



NEOREACH

Company Overview

NeoReach is a top influencer marketing solution that uses technology to manage effective influencer campaigns for major brands and Fortune 500 companies worldwide. We provide both robust technology and hands-on services powered with a custom creative strategy executed by an experienced proven team of insiders and professionals.

262+ Total creators indexed withinin our creator network

5,000+ Creators contractually onboarded to legal and payments platform

1,500+ Creators self-report NeoReach as primary income stream

Business Objectives

- Become a reputable and trustworthy partner for the world's most prominent brands and companies in executing their marketing strategies. NeoReach strives to achieve this by connecting brands with the right influencers and creating authentic and impactful campaigns that engage and inspire their target audience.

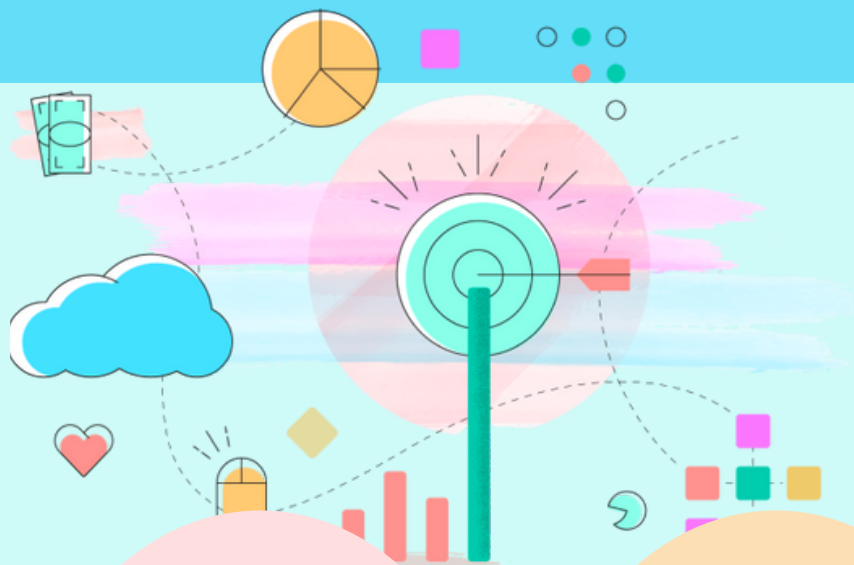
- Leverage influencer marketing to drive brand awareness, engagement, sales, and brand perception.
- Exceed expectations by providing unparalleled expertise, innovation, and customer service.

Marketing Objectives



- Bring in more brands and agencies and help them run their influencer marketing campaigns.
- Implementing content and SEO strategy that enables us to identify educational keywords and answer questions like “how to...,” “what is....”
- Establishing thought leadership in the realm of influencer marketing and creator economy.
- Creating more information-dense content that could be shareable across social media.

Target Market



Small/Medium-sized businesses

Enhance brand awareness, drive engagement

Enterprises

Creator management, consumer insight analysis, more complex campaigns

Agencies

Work with agencies to plan influencer marketing campaigns for their clients

Services & How it works?

Creative Strategy & Execution

Elevate your brand with our innovative and engaging content tailored to perform on social media platforms, designed by our experienced in-house creators and fueled by data-driven insights.



White Glove Managed Services

Streamline your influencer marketing process with our seamless end-to-end management solutions, powered by our seasoned professionals who do this everyday, saving you time and effort.



Custom Creator Payment Solutions

We've built a desktop and iOS app and integrated Stripe designed to accommodate the diverse needs of brands and influencers, ensuring a smooth and secure payment process, compliant document collection, and a streamlined end result.



Social Media Management & Growth

Optimize your online presence with our comprehensive social media management services, fostering organic growth and fostering meaningful connections with your target audience.



Tech: Software & Advanced API's

Leverage our cutting-edge technology, software, and advanced APIs to harness the power of data, ensuring a strategic and efficient approach to influencer selection and campaign management.



Talent Management

We help creators maximize their potential as we nurture and develop unique creator talents, guiding them toward meaningful opportunities and long-term success in the creator economy.



Influencer Marketing

We handle the entire process of working with influencers. This service includes sourcing a relevant influencer list, outreaching and negotiating terms, and working with the influencers to plan, create, and post organic, highly engaged content.



Social Media & Content

We work directly with your team/project to help create and execute the social media calendar, including content ideas and social copy. We'll oversee the social media platforms, managing and engaging with the your audience on Twitter, Instagram, Facebook, and TikTok.



Community Management

We assign one of our expert community managers to work directly with your team. We'll help create and execute initiatives to drive community growth, engagement, communications and events on Discord and Telegram.



Press & Media

We liaison your project with our network of writers, thought leaders and PR agencies to create easy to read, yet powerful PR stories. We'll coordinate the publishing with notable media outlets such as CoinTelegraph, Yahoo, etc. We can also help arrange podcast appearances, Twitter Spaces and more.

Crypto & Web3



For Brands & Companies:

Work with our managed service teams to seamlessly launch influencer marketing campaigns at scale.



For Individuals & Teams:

Use our self-service platform to manage your own individual influencer relationships and execute your own user-generated content campaigns.



For Enterprises:

Enterprise applications utilize NeoReach as an integrated API solution to power cross-channel social, consumer, and brand insights.





"Out of the influencer marketing platforms I've worked with, NeoReach is one of the most compelling. Their audience targeting and analytics were extremely insightful"

- Drew Minh, Marketing Manager at NBC Universal



"NeoReach can drive social conversation, sentiment, and conversions in a way no one can, for a cost no one can match"

- Ryan Faber, Fanduel

Case Studies



NVIDIA®

How NeoReach helped **NVIDIA** activate influencers for a back-to-school campaign.

[Learn More](#)

TikTok

How **TikTok** achieved breakout success through regional-specific influencer campaigns at scale.

[Learn More](#)



NETFLIX

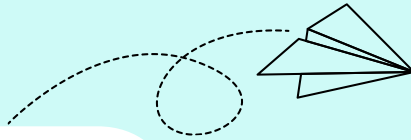
How **Netflix** found streaming success with NeoReach on TikTok

[Learn More](#)



Company Backstory

Influencers have become the new tastemakers, and brands are eager to tap into the potential of influencer marketing. However, many marketers still use spreadsheets and operate in silos, wasting resources, time, and money, and relying on instinct instead of hard data. ***NeoReach is the solution to this inefficiency.*** It offers a platform for brands to run all their influencer programs in a centralized location, streamlining the process and maximizing results.



Where are we now?

- Established in 2013, NeoReach has been steadily growing. Now, there are around 80 employees in the company and 3 offices in Florida, New York, and Japan.
- NeoReach is actively collaborating with Fortune 500 companies and other established brands (million-dollar scale) to help them integrate or improve their influencer marketing strategy.
- The company is currently expanding its business to reach a broader audience, such as influencers and content creators. By collaborating directly with creators, NeoReach could become a one-stop service provider in the realm of influencer marketing and the creator economy.



Founder Story



Misha Talavera



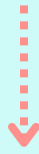
Jesse Leimgruber



P.J. Leimgruber

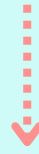
2013

Jesse, P.J., and Miha founded NeoReach, on the campus of Stanford University through the Y Combinator startup accelerator.



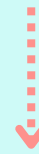
2016

Jesse was one of 29 Thiel Fellows, a group of students who are guided to focus on entrepreneurship rather than school. He then left Stanford to dedicate more time to the company after the company raised a seed round of \$1 million dollars.



2017

NeoReach launched Influencer Media Value (IMV) software, which reports the success of influencer marketing programs by measuring earned media value.



2018

NeoReach acquired the micro-influencer marketing platform, Gnack.



Founder's Quotes

It doesn't necessarily need to be in the sense of scale, in terms of millions of followers, you know, we're seeing these small micro creators have had great success doing what they love. And that's encouraging to see.

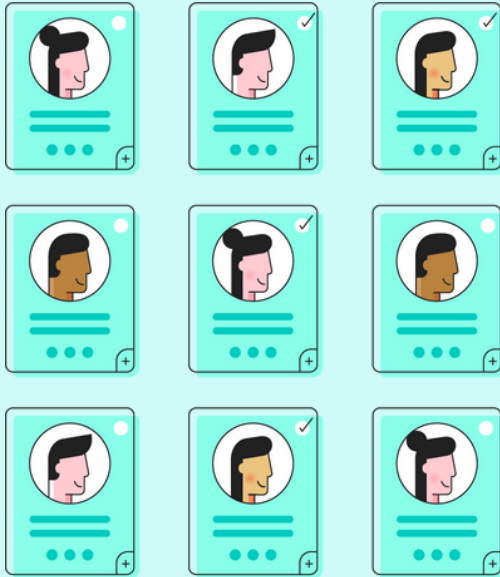
I encourage the folks that are on the brand side, to really rethink their influencer strategy and that lens and think less about the performance metrics and the views and the numbers and really think about the creation of the fostering a connection between the brand and the creator, the same way that the craters foster that connection with their fans.



— P.J. Leimgruber

Influencer marketing is a powerful tool for brands of all sizes, but it can be difficult to manage and track. NeoReach is a platform that makes it easy for brands to find, manage, and track their influencer marketing campaigns.

The best influencer marketing campaigns are the ones that are authentic and feel real. When you're working with influencers, it's important to give them the creative freedom to create content that resonates with their audience.



— Jesse Leimgruber

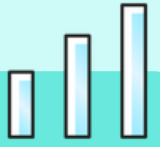


Key Talking Points

- Brands that collaborated with NeoReach: Airbnb, The New York Times, NBCUniversal, Walmart, Honda, NVIDIA, Amazon, TikTok, etc.
- NeoReach takes care of the whole lifecycle of influencer marketing, including creating strategy, influencer search & CRM, creator onboarding, creator payments, talent management, social media growth, and other additional strategies. It's one-agency-for-all.
- NeoReach has cutting-edge technology, software, and advanced APIs to support data-driven decision making in each step of your marketing campaign and strategy, making everything more efficient.



Potential CTA



Link to the NeoReach website:

- The call-to-action should appeal to both brands/companies and influencers so that NeoReach can grow on both sides.
- Encourage potential clients to reach out to us after reading our case studies/services on the website, which is the golden time to achieve conversions.

Start a campaign with us!

Submit the form below, tell us a bit more about your business, and ***we'll be in touch*** shortly.

Find answers to some of our most common questions. Can't find what you're looking for? Feel free to ***contact us*** directly.

Are you an influencer? ***Sign up*** here.

"Learn more," "Let's Chat," "Get Started"

Link to NeoReach social media:

- These CTA should be redirected to our social media pages where we post the most up-to-date content.

"Click to Learn more," Follow Us on..., "Stay Tuned"

Social Media Accounts



<https://www.facebook.com/NeoReach>



https://twitter.com/NeoResearch_NEO



<https://www.instagram.com/neoreach/>



<https://www.pinterest.com/neoreachinc/>



<https://www.tiktok.com/@neoreachofficial>



<https://www.linkedin.com/company/neoreach-inc-/>

Additional Resource

Influencer Marketing Hub:

<https://influencermarketinghub.com/neoreach/>

g2 Customer Reviews:

<https://www.g2.com/products/neoreach/reviews>

