

# WORK BEYOND BORDERS



## About Us

We believe that brand spaces should be tailored for everyone. Highlight your unique experience and showcase your products to your audience with our expert digital marketing strategies and extensive network of digital marketing specialists.

# Current Services

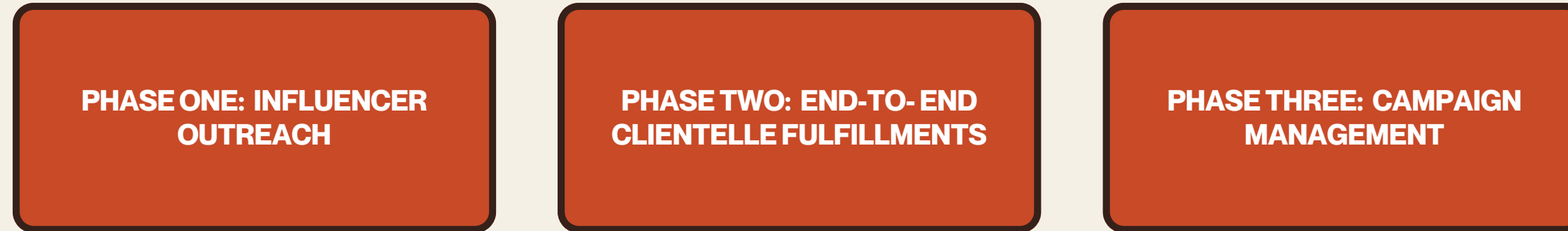
01 **Influencer Marketing**

02 **Social Media Management**

# Influencer Marketing

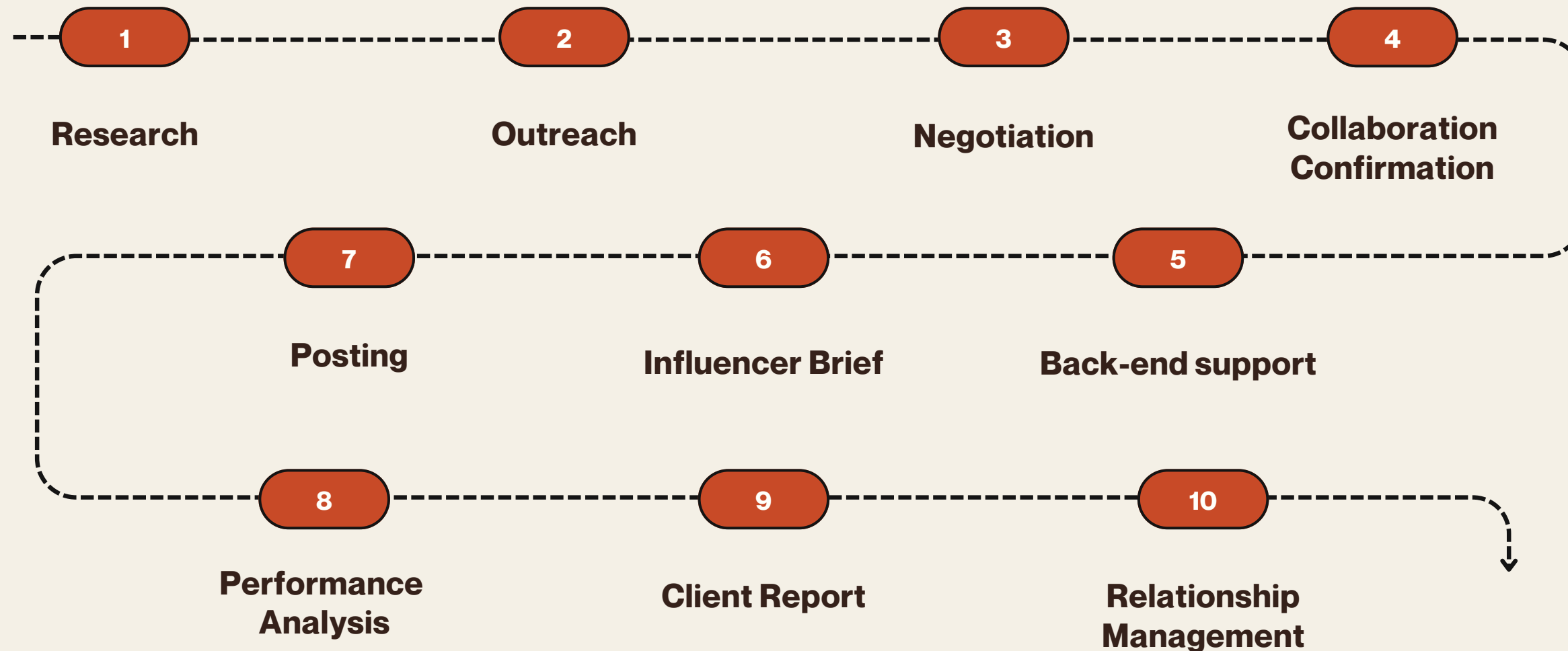
## 3 PHASES

*(Applicable to any collaboration type of Influencer Marketing)*

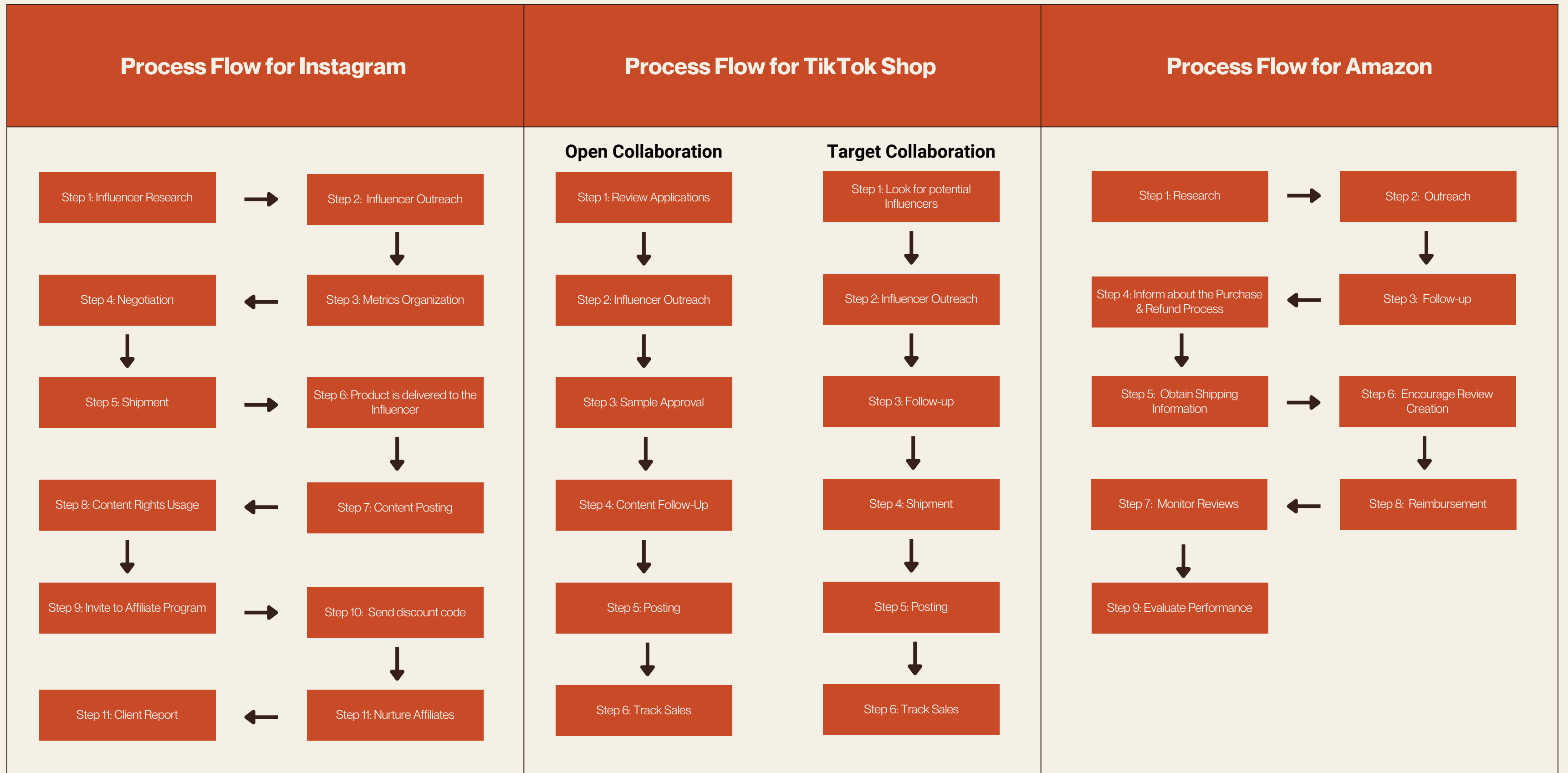


## 10 STEPS

*(Applicable to any collaboration type of Influencer Marketing)*



# Influencer Marketing

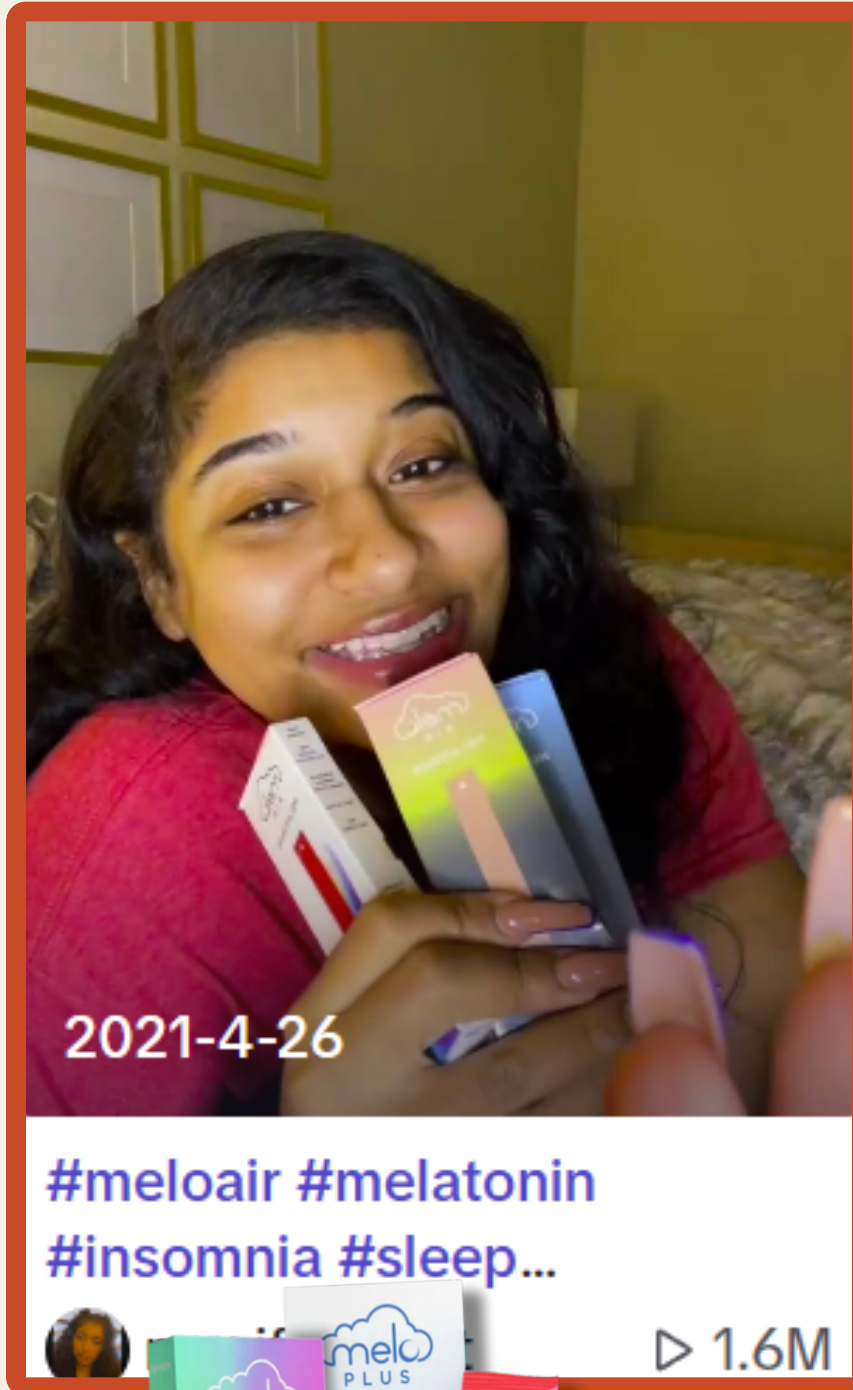




## WORK BEYOND BORDERS

### FREE COLLABORATIONS: MELO AIR

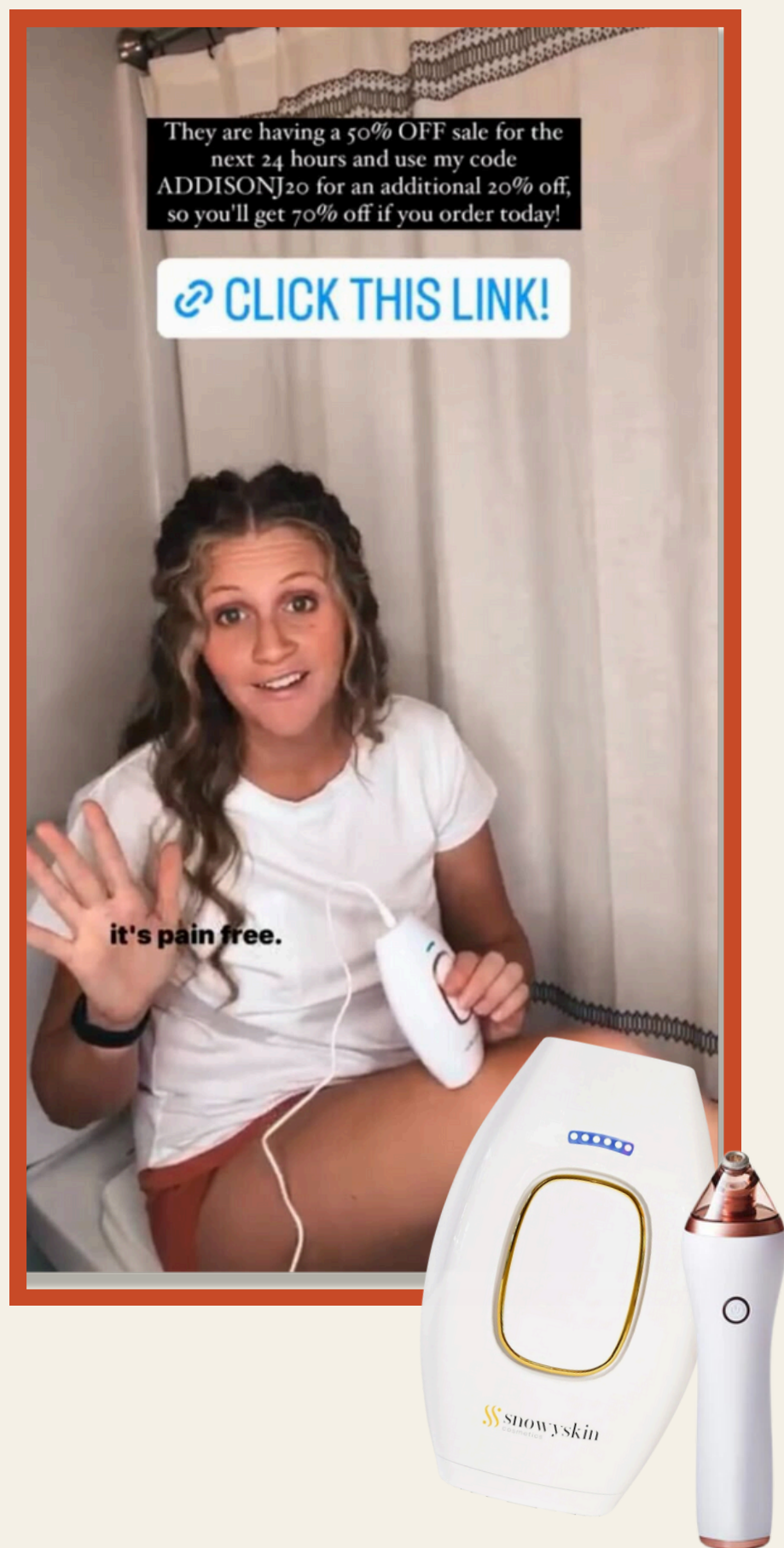
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- **Challenge** - The company's goal was both to generate brand awareness and sales conversion.
- **Approach** - Melo Air's influencer marketing and affiliate program involved our 10 step process, starting with the identification of suitable influencers who resonated with the brand. We reached out to these influencers and offered a 20% commission per sale, incentivizing their active promotion to those who have high engagements on their contents. An affiliate program was established to facilitate easy tracking and support for influencers. Training and support were provided, and influencers were encouraged to create authentic content to promote Melo Air. The performance was consistently monitored, and as the campaign gained momentum, the network of **influencers-turned-affiliates** expanded. Feedback from both influencers and customers was used to continually enhance the influencer marketing strategy, resulting in a network of **500 affiliates** contributing to Melo Air's growth and success.
- **Results** - Generated over 1.1 Billion views via posts and reviews created by influencers that, in turn, sold out eight (8) flavors of the product for three (3) weeks.



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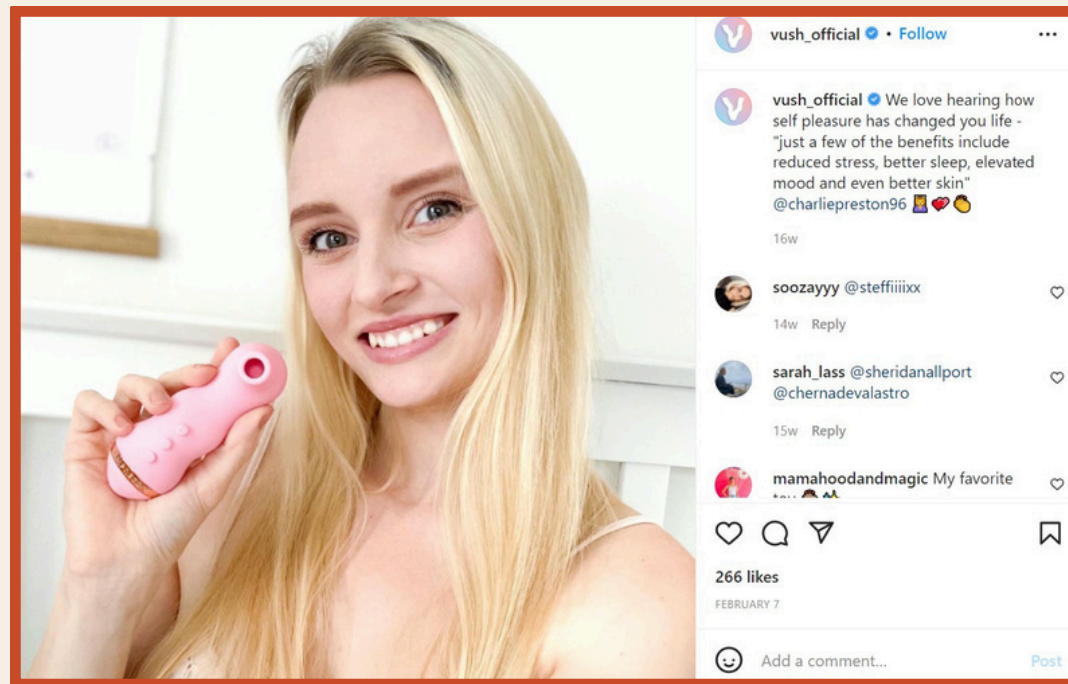


## PAID COLLABORATIONS: SNOWY SKIN

- **Challenge** - The company's brand was both to generate brand awareness and sales conversion. Their mission is to transform consumer brands to be more inclusive and ones that customers love in a way that is kinder to the planet so that their legacy is sustainable.
- **Approach** - We executed a comprehensive 10-step Influencer Marketing process, managing campaign strategy documents like Email Scripts and the Snowy Skin Master Sheet containing influencer details. The process began with influencer research, sourcing those aligned with the brand's niche. Outreach, vetting, and negotiations followed. Upon acceptance, we obtained their address for shipping the promoted SnowySkin device. After drafting and sending the contract, we waited for device delivery confirmation. Subsequently, we provided a content brief and Shopify discount code for their draft. Once received, drafts underwent thorough review for approval or revision. Lastly, we monitored influencers for timely post-sharing, managed payments, collected user-generated content, and delivered performance reports with strategic recommendations to the client.
- **Results** - The new collaborations we've monitored have generated the highest sales in one campaign and we were able to invite them for a recollaboration. Additionally, because of this collaboration, we were able to explore to different audiences as the influencer has multi-faceted niche.



# WORK BEYOND BORDERS



## MIXED and PAID COLLABORATIONS: VUSH STIMULATION

- **Challenge** - The company aimed to increase brand visibility as they launched a campaign focused on #SelfLove and #WomenEmpowerment.
- **Approach** - We executed the 10-step process, which involved vetting influencers, coordinating product distribution, establishing Amazon attribution, setting up Linktree, and implementing promo codes for precise tracking. Additionally, we closely monitored influencers to ensure timely post sharing, managed payments, collected user-generated content for client utilization, provided performance reports, and delivered strategic recommendations. The campaign included paid collaborations with influencers and free collaborations as well.
- **Results** - We achieved significant outcomes, including a substantial boost in brand recognition, expanded online presence, increased sales and conversions, heightened user engagement, enhanced trust and credibility, the creation of valuable user-generated content, and valuable consumer insights. This campaign effectively positioned Vush as a reputable and sought-after brand within its niche, with strong performance across key metrics, marking it as a noteworthy success in our marketing efforts.



# Milestones

## SOCIAL MEDIA MANAGEMENT

Our skilled digital marketing specialists focus on creating strategies that resonate with our clients in the digital industry. By combining market insights with authentic messaging, we empower them to build meaningful connections and achieve tangible growth

### SMM Tasks That Drives Growth

Challenge:  
**Cultivating Authentic Engagement**

The challenge was to create a social media presence that not only captured attention but also sustained audience growth and engagement. Our goal was to increase brand awareness, engage followers with consistent and relevant content, and build a sense of community around our client's brand. To achieve this, we needed a content strategy that appealed to a wide audience while driving measurable growth in key metrics like follower count, post engagement, and overall interaction.

Strategy:  
**Posting for Maximum Impact**

We launched a 90-Day Content Calendar Bank with themed posts:

- Monday Motivation, Testimonial Thursdays, Topic Tuesday, and TGIF Wednesday to drive weekly engagement.
- Viral Content, Holiday Content, and Reels kept content relevant and engaging.

Additionally, we provided Motion Graphics and Video Edits to elevate each post's visual impact.

Result:  
**Sustainable Growth**

The campaign resulted in significant growth across key performance indicators (KPIs):

- Increased Follower Count: We saw a steady increase in audience size, broadening the brand's reach.
- High Engagement Rates: Metrics such as post likes and comments surged, showing active community interaction.
- Strong Community Engagement: High numbers in "Accounts Engaged" and "Accounts Followed" indicated a loyal and growing audience.



# Samples

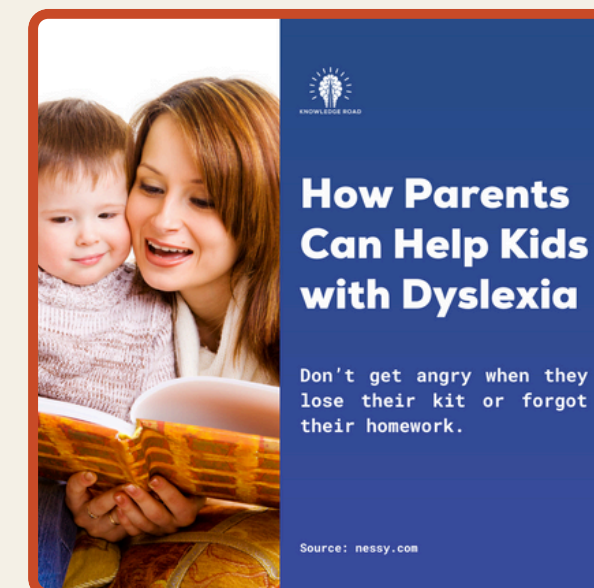
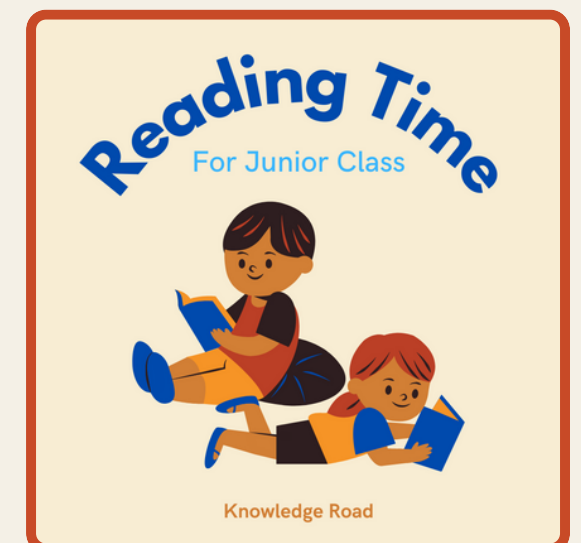
## SOCIAL MEDIA MANAGEMENT

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### KNOWLEDGE ROAD SAMPLE CONTENT CALENDAR

Social Media Accounts							
LEGEND	SUN	Usual Post MON	Video TUES	Scheduled WED	Varying Caption/Content THURS	FRI	SAT
WEEK 0							
Getting Started	1	2	3	4	5	6	
TEXT ON CONTENT CAPTION	Introduction to Your Homeschooling Agency	Benefits of Homeschooling	Setting Educational Goals for Your Child	Creating a Comfortable Learning Environment	Legal and Regulatory Considerations in Homeschooling	Choosing a Curriculum that Fits Your Child's Learning Style	Connecting with Other Homeschooling Families
GRAPHICS LINK							
WEEK 1							
	8	9	10	11	12	13	
TEXT ON CONTENT CAPTION	Exploring Online Learning Platforms	Utilizing Educational Apps for Homeschooling	Incorporating Field Trips into Your Curriculum	Library Resources for Homeschooling Families	Guest Speaker - Interview with an Education Expert	DIY Science Experiments for Home Learning	Learning Beyond the Textbook - Creative Approaches to Education
GRAPHICS LINK							
WEEK 2							
	15	16	17	18	19	20	
TEXT ON CONTENT CAPTION	Time Management Strategies for Homeschooling Parents	Balancing Work and Homeschooling	Creating a Daily Schedule that Works	Evaluating Your Child's Progress	Navigating Challenges in Homeschooling	Effective Communication with Your Child	The Role of Play in Homeschooling
GRAPHICS LINK							
WEEK 3							
	22	23	24	25	26	27	
TEXT ON CONTENT CAPTION	Incorporating Art and Creativity into Your Curriculum	Music and Movement for Homeschooling	Outdoor Learning Activities	Virtual Educational Tours and Experiences	Celebrating Cultural Diversity in Homeschooling	Cooking and Nutrition Lessons for Kids	Reflecting on the Homeschooling Journey
GRAPHICS LINK							
WEEK 4							
	29	30					
TEXT ON CONTENT CAPTION	Preparing for Transitions - High School, College, and Beyond	Future Trends in Homeschooling - What to Expect					
GRAPHICS LINK							

### SAMPLE CREATIVES FOR THE CONTENT CALENDAR



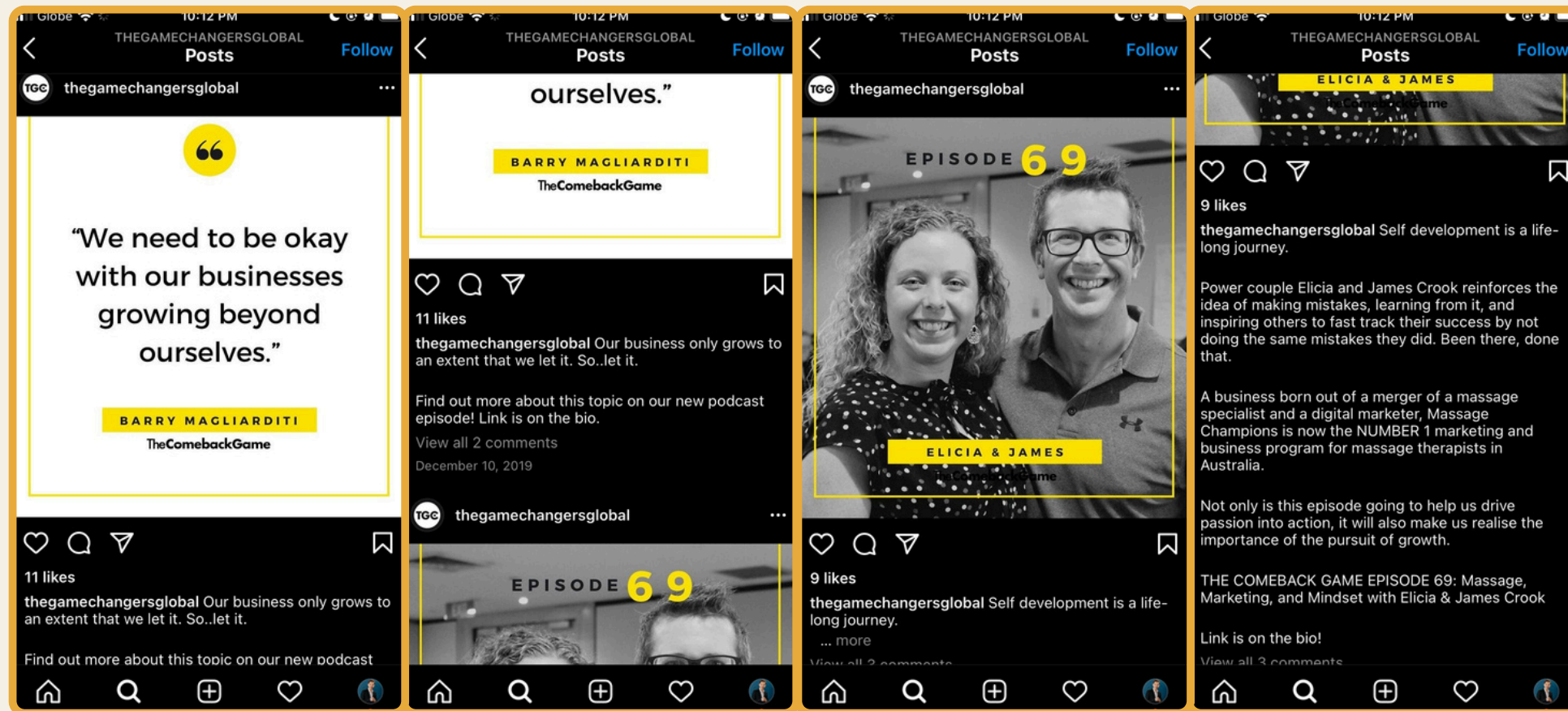
Link for more creative samples: <https://rb.gy/6nuab>

# Samples

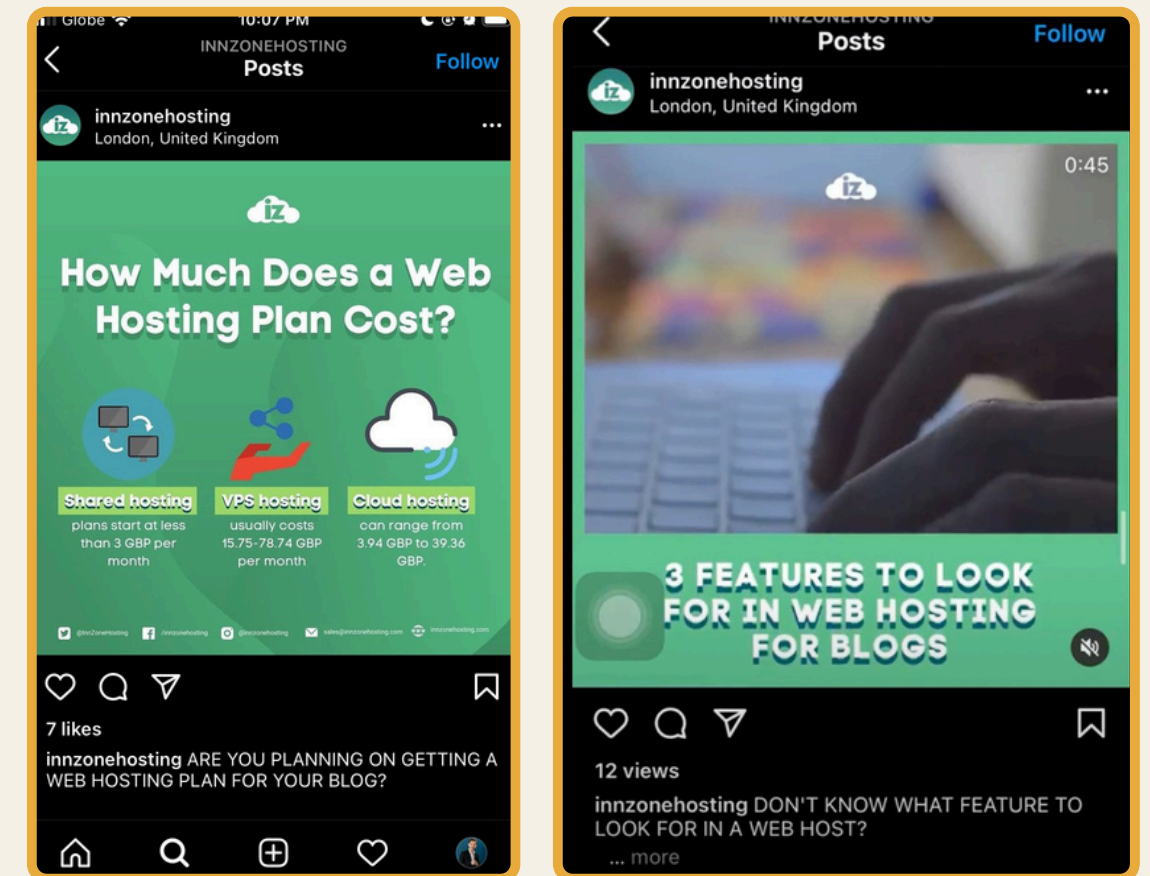
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### THE GAME CHANGER SAMPLE CREATIVES AND CAPTIONS



### INZONE HOSTING SAMPLE CREATIVE AND VIDEO



Link to video:  
<https://rb.gy/hkdpm>



## Influencer Marketing

- Grin
- Hubspot
- Insense
- Upfluence
- UpPromote
- Euka
- Aftership
- GetSaral
- Influencer Hero
- Mighty Scout
- Archive
- GMass
- MixMax
- Streak
- Sellophant
- Notion
- ClickUp
- Airtable

## Social Media Marketing

- META
- Buffer
- Hootsuite
- Canva
- Adobe Creative Suite
- Crello
- Unsplash
- Pexel
- InShot
- Capcut
- Google Analytics
- Brandwatch
- Hashtagtify
- Slack
- Social Blade
- Notion
- Asana
- Trello

# Connect With Us!



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