




YOUR BRAND NEEDS A STRONG VOICE ON SOCIAL MEDIA

Everything you need to know about working with digital influencers.

famenote.com

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WHAT IS INFLUENCER MARKETING

The simplest way to explain influencer marketing is to see it as hiring someone else to tell your brand's story. Spending large budgets on traditional advertising campaigns is no more effective in the era of plenty product choices. What consumers value most are opinions and recommendations from a person they trust and find authentic for the matter of subject. The old-fashioned word-of-mouth marketing has actually never left the scene.

THE POWER OF SOCIAL PLATFORMS

With the rise of social media, the power to influence a consumer purchase decisions that was only an advantage for celebrities has moved to "micro" individuals. By sharing their passions, these new digital stars have gained a large attention on different social platforms.

WHO ARE INFLUENCERS

Digital influencers are people who create content on social media or blogs and have gained an amount of followers.

They are advisors for the new generation when it comes to buying a new product or trusting a brand.

**\$570
MILLION**

marketers spent last year on
influencer marketing on Instagram,
globally, according to eMarketer.

**WHERE IS YOUR AUDIENCE?
HOW CAN YOU REACH THEM?**

FameNote connects brands with content creators on social media for authentic storytelling and highly targeted campaigns.

Here, brands can find, hire and collaborate with influential social media creators for product and service shoutouts and campaigns.

WHAT IS FAMENOTE

A platform where brands and creators for branded content on Instagram, Facebook, Twitter and YouTube, work together on creating authentic content.



**92% OF CONSUMERS TRUST
RECOMMENDATION FROM
INDIVIDUALS OVER
BRANDS.**

- NIELSEN -

STEP 1

CREATE CAMPAIGN

Describe your campaign and set your budget.

GETTING STARTED WITH FAMENOTE

Sign up for free and get to your target audience by placing your product or service into the content your customers are already consuming.

Build your brand with the right content creators.

STEP 2

CONNECT WITH INFLUENCERS

Research by a filter or receive proposals and negotiate with content creators.

STEP 3

REVIEW CONTENT, LAUNCH, MEASURE

Approve created content, launch your campaign and measure the results.

To learn more about our
influencer marketing platform:

Call: +389-70-959-140

Write: hello@famenote.com

