



ASSIGNMENT FOR INFLUENCER MARKETING

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INTRODUCTION

Thank you for the opportunity to present our approach to the Influencer Marketing campaign for Airtel Xstream Box. This document outlines our strategy, thought process, and estimated costs for the recommended creators. Additionally, we will address two scenarios involving negotiation with influencers.

OVERALL APPROACH FOR THE CAMPAIGN

Our campaign approach aims to highlight the unique features and benefits of Airtel Xstream Box, targeting DINK - Double income no kids couple between 28 - 35 & Mid age couple (45+ Years) customer segments. The communication strategy revolves around the overarching message of "Jo Dekha Bada Dekho" (Experience More with Airtel Xstream). We will leverage influencers to create engaging content that showcases the convenience, versatility, and value proposition of the product.

ROLE OF INFLUENCER



Influencers will play a crucial role in amplifying our campaign message and driving awareness among their followers. They will serve as trusted voices who have already built credibility and influence in their respective niches. Through their content, influencers will demonstrate how Airtel Xstream Box solves specific pain points, making it the preferred choice for consumers seeking an enhanced entertainment experience.

INFLUENCER CATEGORIES

- LIFESTYLE
- TECH
- MOM
- TRAVEL COUPLE
- TV CELEBRITIES

To reach a wide range of target audiences, we recommend mentioned genre creators. This diverse selection will ensure maximum reach and engagement across various demographics. Lifestyle creators can focus on the benefits of Airtel Xstream Box for entertainment enthusiasts, while tech creators can highlight the product's smart features. Additionally, we will explore creators in niches such as parenting, and travel to tap into specific customer segments..

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INFLUENCER RECOMMENDATION

LIFESTYLE



 [Aashna
Malani](#)



 [Deeksha
Mishra](#)



 [Komal
Pandey_](#)

TECH



 [Technical
Guruji](#)



 [Shlok
Srivastava](#)



 [Beebom](#)

MOM



 [Ritu
Rathee](#)



 [Harpreeth
Suri](#)



 [Simone
Khambatta](#)

TRAVEL COUPLE



Daisy & Ankit



Savi & Vid



Prachi & Harsh

TV CELEBRITIES



Karan
Wahi



Jay
Bhanushali



Bharti
Singh

ESTIMATED COMMERCIALS FOR RECOMMENDATED KOL's

To ensure a successful campaign, we have estimated the costs associated with the recommended creators. The following table outlines the estimated costs and deliverables:

INFLUENCER CATEGORY	ESTIMATED COMMERCIALS	DELIVERABLES
Lifestyle	800,000/-	1 IG Reel + 1 IG Story
Tech	1,200,000/-	1 IG Reel + 1 IG Story
Mom	450,000/-	1 IG Reel + 1 IG Story
Travel Couple	500,000/-	1 IG Reel + 1 IG Story
TV Celebs	900,000/-	1 IG Reel + 1 IG Story

NOTE : These are estimated costs Intent, availability and final costs will be given after shortlisting. costs include the creator's fee, production expenses, and content promotion.

INNOVATION WITH INFLUENCER

We propose several innovative approaches to leverage influencers and maximize the impact of the campaign:

- **Interactive Q&A Sessions:** Engage influencers in live Q&A sessions on their social media platforms, where they can answer followers' questions about Airtel Xstream Box and its features.

- Behind-the-Scenes Content: Collaborate with creators to share behind-the-scenes content showcasing their experience of using Airtel Xstream Box, emphasizing its ease of use and seamless integration with existing setups.
- User-generated Content Campaign: Encourage influencers and their followers to create and share their own videos, stories, and posts using Airtel Xstream Box, fostering a sense of community and user-generated advocacy.
- Product Giveaways and Contests: Collaborate with influencers to organize giveaways and contests, providing their followers with opportunities to win Airtel Xstream Boxes and subscriptions to streaming platforms.

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SCENARIO 1:

NEGOTIATING WITH INFLUENCERS

- In this scenario, the influencer has quoted Rs. 100,000 for x deliverables (let's assume it's a self-shot IG video on the feed), and the client's budget is Rs. 85,000 with a 10% markup. The objective is to negotiate with the influencer to reduce the cost of the deliverables to fit within the client's budget.
- To negotiate with the influencer, I would begin by expressing appreciation for the influencer's work and their contribution to the campaign. I would then explain the budget constraints and the need to bring down the cost of the deliverables to fit within the budget.
- Next, I would try to understand the influencer's perspective and reasoning for the quoted price. This will allow me to identify areas where we can negotiate. I would explore alternative options and try to find a solution that meets both parties' needs.
- If the influencer is not willing to budge on the price, I would mention their stats and CPV, following with their end to end demographics, to make them understand how the payouts are dependent on the numbers, this would be the other ways to work with them. In the end, the negotiation would be aimed at finding a mutually beneficial solution that satisfies both the client's needs and the influencer's expectations.

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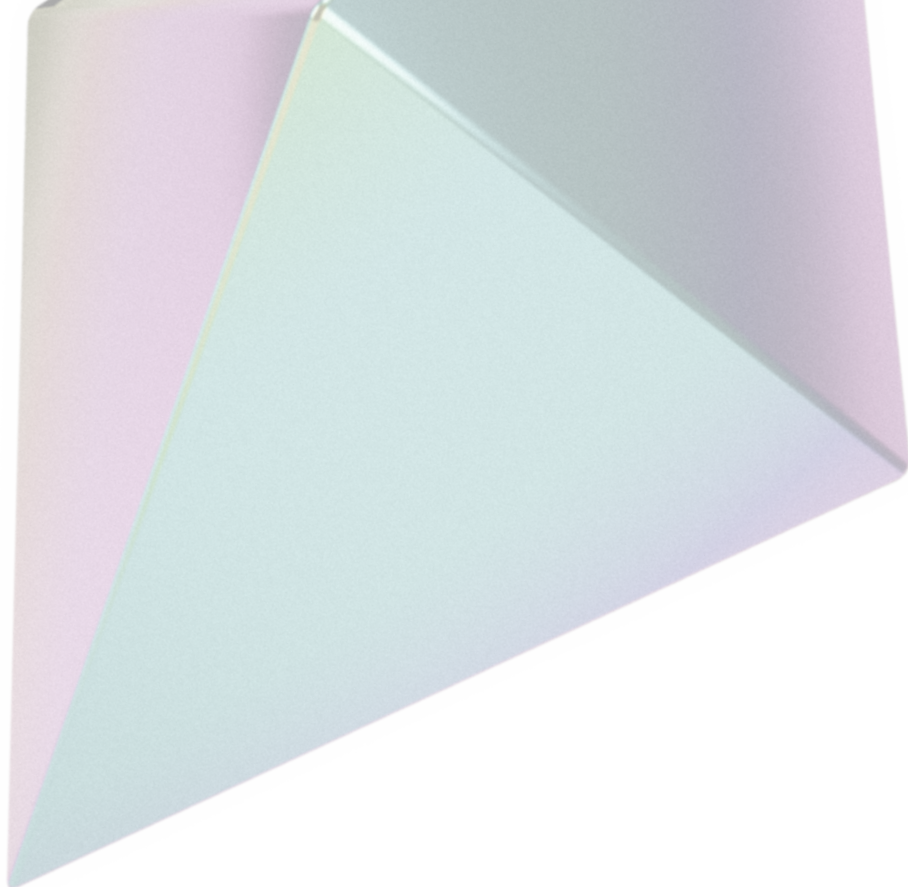
SCENARIO 2:

SECURING A FREE IG STORY

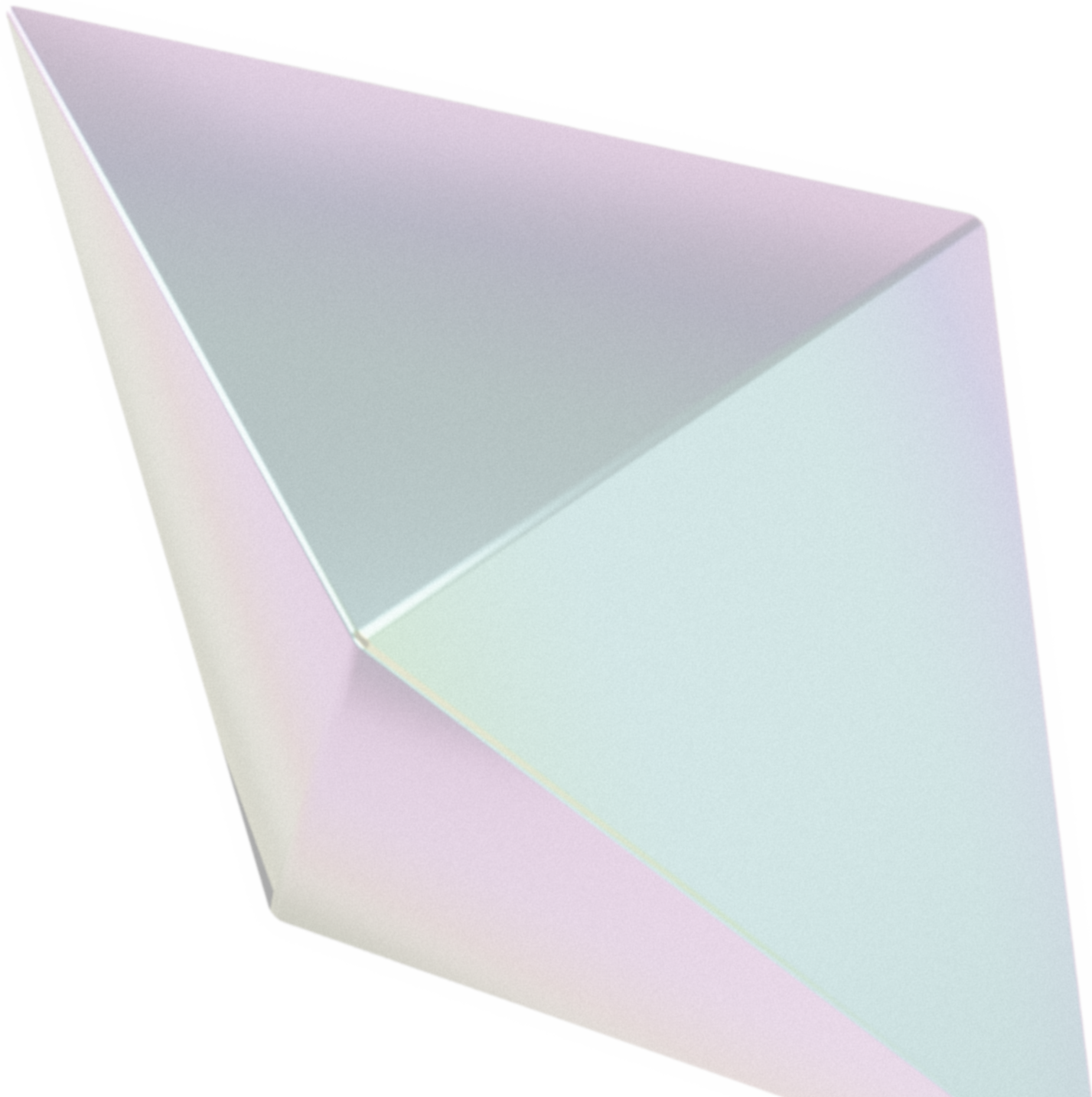
SECURING A FREE IG STORY

- In this scenario, the client wants a free-of-cost Instagram story added to their existing deliverables (static image + link in bio). However, the influencer has already reduced the cost by 10% in the previous discussion, and is not willing to budge on giving a free-of-cost story. The influencer's argument is that they charge at least half the cost of a feed post for a story.
- To approach this situation, I would start by acknowledging the influencer's value and their contribution to the campaign. I would then explain the client's needs and the importance of having the story as part of the deliverables. I would also emphasize the benefits of including the story in the influencer's portfolio and how it could lead to more collaboration opportunities in the future.
- Next, I would try to understand the influencer's reasoning for not providing the story free of cost. I would explore alternative options and find a solution that works for both parties. This could include negotiating on the price or finding other ways to incentivize the influencer to provide the story, such as offering a longer-term collaboration or exclusive access to new products or services.
- Ultimately, the approach would be focused on finding a mutually beneficial solution that satisfies the client's needs and the influencer's expectations, while also ensuring that both parties are valued and respected in the negotiation process.

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THANK
YOU



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