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# White Paper

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Create Content,  
Publish Content,  
**Make Money and  
Enjoy your Work**

# About Our Company

We are Hiring Influencers Terminal Digital Private Limited, a 360-degree Digital and Influencer marketing agency, that helps companies find the best influencers to promote their brand and products. We have over 7 years of experience in this field, and we're proud to say that we offer the appropriate solutions at the appropriate time.

Our mission is to help you succeed by creating an influencer database with the most relevant people in the world of social media, digital marketing, and entertainment. We believe that every company deserves a team of the best in their industry—and that's why we work with them to find the perfect fit for their needs.

## Our services include:

- Brand Identity
- Web Designing
- Digital Marketing
- Video Marketing
- Influencer Marketing
- Content Marketing
- Web Development

We believe in experimenting with the flow of time, comprehending market demands, and delivering some creative communication concepts that increase the value of our customers' brands and overall sales. Considering the recent consumer demand, we are now coming up with India's first marketplace, InfluencerHiring.Com. HIT will act as a terminal where brands meet the coveted influencers and influencers get their coveted brands. Our goal is to create messages that have the broadest possible appeal and broadcast them effectively and efficiently.





# Project Description

## Project Introduction

We are here to help you find the best influencer for your brand. HIT Digital Pvt Ltd is launching the first influencer marketplace in India, InfluencerHiring.Com. The aim of this platform is to help companies and influencers connect based on their individual needs. The brands can pick a multitude of influencers in one place based on their needs and budget and vice-versa.

### Service Overview

Our service focuses on finding top-shelf talent who are ready and willing to take on new challenges. This service also provides us with access to our database of influencers so you can reach out directly if you need something done right away!

### Concerns of Brand

Brands are concerned about the influencer's organic reach and engagement along with hefty agency cost. However, brands can put their fears to rest. With us, there are no additional agency fees to pay. Additionally, every influencer connected to us has been pre-verified and has only genuine followers and engagement.

### Concerns of Content Creators

Influencers are worried about the kind of brand they will work with and prompt payment. InfluencerHiring.Com features an immediate and secure payment gateway. Additionally, there is a significant array of well-known national and worldwide brands affiliated with us.



# The Opportunity

At HIT Digital Private Limited, we believe that influencer marketing is the new age marketing. We see the rise of influencers as a new form of branding and marketing, where a brand can reach out directly to its audience in a way that was never possible before. Influencers have been around for years, but only recently have they become more prevalent in our society. Not only do they reach out to their audiences, but they also influence people who follow and love them.

Influencer marketing is a great opportunity for both influencers and brands alike because it allows them to connect in ways that were never a part of traditional marketing. It also helps brands find out what their target audience wants and how they want to be marketed to, which helps them market their products more effectively and efficiently than ever before.

InfluencerHiring.Com by HIT Digital brings opportunities for influencers and brands to have a more effective way to communicate with their followers. It also brings an opportunity for brands to have their products reach out to more customers, as well as consumers who are not yet aware of their brand. Moreover, it will help influencers gain more exposure for themselves and their work, which is what every artist wants!

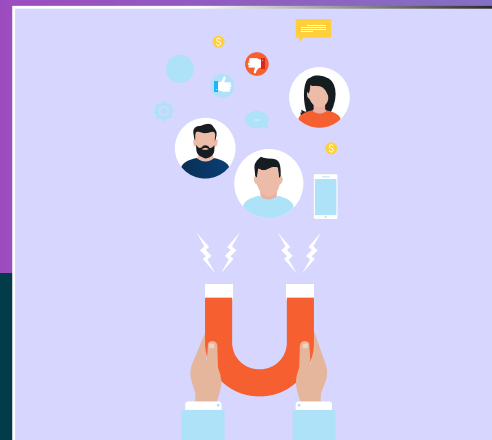
# Market Industry Growth

## Global Market



We offer you access to a global marketplace with both domestic and international brands and influencers. You can select influencers based on their age, gender, and niche based on the need of the project.

## Initial Target Audience



InfluencerHiring.Com is excited to connect with brands and influencers and make it simple for both parties to accomplish their project aspirations.

## Virtual Market



We are India's first virtual marketplace where everything is available on one digital platform at your ease. Your coveted match is just a click away.

## Financial Projections



You will get the influencer's real-time financial projections on our platform, which are broken down into three categories: basic, premium, and standard.





# Solutions

## Benefits for Brand

Brands can reach thousands of potential customers at a fraction of the cost. Influencers are more likely to share your brand's message and help you reach new customers.

Brands associated with **InfluencerHiring.Com** can take advantage of the following benefits:

- No significant agency fees required
- Can choose from micro, macro and nano influencers
- Access to influencers with organic reach and engagement
- Access to influencer portfolios on our website
- Real-time response from influencers



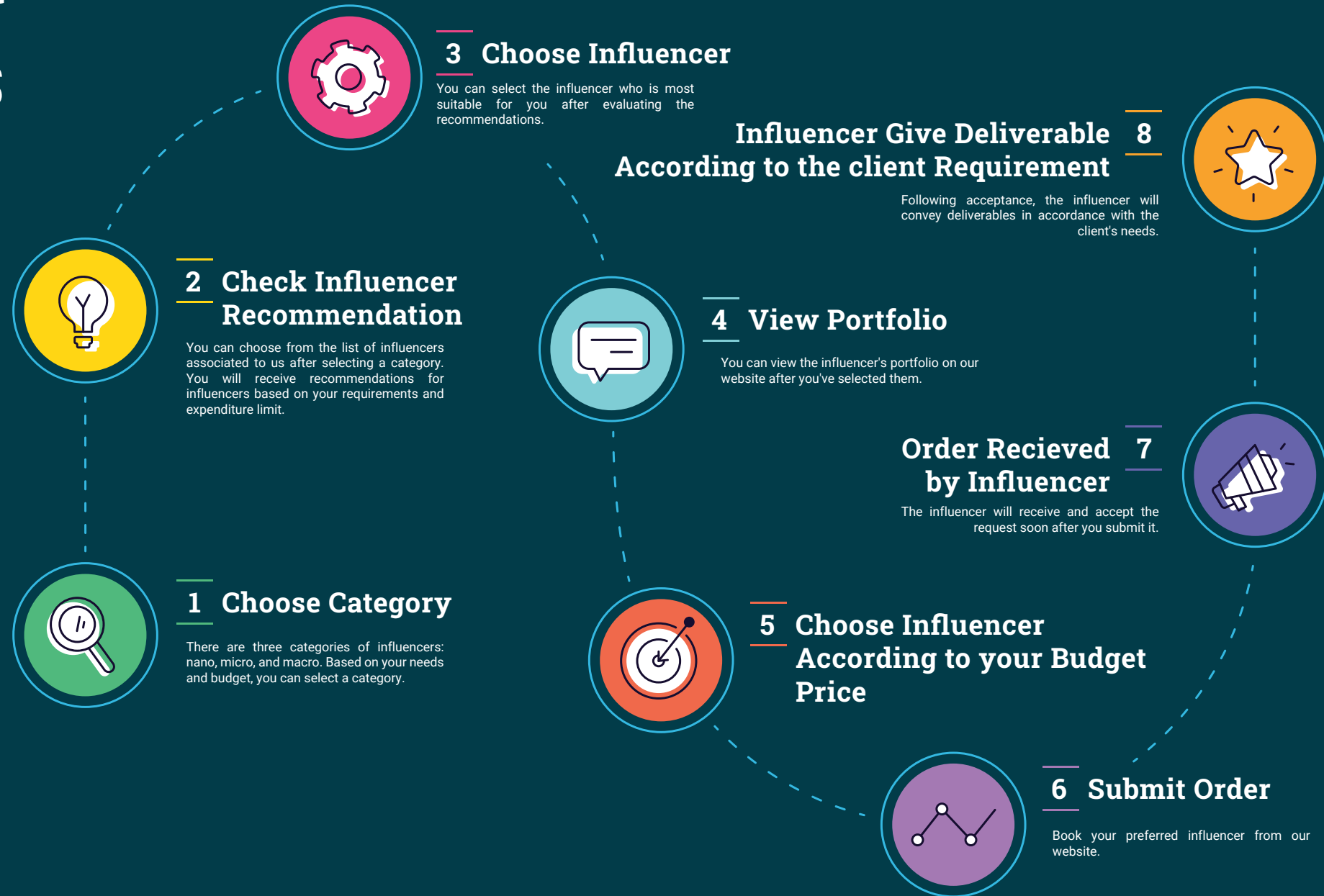
## Benefits for Publishes / Content Creators

Influencers may be promoted widely and can share their most recent work with their following, which may enable them to connect with audiences they otherwise would not have access to.

Content creators associated with InfluencerHiring.Com can take advantage of the following benefits:

- Get real-time access to the marketplace
- Access to Integrated services for brand promotion
- No costs are required to sign up
- Transparent and decent payments
- Immediate transfer of funds after the client's approval

# How it Works





## Purpose / Challenges

# Payment Fraud

One of the most frequent issues brands and influencers encounter is payment fraud. Influencers are frequently promised massive payoffs but never receive them. Additionally, brands struggle with enormous agency bills and receive unsatisfactory results.



Delayed Payments

Half of Partial  
Payments

Unclear Payment  
Structure

Unethical Payment  
Deductions

Before you sign the project, our platform will give you a clear payment structure with guaranteed on-time payment once both sides agree to the project criteria and workflow.

## Purpose / Challenges

# Fraud Engagement

Brands have little to no knowledge of the followers of the influencers. A few influencer accounts display fraudulent involvement with bought likes, comments, and followers.

Inorganic Reach

Fraudulent Engagement

Paid Likes and Comments

Unreal Followers (Mostly Bots)



Brands have little to no knowledge of the followers of the influencers. A few influencer accounts display fraudulent involvement with bought likes, comments, and followers.

## Purpose / Challenges

# Fake Accounts

On social media, it's common to fall victim to imposter scams. Fake accounts of influencers are created by imposters in order to obtain their personal information and make money.

Fake Accounts

Payment Frauds

Unethical Work  
Scams

Imposters Trying to  
Get into Business



Our site is totally safe and devoid of imposters. On our website, you can see the influencer's portfolio as well as their statistics, commercials, and prior affiliations. Our entire network is free of fraud, protecting your brand and finances.

## Purpose / Challenges

# High Fees and Slow Delivery

Sometimes the deliverables are delayed and not on time even after paying high fees to the agency or influencers. Only due to negligence on the part of the agency/influencer, brands are required to cover the costs of shoots, sets, directors, and crew.

High Agency Fees

Behavioral Issues

Delayed Deliverables



With us, you won't have to worry about paying huge agency fees of any kind. Additionally, with our open guidelines to the influencers before the association, we will ensure that you do not have to deal with any carelessness on the side of the work and deliverables.

## Purpose / Challenges

# No Open Standards

Sometimes, the deliverables are neither satisfactory nor up to the specified standards. Influencers are expected to deliver in accordance with brand/product standards, and failure to do so costs brands a lot of money.



Unsatisfactory  
Deliverables

Content not as per  
the brand Guidelines

InfluencerHiring.Com makes sure that there is alignment between the brand image and the image projected by the chosen influencers. Therefore, we have segregated influencers' categories and niche-wise to make deliverables easy and satisfactory for you.



There are many alternatives available to you when it comes to hiring influencers. However, the community of creators and influencers that you can access is what sets InfluencerHiring.Com apart. Our platform is a fantastic resource for gaining access to the world of influencers. Additionally, our platform is supported by communities of content creators, making it simpler for you to locate influencers in a particular niche. We are ecstatic to be a part of this community since we can provide both parties with the comfort they desire.

# Backed by Communities & Creators

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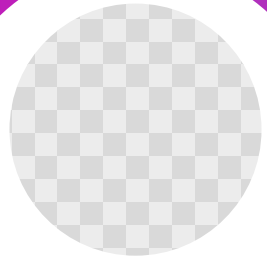




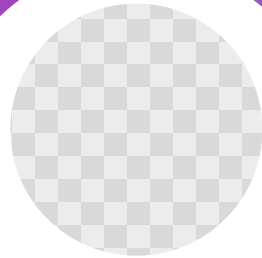
# Global Partners

InfluencerHiring.Com partners with renowned brands both domestically and overseas. We also work with influencers from all across the world. Your preferred brand or influencer is just a click away.

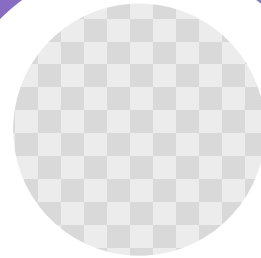
# Meet Our Team Member



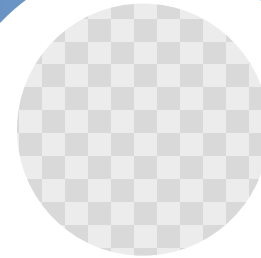
**Richard McClintock**  
CEO & Founder



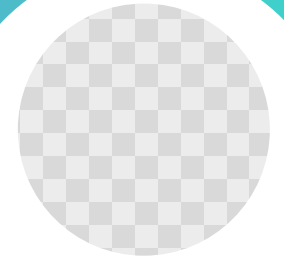
**Richard McClintock**  
CEO & Founder



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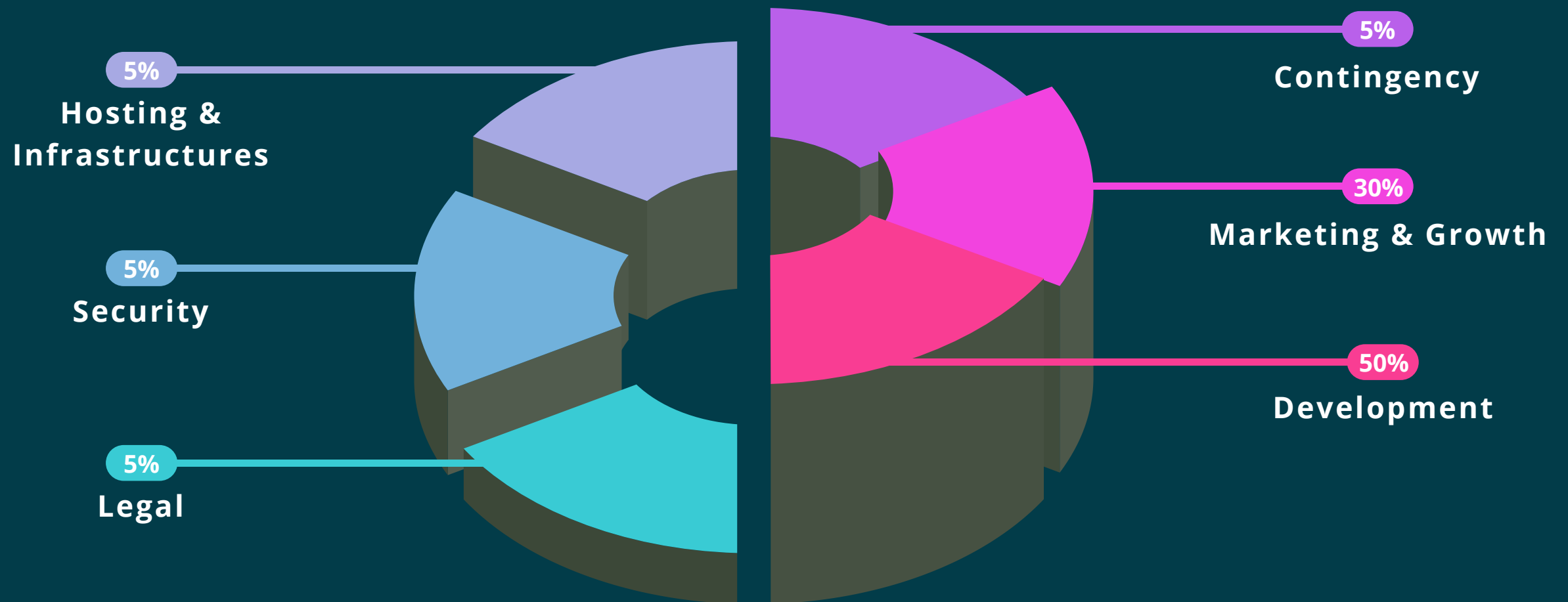


**Richard McClintock**  
CEO & Founder



**Richard McClintock**  
CEO & Founder

# Funding Allocation



# Important Links

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**Website :**

[www.influencerhiring.com](http://www.influencerhiring.com)

**Twitter :**

[www.twitter.com/influencerhiring](http://www.twitter.com/influencerhiring)

**Facebook :**

[www.facebook.com/influencerhiring](http://www.facebook.com/influencerhiring)

**Instagram :**

[www.instagram.com/influencerhiring](http://www.instagram.com/influencerhiring)

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