



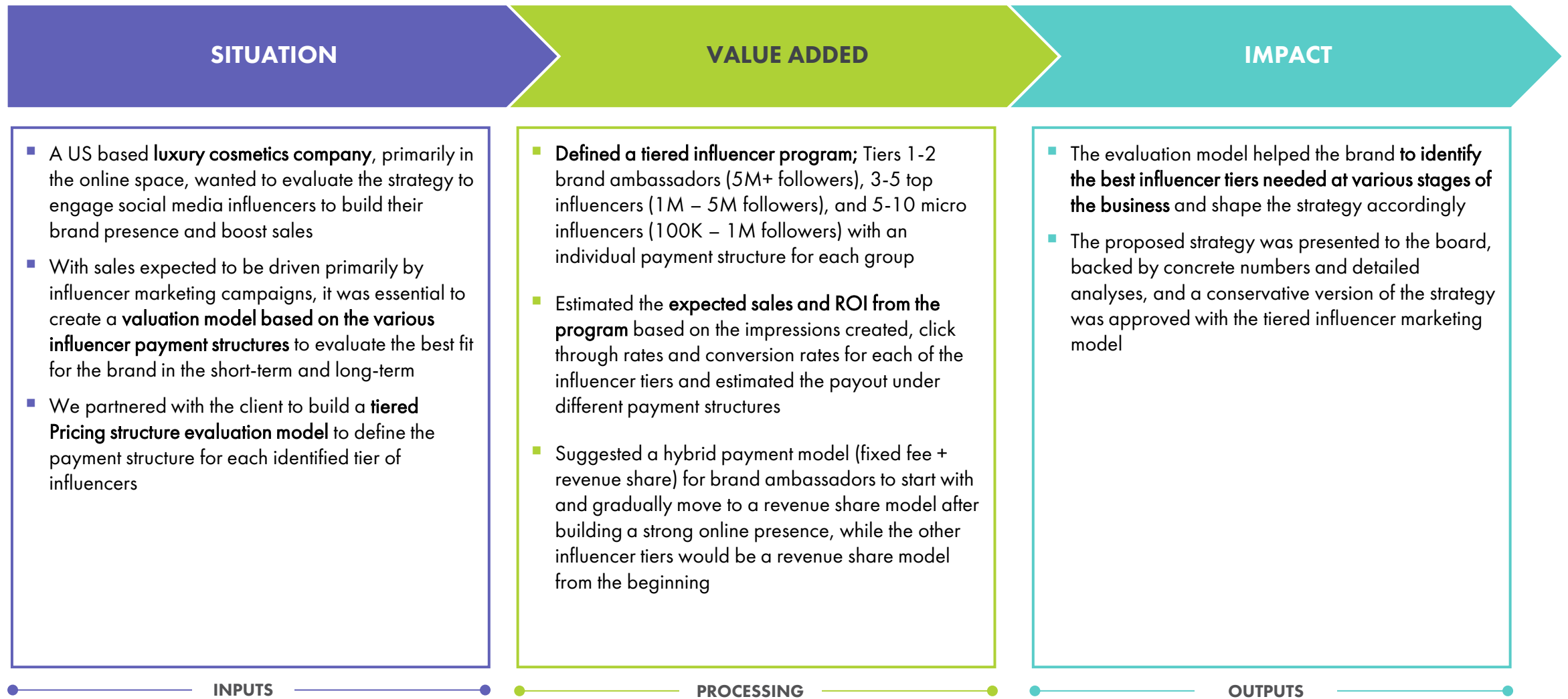
## **Influencer Marketing Strategy and Analytics**

(Luxury Cosmetics Company )

Developed a tiered influencer program and built a pricing structure evaluation model to define the payment structure for each identified tier

# ► Influencer Marketing Strategy for a Luxury Cosmetics Company

**ABOUT THE CLIENT:** Client is US based luxury cosmetics company primarily in the online space.



## ► Influencer Tier Recommendations

ILLUSTRATIVE

Description	Year 1 Payment Structure	Year 2 & Onwards
Tiers of Influencers	<u>Brand Ambassador</u> <ul style="list-style-type: none"><li>\$100k sign-on + 3% revenue share</li><li>Will also contribute to content creation as part of the role</li></ul>	<ul style="list-style-type: none"><li>Sign-on fee decreases by \$25k each year until \$0 fee in Year 5</li></ul>
	<u>Top Influencers</u> <ul style="list-style-type: none"><li>1.5% revenue share</li></ul>	<ul style="list-style-type: none"><li>Same as Year 1</li></ul>
	<u>Micro Influencers</u> <ul style="list-style-type: none"><li>1% revenue share</li></ul>	<ul style="list-style-type: none"><li>Same as Year 1</li></ul>

The sign-on bonus and revenue share for current years is estimated based on third party research for similar brands. For future years it is per brand business strategy

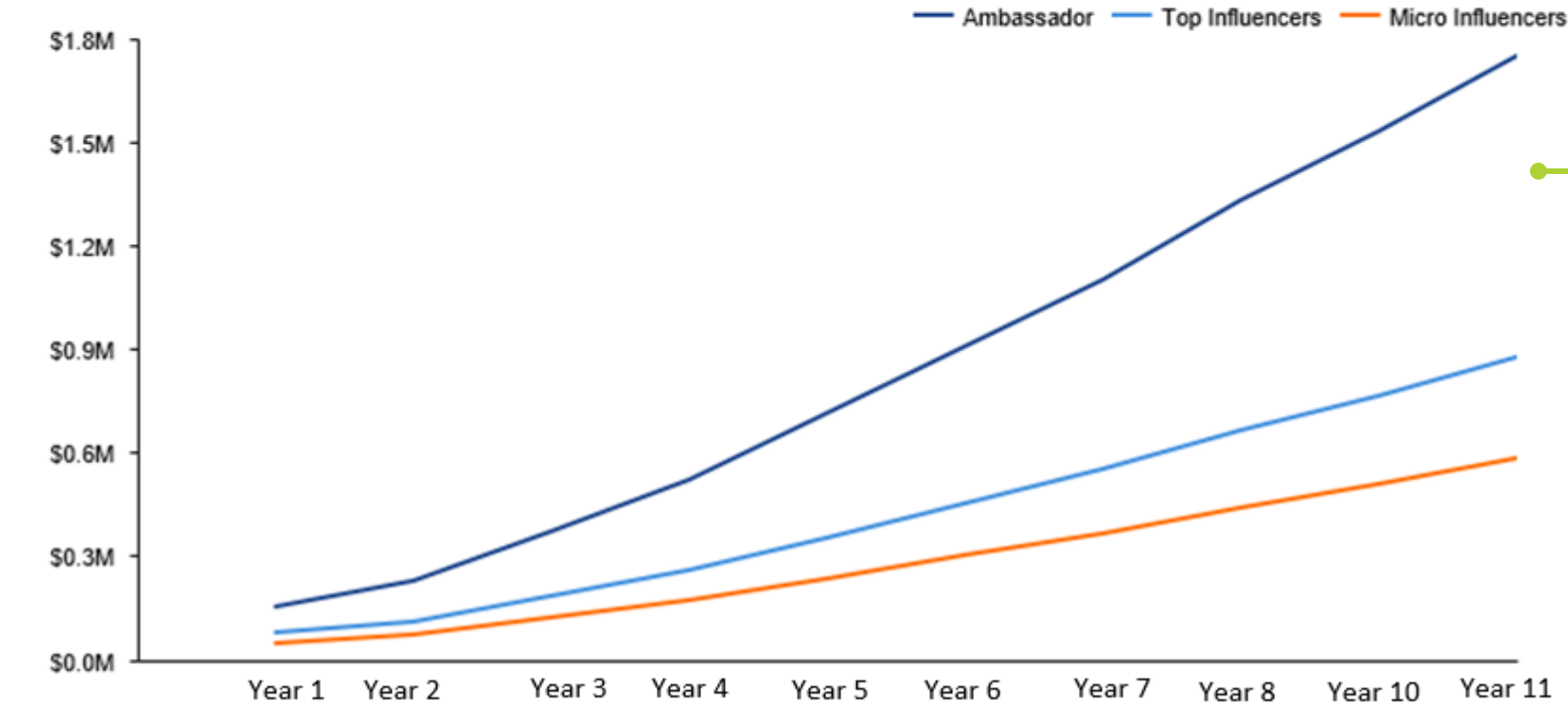
► Examples Of Key Performance Metrics

ILLUSTRATIVE

Revenue Share to Influencers as % of Net Sales,%

Type of Influencer	Ambassador	Top Influencers	Micro Influencers
Revenue Share (% of NS)	3.0%	1.5%	1.0%

Revenue Share to Influencers by years, \$M



The **expected revenue share** to be paid to the various tiers of influencers based on brand sales projection