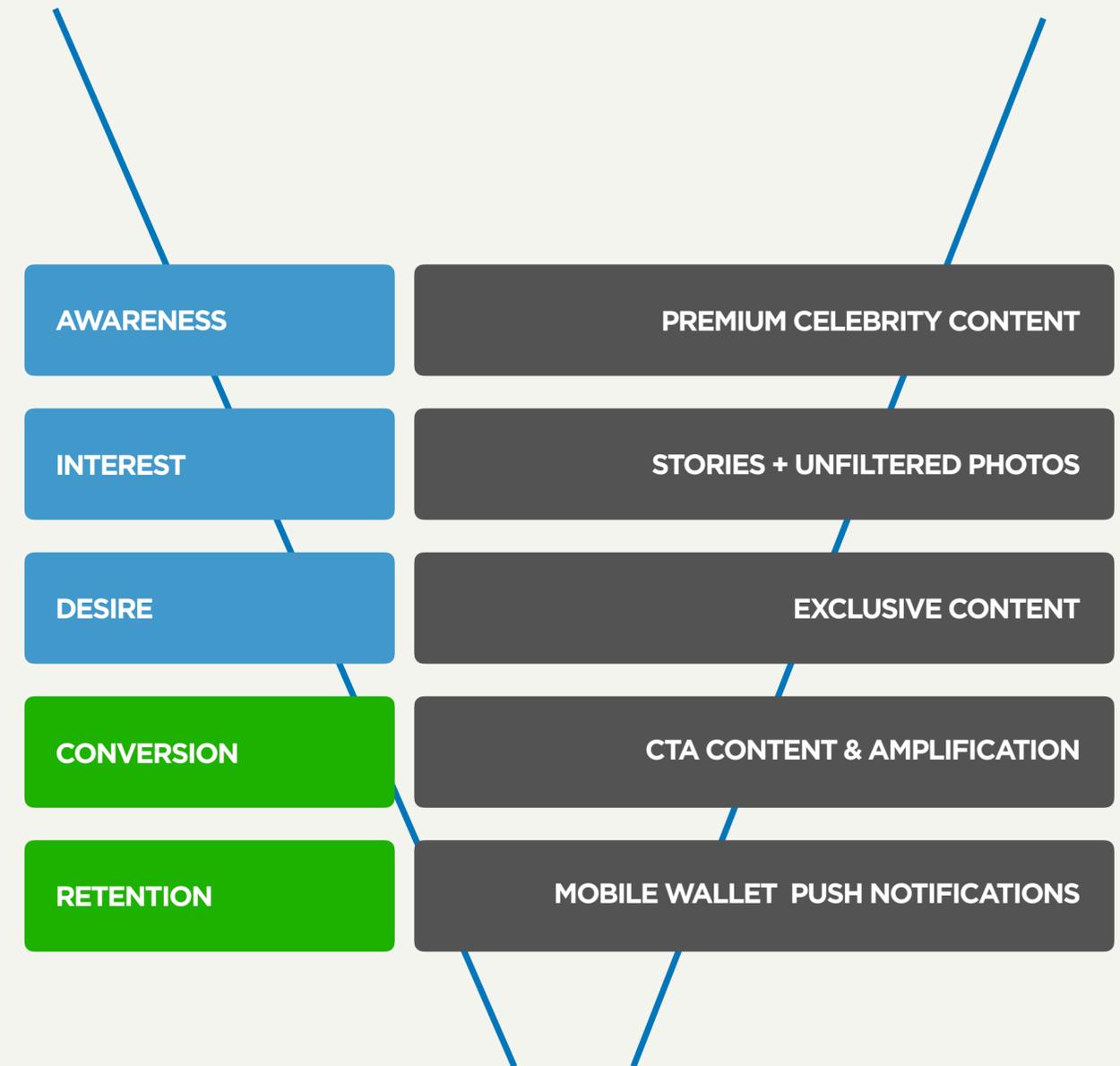
Drive product consideration through intelligent timed and geo-based push notifications, to drive the message home and generate conversions.

3. Turning awareness into commerce through Mobile Wallet

By continuing to retarget the audience with a mix of content from different handles (talent + brand) you can converge the audience into shoppers.

Hashtag: #YourBrand #YourBrand

Handle: @YourBrand



The Circle

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Best.



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Partner with us.

Contact us at steven@thecirqle.com

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