

# WINGMAN INFLUENCERS

BY TRENDSETTERS  
TECHNOLOGIES



WINGMAN  
*Influencers*

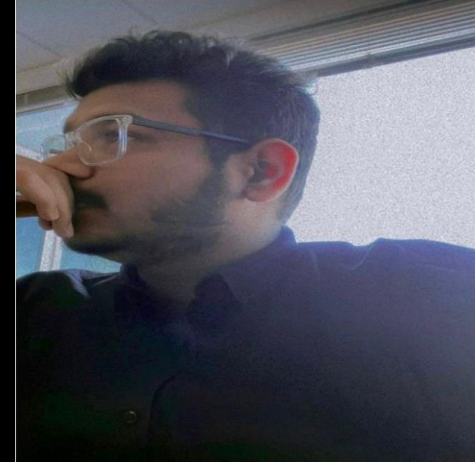
# OUR TEAM



SOMYA TYAGI  
Product Owner



PRACHI  
Scrum Master



MALAV DESAI  
Development Manager



JASHANPREET KAUR  
Development Team

# OUR VISION

" AN ECOSYSTEM  
FOR SOCIAL MEDIA  
INFLUENCERS AND  
BRANDS "

A promotional graphic for Wingman Influencer. The background is a clear blue sky with several tall palm trees. The text is white and arranged in a clean, modern layout. At the top, it says 'TRENDSETTERS TECHNOLOGIES INC.' in small letters. Below that, 'WINGMAN INFLUENCER' is written in large, bold, sans-serif font. To the right, there is a white square containing the 'WINGMAN Influencer' logo, where 'WINGMAN' is in a bold sans-serif font and 'Influencer' is in a smaller, italicized script font. In the center, the phrase 'BE YOURSELF, BE AN INSPIRATION!' is written in a bold, sans-serif font. Below that, a list of benefits is shown: 'EFFICIENT MARKETING', 'COMMISSION FREE', 'INTENDED AUDIENCE', and 'AUGMENT IN SALES'. At the bottom right, a short paragraph describes the platform as one that eliminates middle men and directly connects brands and influencers.

TRENDSETTERS TECHNOLOGIES INC.

WINGMAN  
INFLUENCER

WINGMAN  
*Influencer*

BE YOURSELF,  
BE AN INSPIRATION!

EFFICIENT MARKETING  
COMMISSION FREE  
INTENDED AUDIENCE  
AUGMENT IN SALES

Wingman Influencer is the platform which eliminates middle men and directly connects the brands and the influencers



# PROBLEM

## MARKET GAP

Traditional marketing is very costly and small or medium scale business can't afford it.

## EFFECTIVENESS

Google found out more than 56% of traditional advertisements are never seen by consumers and they can never target the right audience.

## MEASURABILITY

It's very difficult to track profits and ROI through traditional marketing.

## WASTAGE

Although paper hoardings, banners and newspapers print are great and does the job perfectly, there is a slight problem. We are running out of trees.



# SOLUTION

## CLOSE THE MARKET GAP

Influencer marketing is so affordable that any business be it small, medium or large scale all can afford it.

## TARGET AUDIENCE

Influencer marketing helps reach your target audience by selecting the right influencers by checking their engagement analysis.

## MEASURABILITY

Profits and ROI can easily be measured in influencer marketing through affiliate links, coupon codes, trackable links.

## ENVIRONMENT FRIENDLY

There is zero advertising wastage as there is no banners or hoarding because everything is digital.





# WHO WE ARE ?

- Every influencer and every brand has a place on our platform.
- Wingman influencers eliminates middle man from the process and directly connects the influencers and the brands.
- Brands can reach their target audience by viewing the engagement ratio of the influencers through our inbuild feature in the app.
- We are the first Influencer Marketing Platform introducing Barter Collaborations.

**OUR MOBILE APP LAYOUT**

# FEATURES/USP

## CAMPAIGN REPORT ANALYSIS



## 15 DAYS TIME BOUND PROJECTS



## INTRODUCING BARTER COLLABORATION



## SAFE AND SECURE TRANSACTIONS





# INFLUENCER MARKETING CAMPAIGN EXAMPLES



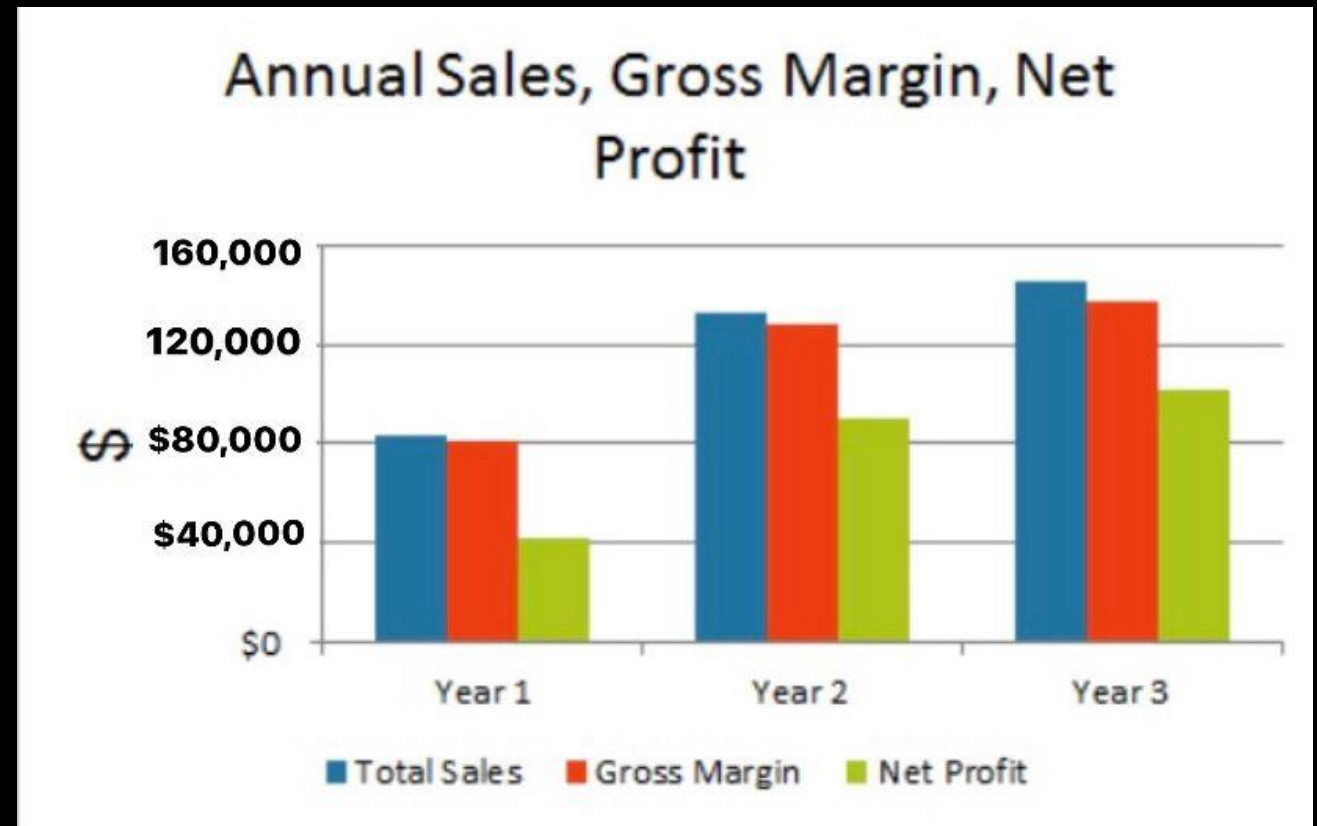


# PROFITS PROJECTION

## SUBSCRIPTION

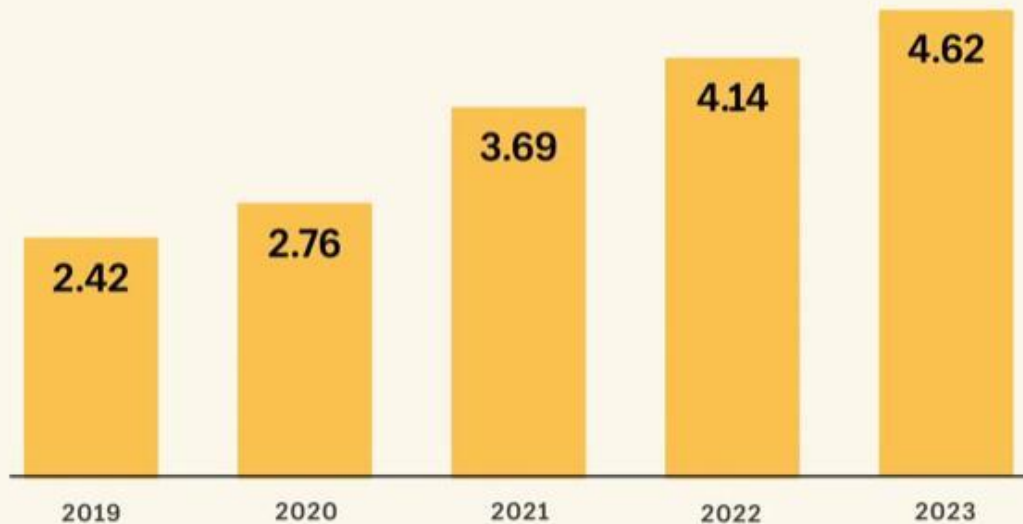
**BLOGGERS** – 50\$ MONTHLY  
SUBSCRIPTION WITH 7 DAYS  
FREE TRIAL PERIOD.

**BRAND** – 100\$ MONTHLY  
SUBSCRIPTION WITH 7 DAYS  
TRIAL PERIOD.



## INFLUENCER MARKETING IN 2022 AND BEYOND

Influencer marketing spending in the United States  
from 2019 to 2023 (in billion US dollars)



- 63% OF MARKETERS INTEND TO INCREASE THEIR INFLUENCER MARKETING BUDGET IN THE NEXT YEAR (JUST 5% INTEND TO DECREASE IT).

- BY 2023, BRANDS WILL BE SPENDING \$4.62 BILLION PER YEAR ON INFLUENCER MARKETING.



**THANKYOU**