

WE'RE NOT REALLY STRANGERS

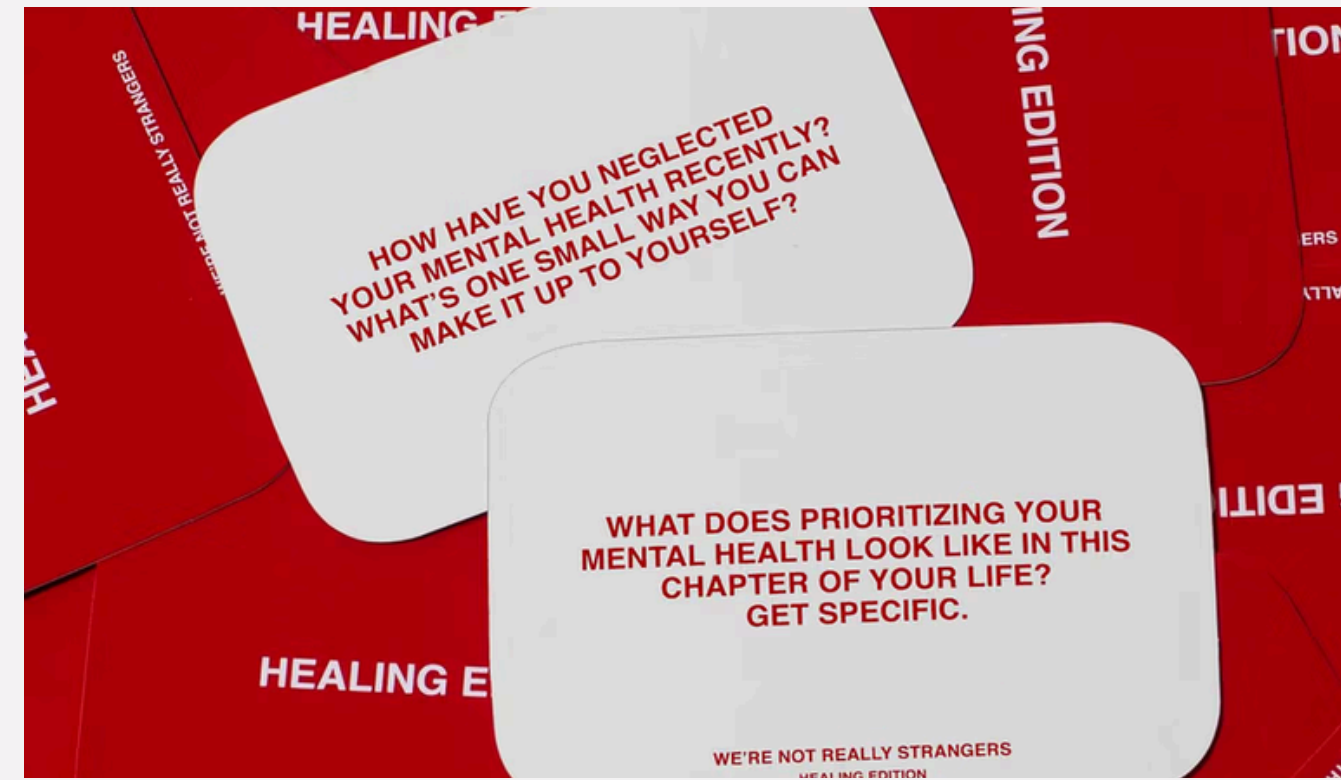
WNRS x iGIRLS!

This question card game has recently expanded their collection to clothing, and clothing with words that relate to the brand's audience. The marketing campaign would promote both the game and clothing line via collaborations with micro and macro influencers on social media, some of which are models, podcast creators, and just people posting their lives.

CAMPAIGN GOALS

- PUBLICITY AND ENGAGEMENT**
- EXPAND TARGET AUDIENCE**
- BRAND AWARENESS**
- MORE SALES**
- BUILD UP EXCITEMENT THROUGH COLLABORATIONS THROUGH SOCIAL MEDIA AND ADVERTISEMENT**

WNRS INFO



5.4M

Instagram Followers

With the Influencer Marketing, this number would increase substantially through use of hashtags and sponsored posts and influencer takeovers

411K

Website Visits Monthly

This number would also increase through use of discount codes and affiliate marketing, along with the influencer takeovers and gifting of products

00:00:47

Avg. Time on Site

While short, 47 seconds gives the viewer opportunity to scroll through certain pages. However, through use of influencer marketing, the numbers would increase for similar reasons mentioned

2.52

Avg. Pages Visited on Site

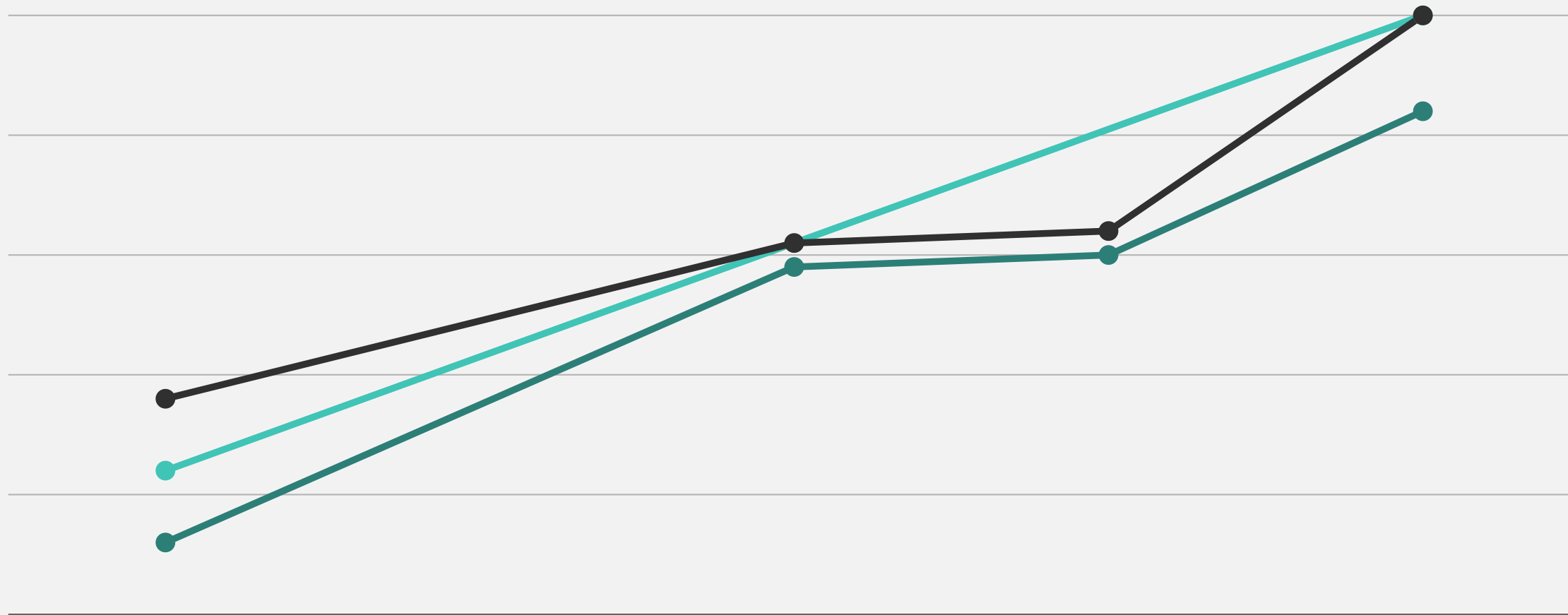
The 2.5 pages visited gives viewers opportunity to see products already on display. With the influencer marketing, the discount codes, and products being displayed with or on the influencers, people are more likely to look more.

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METRIC GOALS

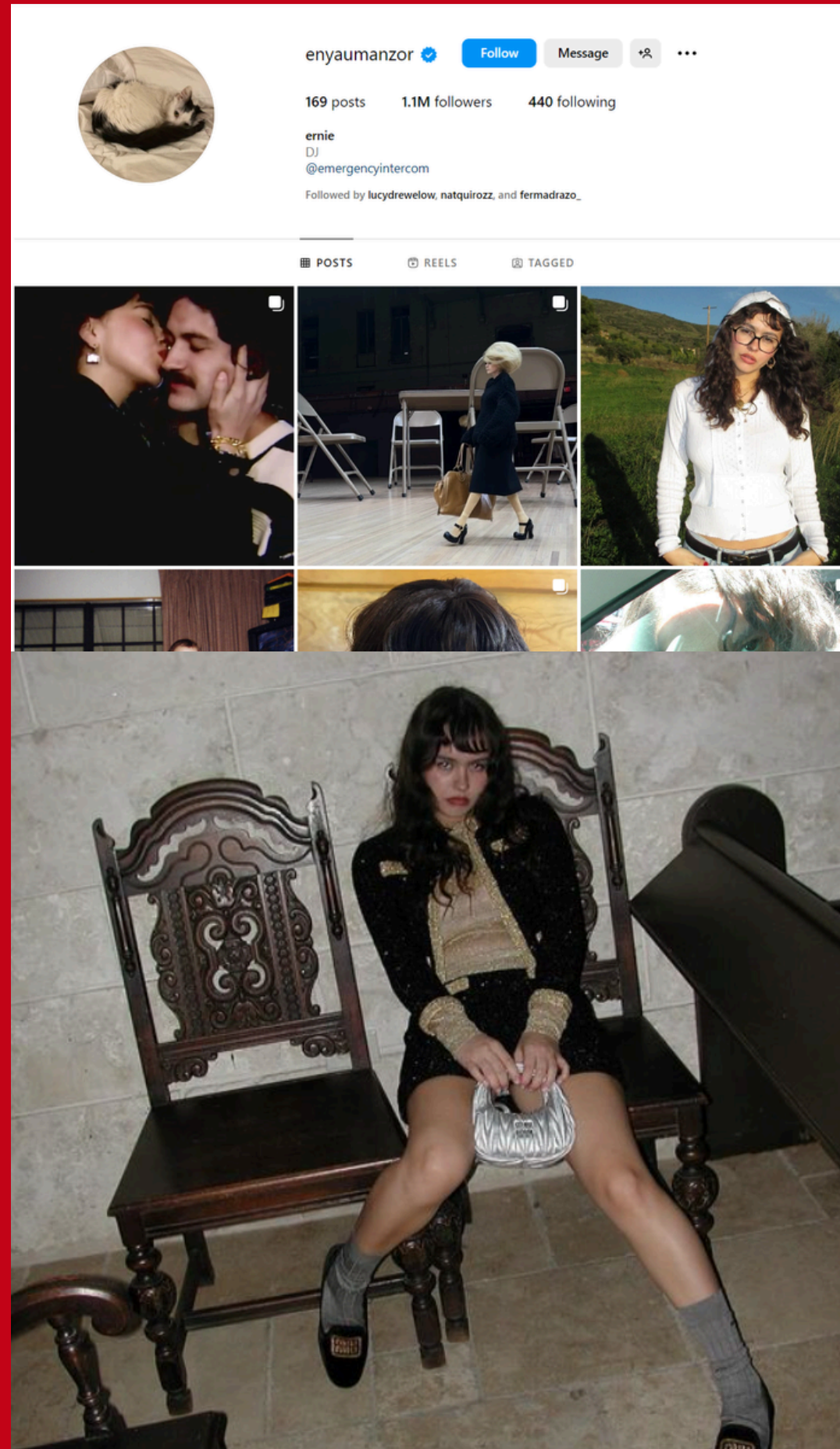
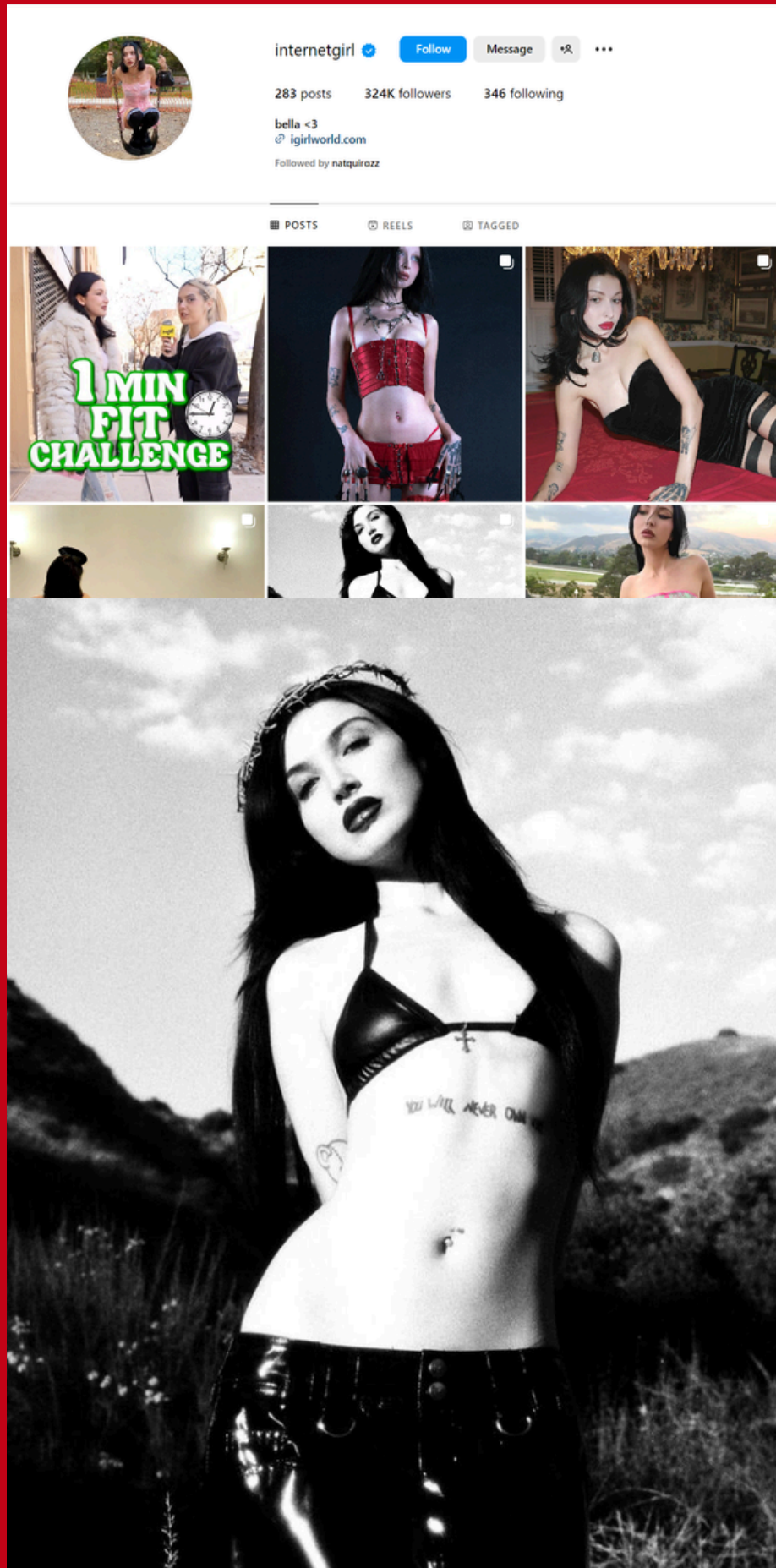
- WEBSITE VISITORS
- CONVERSIONS INTRODUCED BY CALL-TO-ACTIONS
- SOCIAL MEDIA FOLLOWING INCREASES
 - CREATED THROUGH APP TAKEOVERS AND GIFTING
- SALES INCREASES IN BOTH GAME AND CLOTHING
- HIGH CLICK-THROUGH RATE
 - MANY WEBSITE VISITORS TO WERENOTREALLYSTRANGERS.COM
- MANY AFFILIATE CODE USES
- HASHTAGS FOR PRODUCTS ARE GOING VIRAL ON SOCIAL MEDIAS

● Instagram Followings ● Sales ● Website Visitors



METRIC GOALS CHART

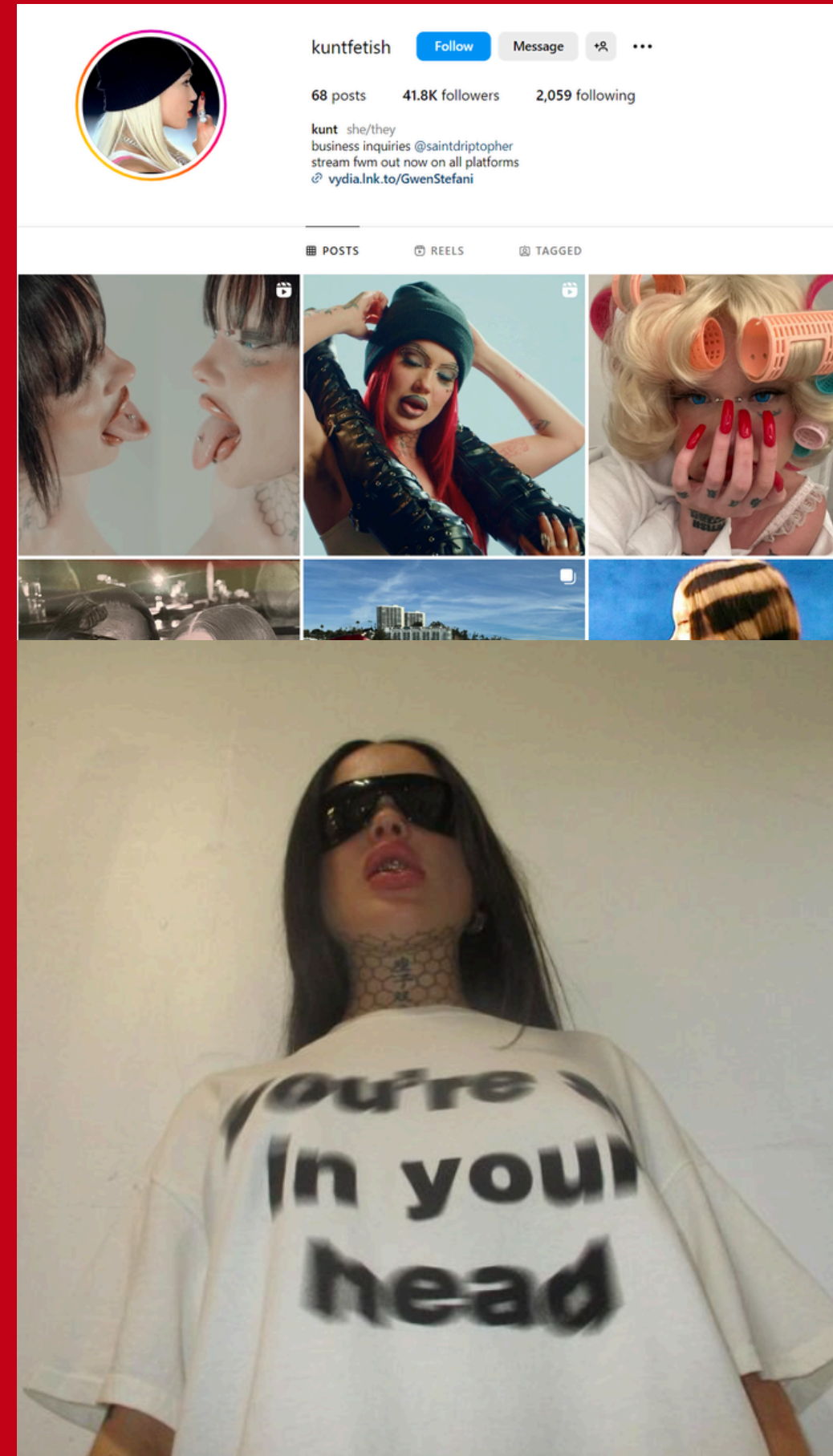




INFLUENCER TAKEOVERS AND HASHTAGS

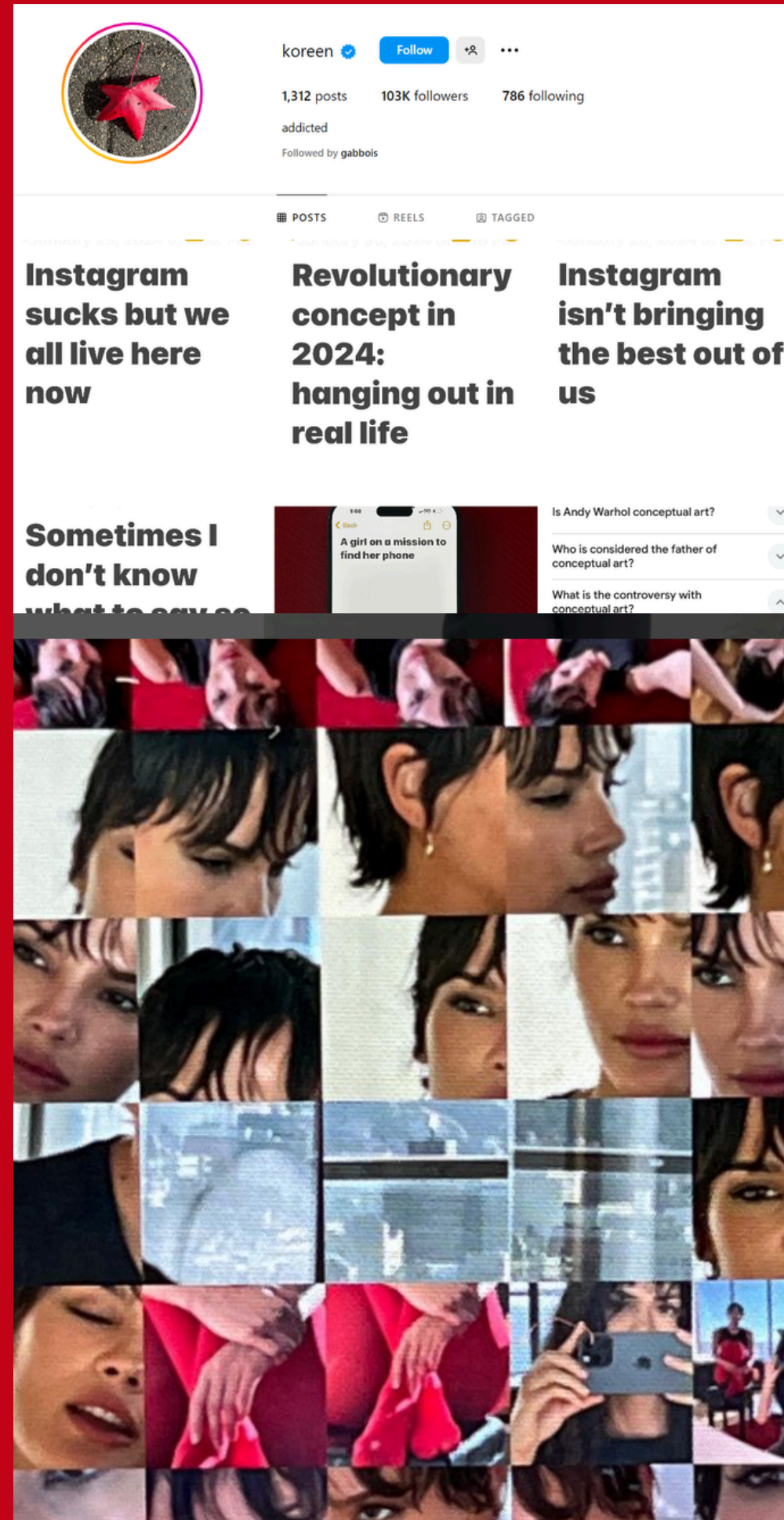
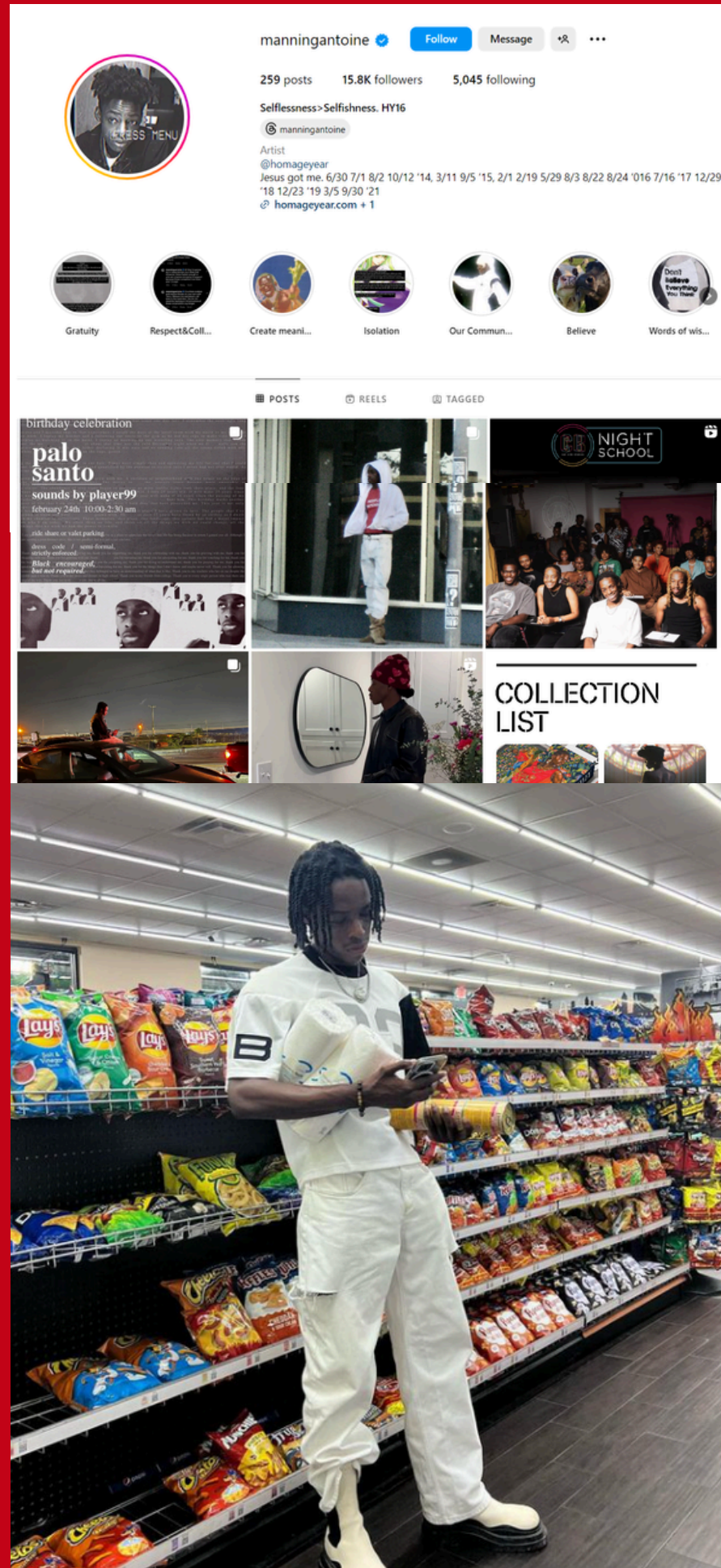
Using macro-influencers for this part of the campaign would be helpful since they share similar audiences than the game and clothing brand. While they have many followers, they engage with their audiences greatly, with Enya having a podcast and responding to comments and internetgirl having collaborated with small, independent artists and students within this last year. Enya could also mention the clothing and brand on her podcast to create more traction for the brand.

Both influencers can post with captions including hashtags like [#werenotreallystrangers](#) and [#wearingwnrs](#)



GIFTING AND SOCIAL MEDIA MENTIONS

These two influencers are micro-influencers, which would impact their audience more and reach their markets better. Both influencers have worked with the brand before, therefore the company knows they will be loyal to the brand and continue to mention them on future posts and stories. The influencers also have strong engagement with their followers, with around 400 comments on Kuntfetish's posts and 50 to 100 on mig.nyc's posts.



DISCOUNT CODES AND AFFILIATES

These two influencers are micro and macro-influencers, which also reaches a larger audience. With the macro-influencer, koreen, just recently reaching over 100k followers, they were recently put into the macro category, which means they also interact and engage their audience members. Both of these influencers also post many photos of their daily lives and personal ideas/memos. This is important to note since the discount codes will seem less like ads and more like personal enjoyment sponsors.