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FIFTH BULL AGENCY

INFLUENCER GURU PROPOSAL

WHAT IS INFLUENCER MARKETING



INFLUENCER MARKETING

- is a paid, authentic recommendation of a product or service from a person who is admired and trusted by a community to broaden the reach of brand messaging.

ABOUT US

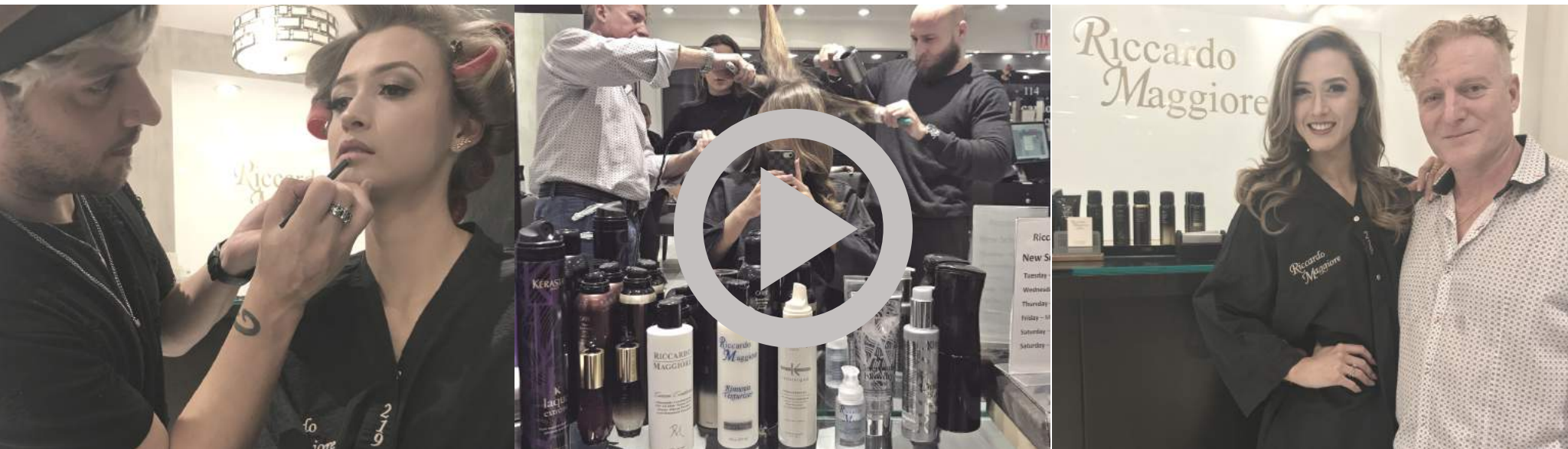
Fifth Bull Agency is a talent/production agency that strives to connect the right influencers to the right brands.

Everyday we are promoting our campaigns with first impressions, then building awareness of the brand, gaining trust through influencers, developing fans and this is the fuel for marketing.

Brands are about feelings, not facts. Buying decisions are made on promises that transcend products, and promises are rooted in human emotions. Quite simply, brands are built on trusted influencers.

LOOKBOOK

SOCIAL AESTHETICS



WHAT WE DO

1. Selection

- Influencers, Production Team & Location

2. Define Target Audience

3. Research

- Product & Competitors Online

4. Stick to your Budget

5. Develop a Clear Brand Message

- Promotional push

6. Campaign Process Timeliness

IMPACT

FIFTH BULL AGENCY PRICING

Outreach/Product Sampling	\$500 per post
Micro vs. Macro Influencers	\$500-\$20K depending on influencer of choice
Locations	our partners: on site \$7,500-\$15K depending on amount of time spent during the campaign
Production Teams	in house: \$1K-\$20K
Campaign Management	Budget Proposal
In Person Influencers	ranging from \$150-\$5K per influencer, per event
Hair & Makeup	in house: \$500-\$1K
Speakers	\$2K per 5 hours
Events	Retainer \$4K, work with additional Budget Proposal

THE PROCESS

MARKETING MOVEMENT



THE NICHE MARKET

FIFTH BULL INFLUENCERS



SINGERS/DANCERS/ARTISTS
MASS MEDIA/ECOMM
FASHION/ BEAUTY



TRAVEL/ LIFESTYLE
CELEBRITY/ ENTERTAINMENT
GAMING
BUSINESS/TECH



FAMILY/ HOME/ PARENTING
HEALTH/ FITNESS/CHEFS
SPORTS

SIX

FIFTHBULL.COM



The greatest ability in business is
to get along with others and to
influence their actions.

JOHN HANCOCK

Communicating with your audience

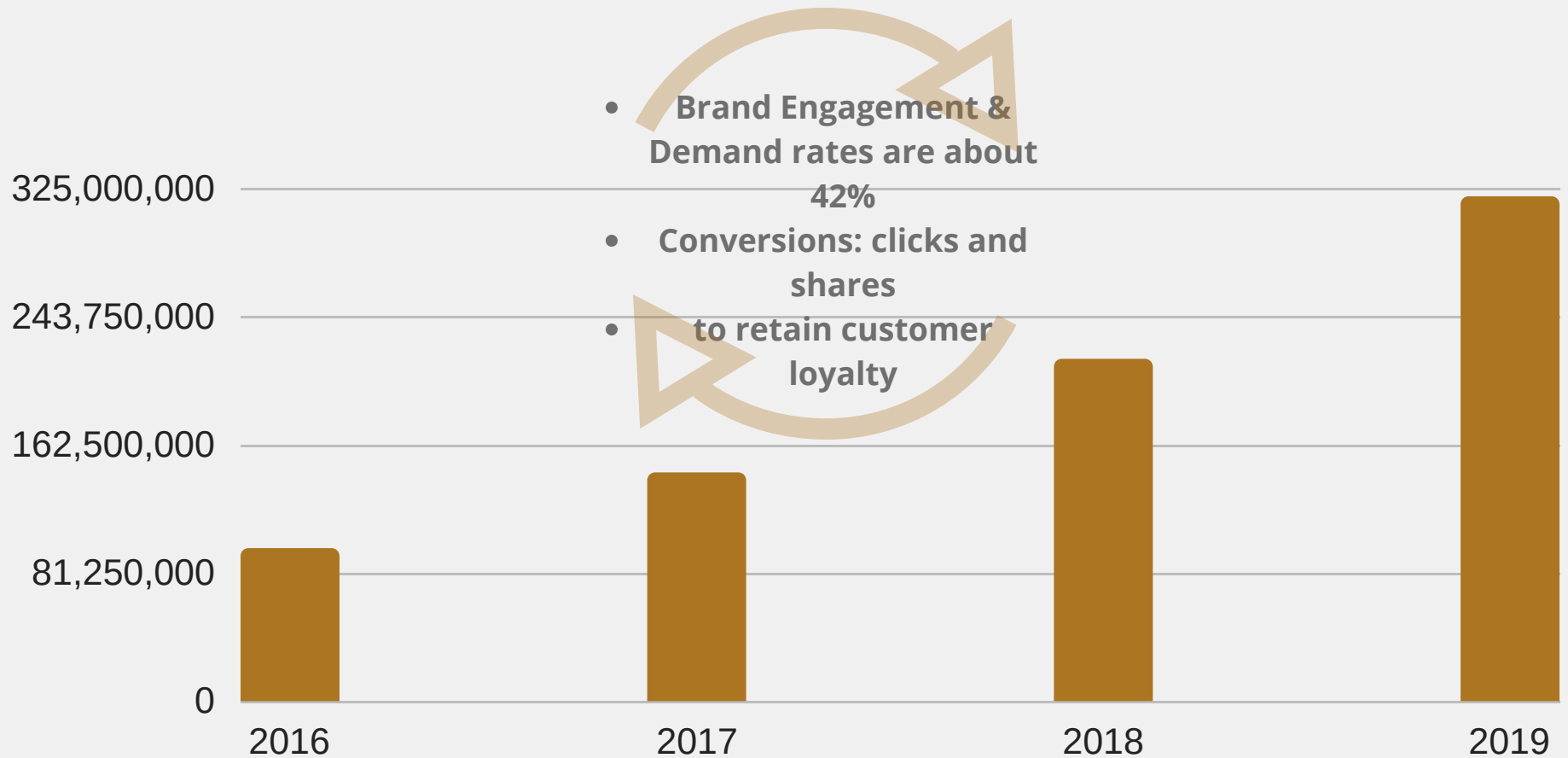
TOP 3 GROSSING INDUSTRIES THAT USE INFLUENCER MARKETING

- 95% of 18-34 yr. olds buy off of social media platforms
- Important for B2B and B2C
- 1.1 Million+ Influencers
- 250+ Industries
- 11 Million Posts per Day



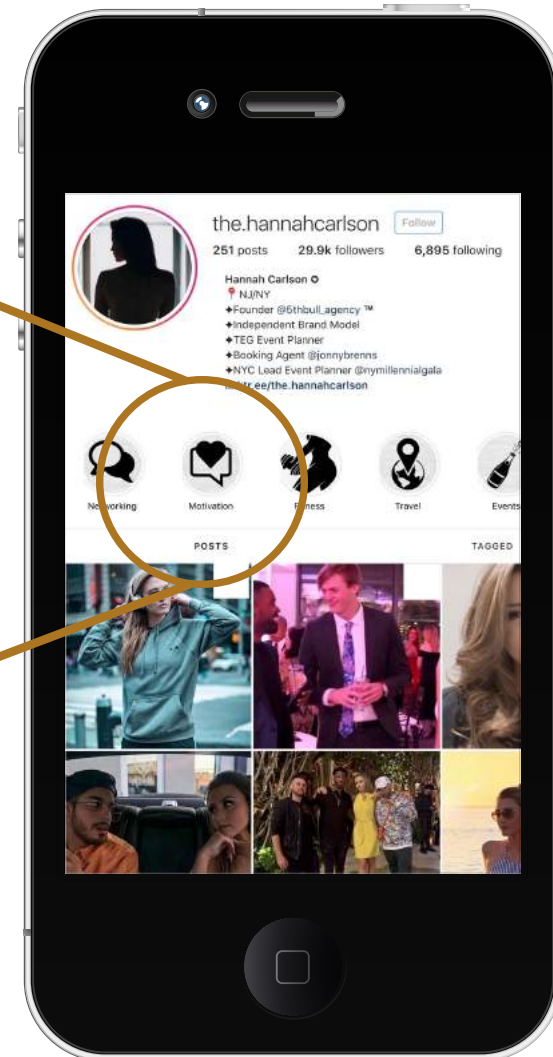
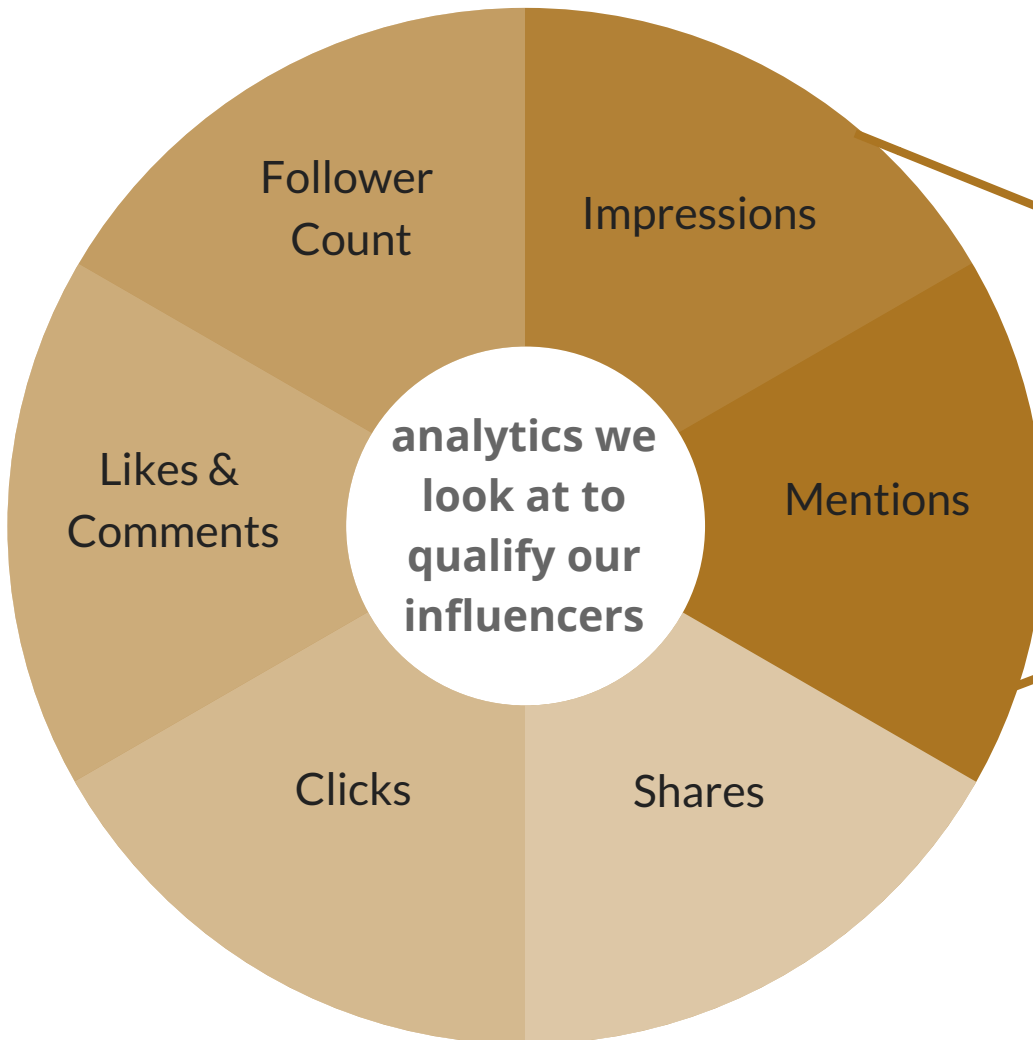
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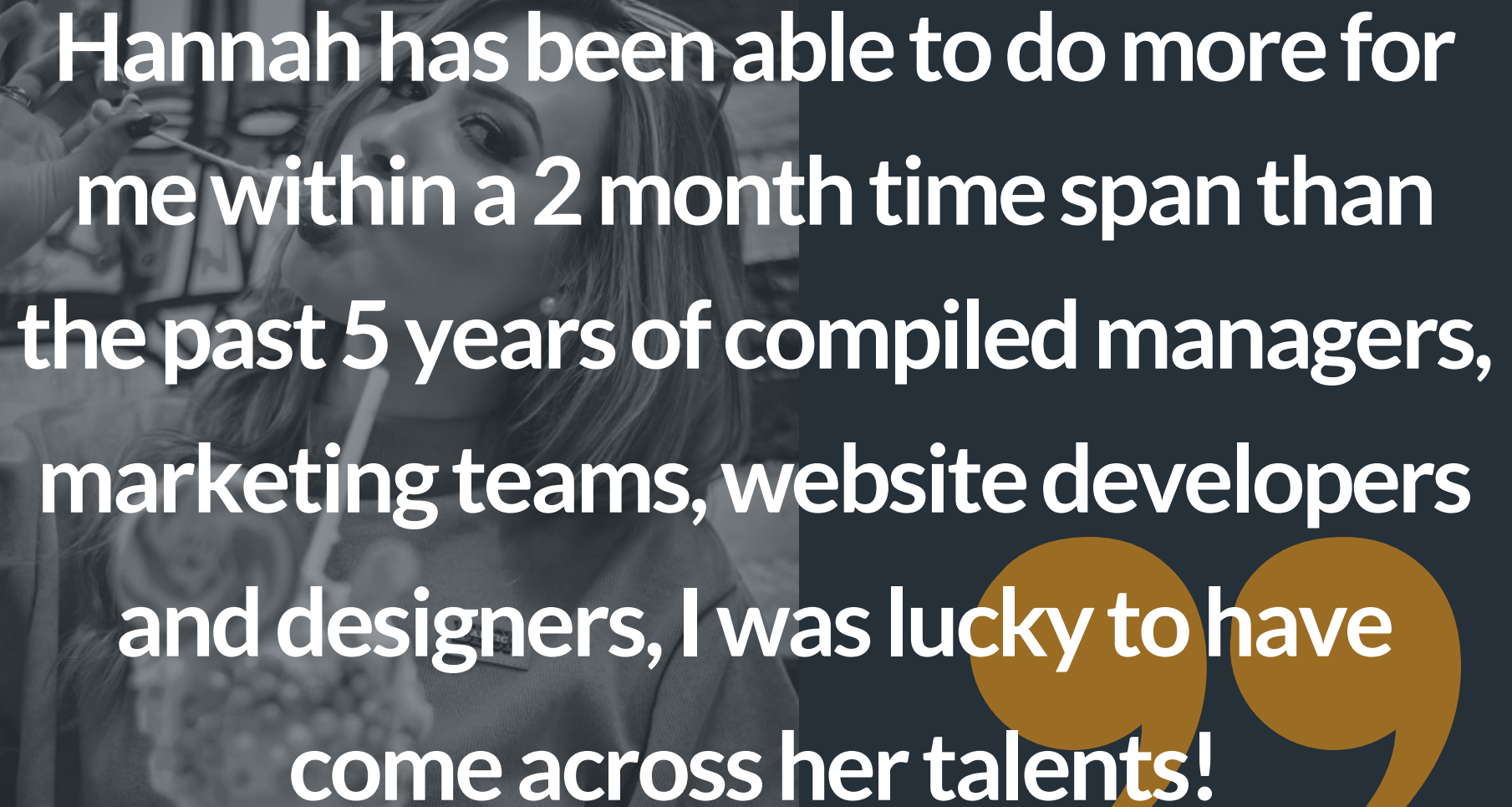
BRAND SPONSORED INFLUENCER GROWTH



THE TREND

ANALYTICS & INSIGHT





**Hannah has been able to do more for
me within a 2 month time span than
the past 5 years of compiled managers,
marketing teams, website developers
and designers, I was lucky to have
come across her talents!**

BRYAN DAVID SCOTT



FIFTH BULL AGENCY

mph club.

If you have inquiries or are in need of clarification on any aspect of influencer marketing, please contact:

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