



VAYSKA

2020 INFLUENCER MARKETING STRATEGY

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OVERVIEW

As a new brand, one of the most effective ways to market your product is through the use of an influencer.

WHAT IS AN INFLUENCER?

An influencer is someone who has built a reputation for their knowledge and expertise on a specific topic. Social media influencers can create trends and encourage their followers to buy and interact with products that they promote.

GOALS

We have defined 3 primary goals for our influencer marketing strategy:

BRAND AWARENESS

Get more people to know, recognize, and like your brand.

LEAD GENERATION

Get more people to sign up for your lead magnets and offers.

OVERALL SALES

Get more people to purchase your product.

SOCIAL MEDIA OBJECTIVES

BUILD BRAND AWARENESS

Use social media and other grassroots approaches to create a relationship between Vayska and our target audience

INCREASE

- Website Sales
- Monthly Page Views
- Date Collection on Website
- Social Engagement

GROW

- Social media following on Facebook and Instagram



DEFINE

- Vayska's brand in all promotional touch points & ensure communication connects to one of the three goals
- A consistent voice that resonates with target personas

DRIVE

- Users to the website
- To data collection on website to capture for retargeting

CREATE

- Relevant content to post making social media a 360° experience for followers all year

UTILIZE

- Different tools within each social media platform (Stories, polling, location tags)
- Influencer marketing and strategic networking to gain new audiences

BUILD AN AUDIENCE

That finds your content relevant through strategic following and networking on social media

COMPETITIVE ANALYSIS

Key metrics for measuring success	Vayska	Osprey Packs, Inc.	CamelBak Products, LLC
Positioning	"Quality, Clean, Adventurous"	"Diverse, Quality, Ease"	"Environmentally Friendly, Dedicated, Innovative"
Price point	Low	Medium - High	Medium - High
Target audience	Athletes or outdoor adventurers, from hikers to bikers.	Outdoor adventurers looking for a wide variety of equipment.	Outdoor adventurers looking for a wide variety of equipment and a brand that supports the environment.
Offering	Quality hydration packs and water bottle.	Outdoor gear ranging from backpacks to sleeping bags.	Outdoor gear ranging from backpacks to sleeping bags.
Key Competitive Advantage	Look and design that offers a different take on the product & use.	Variety of products	Variety of products/ relationship with conservation efforts
Sales channels	Online	Online/ in a variety of stores	Online/ in a variety of stores
Marketing Focus	"Paint Your Adventure" - New ideas for telling your adventure story	"Join the Pack" - makes consumers feel a sense of community.	"Ditch Disposable" - Conservation focus
# of products	3	20	20
Strengths	New approach to the product and the journey of adventuring	The wide variety of products offered and the places they are offered.	Variety of products that is known globally/ brand recognition and trust
Weaknesses	New company/ wider variety of products may be beneficial	Offers similar looking goods as competitors/ price	Offers similar looking goods as competitors/ price
Opportunities	Market trends/ increase in outdoor activities	Market trends/ increase in outdoor activities	Market trends/ increase in outdoor activities
Threats	Competition that is well-known/ changes in economy/ need for packs	Changes in economy/ need for packs	Changes in economy/ need for packs

KEY POINTS OF RESEARCH

Demographically, outdoor consumers look much like the U.S. population and represent a broader market of people outside and being active than historically targeted by the outdoor industry.

- ABOUT HALF ARE FEMALE
- ALMOST HALF ARE 25-44 YEARS OLD
- OVER ONE THIRD ARE MINORITIES
- ONE-THIRD LIVE IN THE SOUTH

34% Live in cities. Those consumers tend to be young, diverse, active, and spend the most money on outdoor gear.

43% Have kids at home, and believe they are raising the next generation of outdoor consumers.

WANTS TO STAY ACTIVE

More than one-third report that they used to be more active, but are looking for ways to stay active during their everyday lives and into old age.

WANTS TO TRY NEW ACTIVITIES

Over 30% are interested in trying new outdoor activities and report that they are making a considerable effort to spend more time outdoors.

CONSUMERS ARE MOTIVATED

The biggest motivations for getting outdoors were the positive benefits of sunshine and fresh air, spending time with family, and having fun. There are also surprisingly few barriers preventing consumers from going outside. Only 11-12% of outdoor consumers agree with the top barriers, which includes a lack of free time and the cost of some outdoor activities.

KEY POINTS OF RESEARCH CONT.

70% USE TECHNOLOGY FOR
SOMETHING OUTDOOR RELATED

Many use tech to make their outdoor experiences more social. Those who use smartphones use them to stay in touch, those who use Facebook or Twitter do so to share their outdoor experiences with others. YouTube is most often used to find inspiration or learn about a new outdoor activity. Google is used to find new places to explore.

+20% USE TECHNOLOGY TO READ
PRODUCT REVIEWS AND/OR
COMPARE PRICES

-20% USE TECHNOLOGY TO DISCOVER
NEW BRANDS OR FIND NEW
PLACES TO SHOP.

\$465 ANNUAL SPEND ON APPAREL,
FOOTWEAR, EQUIPMENT, AND
ELECTRONICS FOR ACTIVITIES.

**DURABILITY, QUALITY,
AND COMFORT**

While price ranks high in importance, function and versatility are key in influencing purchases. Convenience and products for the entire family are also important. Many outdoor consumers have a "good is good enough" mentality towards outdoor products, citing they don't need the best gear or equipment on the market.

CONSUMERS ARE PASSIONATE

Consumers are looking for outdoor gear that not only supports their active lifestyle, but allows them to express their beliefs and values through the brands that they choose to wear, and to feel good about the consumption decisions they make.

HYDRATION PACKS MARKET

The global hydration packs market can be segmented on the basis of **product type** as:

- SPORTS
- TREKKING AND HIKING
- RUNNING
- MILITARY
- CYCLING
- OTHERS

The global hydration packs market can be segmented on the basis of **capacity** as:

- 1 TO 3 LITERS
- 6 TO 10 LITERS
- 3 TO 6 LITERS
- 10 LITERS AND ABOVE

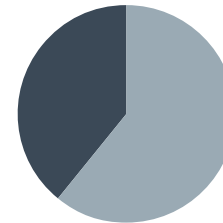


TARGET MARKET

Vayska's target market has been identified using in-depth market research of the outdoor consumer market as well as the global hydration pack market.

25-44

Years of Age



61% MALE
39% FEMALE

Location: 1/3 of the outdoor consumer market lives in the Southern United States

Technology Dependence: High - 70% use technology to share experiences on social and conduct product research

BUYER PERSONAS

TAYLOR



26

NEW
YORK

Bar Tender



THE URBAN ATHLETE

Values: Training for marathons, comfort, aesthetics of gear

Challenges: Not being able to run long distance, gear won't hold everything she needs, budget

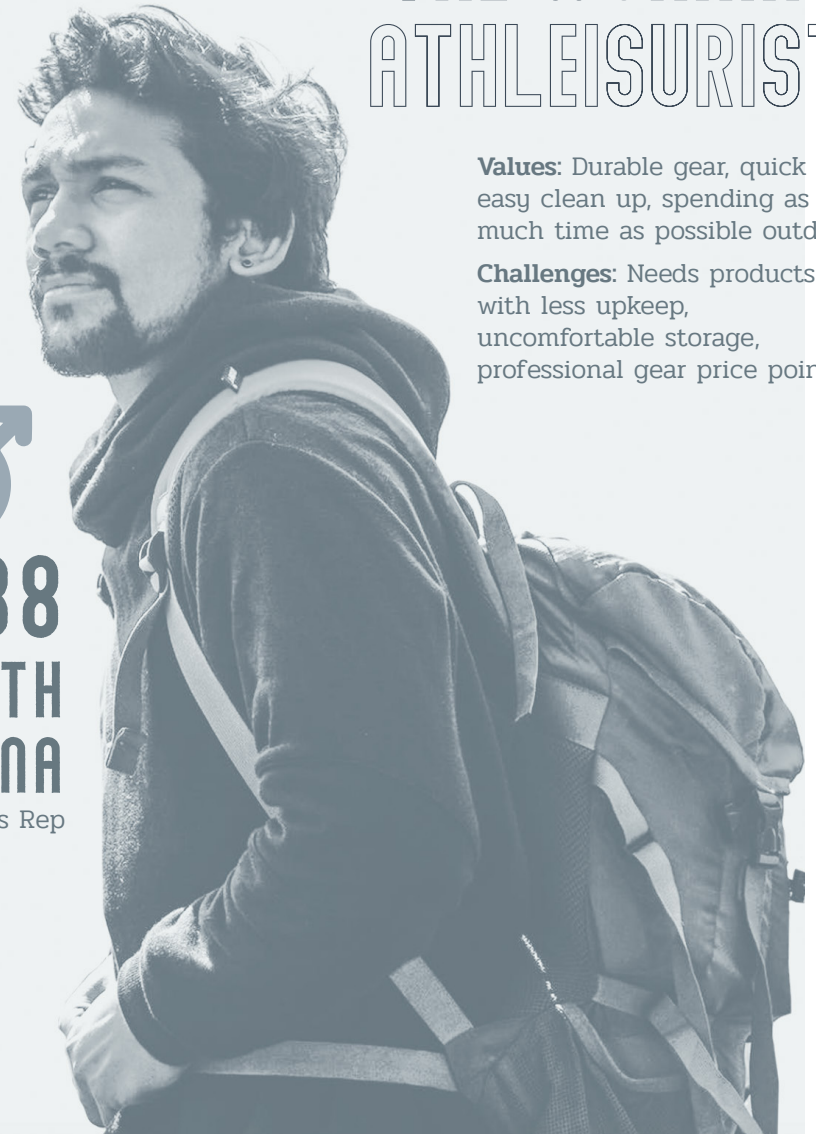
JOSH



38

NORTH
CAROLINA

Sales Rep



THE WORKING ATHLEISURIST

Values: Durable gear, quick and easy clean up, spending as much time as possible outdoors

Challenges: Needs products with less upkeep, uncomfortable storage, professional gear price point

TARGET MARKET OVERVIEW

RECOMMENDED TYPES OF INFLUENCER CAMPAIGNS

1. **GIFTING** - Give free products and services to an influencer in exchange for a review or mention
2. **SPONSORED CONTENT** - Pay for your brand to be featured on an influencer's blog or social channel
3. **AFFILIATES** - Provide a unique code that gives influencers a percentage of each sale they drive
4. **CO-CREATING CONTENT** - Partner with an influencer to create content that is featured on your website, their website, or a third-party website

HOW VAYSKA CONNECTS WITH TARGET CONSUMERS

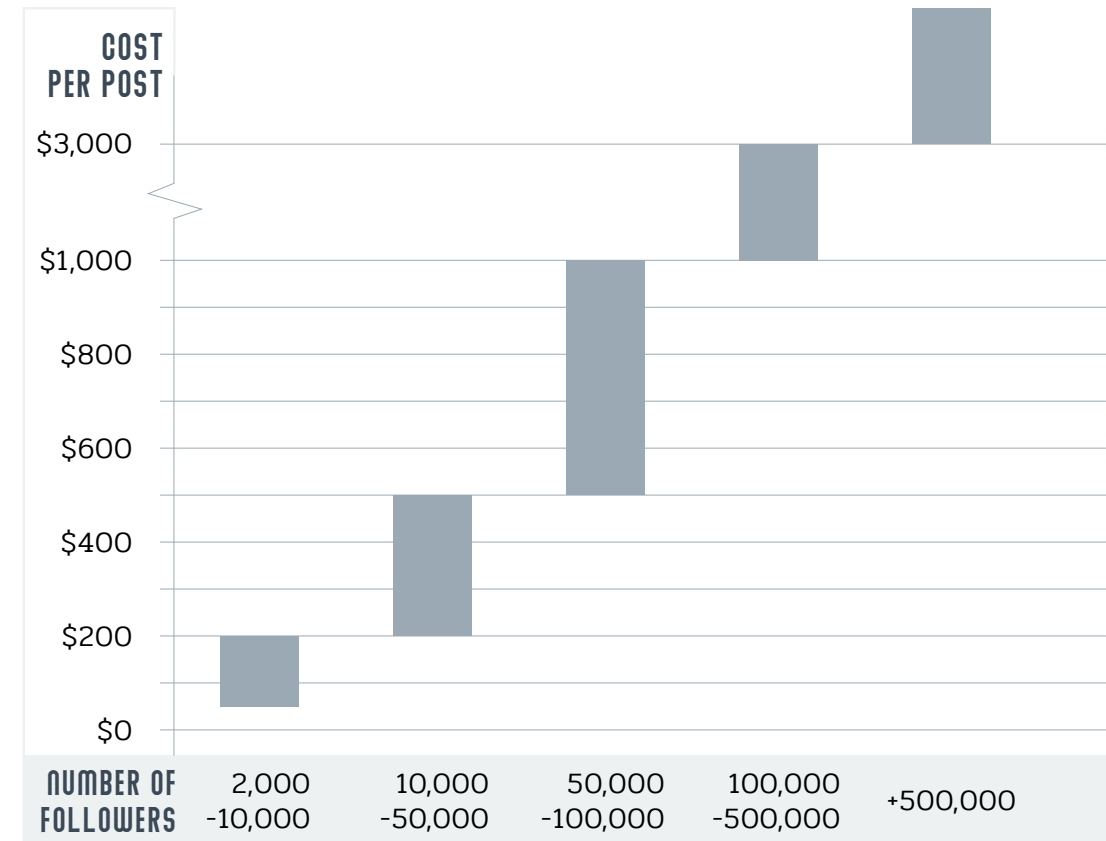
EXPERIENCE DRIVEN
(#PAINTYOURADVENTURE)

SENSE OF ADVENTURE

ACTIVE LIFESTYLE

PRACTICALITY
LOW PRICE POINT
SOCIAL DRIVEN

TYPICAL INFLUENCER CAMPAIGN COSTS

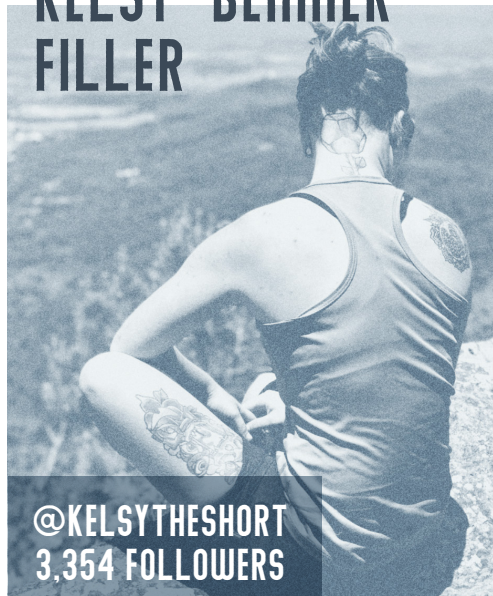


*OR FREE PRODUCT IN RETURN FOR PRODUCT REVIEW AND POST ON SOCIAL MEDIA

*Costs are approximate and largely vary per influencer and project. The numbers below are meant to provide a general approximation into the cost of an influencer, solely based on followers.

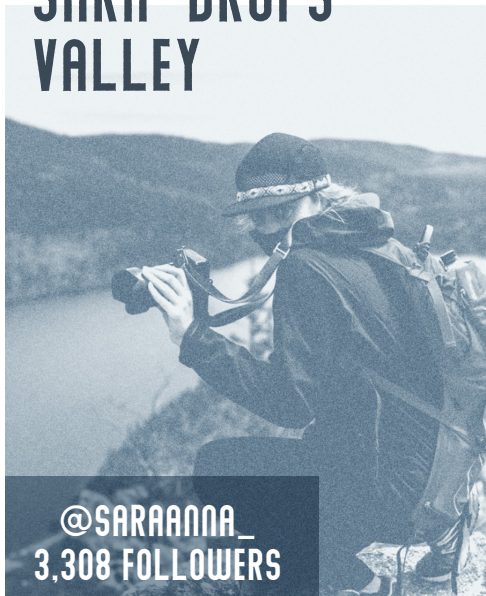
WHO TO WORK WITH

**KELSY "BEAMER"
FILLER**



**@KELSYTHESHORT
3,354 FOLLOWERS**

**SARA "DROPS"
VALLEY**



**@SARAANNA_
3,308 FOLLOWERS**

KELLY



**@KELLLL_BELL89
17.1K FOLLOWERS**

BRIAN



**@DUDEWHERE MYCAMERA
7,218 FOLLOWERS**

SAMUEL



**@SAMGOESWEST
4,380 FOLLOWERS**

STEVEN "CANDID"



**@STOWAWAYSTEVE
11.6K FOLLOWERS**

**FRANCESCO
LORENZETTI**



**@FRANKADVENTURE
11.4K FOLLOWERS**

MEASURING EFFECTIVENESS

KEY MEASURING METRICS

BRAND AWARENESS METRICS: website traffic, page views, social mentions, time on site, site users

BUILDING BRAND IDENTITY METRICS: social mentions, PR coverage (number of articles, links or hashtag users)

AUDIENCE BUILDING METRICS: opt-ins, follows

ENGAGEMENT METRICS: shares, comments, and likes

LEAD GENERATION METRICS: opt-ins

SALES METRICS: new sales, revenue changes, price per ticket

CURRENT ACCOUNT STANDING

FACEBOOK:

- 9 LIKES
- 9 FOLLOWS

INSTAGRAM:

- 4 FOLLOWERS
- 0 POSTS

ARO will gather metrics at the end of each influencer campaign. We will adjust the strategy as necessary to ensure KPI's are met. Reports will be generated to be submitted to Vayska at the completion of the influencer campaign. Should the campaign last more than one month, ARO will gather a report at the end of each active month.

QUESTIONS?

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