



HOSTINGER INFLUENCER MARKETING:

| What matters

Hostinger Influencer Marketing:

What matters

Our goal is to make your beloved viewers' lives easier by telling them about Hostinger. **This is not advertising - this is a mission to help your audience achieve their goals and pursue dreams.**

People, who are visiting your channel count on you, so give them some motivation and inspiration to check out how easy, fast and affordable hosting a website can be! There are a few points that we'd like you to keep in mind when producing this masterpiece before it goes viral:

Authenticity

Remain authentic. Viewers always value honest and unique content. They are watching your channel because they like and trust **YOU**.

Keeping your own approach, style and personality is essential, and we wouldn't have it any other way!

Creativity

Creativity is the key. Try to avoid dry and monotonous brand presentation. Do not over-analyze or just list Hostinger's features. Story-telling videos always work better and are much more interesting to watch. Share a story, show benefits instead of features.

Relevance: Audience + Channel + Content

You and only You know what works best for your viewers. You're making the lives of your subscribers easier by recommending them Hostinger! Connecting ideas of the video with the shoutout about us will make it smooth and transparent. In case you are about to make a dedicated review, let's discuss the idea and scenario together! We are here to help.



Voice and Tone

Voice and tone are ideas that might help communicate the benefits of Hostinger's service! A consistent and reliable review effectively raises conversions – which benefits you and us!

Before getting into specifics, let's overview this concept.

The Voice is what describes our company's personality, values, and mission. The voice is constant and doesn't change between content pieces, reviews and ads. It's how we want the world to see us!

The Tone is more of a tool. It can change, or be used differently. It's the way we talk to our audience to carry over the Voice (values, mission, personality.) The way you use tone might be different depending on the content. Think of it as the guideline to make sure our voice is heard.

This is how we see our voice, and what you might want to communicate to your audience:



Voice – How We Should Always Be Perceived

We are leaders in the hosting industry.
We eagerly share the tremendous experience of our experts.
Our goal is to help our customers succeed.
We're straight to the point.
We innovate and adapt, lead by example.

These are the qualities we want to highlight, as we believe it will show the true nature and mission of our company.



Voice – How We Should Never Be Perceived

Our goal isn't to just sell, it's to help succeed!
We don't get political.
We don't over-explain, only giving our users what they NEED.
We're not tied to the past.
We're not over-confident and aggressive.

This is what we want to avoid. These qualities should never be emphasised when advertising our product.

Tone – We’re Here to Help Customers

This is how we highlight our “customer obsessed” attitude! Our way of writing, so the user knows he’s valued, we will help him with everything we can, and we’re invested in their success.



How to do it:

Keep a conversational tone. Avoid formal language.

If you’re being witty, keep it short, and inoffensive.

Show that you know, that growing a project can be hard, but motivate them to take action.



How NOT to do it:

Don’t joke about any ethnic, religious, or similar groups.

Don’t use passive voice.

Don’t over-complicate explanations, ramble about unrelated topics.

Don’t try to obviously sell products or services.

Keeping these do’s and don’ts in mind will help you communicate our voice in every type of publication.

This is what’s used by our writers, and what works for us. If your platform has a different voice and tone – it’s okay! Use that instead!

Video Requirements

1. Tracking links:

There will be a unique tracking link generated for you. This link will track the performance of your project. Please make sure, that your unique link is added in the video description box, pinned to the first comment and shown on the screen during the video. If your viewers join Hostinger without using the link, we won't be able to attribute the transaction to your video's performance metrics.

2. Keywords to target:

best web hosting, web hosting, web hosting reviews, best web hosting provider, fastest web hosting, cheapest web hosting, how to create a website, how to create a blog, etc.

3. Tags to use:

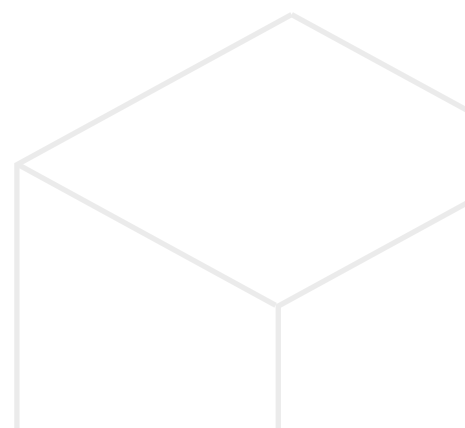
#hostinger #webhosting, #bestwebhosting, etc.

4. Useful assets:

<https://www.hostinger.com/affiliate-assets>

5. Video SEO tips:

<https://www.advancedwebranking.com/blog/seo-tips-for-videos/>

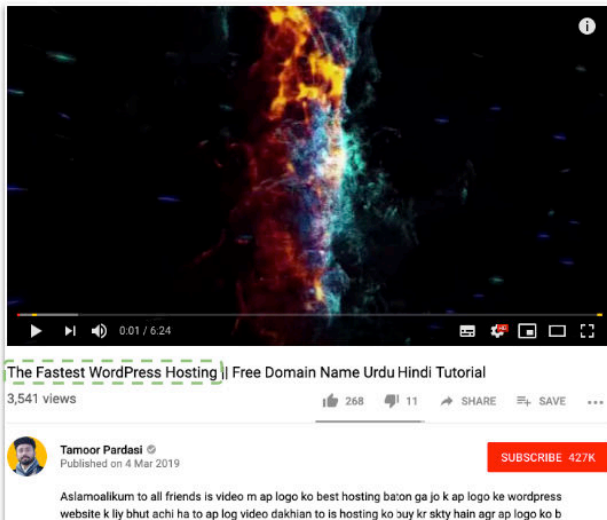


TL;DR

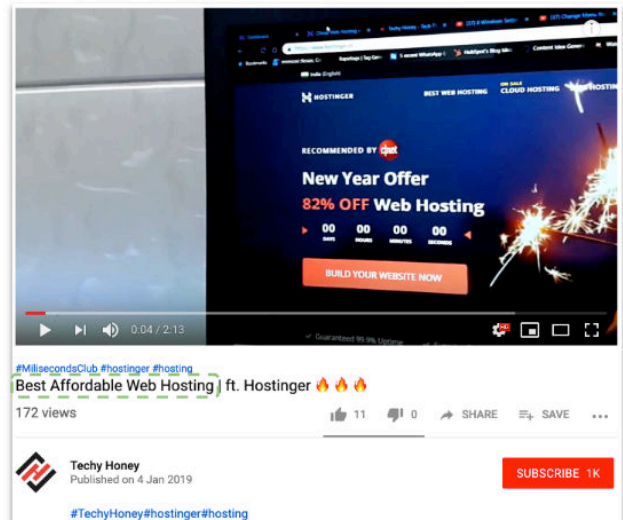
When you promote Hostinger, focus on our performance! It's definitely something worth mentioning! User's get a great product, for an affordable price!



YES to the Fastest



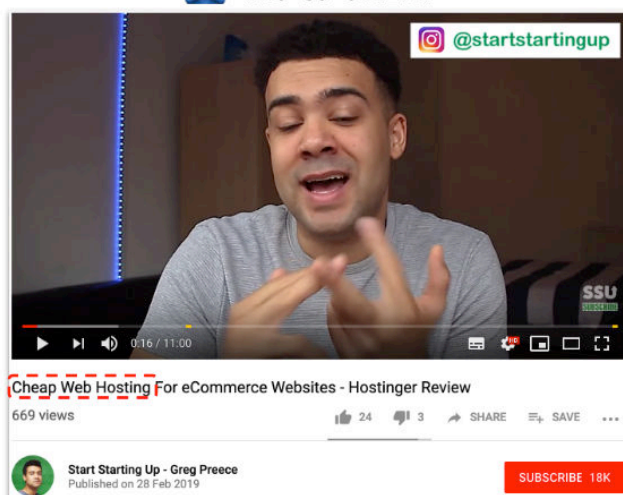
YES to Affordable



Avoid calling Hostinger the cheap option. There's so much more to our service than the great pricetag!



NO to CHEAP



NO to CHEAP

Cheap Web Hosting with Hostinger

October 23, 2017 By Kevin Muldoon

Hostinger are an affordable website hosting company that offers hosting from only \$2.15 per month. They offer shared hosting, VPS hosting, cloud hosting, and WordPress hosting. As you would expect, the company also sells domain names too.

The company was originally launched as "Hosting Media" back in 2004 in the city of Kaunas, Lithuania. Since then they have expanded their customer base to a whopping 29 million users across 178 countries around the world.

In this article I would like to show you what Hostinger has to offer.

What Does Hostinger Offer?

At the heart of any website hosting company is hosting, so let's take a closer look at what Hostinger offers and how much they charge.

Slogans and Hashtags

Using slogans and hashtags is a great idea! It can help your audience get familiar with what we stand for! Feel free to use them!

Slogans

- 1. Milliseconds Matter**
- 2. Be fast to be first**
- 3. Built for speed**
- 4. In speed we believe**
- 5. Succeed faster**

That's how we see the business world nowadays. And this is the way we operate to guarantee the success of our customers.

These slogans go hand in hand with what Hostinger stands for.

Support lines & Hashtags

- 1. It's not the big that eat the small - It's the fast that eat the slow**
- 2. You have a need. A need for website speed**
- 3. Save bucks and milliseconds**
- 4. Spirit of performance**
- 5. The need for speed**

#speedfreak

#speedfreaks

#inspeedwetrust

#inspeedwebelieve

#millisecondsclub