

# BRANDPLUG

Connecting brands with influencers

# THE PROBLEM

It's hard for social media influencers to connect with brands they want to work with.

It's hard for brands to connect with influencers in their space and measure impact of organic marketing.

Advertising contracts between social media influencers are often developed through email or costly agents through management companies including William Morris Endeavor and United Talent Agency.

These processes are time-consuming, inconvenient, and are far from scalable. Brandplug is an online marketplace to connect brands with social media influencers:

- **Brands** can find social media influencers and arrange and quantify the reach of organic advertising campaign (pay only for impressions and conversions).
- **Influencers** can find additional revenue streams through collaborations with brands looking for organic promotion and get free product samples.

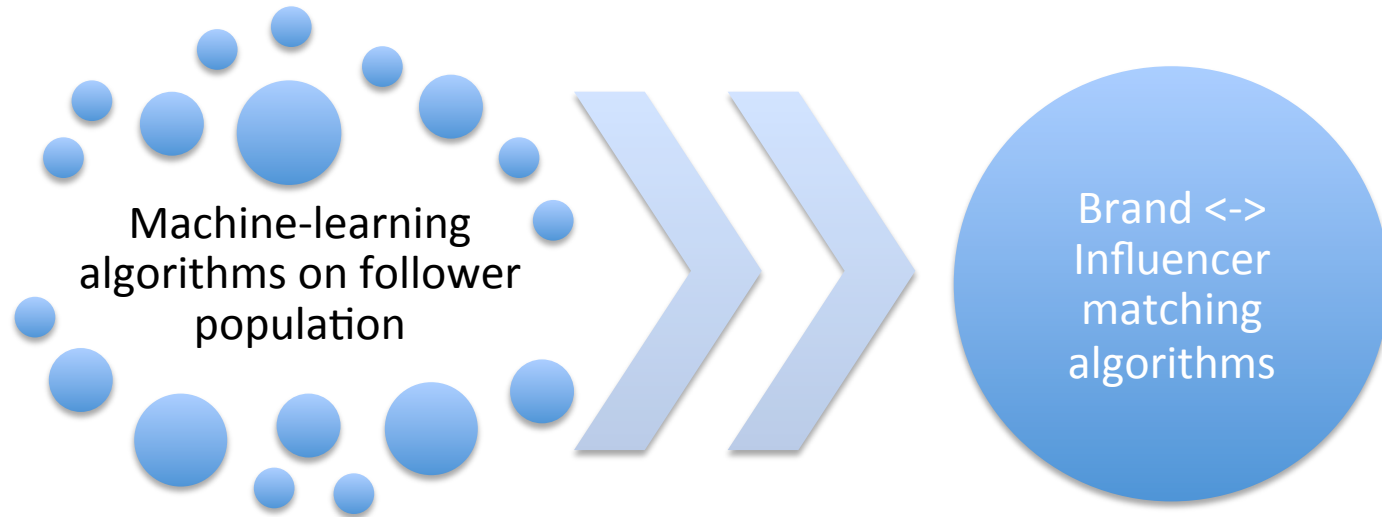
# THE SOLUTION

Machine learning based analysis of follower population demographics (age, location, interest) for precise targeting

Algorithmic approach to matching influencers with brands based on spheres of influence

Analytics driven ROI metrics for advertising campaigns (pay only for impressions and conversions)

# FOLLOWER POPULATION ANALYTICS






## Input factors to model

- Common “likes”
- Age, location, gender
- Interests, products
- Active times of day


## Value-add services


- Impressions and ROI analytics
- Most effective advertisers
- A/B testing for ad content
- Metrics on most effective time of day to post, effective tags

# THE PRODUCT FOR BRANDS

**BRANDPLUG** Find influencers...    Mason Dahl ▾








Canon EF 24-70mm f/2.8L II USM Lens





[View more listings by B & H Video](#)

Campaign ends on: 12/25/14

	Features	PPA	Metric	Select
	15+ Second Video Mention	\$5.00	1k Views	<input type="checkbox"/>
	30+ Second Video Mention	\$7.00	1k Views	<input checked="" type="checkbox"/>
	Full Video (2+ Minutes)	\$9.00	1k Views	<input type="checkbox"/>
	Picture & Caption	\$5.00	Likes	<input type="checkbox"/>
	5+ Second Video & Caption	\$7.00	Likes	<input checked="" type="checkbox"/>
	Re-pin Brands Post	\$9.00	10k Followers	<input type="checkbox"/>
	30+ Second Mention	\$9.00	1k Plays	<input type="checkbox"/>

Organic advertising through social media influencers

Algorithmically find influencers with target demographic, area of influence, or “Likes” profile

Pay only for results by impressions or conversions

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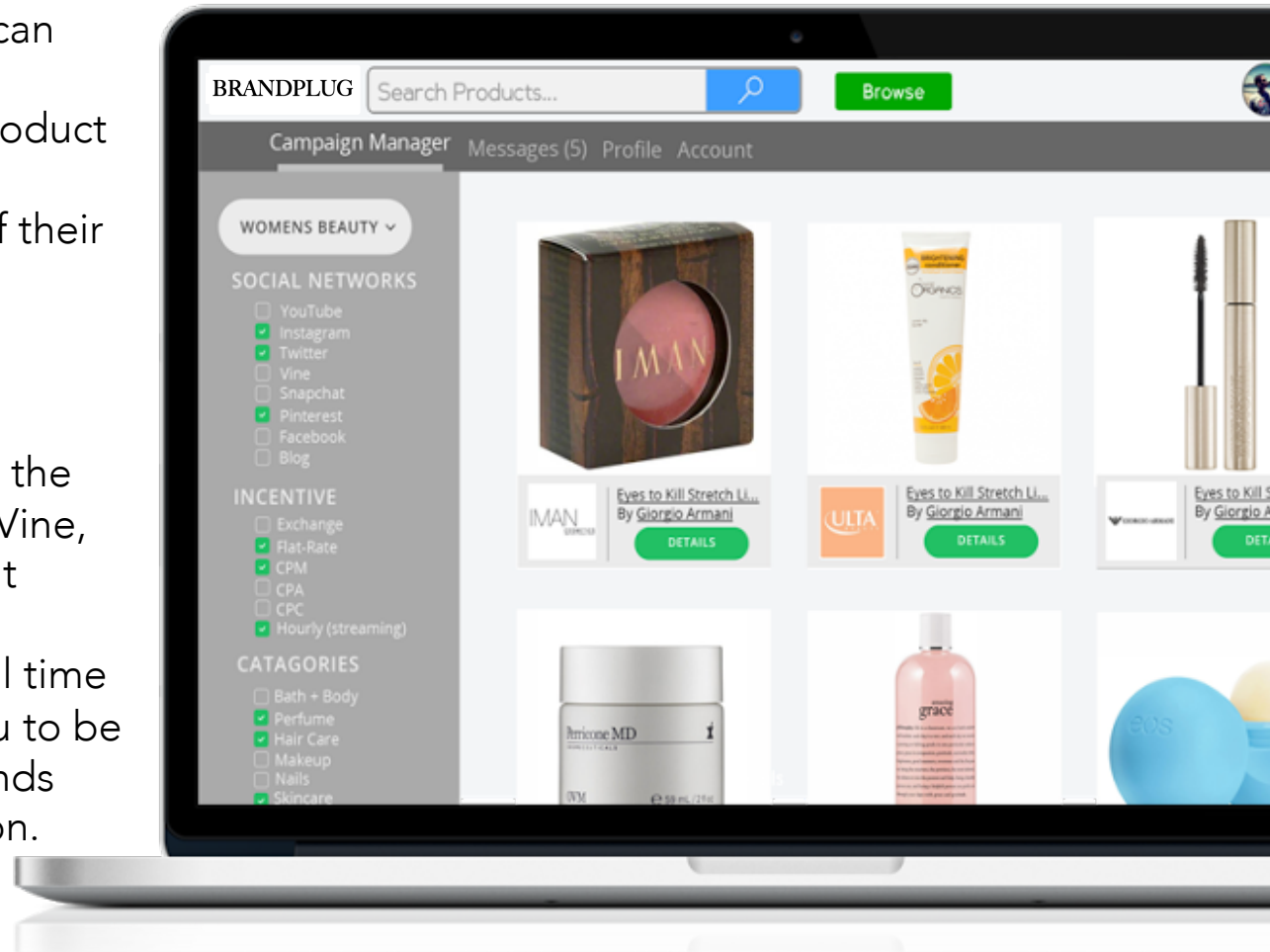
# THE PRODUCT FOR INFLUENCERS

## Product Samples, Cool Brands

With BrandPlug, influencers can browse lists of products from different verticals, get free product samples, and get paid for promoting on one or more of their social outlets.

## Agent-as-a-Service

For most social influencers in the YouTube, Twitter, Instagram, Vine, Pinterest, and blog space, it doesn't make sense to hire a manager or agent to work full time for you. BrandPlug allows you to be your own agent and find brands who are looking for promotion.



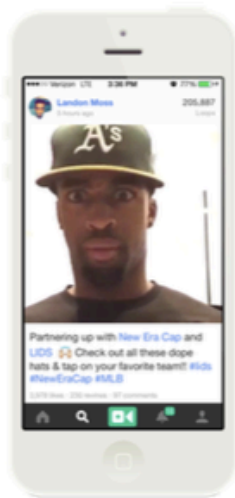
**BRANDPLUG**

# THE RESULT

Efficient marketplace that algorithmically matches brands with influencers based on influence sphere (women's beauty products, video game screen casts, fitness) and follower demographic.

Advertising that is:

AUTHENTIC



ENGAGING



INFLUENTIAL



BRANDPLUG

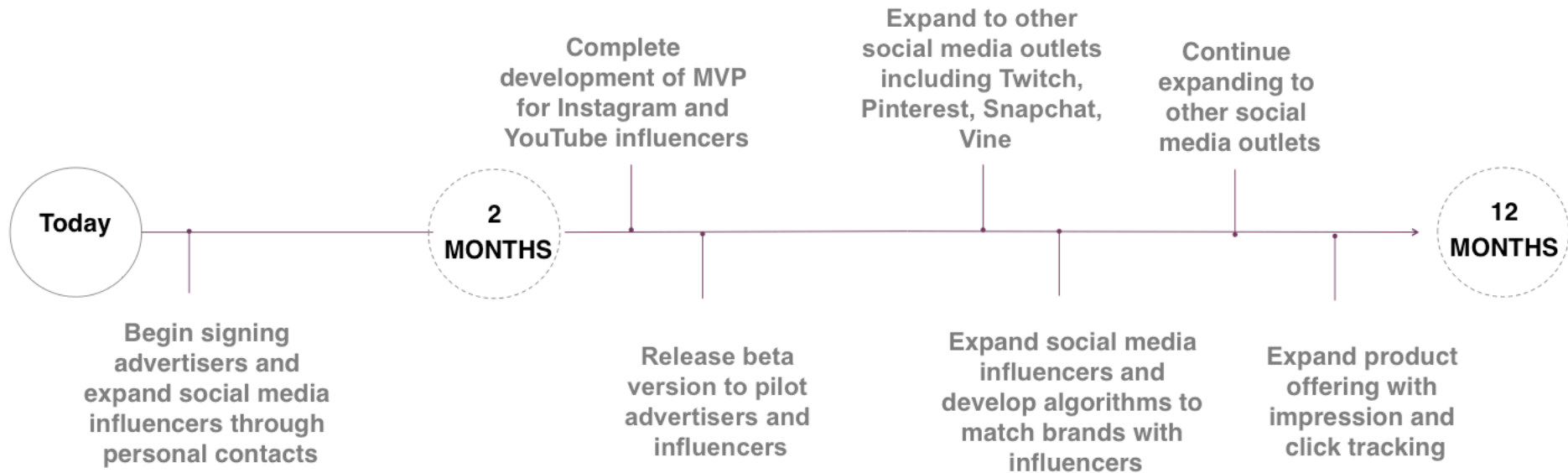
# ORGANIC MARKETING ON THE RISE

Growth in use of social media	Growth in organic marketing
<ul style="list-style-type: none"><li>• 300MM Monthly Active Users on Instagram; each following ~822 people</li><li>• Over 81% of teenagers in upper-income households in the US use Instagram</li><li>• 1BB users on YouTube; ~300 min/month consumed per user</li><li>• Younger demographics are power purchasers</li></ul>	<ul style="list-style-type: none"><li>• Traditional advertising is less effective due to consumer overload</li><li>• Organic marketing allows brands to reach target demographics through networks of influencers they trust</li><li>• Greater targeting power through understanding of follower demographics</li><li>• Authentic messaging and branding content marketing by people who have a proven ability to reach consumers and drive engagement</li><li>• Payment only for results (clicks or impressions)</li><li>• Scalable (for almost any size campaign)</li></ul>

With native advertising on track to nearly double by 2018 (\$5.6 billion dollar market according to BIA Kelsey), BrandPlug aims to position itself as one of the most scalable businesses in the market with one of the highest ROI's for advertisers per impression in the industry.



# TIMELINE



# TEAM



**Nina Lu (CTO)**

- M&T 2016
- Former Apple and Microsoft intern
- PennApps Hackathon Top 10 finalist (Spring 2013) and maker of lean apps
- Apple WWDC student scholarship
- Box scholarship finalist, Facebook scholarship recipient, Palantir tech scholarship finalist
- Offers at Google and Facebook
- Interviewed at YCombinator, invited to Forbes 30 Under 30 conference



**Sam Betesh (CEO)**

- 900,000 YouTube Subscribers
- 200,000 Twitter Followers
- YouTube consultant for Justin Bieber, Tyga, Lil Twist, Soulja Boy, Neurotopia, Electronic Arts and more.
- YouTube Strategy, Premium Content Director for Machinima Inc.
- Worked with brands such as Mountain Dew, Ubisoft, Activision, Scuf Gaming and more.