EccaNova

STRATEGIC DIGITAL CAMPAIGNS, **MADE SIMPLE**

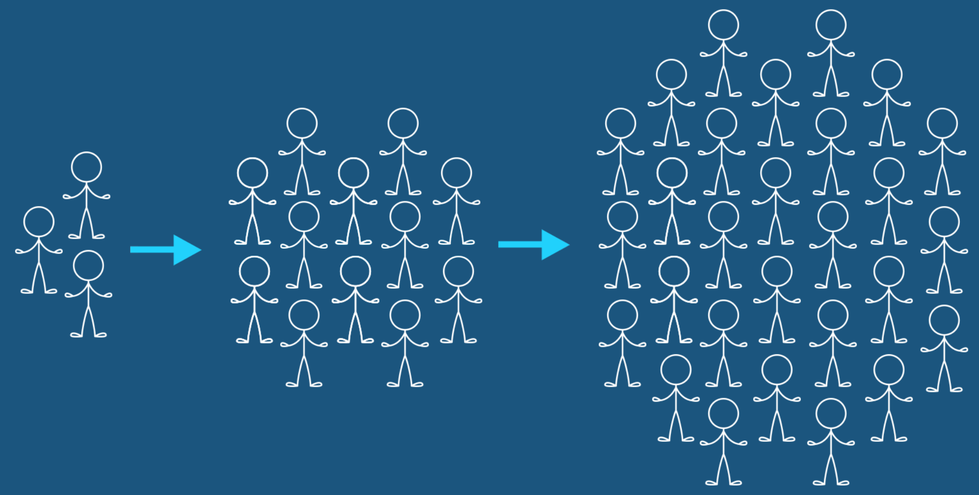
Established in 2010

Influencer Platform

The **most effective** marketing

=

Passionate individuals who talk to people they know about what their organization does



Influencer Platform

Even though social media provides an easy channel for this kind of communication, most people don't do it.

FOR INSTANCE:

83% OF SATISFIED CUSTOMERS ARE WILLING TO REFER A PRODUCT OR SERVICE BUT ONLY 29% ACTUALLY DO.

Influencer Platform

That’s because...

COMMUNITY MEMBERS

- Don’t have the time
- Don’t have the skills

To create **high quality** posts that are **optimized** for social media.

ORGANIZATIONS

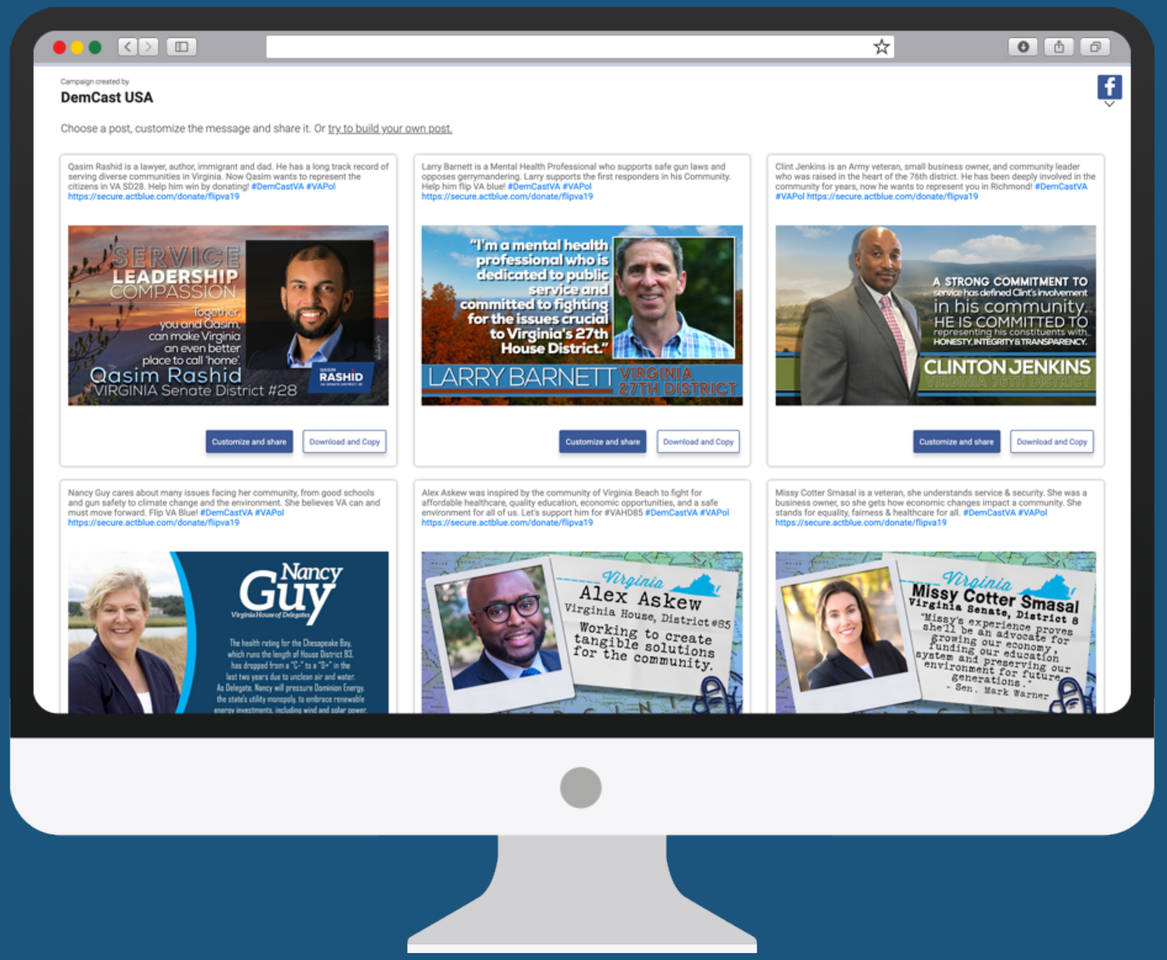
Don’t have an easy way to:

- Provide tailored support
- Coordinate their community members

Influencer Platform

With the Influencers Platform,

Organizations enable their **community members** to easily compose high quality messages and **share** them in **synchronized posting** campaigns on social media.



Influencer Platform

The **Influencer Platform** is a an **intuitive web-platform** that provides:

COORDINATION DASHBOARD

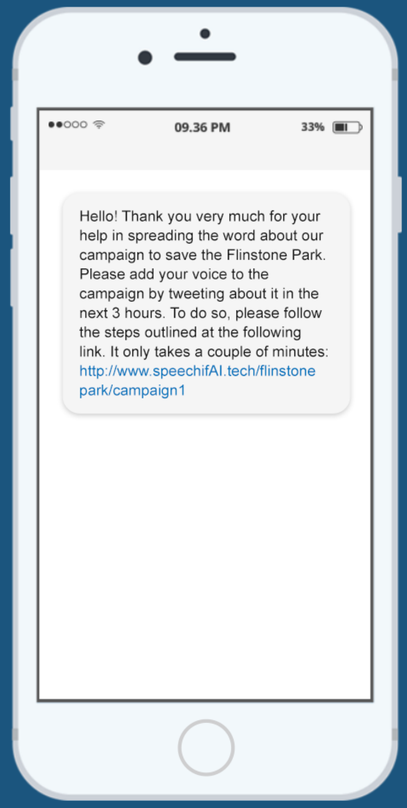
for Campaign Managers

POST WRITING WIZARD

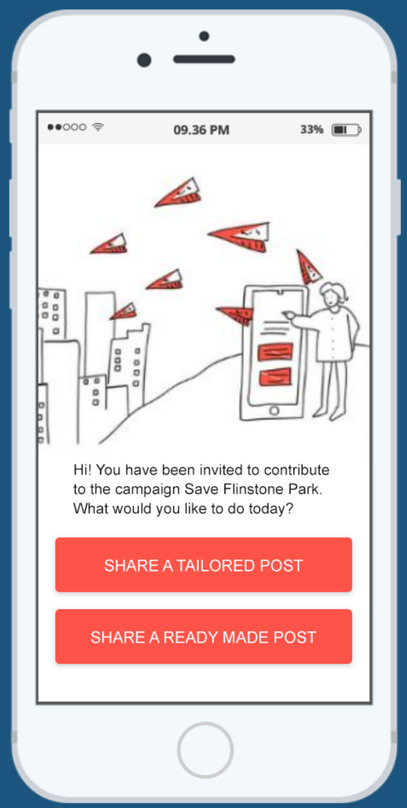
for Community Members

Influencer Platform

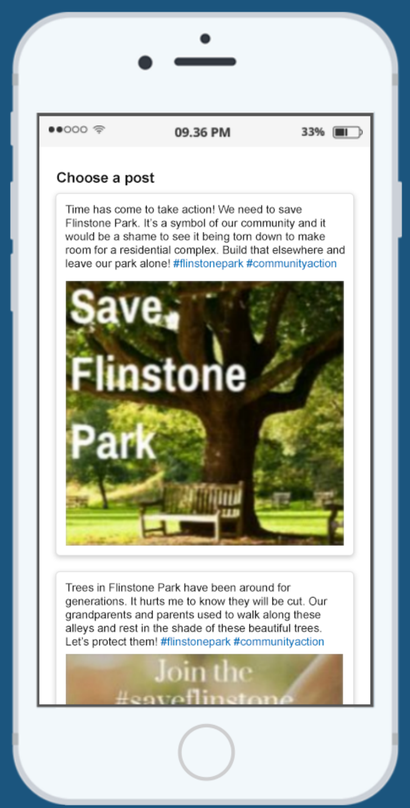
How does it work for **Community Members**?



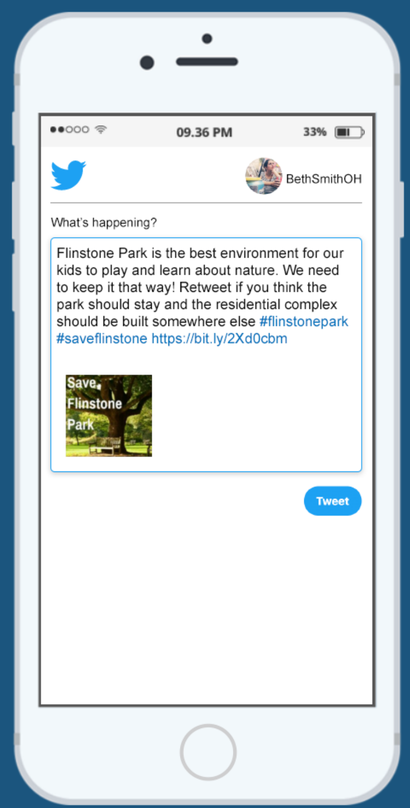
USER NOTIFICATION



LANDING PAGE



CONTENT SELECTION/CREATION

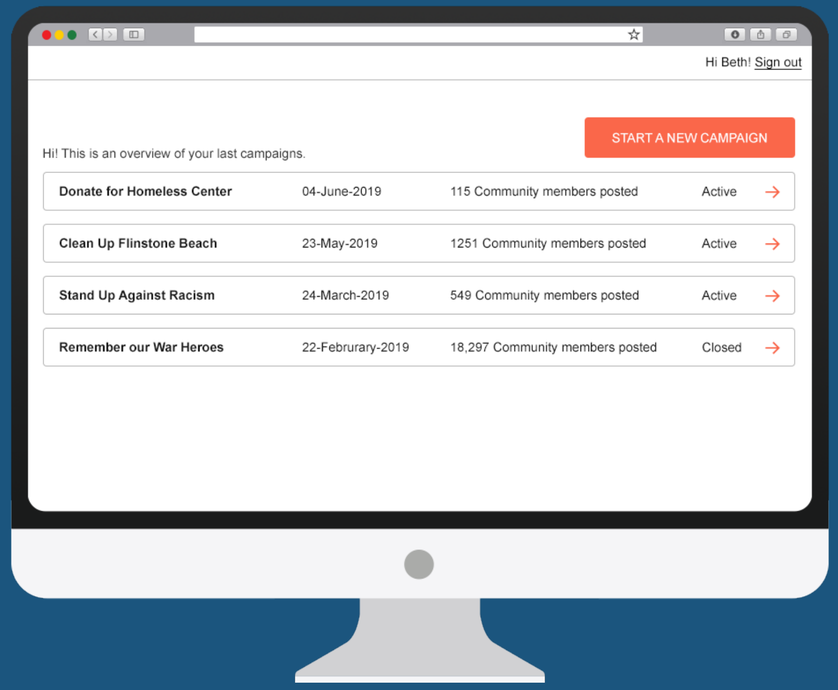


CUSTOMIZATION & SHARING

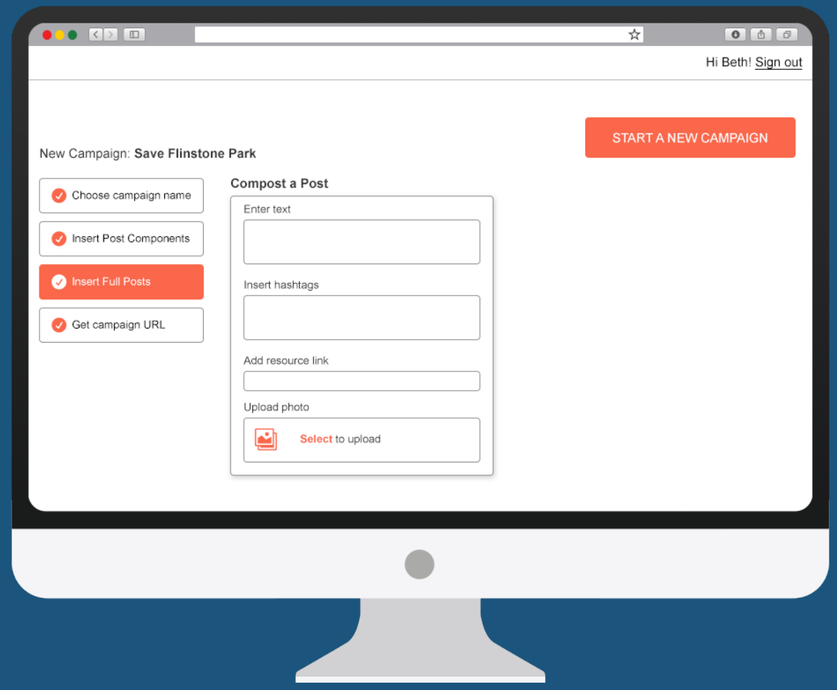
Influencer Platform

ABOUT

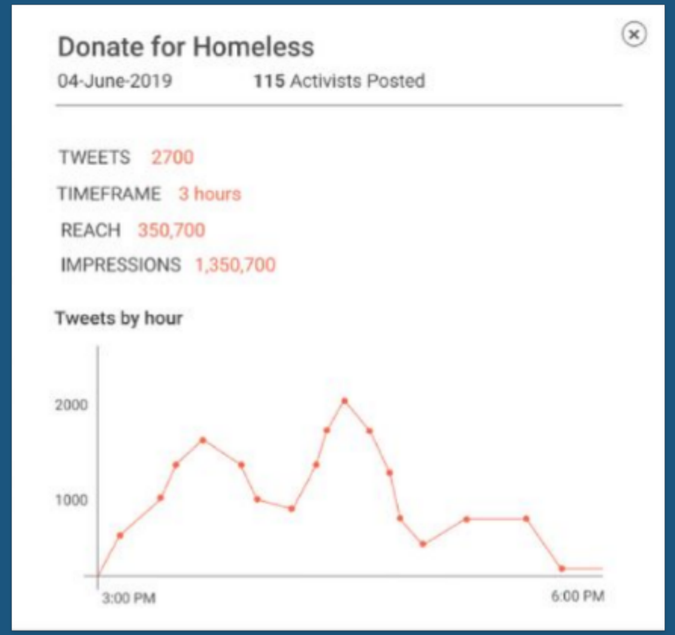
How does it work for **Campaign Managers**?



CAMPAIGN MANAGEMENT DASHBOARD



CONTENT CREATION



ANALYTICS REPORT

Influencer Platform

Platform Insights

Period: July 29 – October 3, 2019

USERS	TOTAL SHARES	TOTAL SESSIONS
12,337	4,835	16,752

COUNTRIES	TOTAL PAGE VIEWS	AVG. DURATION PER SESSION
150	42,674	1:46

Influencer Platform

Platform Insights

Period: September 5 – October 2, 2019

USERS	SHARES	CLICKS	CLICK RATES BY PLATFORM
3,205	2,187	1,152	TWITTER 0.11 CLICKS PER SHARE FACEBOOK 1.93 CLICKS PER SHARE LINKEDIN 4.19 CLICKS PER SHARE

USERS PER DAY	SHARES PER USER	CLICKS PER SHARE
114.5	0.68	0.53

Influencer Platform

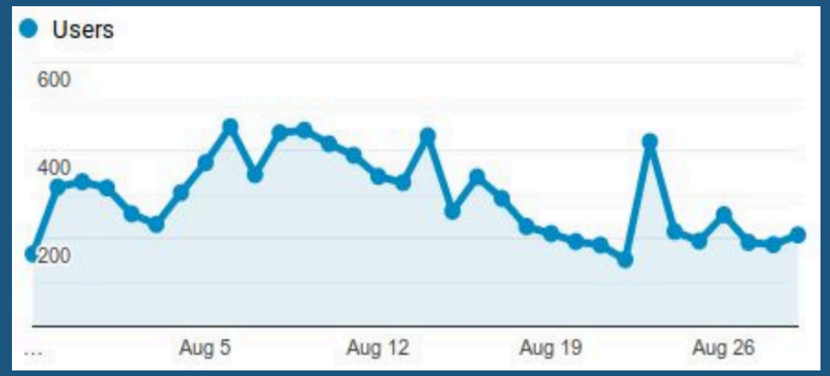
Types of Campaigns

“Storms”

Goal: Reaching as many people as possible in a short amount of time

Continuous Stream of Posts

Goal: Driving people to a website to perform some sort of action (sign-up, waiting list, donations, etc.)



Influencer Platform

Case Study #1: Twitter Storm

CAMPAIGN DURATION	USERS ON PLATFORM
~3 hr	168

ORIGINAL TWEETS	TOTAL TWEETS
254	3,068

IMPRESSIONS
41,010,306

REACH
7,303,653

Case Study #2: Fundraising Campaign

CAMPAIGN DURATION	USERS ON PLATFORM
2 Weeks	106

SHARES	GENERATED DONATIONS
150	$11,500

SHARES BY PLATFORM	
TWITTER	FACEBOOK
125 (83.3%)	25 (16.7%)

Influencer Platform

Case Study #3: Live Events

PRE-EVENT CAMPAIGN

- Promoting the event and get people to sign-up
- Invitations with campaign link sent directly to community members via email

DURATION: 7 Days

USERS: 58

SHARES: 14 (80% on LinkedIn)

EVENT CAMPAIGN

- Live update of content during the event
- Campaign links and QR codes on business cards and screen displays

USERS: 54

SHARES: 37

CLICKS ON SHARED LINK: 85

POST-EVENT CAMPAIGN

- Pictures from event
- Campaign link shared via ”Thank you” emails

USERS: 323 (within 48 hours)

REQUESTED IMAGE DOWNLOADS: 94