TREND & **HEALTH·ADE ⚓ KOMBUCHA**

214
Instagram Posts

1.6
million impressions

Trend and Health-Ade Kombucha partnered to create 214 Instagram posts across the country and generate 1.6 million impressions.

Campaign Impact & Cost

Impressions

1.6 Million

214 **109,771** **7,215**
Posts   Likes   Comments
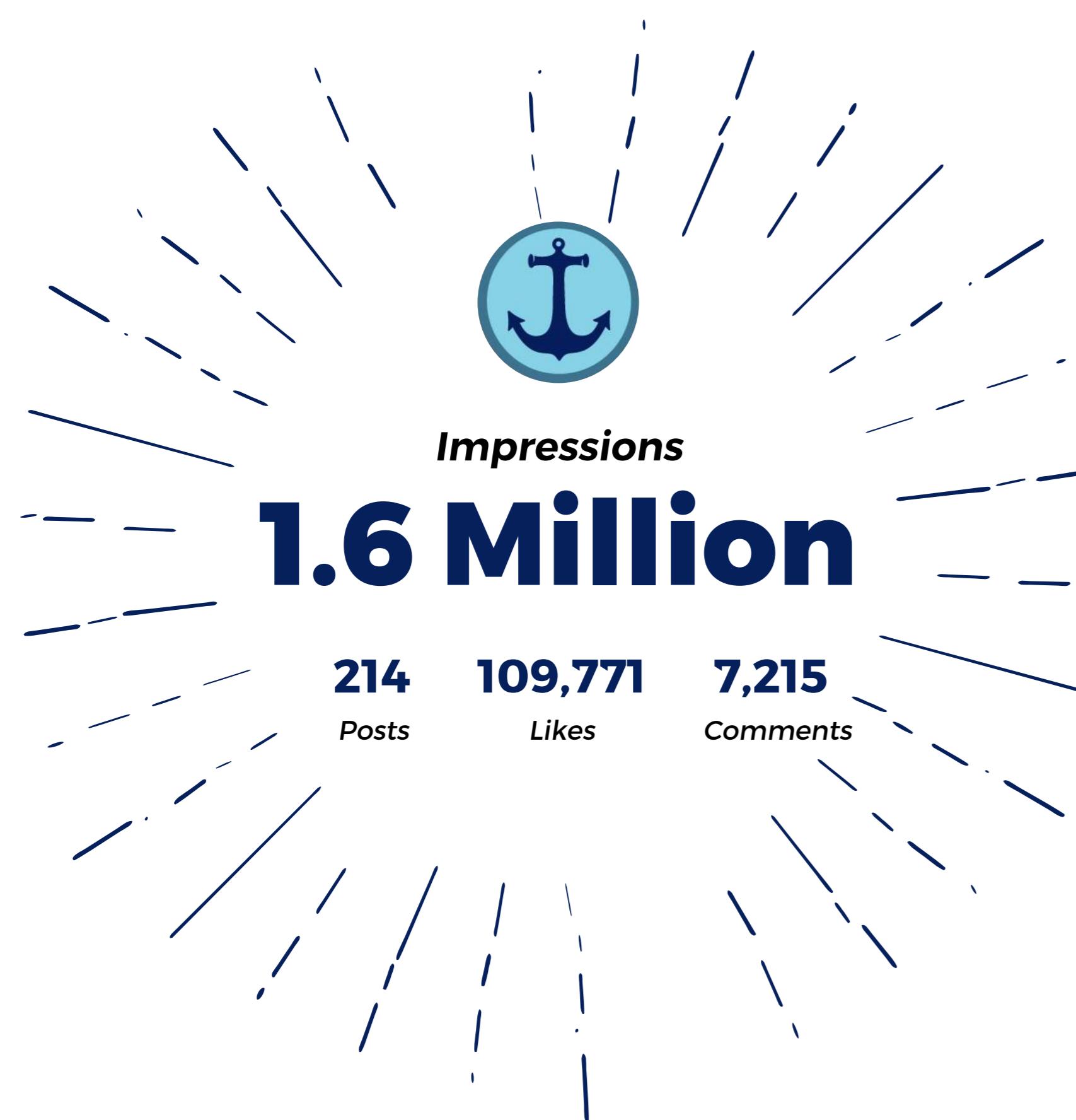
What would it cost do generate this number of impressions without Trend?

Impressions on Instagram have an average price of $7 per 1000 (CPM). We were able to generate $11,200 worth of value in impressions.

In order to generate this number of impressions with other forms of digital ads, it would require a full time person to manage and optimize the process. A typical contractor charges around $3,500/month to achieve these results.

Cost of paying an employee and using traditional ads
$3500 x 12 months = $42,000 / year.

The content created in this campaign is beautifully hand tailored for Health-Ade

Health-Ade now has a fresh stack of brand-specific creative that they can use on their website, email campaigns, social accounts and paid ads.

Sourcing and finding content-creators without the help of Trend will cost you an average of $250 per post. Not to mention the databse costs, and employee costs of searching for qualified influencers. During Health-Ade's campaign, we were able to generate 214 posts with all content being worthy of repurposing.

Cost of sourcing influencer posts outside of Trend

$250 x 214 Pieces of content = $42,800

A look at some of the content created

Imagine having a constant flow of content for your Instagram?
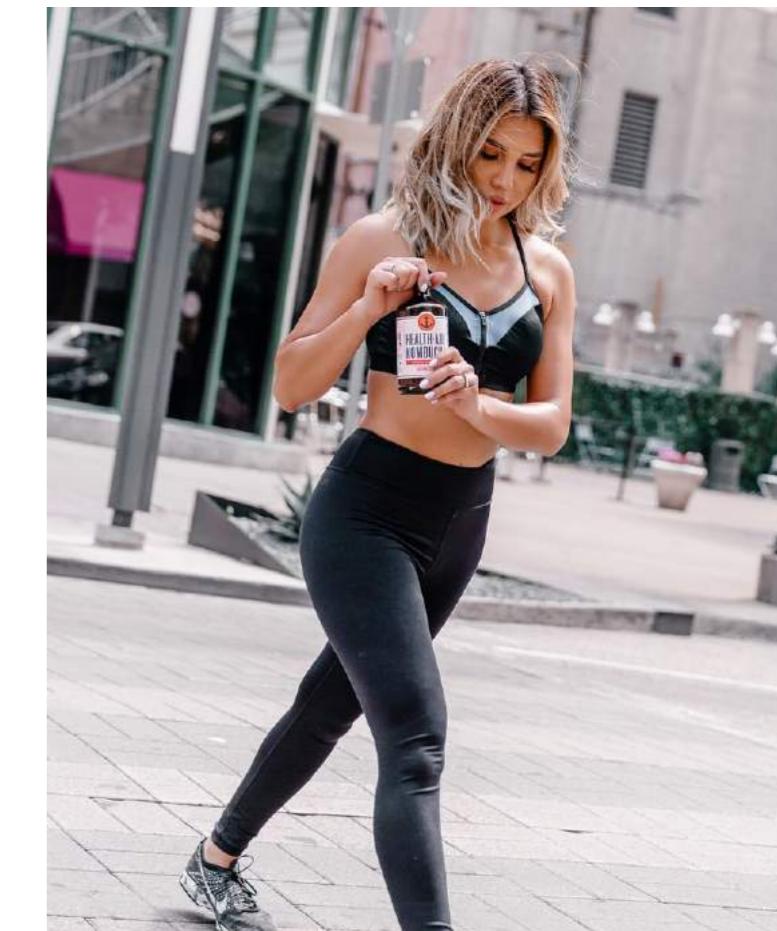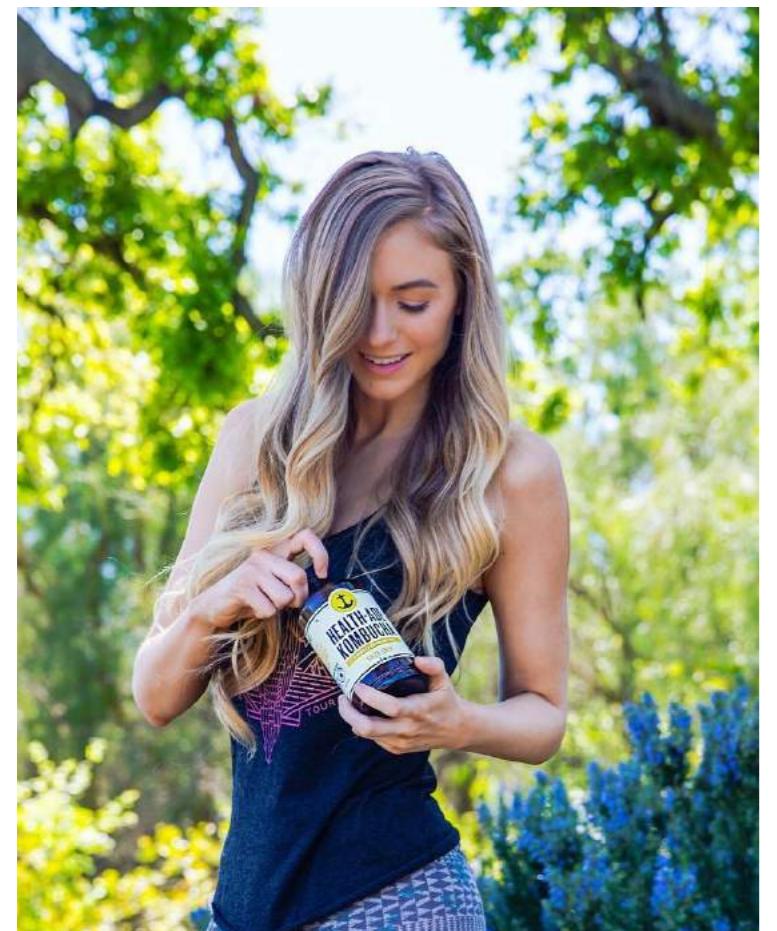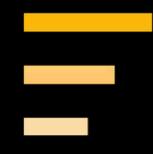
Software designed to save you time & money

Let's take a look at what this campaign of this magnitude would have cost without Trend

Scenario 1 - Traditional Digital Ads

+	**1.6 Million Impressions** $7 per 1,000 (CPM)	$11,200
+	**Cost of ads manager** $3,500 per month x 12 months	$42,000 / year
=	Total cost of *NOT* using Trend	$53,200 / year
-	**Cost of using Trend** $1,999 per month x 12 months	$24,000 / year
=	**Cash savings that Trend provides**	**$29,200 / year**

Scenario 2 - Influencer Campaign without Trend

+	**Paying Influencer per post** $250 per post x 214 posts made	$42,800
+	**Employee time cost of influencer Identification & communication** $1,500 per month X 12 months	$18,000 / year
=	Total cost of *NOT* using Trend	$60,800 / year
-	**Cost of using Trend** $1,999 per month x 12 months	$24,000 / year
=	**Cash savings that Trend provides**	**$36,800 / year**

The importance of reaching people on Instagram

How Instagram Boosts Brands and Drives Sales

https://www.facebook.com/business/news/insights/how-instagram-boosts-brands-and-drives-sales#

People surveyed say they perceive brands on Instagram as the following:

87%
Popular

77%
Creative

72%
Committed to building community

74%
Relevant

76%
Entertaining
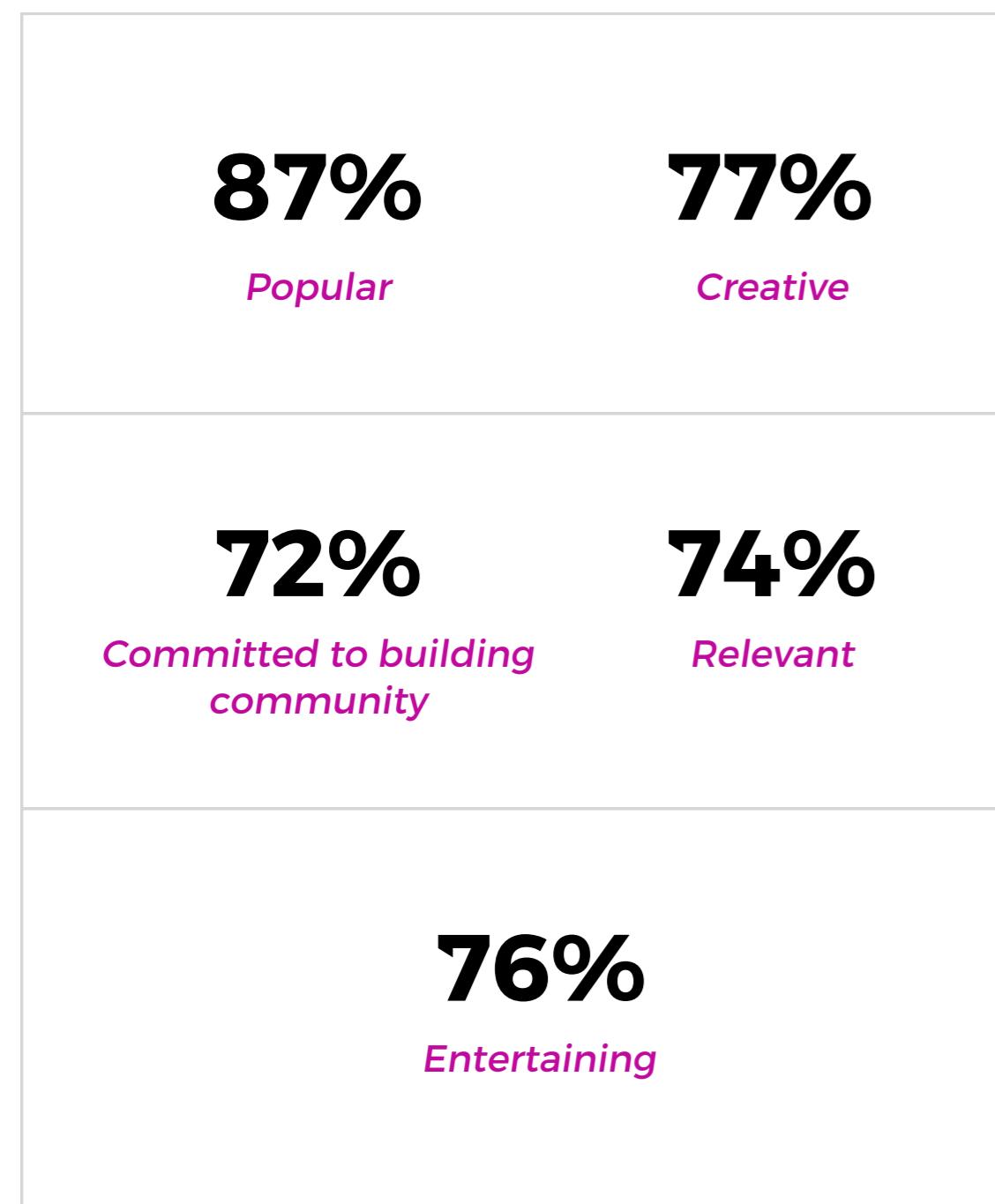
People surveyed say Instagram helps them with the following:

79%
Research products or services

83%
Discover new products or services

80%
Decide whether to buy a product or service
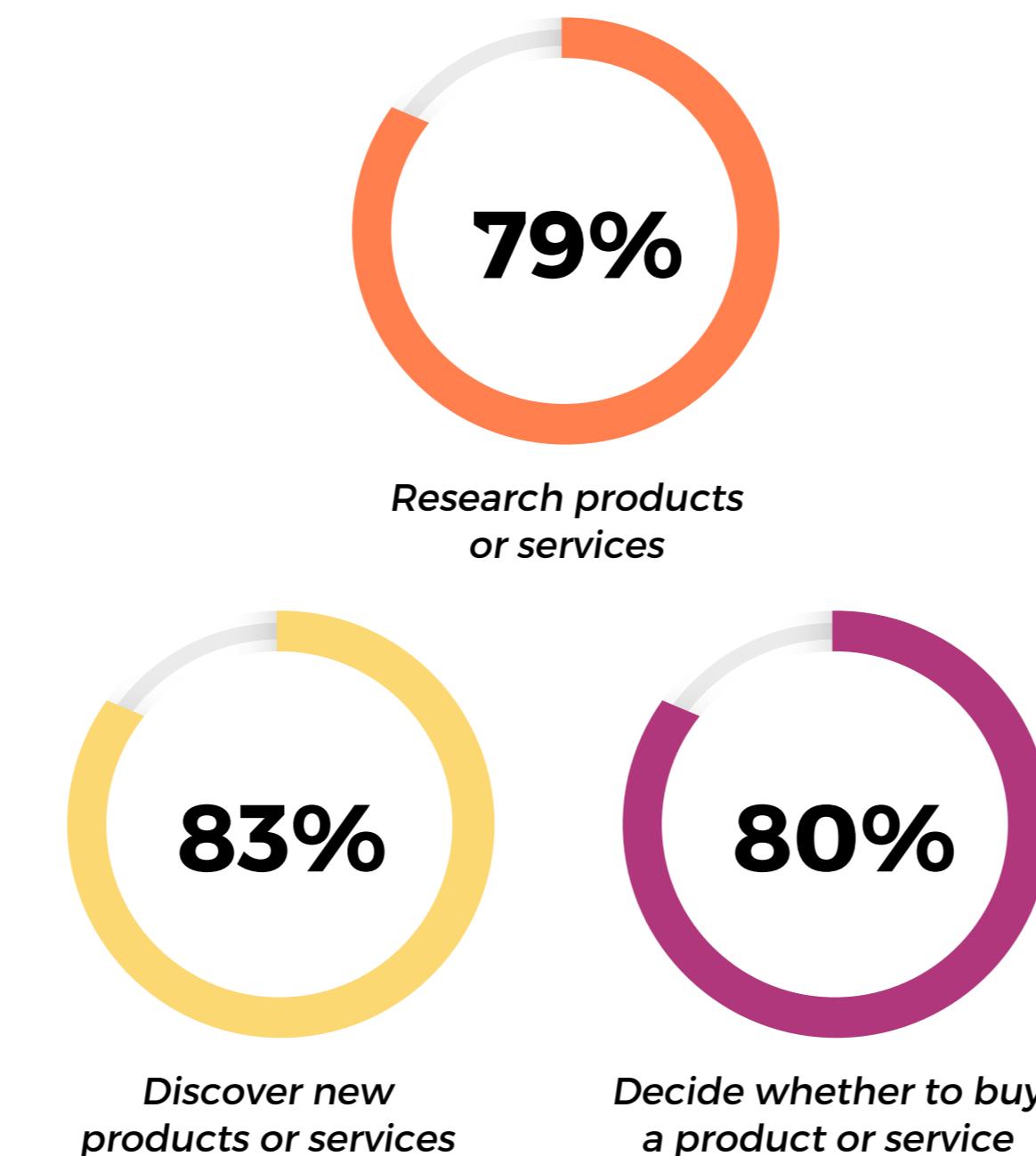
People surveyed said they took the following actions after seeing a product or service on Instagram:

79%
Searched for more information

37%
Visited a retail store

65%
Visited the brand's website or app

31%
Followed the brand's account online

46%
Made a ourchase online or offline

29%
Talked to someone about it
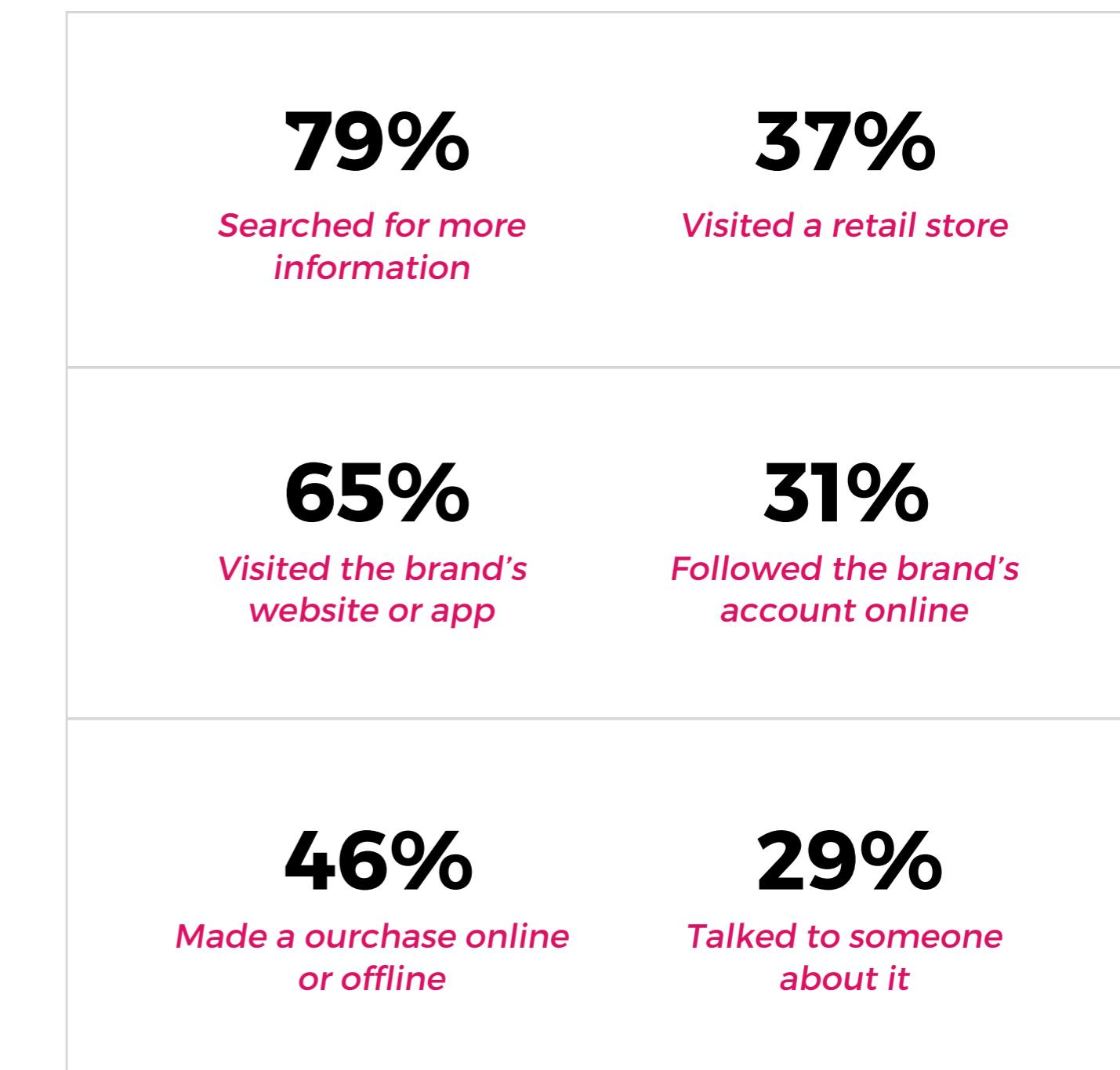
# Research proves messages are more effective when repeated.

When you work with micro-influencers you are more likely to have someone see an ad more than one time than you are with a large influencer. Take a moment and think about a time when you bought something after tseeing it multiple times.
You've done it right?

People tend to purchase the 20th time they see something, yet most brands fail to present their products to potential customers frequently enough to make a real impact.

With Trend you can source and work with as many micro-influencers as you'd like to ensure an audience see's your products and brands enough times to drive them to purchase.
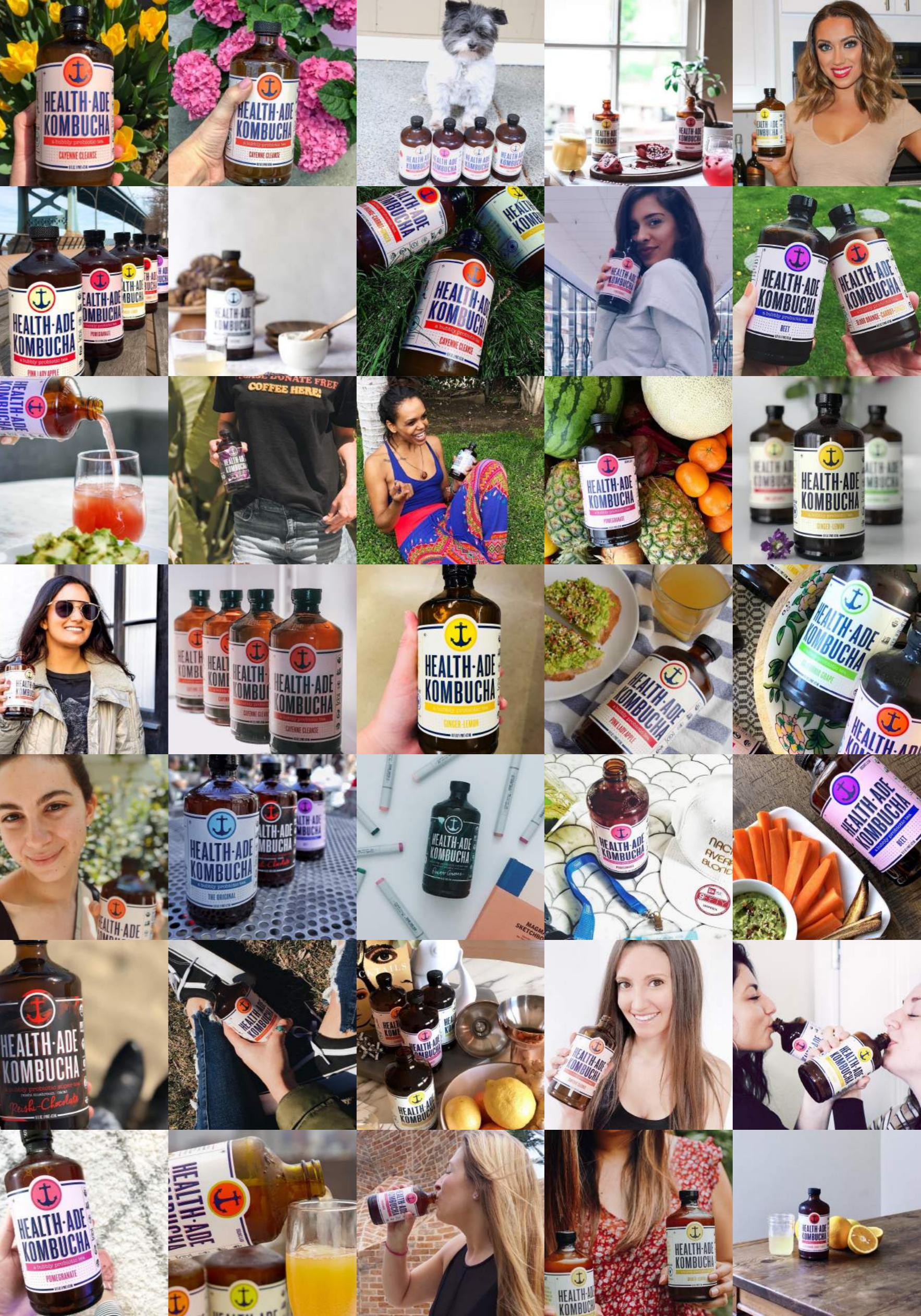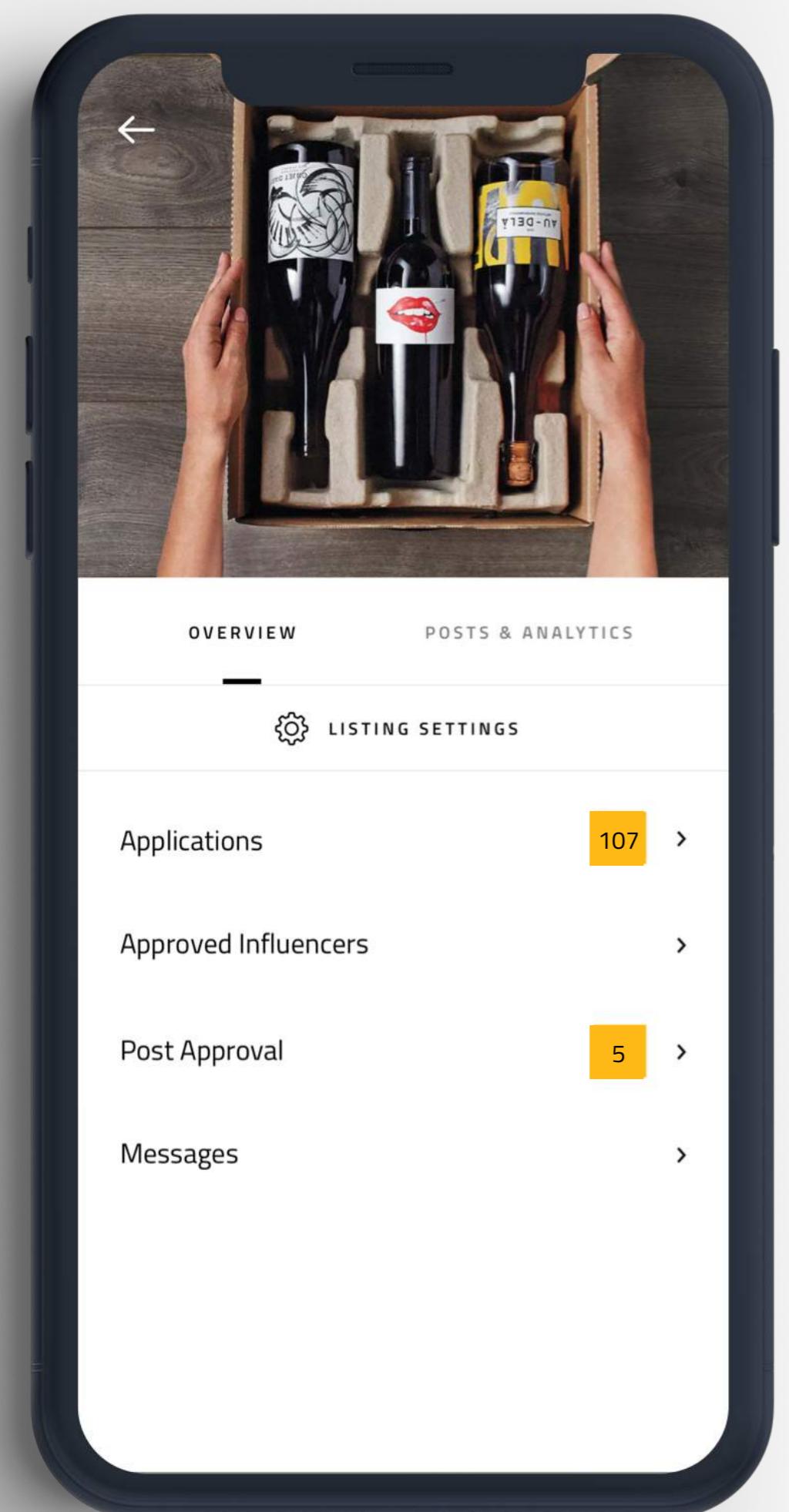
STEP 1

Publish a campaign

Brands offer products to influencers in exchange for content creation and posts to their social audiences.
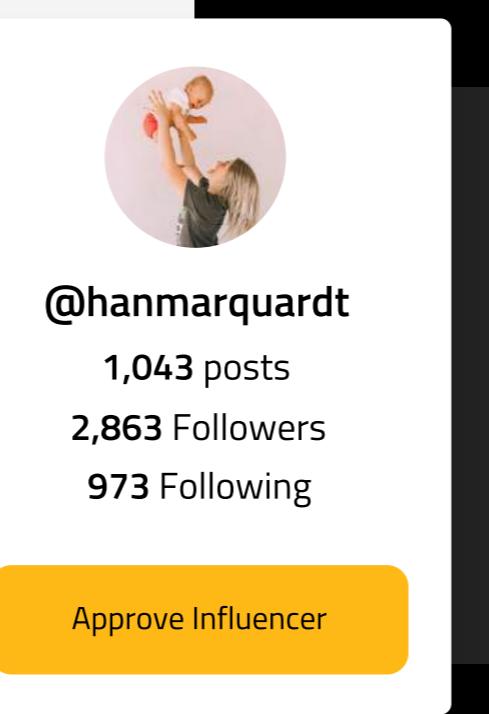
STEP 2

Approve influencers

Influencers apply to campaigns they are most excited about working with. Companies select creators that best align with their brand.

STEP 3

Influencers create and share their content

Brands own rights to repurpose content on their own websites, ads, and social accounts

TRF ND

Let Trend be your unfair advantage

Contact me today and we'll set up your campaign.

Applications will start rolling in on the first day.

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