

THE UNIVERSITY OF ARKANSAS

Campus Influencer Program

INNOVATION PACEMAKER ENTRY

MAIN HILL MEDIA (OUR STUDENT-
RUN ADVERTISING AGENCY)
LAUNCHED THE CAMPUS
INFLUENCER PROGRAM IN SPRING
2023 TO HELP CLIENTS MEET THEIR
MARKETING GOALS AND EARN
MONEY FOR STUDENT MEDIA

Why Influencer Marketing?

DATA FROM INFLUENCER MARKETING HUB



93%

of marketers have used influencer marketing in their campaigns.

61%

of consumers trust influencer recommendations, compared to 38% who trust brand-produced content.

90%

of respondents to their influencer marketing survey indicated that they believe influencer marketing to be effective.

WITH INFLUENCER MARKETING ON THE RISE, WE WANTED TO PROVIDE A SIMILAR SERVICE FOR CLIENTS TO INFORM STUDENTS ABOUT THEIR BUSINESS. WE PLANNED FOR MONTHS TO ENSURE FUTURE CAMPAIGNS COULD RUN SMOOTHLY.

Planning Process

INFLUENCER SELECTION AND TRAINING

WE CAREFULLY SELECTED OUR INFLUENCERS TO ENSURE THEY'D BE A GOOD REPRESENTATION OF THE BRANDS THEY'D WORK WITH. WE HELD MANDATORY TRAINING SESSIONS SO EACH INFLUENCER UNDERSTOOD FTC GUIDELINES, CONTRACTUAL AGREEMENTS, OUR EXPECTATIONS, AND MORE.

Training Slide Examples

What is this program?

GIVES YOU OPPORTUNITIES

- Connect you to brands
- Handle any inbound deals you may receive

WE ARE HERE TO HELP

- Make brand deals seamless
- Reach out to find brand deals
- Develop contractual agreements
- Brainstorm creative ideas when needed
- Assist with rate negotiation

SUPPORT LOCAL BUSINESSES WHILE BENEFITING YOURSELF

- No brand deal will go without compensation
- Both monetary or a service exchange will be tailored to your deliverables

EVERYTHING'S TAILORED TO YOU

- Time Commitment
- Specific Brand Deals
- Prices, Rates and Compensation

Our Expectations of You

COMMITMENT TO CAMPAIGN

If you agree to a campaign, we expect your deliverables and contractual agreements to be done on time.

EFFICIENT COMMUNICATION

To make all brand deals go smoothly, we need you to respond and communicate with us about any issues or set backs.

SEND INSIGHTS

After you have completed a brand deal we need you to send us the insights from that campaign. This will help us to better sell you to businesses and base rates on performance

PATIENCE

We are starting this program from scratch, so please be patient with us while we figure out the best ways to organize your brand deals.

PUT BEST EFFORT INTO CAMPAIGNS

Because we represent you and your relationship to the business, any deliverables or agreements not met fall back on us.

NOW: SEND US YOUR CURRENT INSIGHTS (LAST 30 DAYS)

Please send us your insights on whichever platforms your promoting on. This will help us come up with a starting rate.

Planning Process

POTENTIAL CLIENT OUTREACH

AFTER WE TRAINED OUR INFLUENCERS, WE SENT A PRESENTATION THAT EXPLAINED THE PROGRAM TO POTENTIAL CLIENTS. WE THEN HELD MEETINGS TO ANSWER ANY QUESTIONS AND START THE CAMPAIGN PROCESS FOR THOSE INTERESTED.

Potential Client Presentation Examples






Main Hill Media

UNIVERSITY OF ARKANSAS'S
STUDENT-RUN ADVERTISING AND
PUBLIC RELATIONS AGENCY

✉ MHDIR@UARK.EDU

Who Are We?

INFLUENCER PROGRAM LEADERSHIP TEAM

	MANAGER RILEY ATKINSON
	ASSISTANT MANAGER KAILA CALIGUR
	CREATIVE STRATEGIST MADDIE MURPHY
	ASST. CREATIVE STRATEGIST RYAN O'TOOLE

Instagram Influencer Roster

INCLUDES INFLUENCERS WHO HAVE GONE THROUGH
TRAINING AND UNDERSTAND RESPONSIBILITIES

	GARRETT LANDIS 28.5K INSTA FOLLOWERS @GARRETTLANDIS 5.8K INSTA ACCOUNTS REACHED		JORDAN CROOKE 18.5K INSTA FOLLOWERS @JCCROOKE 14.1K INSTA ACCOUNTS REACHED		JENSEN SCALZO 17.5K INSTA FOLLOWERS @JENSENSCALZO 28.5K INSTA ACCOUNTS REACHED
	KINLEY PRICHARD 22.4K INSTA FOLLOWERS @KINLEYPRICHARD 12.3K INSTA ACCOUNTS REACHED		EMERSON BURRIS 11.6K INSTA ACCOUNTS REACHED 3.5K INSTA FOLLOWERS @EMERSONBURRIS		CASEY MCNAMEE 8.9K INSTA FOLLOWERS @CASEYFRIDAY 3.2K INSTA ACCOUNTS REACHED
	BROOKE BRADFORD 6.8K INSTA FOLLOWERS @BROOKEBRADFORD 5.9K INSTA ACCOUNTS REACHED		ISABELLE OUSBY 6.2K INSTA FOLLOWERS @ISABELLEOUSBY 4.3K INSTA ACCOUNTS REACHED		SYDNEY JOHNSON 5K INSTA FOLLOWERS @SYDNEYISABEL 5K INSTA ACCOUNTS REACHED
	AUDREY WARNER 4.4K INSTA FOLLOWERS @AUDREYR 2K INSTA ACCOUNTS REACHED		CLAIRE LEDBETTER 4.9K INSTA FOLLOWERS @CLARELEDBETTER 2.1K INSTA ACCOUNTS REACHED		ABY BECK 3.5K INSTA FOLLOWERS @ABYBECK 2.8K INSTA ACCOUNTS REACHED

*INSTA ACCOUNTS REACHED IN THE LAST 30 DAYS

Campaign Example: TheatreSquared

CAMPAIGN GOAL:

Promote \$10 student ticket program and encourage other students to see a show

INFLUENCERS:

We suggested three influencers who would post a variation of TikToks and Instagram stories/feed posts

GUIDELINES:

We worked with the client to develop guidelines like what they should mention in their video, what clips they should include, etc.

Influencer Kinley Prichard

BELOW IS AN EXAMPLE OF ONE OF THE THREE INFLUENCERS WHO PARTICIPATED IN THIS CAMPAIGN

GENERAL ACCOUNT INSIGHTS:

22.4K

INSTA FOLLOWERS
@KINLEYPRICHARD

12.3K

INSTA ACCOUNTS
REACHED

18.7K

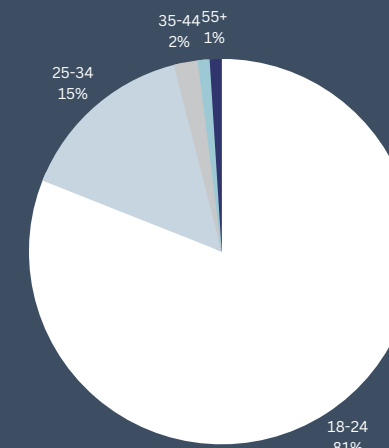
TIKTOK FOLLOWERS
@KINLEYBPRICHARD

1.7M

TIKTOK LIKES



CAMPAIGN INSIGHTS:



81% OF 5,188 TIKTOK ACCOUNTS WHO VIEWED HER VIDEO WERE AGE 18-24, SO THE VIDEO REACHED THE COLLEGE-AGE DEMOGRAPHIC, WHICH THE CLIENT WANTED

WHEN SHE REPOSTED THE TIKTOK ON HER INSTAGRAM STORY, 119 PEOPLE TAPPED ON THEATRE SQUARED'S TAGGED ACCOUNT AND 2,896 ACCOUNTS WERE REACHED

Revenue Breakdown

TOTAL REVENUE FOR
THIS CAMPAIGN

\$546

\$455

GOES STRAIGHT TO INFLUENCERS
FOR PRODUCING THE CONTENT

\$91

GOES TO MAIN HILL MEDIA DUE TO
OUR 20% AGENCY FEE

Client Testimonial

**"MAIN HILL MEDIA WALKED US THROUGH
A VARIETY OF OPTIONS AND WORKED
WITH US TO FIND THE BEST SOLUTIONS
FOR OUR NEEDS AND BUDGET."**

ANDREA NEWBY – DIRECTOR OF MARKETING AND
COMMUNICATIONS, THEATRESQUARED

In conclusion, this program benefits:

CLIENT:

The client has a unique, simple, and effective way to promote their business to students

INFLUENCERS:

The influencers secure brand deals to earn money while supporting businesses they love

STUDENTS:

Students learn about new opportunities, deals, and businesses they might not have known about before

STUDENT MEDIA:

The agency fee financially supports student media at The University of Arkansas