

# NEOREACH

Revolutionizing The Creator Economy



# Table of Contents

- Introduction
- Target Market & Persona
- Marketing Strategy & Objectives
- Timeline
- Brand Media Kit



# Business Overview



## **STRONG INFLUENCER RELATIONSHIPS**

Built through years of  
campaign execution



## **DATA-DRIVEN ALIGNMENTS**

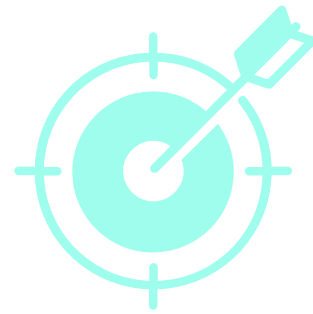
Perfect matches between  
brands and influencers for  
lasting partnerships.



## **AUTHENTIC BRAND NARRATIVES**

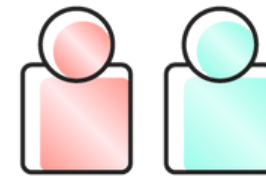
Collaboration with talent to  
produce authentic, story-  
driven content that resonates  
beyond campaigns.

# Business Overview



## BRAND RECOGNITION & CONVERSION

Strategically optimized points targeting distribution, promotion, and brand resonance.



## TALENT MANAGEMENT

Comprehensive handling from contracting and negotiating to compliance and final payment.



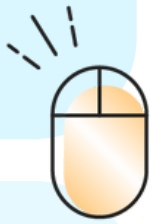
## PAID MEDIA EXPERTISE

Expertise across platforms like Facebook, Instagram, Google, TikTok, and Snapchat

# Marketing Channels

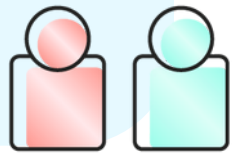
## Influencer Marketing

Authentic, data-driven campaigns that align with brand stories.



## Social Media

Data-backed strategies derived from audience demographics and channel-specific opportunities and comprehensive case studies showcasing successful campaigns for world-class brands.



## Paid Media

Utilize an expert-driven approach to user acquisition via content syndication and meticulously manage ad auctions, budgets, and creatives. Strategies prioritize ROI across all pivotal ad channels.

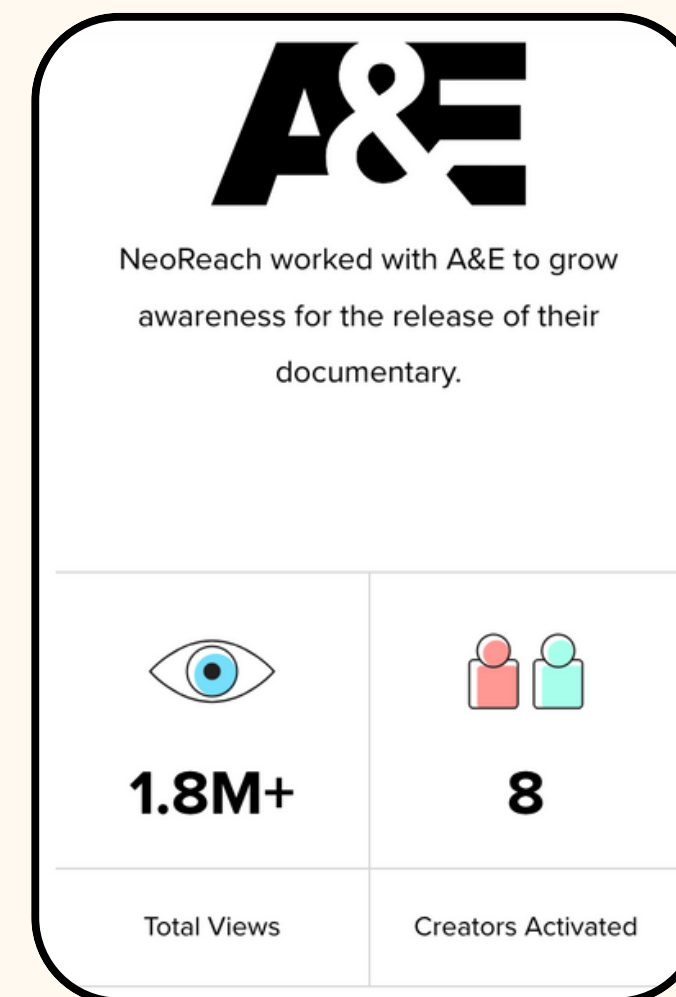
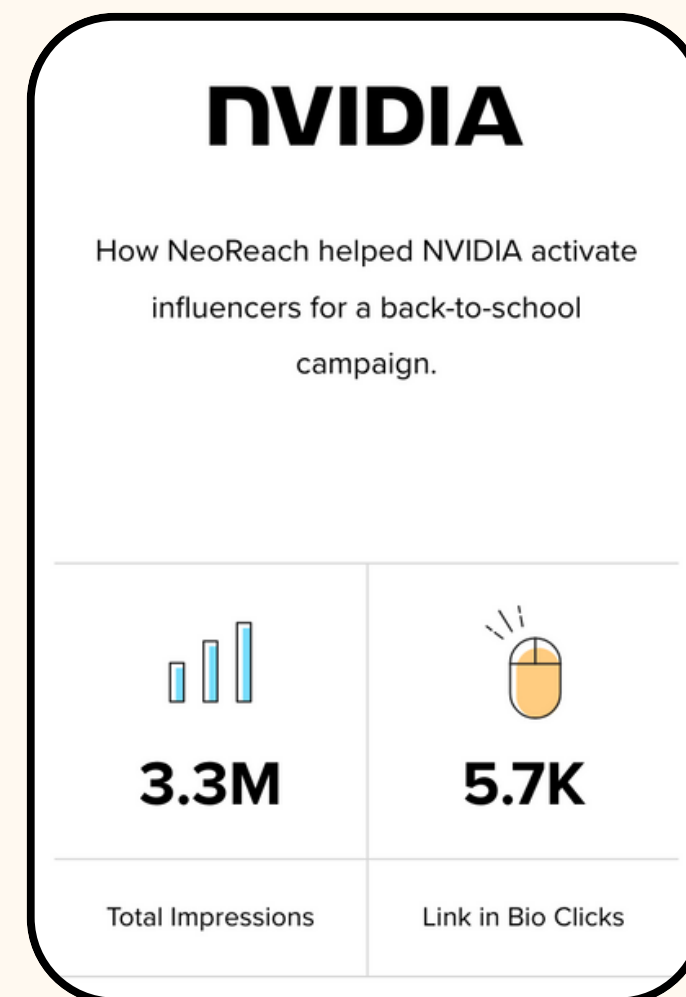
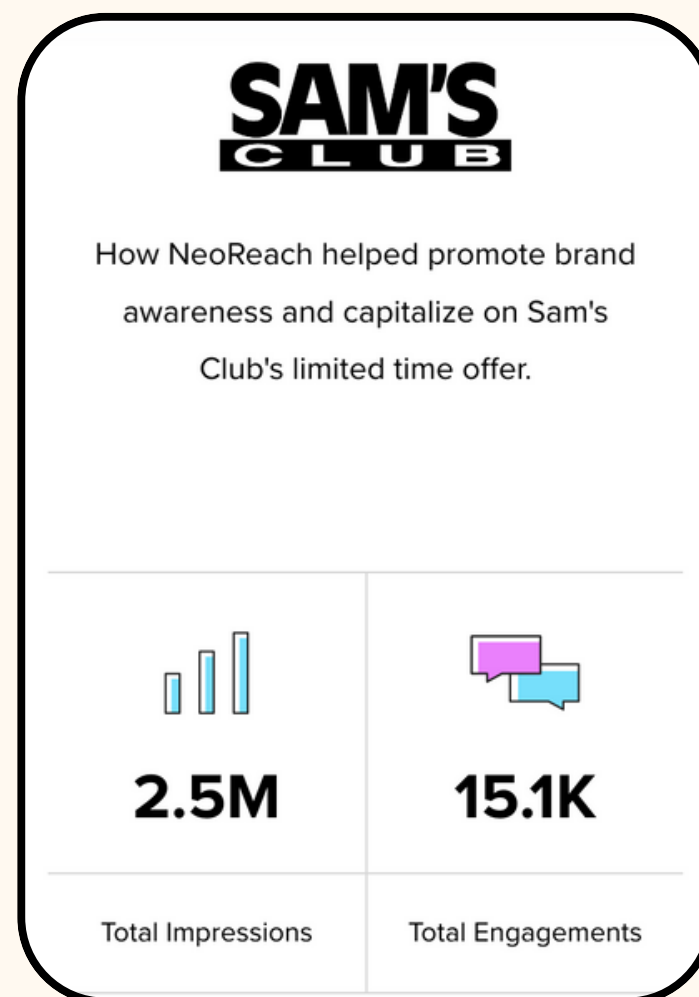


# Key Metrics

## Extensive Database

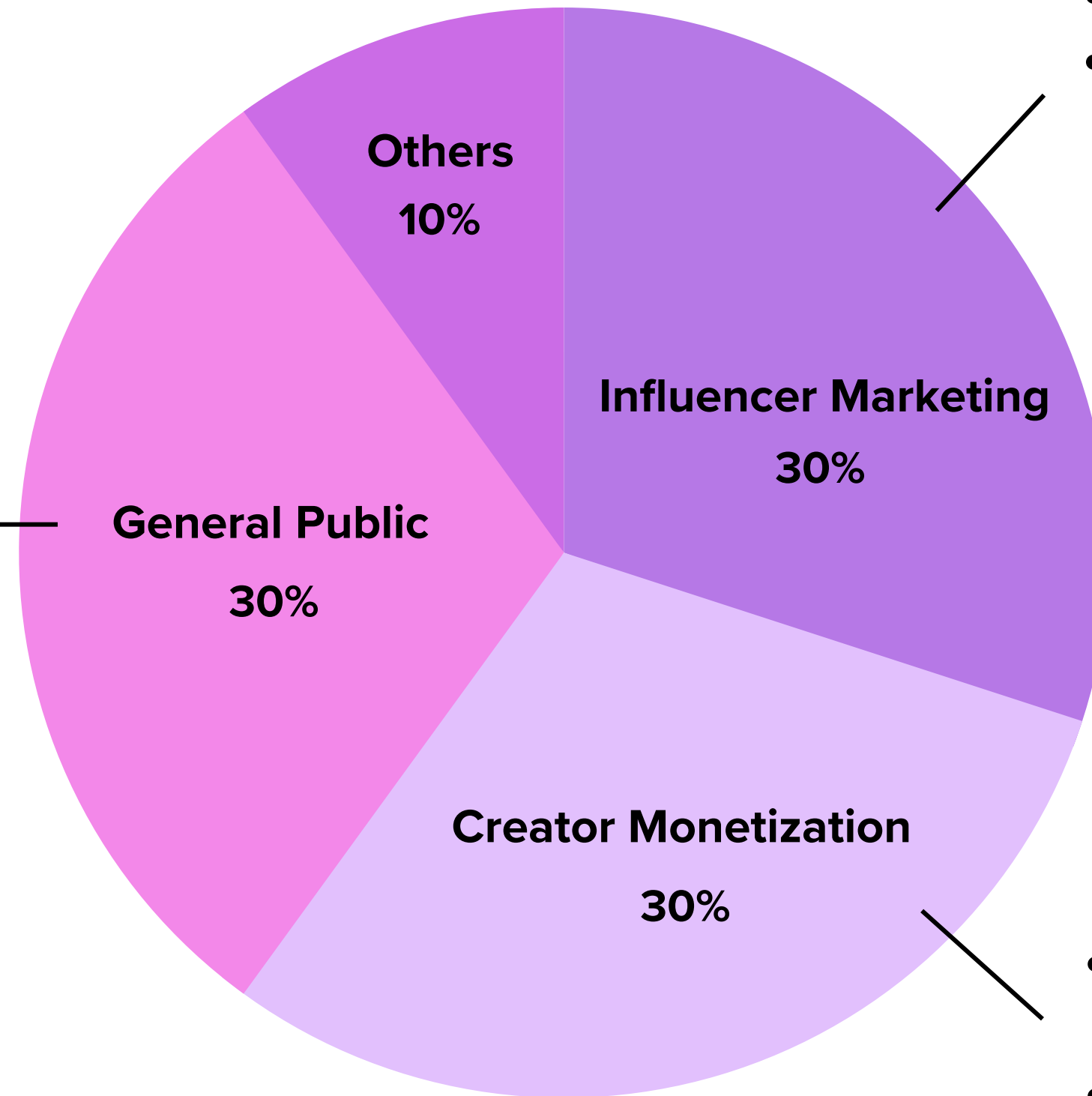
Instant access to over **5 million** influencers' data and analytics. Seamlessly integrate the powerful database with enterprise application of choice.

## Success Stories



# Target Market

- Anything about social media
- e.g. “Heres how TikTok algorithm is updated” or “how TikTok shop works,” etc.



- Niche audience
- Highest density of potential customers, but the lowest density of potential viewers

- Everything related to content creators
- e.g. tools, news, etc.

# Buyer Persona #1



**Name: Mila**

**Gender: Female**

**Age: 35**

**Location: Los Angeles**

**Job: Influencer Marketing Manager**

## Responsibilities

- Works with a medium-sized company that has 150+ employees
- Oversees company's influencer marketing efforts and campaigns.

## Current Goal

- Wants to improve its brand awareness and social media engagement.

## Struggle

- Currently struggling to select, contact, hire, work with, pay and/or manage influencers.

# Buyer Persona #2



**Name: Matt**

**Gender: Male**

**Age: 26**

**Location: New York**

**Job: Influencer/Content Creator**

## Responsibilities

- Creates engaging content in men's fashion (a niche).

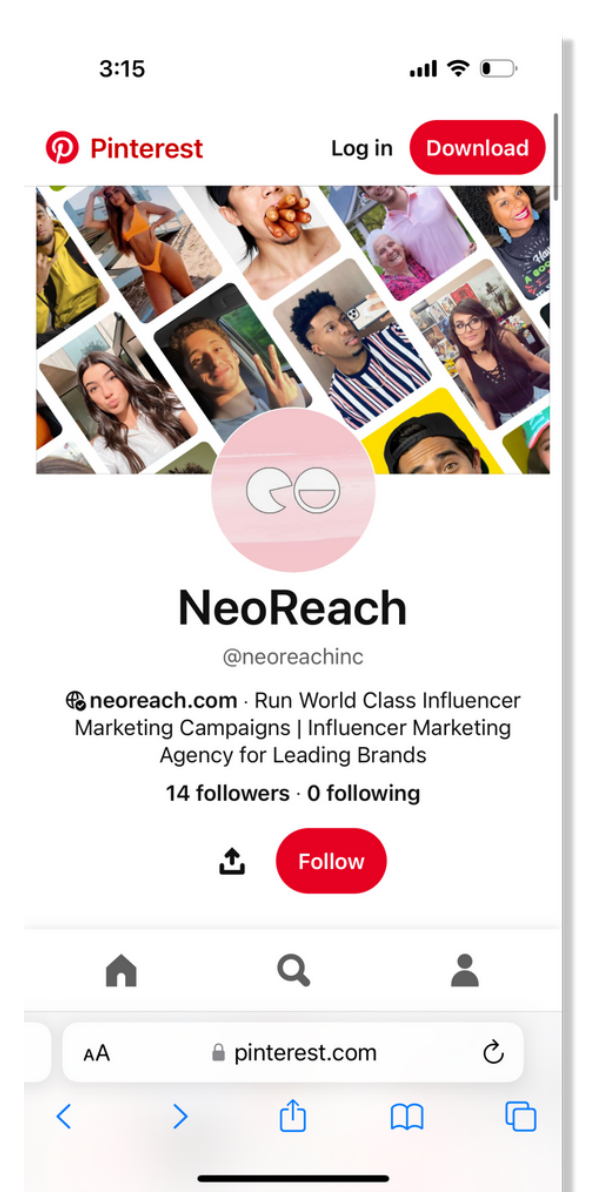
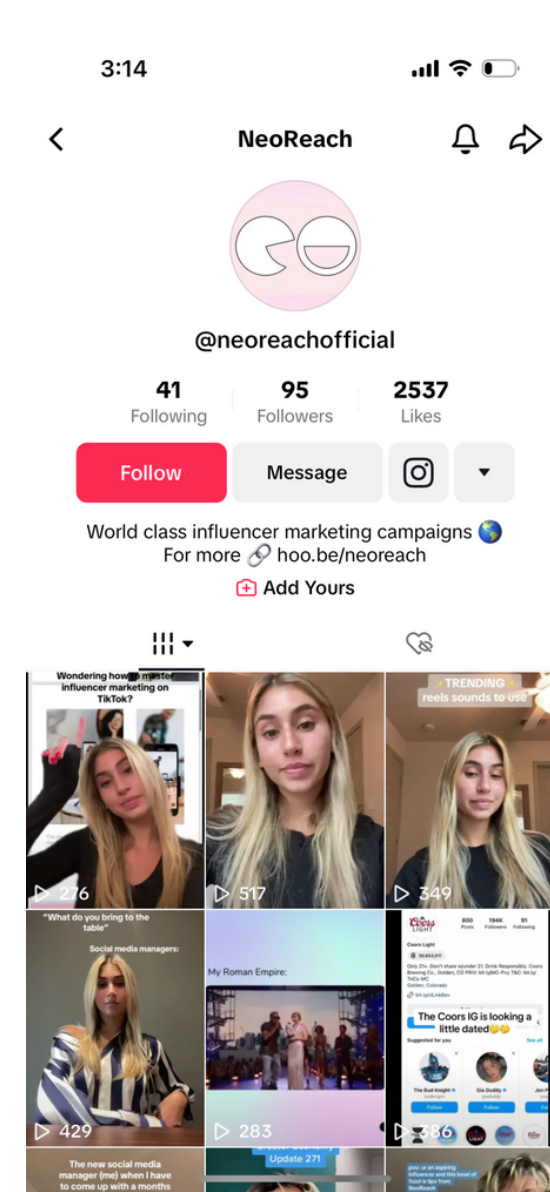
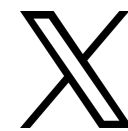
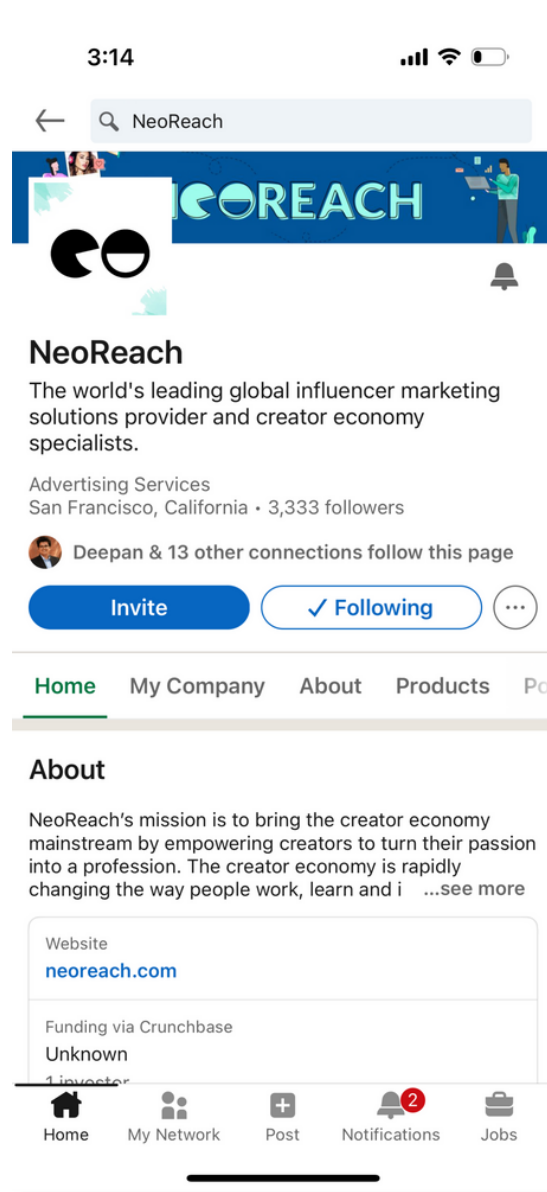
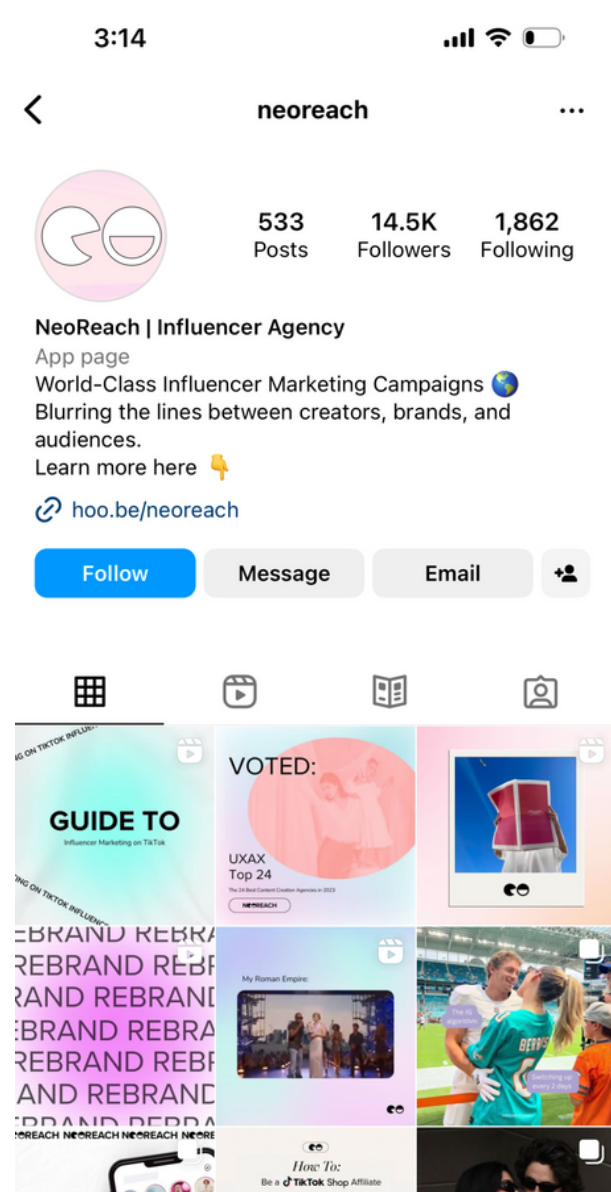
## Current Goal

- Wants to monetize their page by partnering with brands and creating content for them.

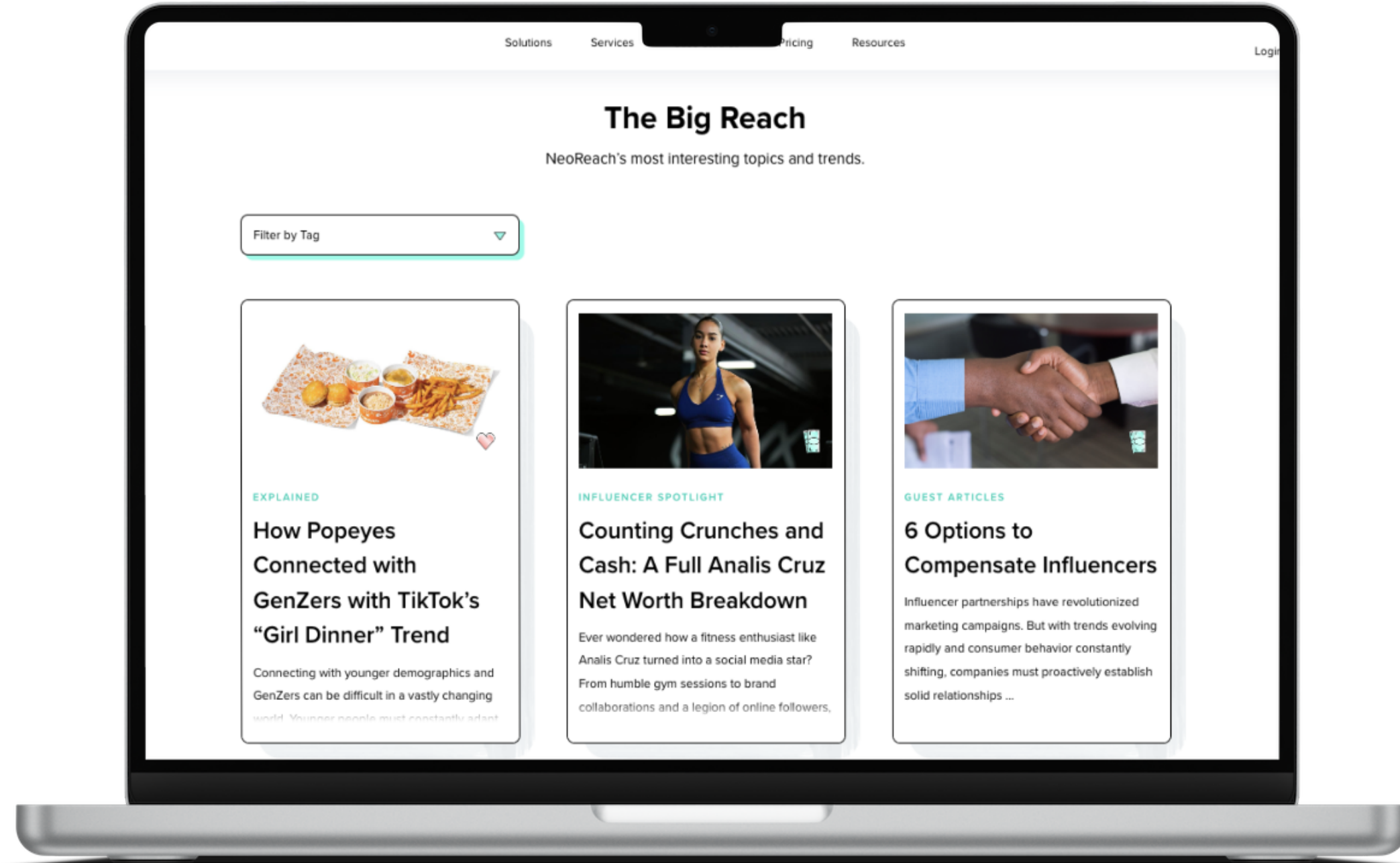
## Struggle

- Currently struggling to find, contact, partner with and/or negotiate with brands.

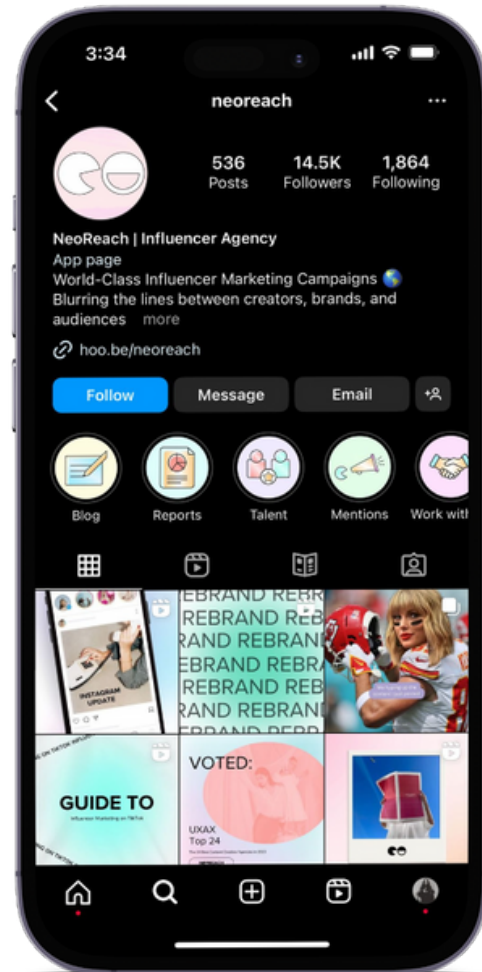
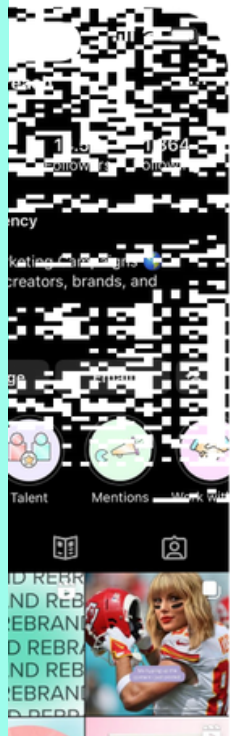
# Social Media Presence



# Blog



# Current Marketing Strategy



14.5K

**Followers:** 14.5k

**Avg Engagement Rate:** 0.01%

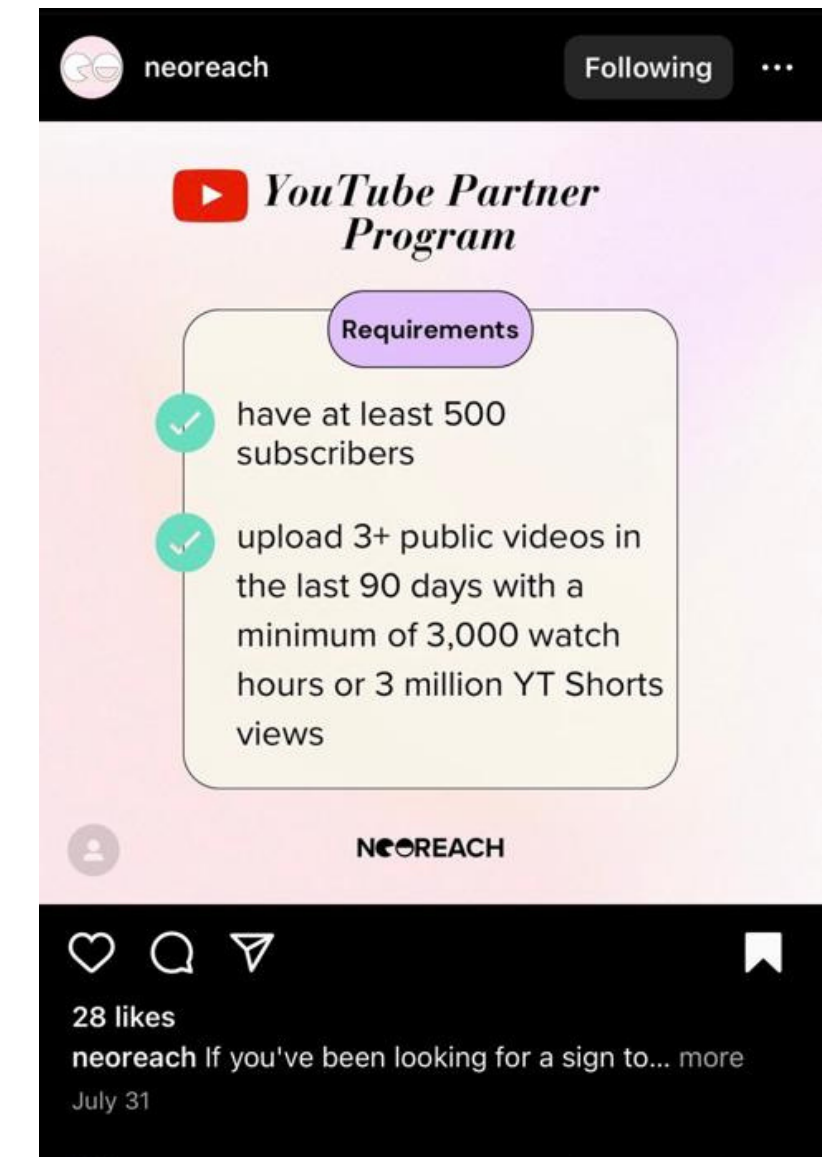
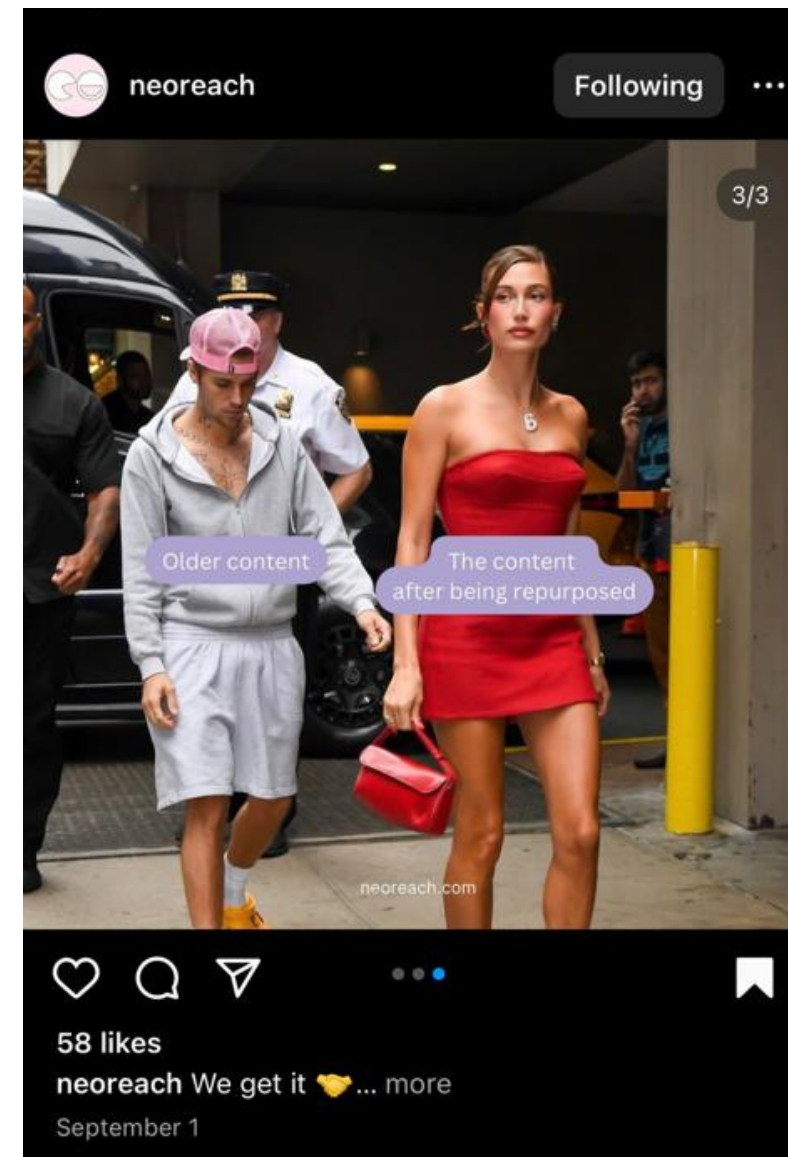
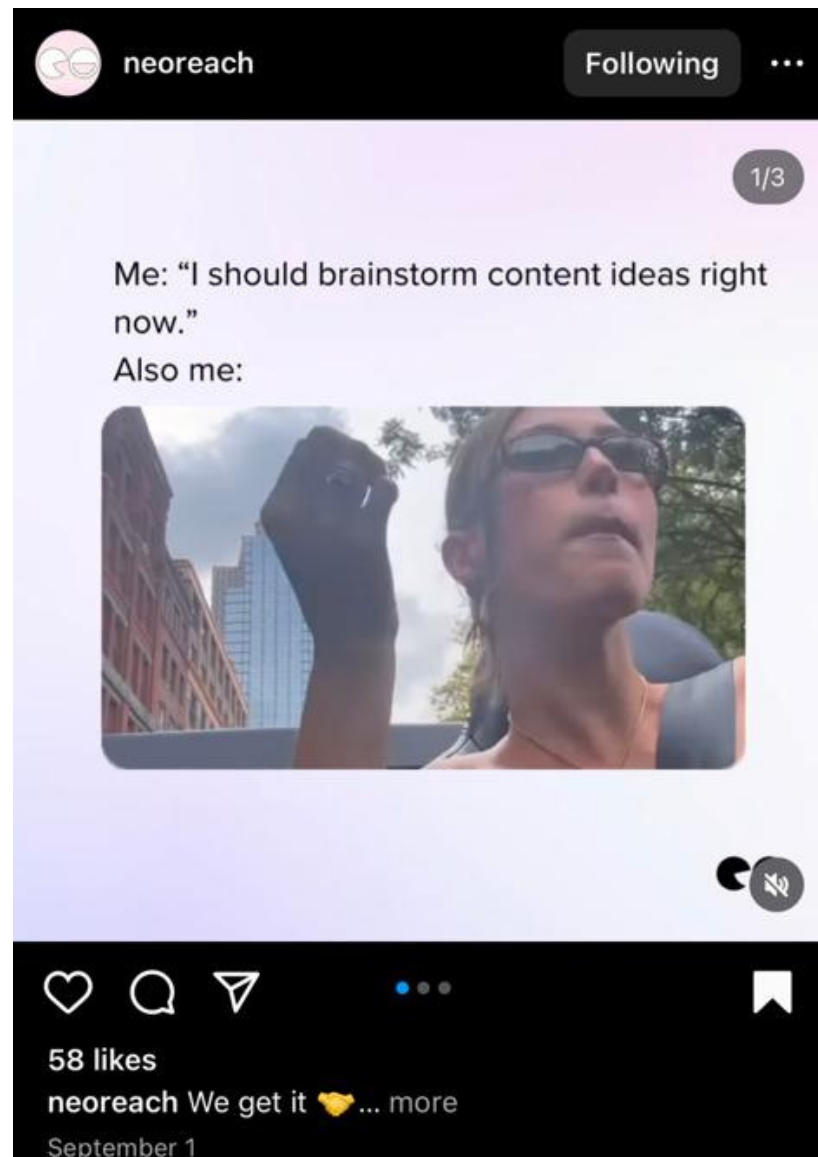
**Ideal engagement rate:** 1 - 5 %

**Content type:** Pop culture,  
Informational, Industry centric

**Aesthetic:** Soft, Pastel  
Academia, Light, Fresh



# Current Best Performing Content



# Current Marketing Strategy

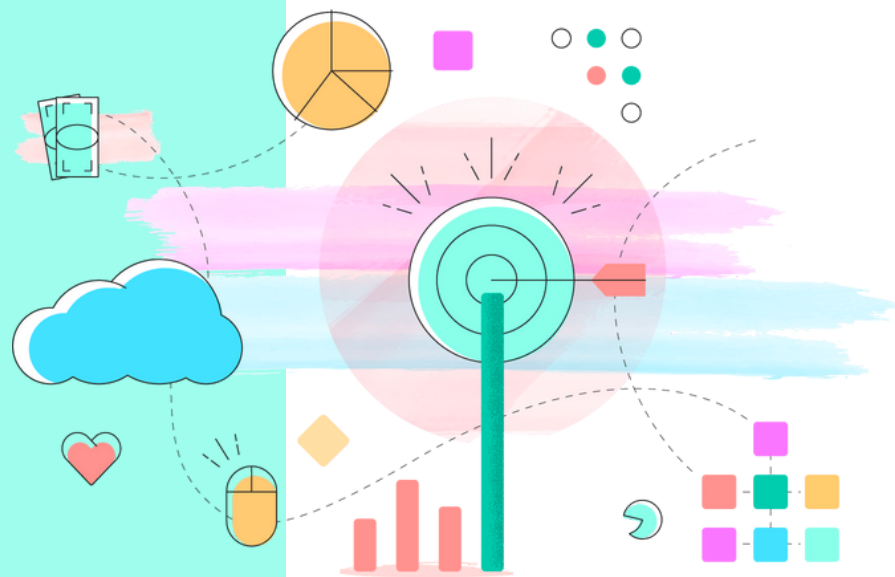


## Pros:

- The website design features a modern and clean color scheme.
- The blog posts are informative, spanning a wide range of topics encompassing social media, influencer marketing, and the creator economy.
- Robust SEO strategies, such as on-site SEO and backlink building.

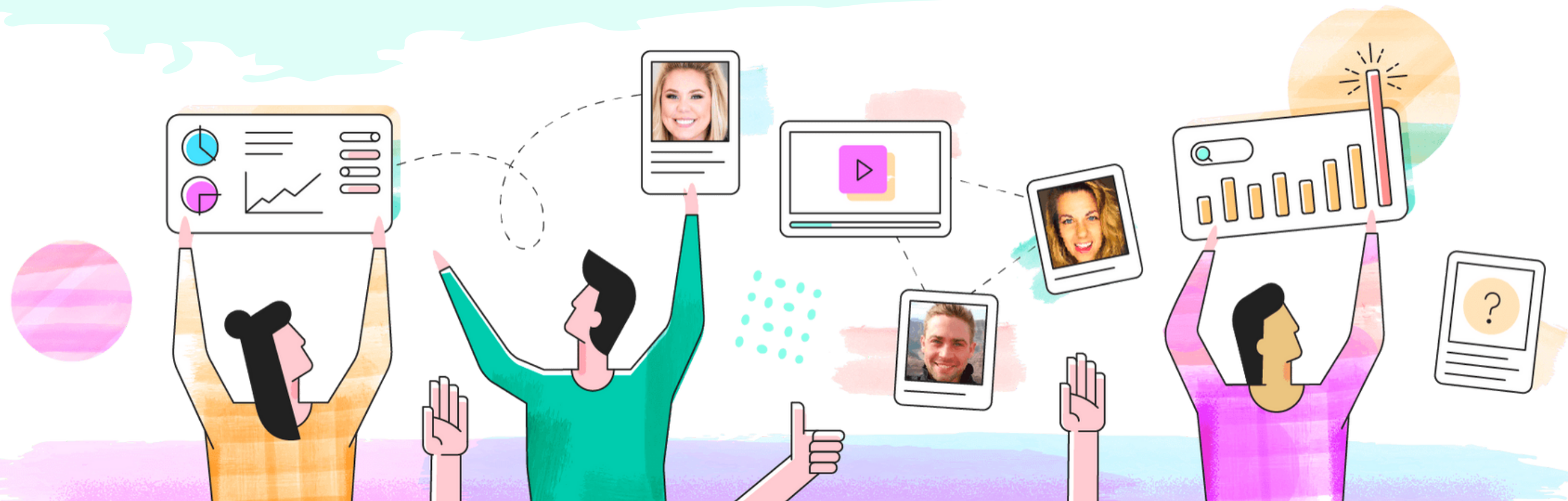
## Cons:

- Primarily focused on blogging; other social platforms exhibit inconsistency in style and content.
- Social media content lacks engagement and user interaction.
- Encountering an issue with bot followers



# Proposed Marketing Strategy

Transform blog posts into platform-specific social media content, fostering a cohesive online presence for NeoReach. Prioritize informative and educational content to establish a credible brand identity and thought leadership in the industry.





# SEO Strategy

## ***Identification***

Identify top-ranking keywords with the potential to deliver informative content.



## ***Ideation***

Transform the top-ranking keywords into tailored topics or titles and start content creation.



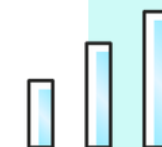
## ***Optimization***

### **For blog posts:**

Implement comprehensive on-site SEO, including page titles, meta descriptions, and image alt text, among others.

### **For social content:**

Strategically optimize hashtags to enhance discoverability and reach.





# Ranking Keywords

<https://neoreach.com>

**#1** for cole labrant net worth

**#1** for labrant family net worth

---

***What is labrant family?/YouTube influencer case study/How to be an influencer***

NEOREACH

Solutions

Services

Case Studies

Pricing

Resources

Login

GET STARTED

## Run World Class Influencer Marketing Campaigns.

NeoReach enables world class original influencer campaigns for leading brands and Global Fortune 500s.

LEARN MORE



**#1** for best crime podcasts on spotify

**#1** for best horror podcasts on spotify

**#1** for best mystery podcasts on spotify

---

***Must-listen/watch podcast series***

# Keyword Research

*“Influencer marketing”*



## Top 10 Monthly Volume

Influencer (vol. 55,000)  
social media marketing (vol. 16,550)  
influencer definition (vol. 13,400)  
how to become an influencer (vol. 4,950)  
What is an influencer (vol. 4,895)

***Influencer or creator economy explained***

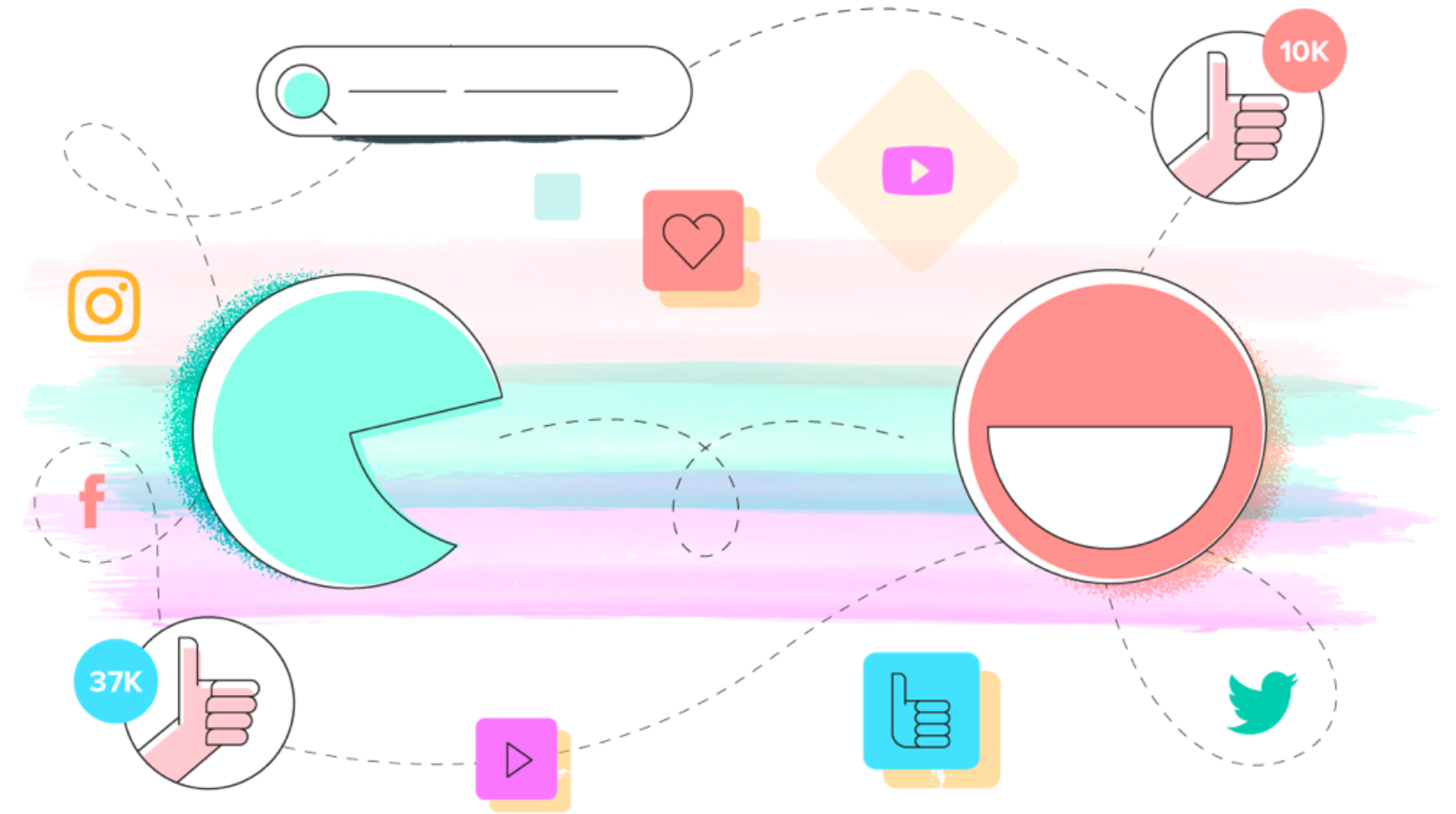
## Others

marketing campaign examples (vol. 1,185)  
what is influencer marketing (vol. 641)  
how to find Instagram influencers (vol. 195)  
how to do social media marketing (vol. 195)  
become a paid influencer (vol. 159)

***Influencer marketing guide/how to find the right influencers/how to monetize as an influencer***

# Keyword Research

## “Creator Economy”



The monthly search volume is relatively low, indicating that people are not conducting direct searches for the term. However, there may be opportunities to explore related topics through alternative keywords.

# Keyword Research

*"TikTok"*

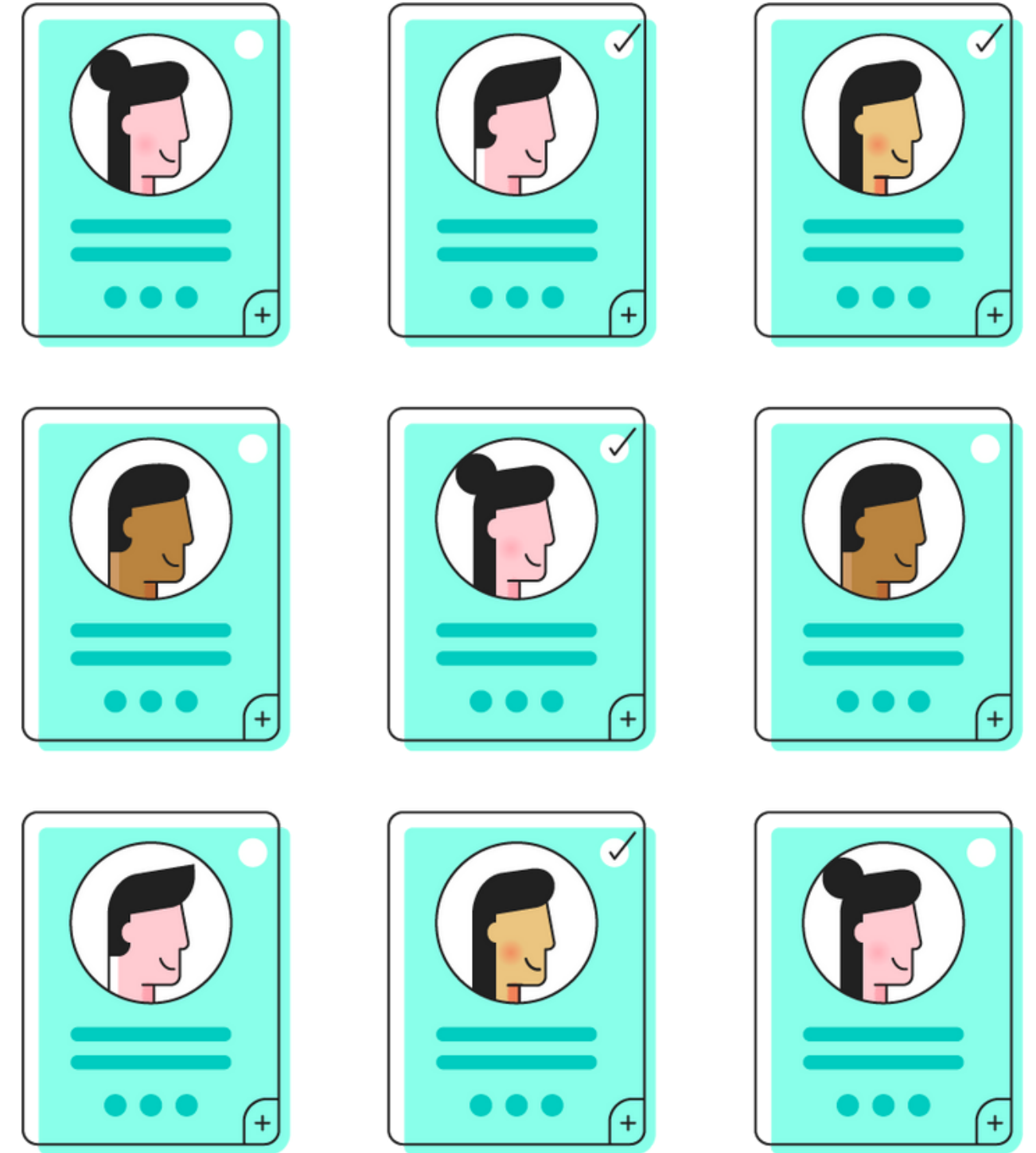
## Top 3 Monthly Volume

Musically (vol. 16,550)

tik tok (vol. 733,403)

Tiktok (vol. 496,171)

***Story of TikTok and musical.ly/TikTok business model/Algo breakdown/TikTok shop***



# Social Media Analysis



***Instagram***

**Pros:**

- Well-designed aesthetic
- Post frequency

**Cons:**

- Low engagement
- Bot followers
- Text-heavy content
- Content variety



***LinkedIn***

**Pros:**

- Potential for growth

**Cons:**

- Low engagement
- Unclear strategy
- Target audience
- Post frequency



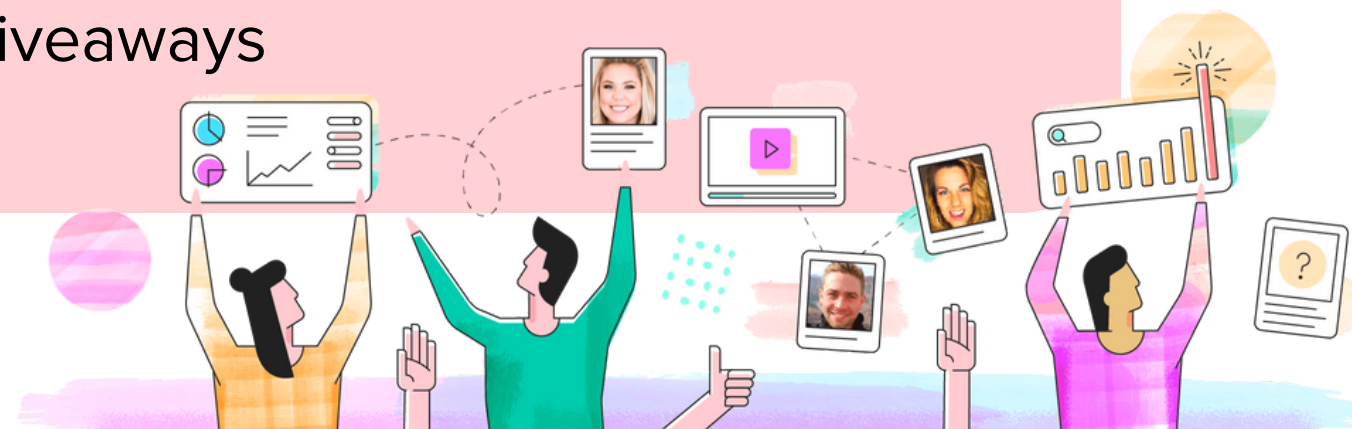
# Increase Engagement And Followers

## ***How To Post?***

- Stay consistent with posts( 1 post every 2-3 days and 1 story per day)
  - Use data analytics to determine when the audience is most active
- Cross-post content on all channels

## ***How To Improve the Content?***

- Make data-driven decisions on content topics
- Expand content types and channels, such as YouTube Shorts
- Use SEO-determined hashtags
- Engage with the audience frequently
- Social media challenges/contests/giveaways



# Timeline



## Phase I

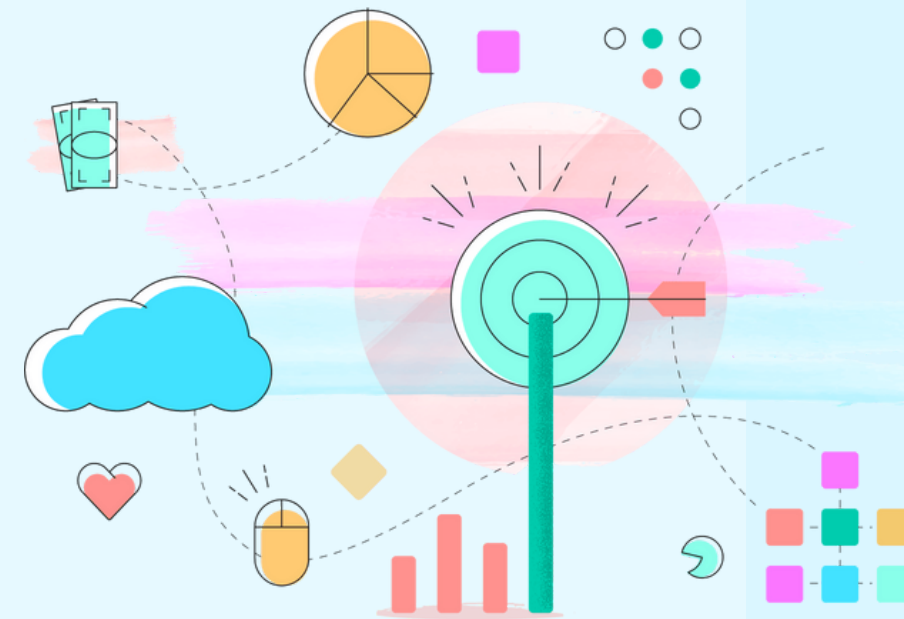
10.25 - 11.10

**Complete designing social media assets** for NeoReach including Facebook/Instagram ads, Instagram story posts, and one sponsored TikTok or Instagram video.

## Phase II

11.10 - 11.25

Delve into our **target market**, conduct **competitor research**, and **start content creation** on blogs and social platform with SEO assistance



## Phase III

11.25 - 11.29

Prepare and showcase the comprehensive results of our marketing initiatives for NeoReach, **evaluate** our market penetration, **assess** the effectiveness against competitors, and **offer recommendations** for future strategies.



# NEOREACH

Thank You

