



Influencer Campaign Strategy

Campaign Theme + Goal

Campaign Theme: We pay. Kids play.

Campaign Goal: The influencer strategy will be aimed at increasing Every Kid Sport's brand awareness through partnering with influencers who help to share the story behind the cause and the impact it has on kids who wouldn't normally get the opportunity to play sports. We will work with approved influencers to create content that helps to expand our following while also campaigning for donations to the cause.



We pay. Kids play.

Corporate Mission & Goal

Mission: Give 100,000 kids from low-income families the opportunity to play youth sports.

Goal: Increase Every Kid Sports brand awareness, following across social platforms, and donations to the cause through working with influencers who will share the Every Kid Sports story and mission.



We pay. Kids play.

Influencer Strategy: How

How: Influencers will create unique and branded content every month that can relate to various audiences to encourage more supporters of the cause. We will also set up unique donation links for each influencer through the Every Kid Sports website and/or GoFundMe accounts to help encourage donations towards Every Kid Sports donation goal.

We will also be promoting the hashtag #wepaykidsplay through interactive IG posts and story content, encouraging our community to share their stories with this hashtag, incentivizing our community to use the hashtag by re-sharing content branded with #wepaykidsplay, and encouraging partners and donors to use the hashtag as well.



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Influencer Strategy: Content

Potential content we will ask vetted influencers to create will include the following:

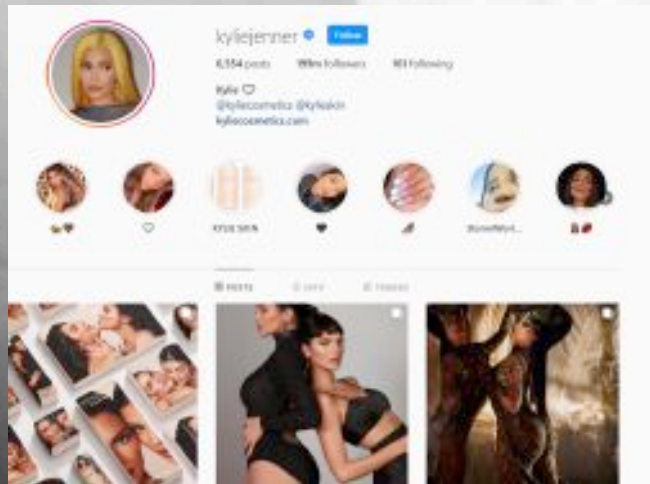
- Social posts
- Story posts
- Videos
- Tik Toks & Reels
- Blogs

Content & Brand Guidelines will be reviewed for each content piece prior to going live.



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Influencer Outreach



Businesses on average are making **\$5.20 for every \$1.00** spent on Influencer Marketing.

Mega influencers

- > 1 million+ followers
- > Actors, musicians, athletes, celebrities
- > These influencers are **more expensive and focus on aspirational messaging.**

Macro influencer

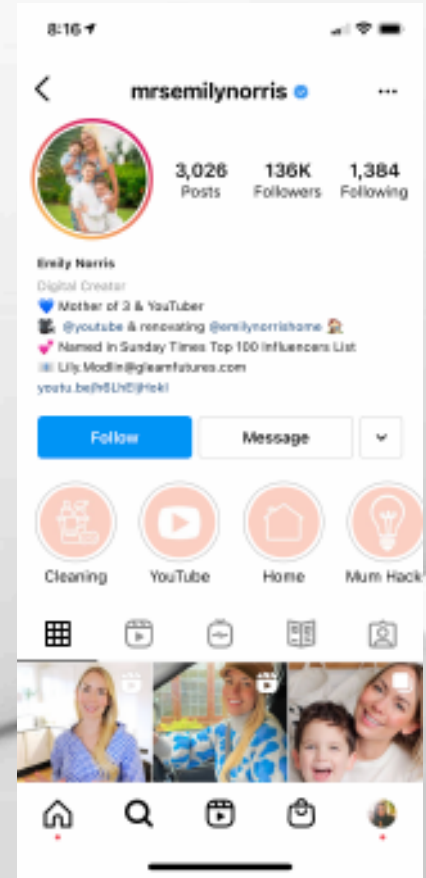
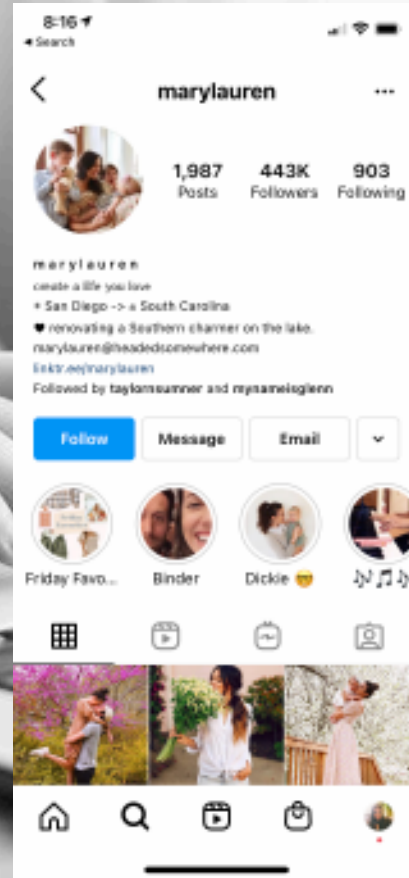
- > 10,000-1 million followers
- > Bloggers, journalists, executives, internet personalities
- > They are especially good at **promoting products or services** in a natural way and **raising awareness** on how your brand can benefit their follower's lives.

Micro influencers

- > 500-10,000 followers
- > Niche bloggers or specialists
- > These influencers have the high engagement and brand relevance with a personal relationship with followers and more **relatable and authentic messaging.**

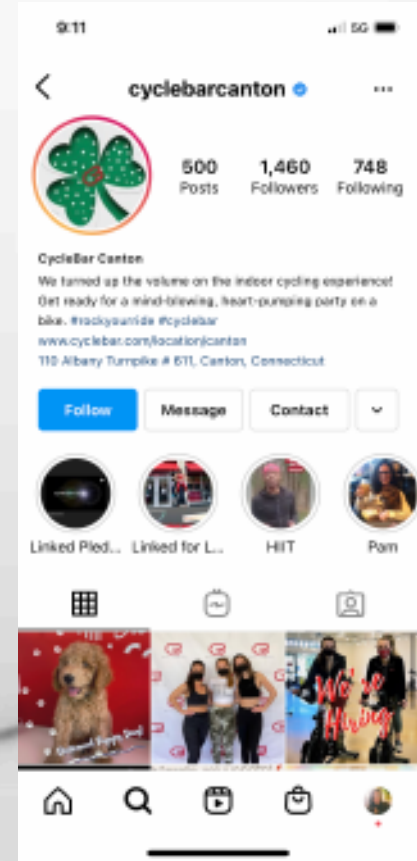
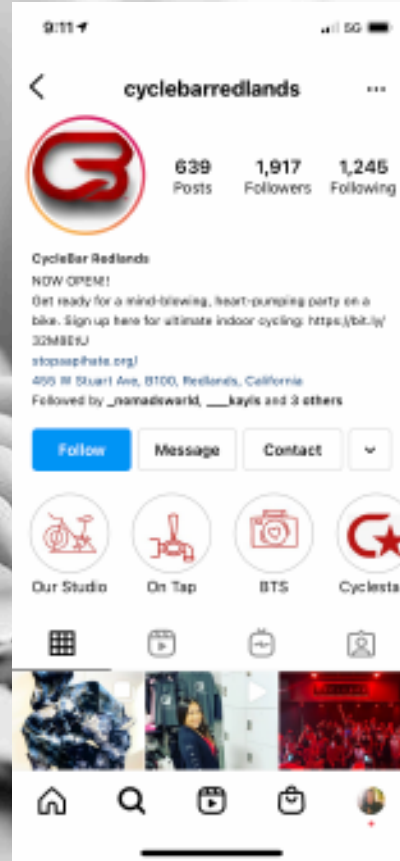
Influencer Type 1: Mommy Bloggers

- **Why:** eMarketer reported that moms make around 80% of purchasing decisions, accounting for \$3.1 trillion in spending—collaborating with the best mommy bloggers and family-focused social media influencers provides the best way for brands to reach this 85-million-strong consumer demographic (Pew Research).
- **Audience:** Research shows that Mommy bloggers audience consistently of White, female mothers who make between 60K-100K+. This is a great audience that will resonate with the cause and have a means for donating.
- **Goal:** Spread the mission to families who could relate to the cause and empathize with other families who may not have the same opportunities as their own children.
- **How:** Conduct strategic outreach to Micro and Macro Mommy Blogger influencers.



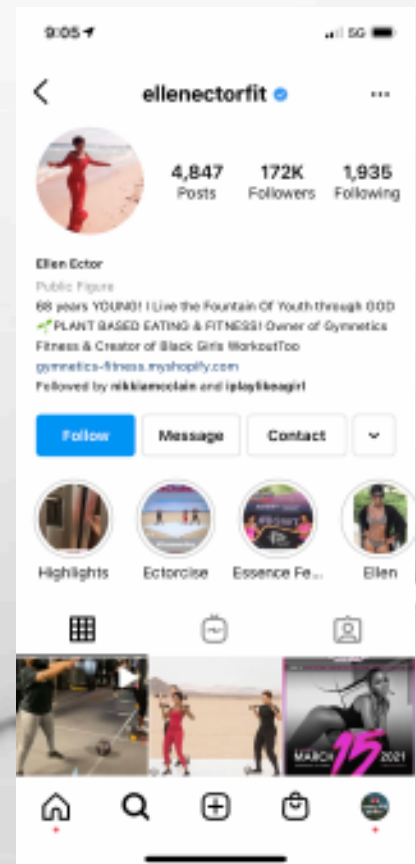
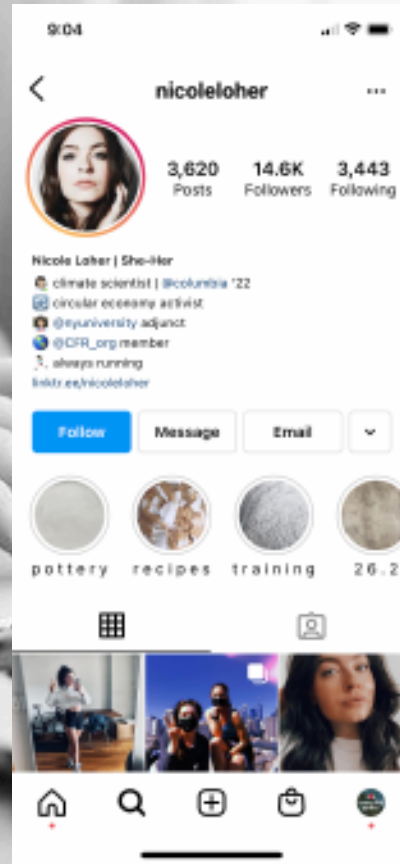
Influencer Type 2: Gyms/ Gym Owners

- **Why:** Many gym communities and gym owners recognize the importance of exercise in order to lead a happy, healthy, and well-balanced life. We can tap into a very diverse audience through this kind of influencer as many people incorporate the gym into their daily routine.
- **Audience:** Our audience will depend on the types of gyms we wish to target and how we plan on utilizing these types of influencers. We can take a more local approach, or we could use location specific gyms to reach a narrowly targeted audience.
- **Goal:** Our goal would also depend on the location of the gym. For example, if we are looking to target gyms located in California, Oregon, East coast, etc.
- **How:** Reach out to Gyms that are popular on social media and are strategically located.



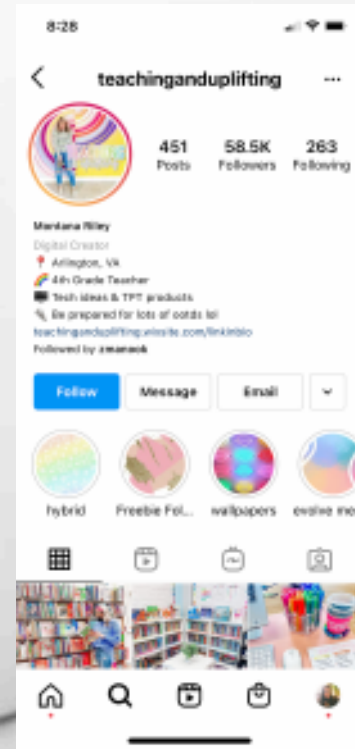
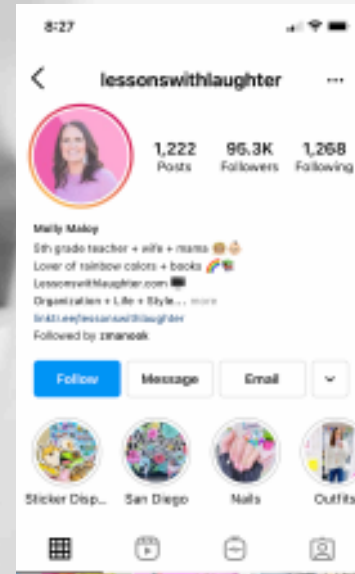
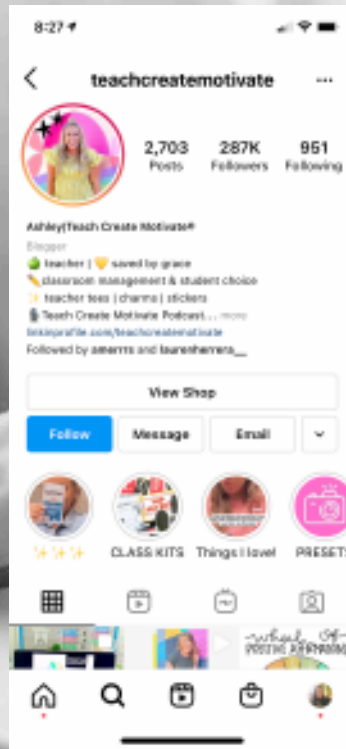
Influencer Type 3: Fitness Coaches/Trainers

- **Why:** Partnering with fitness coaches and trainers will allow us to reach a wide audience on social media who value sports and fitness.
- **Audience:** Fitness and trainer influencers are one of the largest categories of influencers. They have a wide range of followers that trust their message and purpose. When utilizing influencers in this category, we can feel confident that their following trusts their messaging.
- **Goal:** Have our message resonate with an audience who loves fitness, health, and understands the importance of youth sports. We hope to attract more donors and people who resonate with our messaging.
- **How:** Reach out to micro and macro fitness trainer influencers who have an audience that is based in the US.



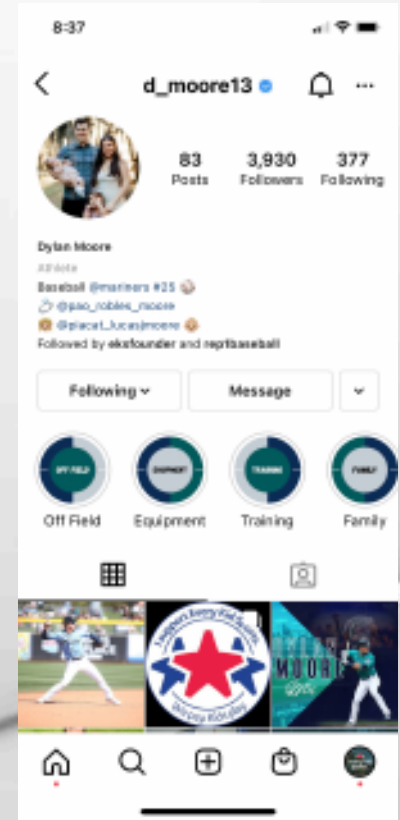
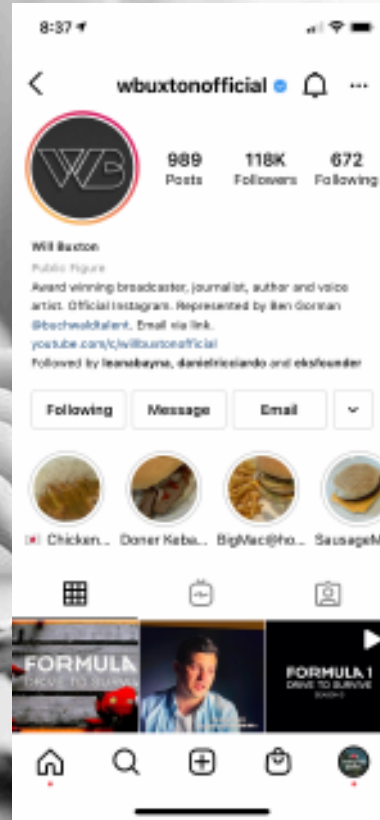
Influencer Type 4: Teacher Bloggers

- **Why:** Teachers have a connection with youth and would likely understand the importance of youth sports for children.
- **Audience:** This audience is prominently in the education sector and would likely have the same connection with youth sports and youth. This audience would be great for brand awareness and spreading the word of Every Kid Sports in different communities.
- **Goal:** Spread the mission to like-minded individuals with a passion for youth and youth development.
- **How:** Conduct strategic outreach to Micro and Macro Teacher Blogger influencers.



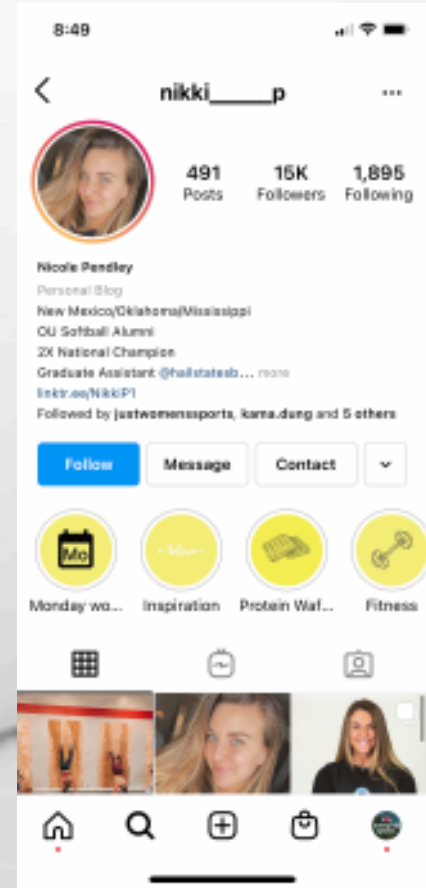
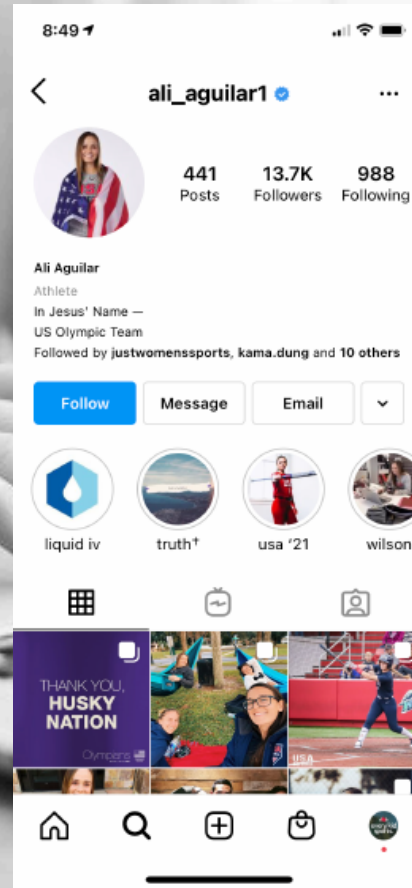
Influencer Type 5: EKS Champions

- **Why:** Our Champions already have a connection with our cause and have already agreed to promote our cause on their social platforms. We want to take advantage of this as much as possible and provide them with assets that will streamline productivity.
- **Audience:** This audience is prominently interested in sports and may already have a connection with Every Kid Sports. We hope that by providing the Champions with the same assets, we can create a cohesive Influencer Strategy that reaches a large range of individuals.
- **Goal:** To provide the champions with the same assets as the potential influencers to help spread our message consistently.
- **How:** We can use the influencer campaign as a way to involve our champions more closely with our cause.

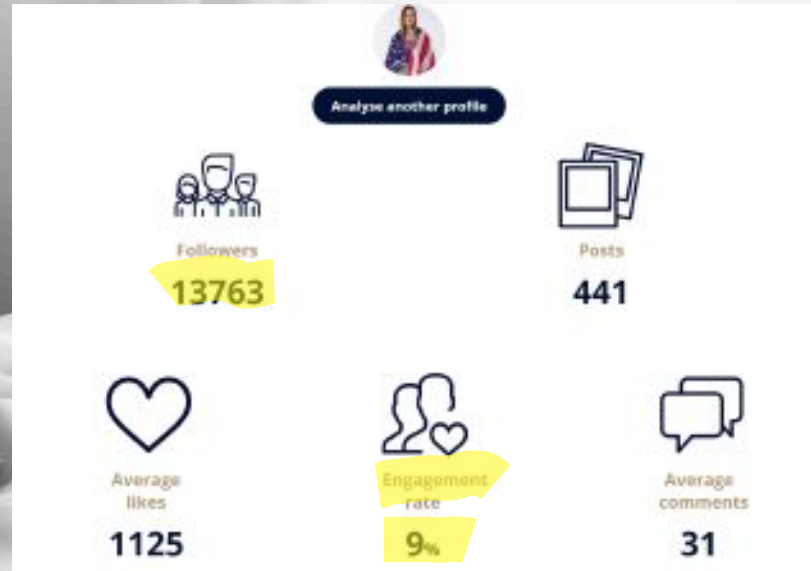


Influencer Type 6: Athletes

- > **Why:** Micro athlete influencers manage their own profile. According to Heepsy, Most of the sports micro influencers said they don't earn any money from their collaborations on social media. A few respondents said collaborations account for 5-10% of their earnings. Several mentioned receiving products as payments for their collaborations with brands. This means, we have a better chance of promoting our cause through their social platforms with little to no compensation if they resonate with our messaging.
- > **Audience:** The audience will depend on the type of athlete we plan to reach out to and what type of sport they are in. When vetting influencers, we will keep in mind what they already post and the types of people that are actively engaging.
- > **Goal:** We can try to reach out to encourage additional athletes outside of our Champion program to become involved with the cause and expand on the importance of youth sports in their lives. Through expanding our reach to athletes, we can increase our brand awareness and potential donors.
- > **How:** Reach out to American based, athlete micro influencers.



What We Look For:



- > When vetting influencers, we look at following and engagement rate. An influencer can have a ton of followers but might not have the engagement rate to prove that their content regularly resonates with their audience.
- > Anything above 5% is considered an above average engagement rate for an influencer.