

Social Intelligence on Social Media:

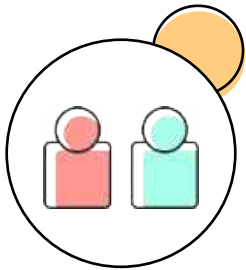
Guide for Brands, Marketers, and Influencers



Understanding Social Intelligence

Social intelligence is the method of extracting traffic information from numerous social media platforms in order for companies to gain insight into the ways of advertising. This process has discovered that advertising through an influencer is much more effective than by a celebrity.

Sure, using a big-name celebrity will help get the word out quickly, but it comes at a high price. Instead, NeoReach has concluded that activating numerous influencers for one product versus one celebrity is a more effective marketing tactic.





Brands

1

Identifying an Influencer

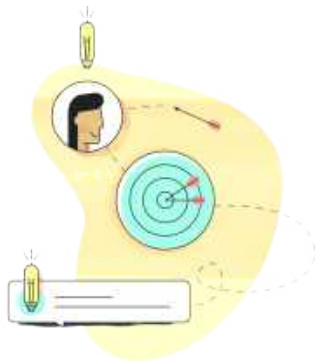
Trying to find the right person to market your product can be a difficult task. Luckily, using the NeoReach Social Intelligence platform makes it easy to find a specific influencer that meets all of your criteria.

2

Find an Audience

It is important to market your product to the correct audience. A makeup brand should not be advertising on a sports page, just as a travel company should not be marketing on a kids' channel. It is all about finding the right influencer who has the right audience for your product.

AS MANY BRANDS STRAY AWAY FROM THE TYPICAL FORMS OF ADVERTISING, NEOREACH GIVES BRANDS NEW TACTICS ON HOW TO DIVE INTO THE INFLUENCER MARKETING GAME.



Marketers

1

Knowing the Needs of A Client

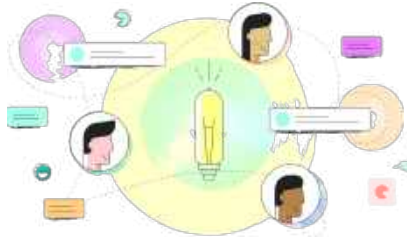
First, it is important to know what a brand/company expects. Does a brand want a certain person to promote for them? What is the budget of the brand? What end goal does the brand have in mind? All of these questions are important in figuring out how to choose influencers.

2

Getting in Contact with Influencers

An important step in an influencer's career is getting their first sponsorship! Using communication strategies such as attention-grabbing emails, messaging through social media, or even contacting managers; influencers are excited about working with a new brand.

AS A MARKETER, IT IS IMPORTANT TO FIND THE BEST DEALS FOR YOUR FUTURE CLIENTS. WITH HELP FROM NEOREACH'S SOCIAL INTELLIGENCE DATA IT CAN BE EASY FINDING INFLUENCERS THAT MATCH A SPECIFIC CRITERIA.



Influencers

1

Don't Just Partner With Any Brand

Being sponsored by a brand that you stand by is something very important. As an influencer, you should enjoy using the product that you are trying to promote to your audience. The most successful influencers are the ones that genuinely care about the product and would use it even without a paid partnership. Authenticity is key.

2

Put Yourself Out There

As an influencer, do not be afraid to reach out to brands asking for a partnership. Oftentimes, as a new influencer, you are not on the radar of many well-known brands. Getting in contact with these companies is something that can get your name in front of other brands that you are interested in.

USING INFLUENCERS AS A MARKETING TOOL IS SOMETHING THAT IS STILL RELATIVELY NEW. BRANDS AND COMPANIES ARE STRAYING AWAY FROM BILLBOARDS AND TELEVISION COMMERCIALS, AND ARE GEARING UP FOR THIS NEW WAY OF DOING THINGS IN A DIGITAL SOCIETY. INFLUENCERS ARE OFTEN CHEAPER THAN THE STANDARD FORMS OF ADVERTISING, AND IN THE END, TURN A HIGHER RATE OF RETURN!