

Objectives

- Use product as currency for posts with 50+ new influencers a week (nano & micro)
- Designate light guidelines using existing content guide to help steer the posts
- Outline specific & consistent communication with this group to hold them accountable to post & interact with the brands.

KPIs

- Engagement %
- Conversion %
- Does it work within the content guidelines.
- Code uses

**Objectives**

- Measured successes move to branded content & contracted partnerships
- i.e. read this script exactly and make content.
- Develop a on-going consistent relationship

KPIs

- Conversion %
- Does it work within the content guidelines.
- Branded content ad metrics (ROAS/CTR)
- Code uses

Bubs Naturals
Sponsored

Introducing BUBS Naturals' newest addition: Hydrate or Die

Formulated with a powerful blend of electrolytes our hydration product is stronger than an actual IV replacement, providing you with the hydration you need to power through your day. Also with no added sugar and a ratio that exceeds the Oral Rehydration Solution standard.

...he should take

...y the human body,

...compensating about 1000ml for the 1000ml of fluid lost.

2. It provides structural support to the skin, bones, tendons,

www.bubsnaturals.com
Rated #1 Collagen Protein on Sports Illustrated

LEARN MORE

Objectives

- Move success into long-term relationship (contract, terms)
- Share in growth (commissions or one time bonuses)
- Landing pages and Specific URLs (www.bubsnaturals.com/seanryan)
- <https://www.bubsnaturals.com/team/jeff-nichols>

KPIs

- Landing page Conversion %
- Overall sales
- Branded content ad metrics (ROAS/CTR)
- Code uses

**Objectives**

- Leverage partners to introduce new products and get quicker adoption.
- Use success as 'authorities' to speak to different audiences.
- Landing pages and Specific URLs (www.bubsnaturals.com/seanryan)
- <https://www.bubsnaturals.com/team/jeff-nichols>
- Exclusive flavors & products with partners

KPIs

- Conversion %
- Does it work within the content guidelines.
- Branded content ad metrics (ROAS/CTR)
- Code uses
- Audience capture %

