

LEVERAGING
THE POWER
OF
INFLUENCERS



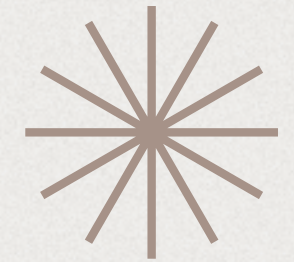
THE *white label* STUDIO

MARKETING • PR • CONTENT

WHO IS WHITE LABEL STUDIO

White Label Studio, is a boutique full-service marketing agency based in Calhoun, Georgia.

- We launched in 2019 by co-founders Elise Demboski and Mollie Surratt.
- We have expertise in a broad range of areas, and we are a creative duo with complementary passions
- Mollie specializes in social media management, public relations, and content marketing,
- We lead a team of social media and marketing experts to service our growing roster of 32 clients.



White Label Studio is so much more than a business. It is a personal expression of our lives. Faith is at the core of all we do, and clients are like family. We strive to help others and make giving a priority.



ABOUT MOLLIE SURRETT

Mollie is a big dreamer and vision maker. She excels at bringing brands into the spotlight and generating leads through response-focused digital strategy, social media, blogs, and SEO.

- Working mom with two daughters, husband, and two dogs, Sadie & Maggie
- Lives in Calhoun, GA
- Studied Journalism at Samford University
- Grew up in her family's couture bridal business, home of SYTTD Atlanta
- 13 years of corporate marketing experience
- Director of Marketing with Shaw & Anderson Hardwood (8 years)
- Senior Director of PR and Content Marketing for Mohawk (5 years)
- Started MS Marketing & Interiors in 2017



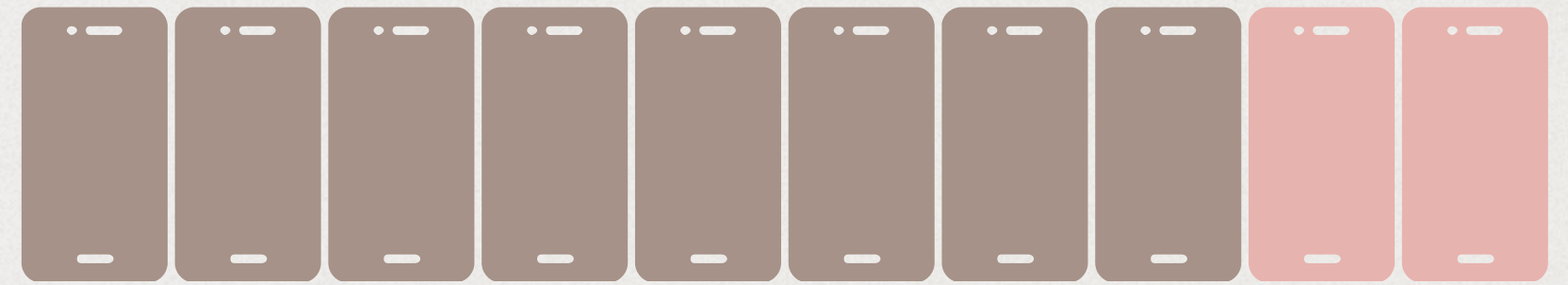
WHAT IS AN INFLUENCER?

A modern living room with a grey sofa, a glass coffee table, and various plants and decor. The room is bright and airy, with large windows in the background. The text "WHAT IS AN INFLUENCER?" is overlaid in the center of the image.

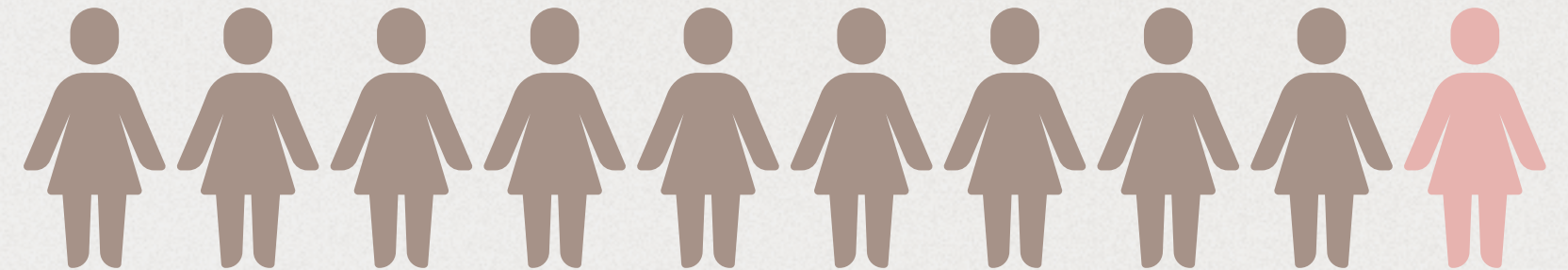
HOW MUCH DO INFLUENCERS INFLUENCE?

Due to the rise of technology and the increased time spent at home due to the pandemic and remote working, social media has become a greater part of our lives.

This has resulted in an increase in consumers looking to their favorite influencers when it comes to the buying process.



8 out of 10 Gen Z and Millennials say they trust Influencers more than traditional celebrities



Almost 90% of women use social media for purchasing advice



Brands are making close to \$6 for every \$1 they spend on Influencer Marketing.

MICRO VS. MACRO INFLUENCERS

The difference between micro and macro Influencers differs from platform to platform based on how the content is displayed. For example, on Instagram, the best way to see all of someone's content is to follow them, but on TikTok, it is very likely you will see their content regardless of if you follow them or not.



Both groups of Influencers, as well as the middle group (mid-tier) and nano influencers, offer unique opportunities for a brand to reach a new audience.

Micro-Influencer

- 5K-50K followers on Instagram
- Typically have a higher engagement rate
- More invested followers

Macro-Influencer

- 100K-1 million followers on Instagram
- Typically have a lower engagement rate due to inflated following
- Followers are less likely to see every post and every story

THE POWER OF THE NANO AND MICRO INFLUENCER

Nano and Micro Influencers are quickly becoming an important part of the consumer decision-making process, and in turn, a brand's marketing strategy. Nano-Influencers and Micro-Influencers have more followers than the average person, but less than big-name Influencers. They tend to have a more involved audience and can therefore influence certain products at a better rate. One thing to expect from these Influencers is that they will likely have a higher engagement rate than bigger Influencers.

LEADING HOME INFLUENCER EXAMPLES

AMBER INTERIORS

1.6 Million followers on Instagram



Amber Lewis of @amberinteriors is a big name in the Interior Design world on the West Coast. Amber has used her gift of styling to create an empire for herself containing books, a personal social media following, and a home goods shop with almost 500K on Instagram.

We had the pleasure of working with Amber back in 2020 on a stone veneer collaboration for her home's exterior (pictured here). Not only was she amazing to work with, but thanks to her campaign, the brand made the decision to expand its distributors to the west coast.

Amber has always kept her captions light-hearted and humorous which helps her resonate with a large audience. She uses absolutely gorgeous photos and always seems excited about her next project.

KERA JEFFERS

99.6K followers on Instagram



Kera Jeffers is one of the most creative influencers in the home and DIY industries. She collaborates with many different home, lifestyle, and DIY brands as she transforms her house into a one-of-a-kind home overflowing with color.

I admire Kera so much. She is a mother of 4 and tackles everything life throws at her with grace.

Kera is an absolute delight to work with and goes above and beyond for every collaboration.

TANYA WILSON

35.7K followers on Instagram



Tanya Wilson from Dans Le Lakehouse is a great example of a Micro-Influencer in the Home space. With 22.4K followers on Instagram, she has formed a close connection with her audience and focuses on brand collaborations that she feels her audience would truly enjoy.

We had the pleasure of working with Tanya on a mood board campaign this past year with one of our clients (Tanya's gorgeous mood board is pictured here).

Tanya has grown her audience tremendously over the past year, and we can't wait to see what she does next!

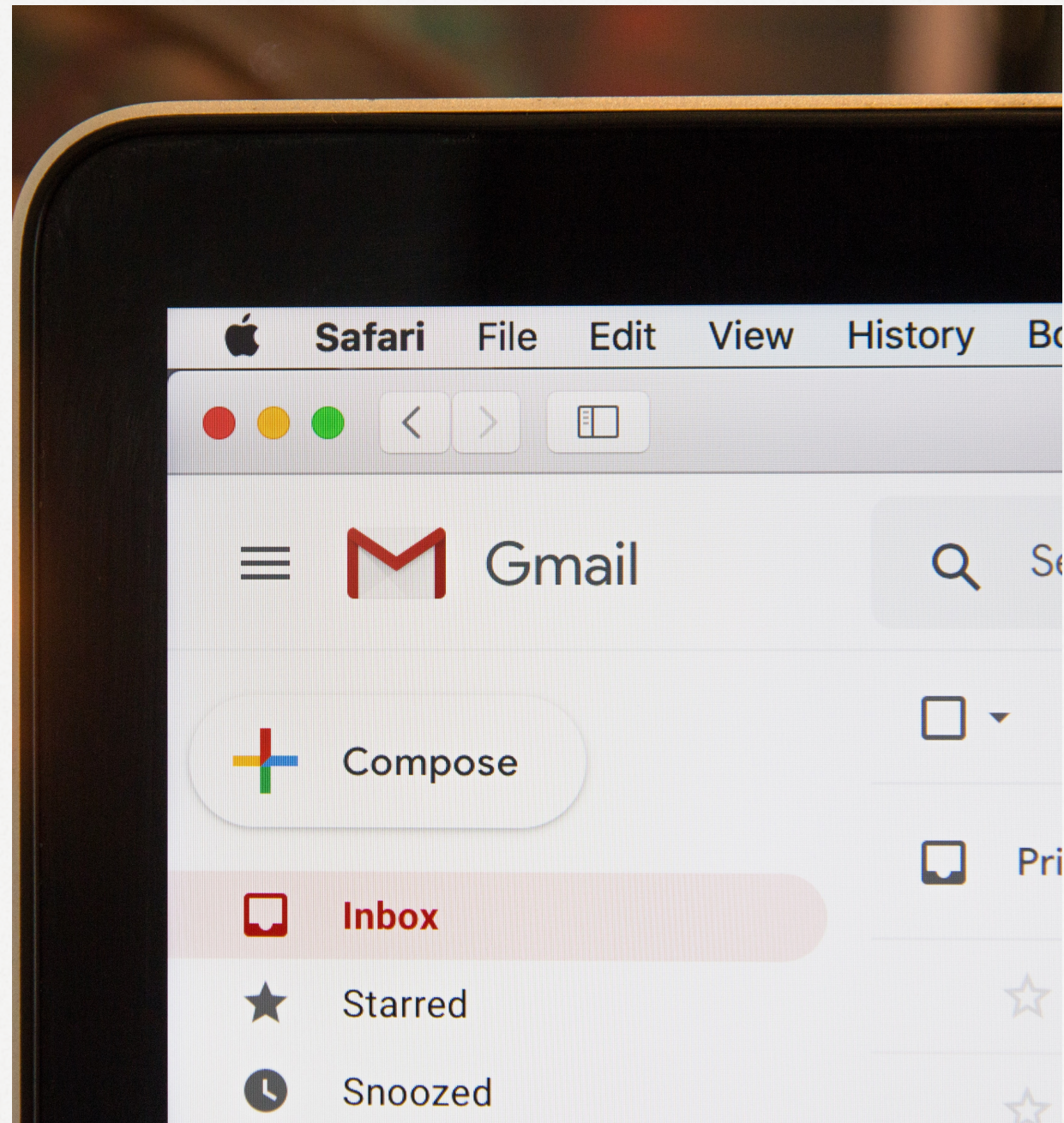
WORKING WITH INFLUENCERS

WHO SHOULD REACH OUT FIRST?

When it comes to the initial introduction, either the Influencer or the brand should feel empowered to make the first move.

As a brand, it feels great to hear how much Individuals and Influencers love your products. Even if you are not in the position to collaborate at the moment, having a list of potential Influencers is extremely helpful.

However, it is also important for you as the brand to reach out to Influencers that you would love to work with.



MEDIA KITS, PITCHING, AND EXAMPLES OF COLLABORATIONS

During the Initial conversation with an Influencer, it is helpful to ask for a Media Kit, a list of future projects, and examples of past collaborations and how they performed.

These materials will help you as the brand to better understand an Influencer's capabilities and what they are looking for in a brand partnership.

WHAT IS A MEDIA KIT?

A Media Kit is a professional way for influencers to display their abilities in terms of content creation, a short bio, previous brands they have worked with, examples of work, follower count and engagement rate, and links to their social media accounts and blog. This Media Kit from Stacie's Spaces is the perfect example of what brands look for.

COLLABORATION *opportunities*

LET'S WORK TOGETHER

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Mauris cursus mattis molestie a. A cras semper auctor neque.

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SERVICES OFFERED

Static Instagram Post: A dedicated in-feed photo post featuring your product	\$2000	IG Reel	\$2200
IG Stories: Set of 3-5 slides promoting your product with swipe up links	\$1500	Full Social Campaign: One IG post, one set of stories, and one blog post	\$5000
Blog Post: One blog post (500-1000 words), with hi-res images, permanent links, and social boosting.	\$2000	Add Ons: Link in bio \$100 per day IG Giveaway \$500 plus product Perpetual Image Rights \$500 per image for a 12 month period 5-10 minute IGTV Video \$1500 Pinterest Pins \$60 per graphic pin	



CONTACT ME: stacie@staciesspaces.com



Stacie's
SPACES

CONTENT CREATOR

@staciesspaces

ABOUT ME

My name is Stacie Abdallah and I am a wife, mother, garden enthusiast, and home DIYer. I enjoy transforming spaces on limited budgets and sharing the challenges and adventures that come along with it! I offer my audience glimpses into my every day life including details about my gardening journey and raising my three young sons with my husband. I hope to inspire women to embrace who they are and where they are in life through creativity and confidence.

My primary goal is to encourage women to create functional and beautiful homes and gardens that best serve their needs and assist in creating an atmosphere filled with peace, order, and joy without breaking the bank. Relationships are crucial for Stacie's Spaces and we endeavor to present the brand as real, reliable, and relatable to our audience.

WHO FOLLOWS ME



35k

followers



3.5%

engagement rate



most of
the followers are
from the US



98% women
2% men



88%

are 25-54 y.o.

PREVIOUS SUCCESSFUL PARTNERSHIPS

POTTERY
BARN



Grove
COLLABORATIVE

Flooring
America.

JCPenney

cricut.

RUGGABLE

Constellation.
An Exton Company

joules



CONTACT ME: stacie@staciesspaces.com



PRODUCT, PAYMENT, OR BOTH?

When it comes to determining the compensation for a collaboration, there are a few factors to consider.

1. What is the product you are offering?
2. How much time is needed to complete the collaboration?
3. How many followers does the Influencer have?
4. What is the engagement rate/impression rate of the Influencer?

UNDERSTANDING YOUR PRODUCT'S WORTH

Knowing your worth when it comes to Influencer collaborations can be precarious.

Things to consider include what your product is, the quality of your product, and the market value of your product.



NEGOTIATING CONTENT PACKAGES

9 times out of 10 as a brand you are going to ask an Influencer to create more than 1 deliverable for a campaign. It is beneficial for you and the influencer to discuss "packages" of deliverables that you can be offered at a "bundled rate". Negotiating a lower rate on a campaign based on a higher number of deliverables is something that most Influencers are happy to do.



VISUAL ASSETS

Visual assets include any visual content the Influencer creates during a brand collaboration (i.e. social media stories, posts, TikToks, Reels, and images).

Visual assets can be the most important thing that you as a brand can gain from an Influencer Collaboration. The visual assets that Influencers create are much more cost-efficient and time-efficient than if you were to create them yourselves.

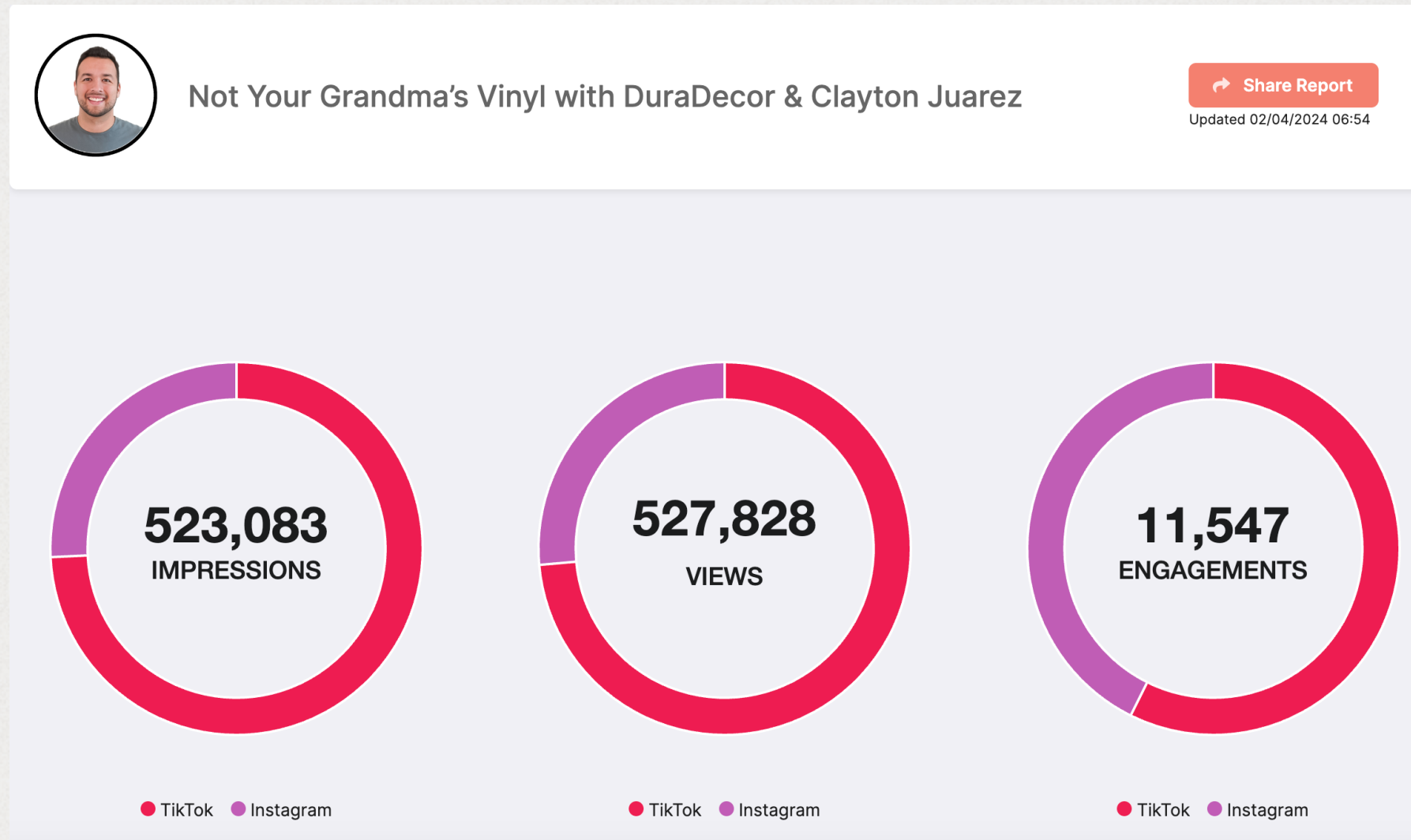
SHOULD I WORK WITH AN AGENCY?

Whether or not you work with an agency is a personal decision that each brand and Influencer must make based on their own needs.

Working with an agency can help free up more time for you as a brand to focus on different aspects of marketing and/or the business, while your agency handles finding and vetting Influencers, negotiations, and analytics reporting.

An agency also can ensure all legal guidelines are followed.

CLAYTON JUAREZ X DURADecOR



In December of 2023, DuraDecor partnered with Clayton Juarez for a DIY floor installation in his basement to showcase the super easy, DIY-friendly installation for their rigid core floors. Clayton created a reel and TikTok which has garnered 527,828 views to date and continues to grow. A collaboration like this not only exposes consumers to the brand, but helps to educate and motivate them into selecting DuraDecor to install themselves.

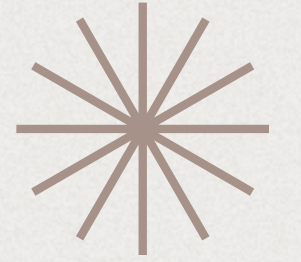


CLAYTON JUAREZ
X
DURADecOR



CONTRACTS

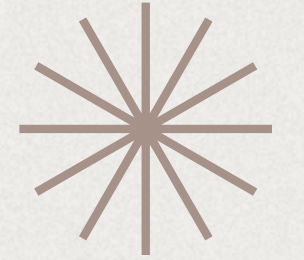
Contracts can be daunting. It is important to read through each contract you create before sending it to the Influencer, regardless of how much information was changed during the negotiation process. Contracts contain important dates, posting requirements, and terms of brand usage that you need to ensure are clear and approved by your business attorney.



Q&A



THANK YOU FOR LISTENING!



Feel free to reach out to us and send in any questions to mollie@whitelabelstudio.com.

