

# Business PROPOSAL

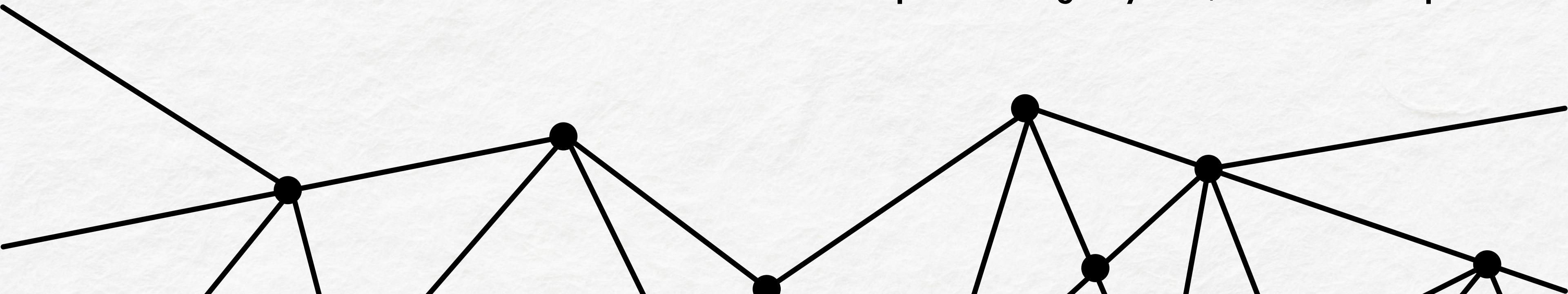
Minimalist

Reachup Media

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# ABOUT US

We are Reachup media, an agile and specialized Influencer Marketing Agency dedicated to driving authentic brand expansion across India's high-potential regional markets. We focus on leveraging high-trust, regional micro-influencers to create culturally resonant content that speaks directly to local audiences in their own language. Our approach is strictly data-driven, ensuring that every campaign not only builds brand credibility but also directly translates into significant sales growth for partners like Minimalist in these vital, untapped regions. We are committed to being your most effective and transparent partner in capturing the next wave of consumers.



# ACKNOWLEDGING MINIMALIST'S VISION

- The Mission: To offer effective, science-backed, transparent skincare products.
- The Challenge: Current success is concentrated in metros; the challenge is to replicate trust and transparency in Tier 2/3 markets.
- Our Alignment: Our campaign is built to translate Minimalist's scientific authority into local, relatable trust where it matters most.

# Market Challenge & Opportunity

Challenge :

- 1.Metro markets are saturated and expensive.
- 2.Regional consumers rely on word-of-mouth and local recommendations, not just celebrity endorsements.
- 3.Language Barrier in national content limits deep connection in East UP, Bihar, WB, and Northeast.

Opportunity:

- 1.Minimalist's Unique Value: Transparency and Science.
- 2.Our Solution: Bridging the Trust Gap using authentic regional voices.



## Selection

Vetting and onboarding Micro/Nano-Influencers (5K-50K followers) with proven high engagement in regional clusters.

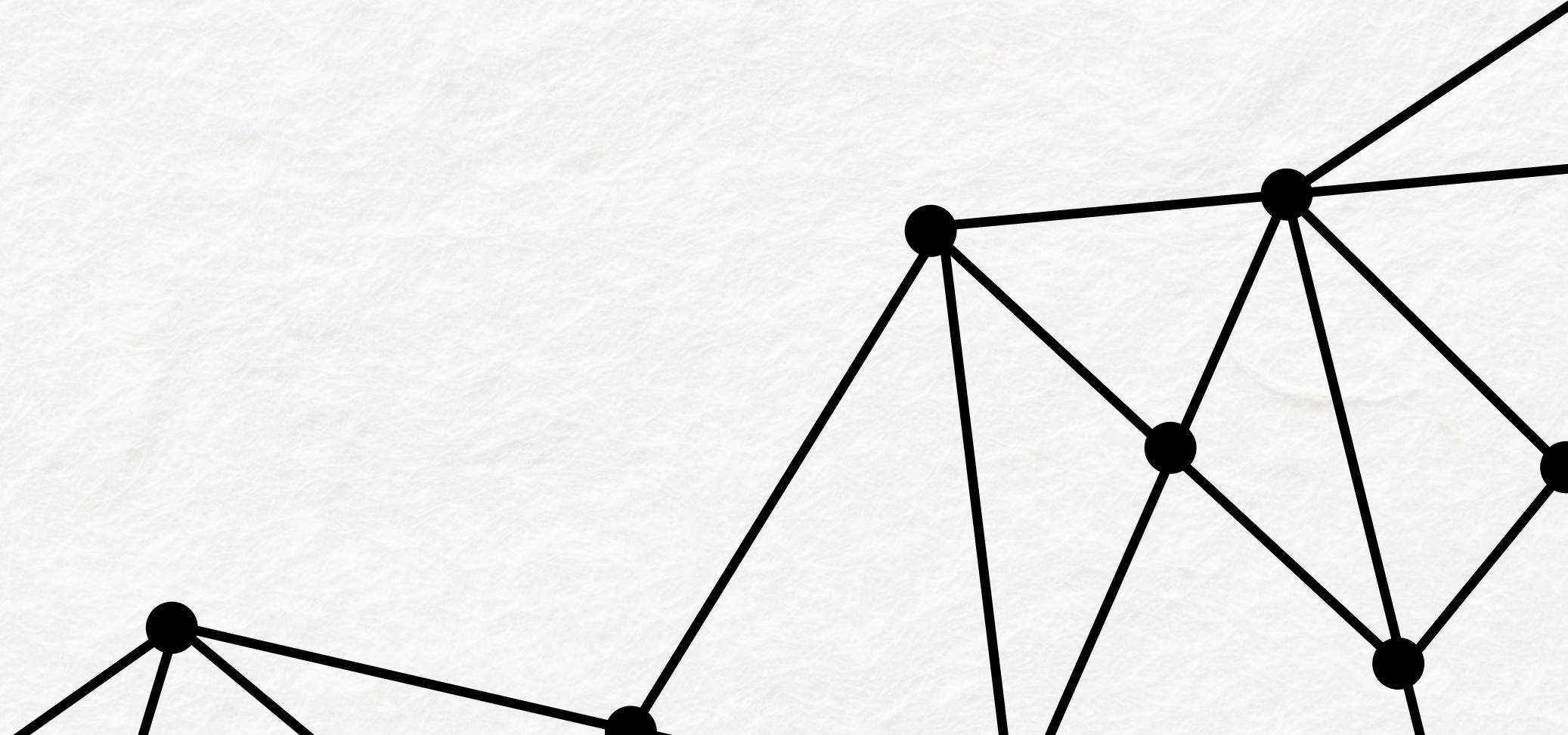
## Content

Content delivered entirely in Local Dialects (Bhojpuri, Bengali, Assamese, etc.).

## Message

Translating "The Science" into simple, compelling local analogies (e.g., explaining active ingredients in a regional context).

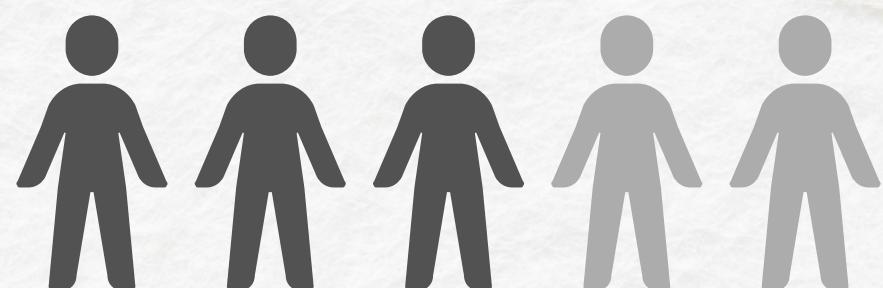
## The Strategy: Hyperlocal Influencer Model





# **EXECUTION: AUTHENTIC STORYTELLING**

- Phase 1 (Awareness): The "Myth vs. Science" Series
- Influencers debunk local skincare myths and introduce Minimalist as the trusted, scientific solution. (Focus on Niacinamide and basic serums).
- Phase 2 (Conversion): "The Minimalist Routine"
- Daily routine videos, product reviews, and "Skin Transformation Stories" in regional languages, driving direct purchase links.
- Deliverables: Minimum 30 Micro-Influencers / 60 Pieces of Core Content per month across Instagram Reels, YouTube Shorts, and Facebook.



# MEASURING SUCCESS: ROI AND TRUST

Key Metrics (KPIs):

- Sales Focus: Return on Ad Spend (ROAS) on influencer links, Total Revenue from target cities (Minimalist's data).
- Trust Focus: Engagement Rate (Average 10%+), Sentiment Analysis (Positive comments/trust mentions).
- Audience Focus: New Followers from target regions (Geographical Insights).

# PROPOSED INVESTMENT STRUCTURE

- Influencer Fees: (X% of Total Budget) - For the creation of content.
  - Content Production/Management: (Y% of Total Budget) - For scripting, tracking, and editing.
  - Performance Fees: (Z% of Total Budget) - A bonus structure tied to sales/ROAS targets.
- Total Proposed Investment: ₦20,000 / 3 Months Campaign



**THANK YOU**

REACHUP MEDIA

