



**SIMPLE**  
**SOCIAL**  
SHARE

**Micro-Influencer Marketing At Scale**

*Brought to you by*

**TEMPESTA**  
MEDIA 

## What is influencer marketing?

Influencer marketing is a form of marketing in which focus is placed on specific key individuals (or types of individual) rather than the target market as a whole. It identifies the individuals that have influence over potential buyers, and orients marketing activities around these influencers.

## What is a micro-influencer?

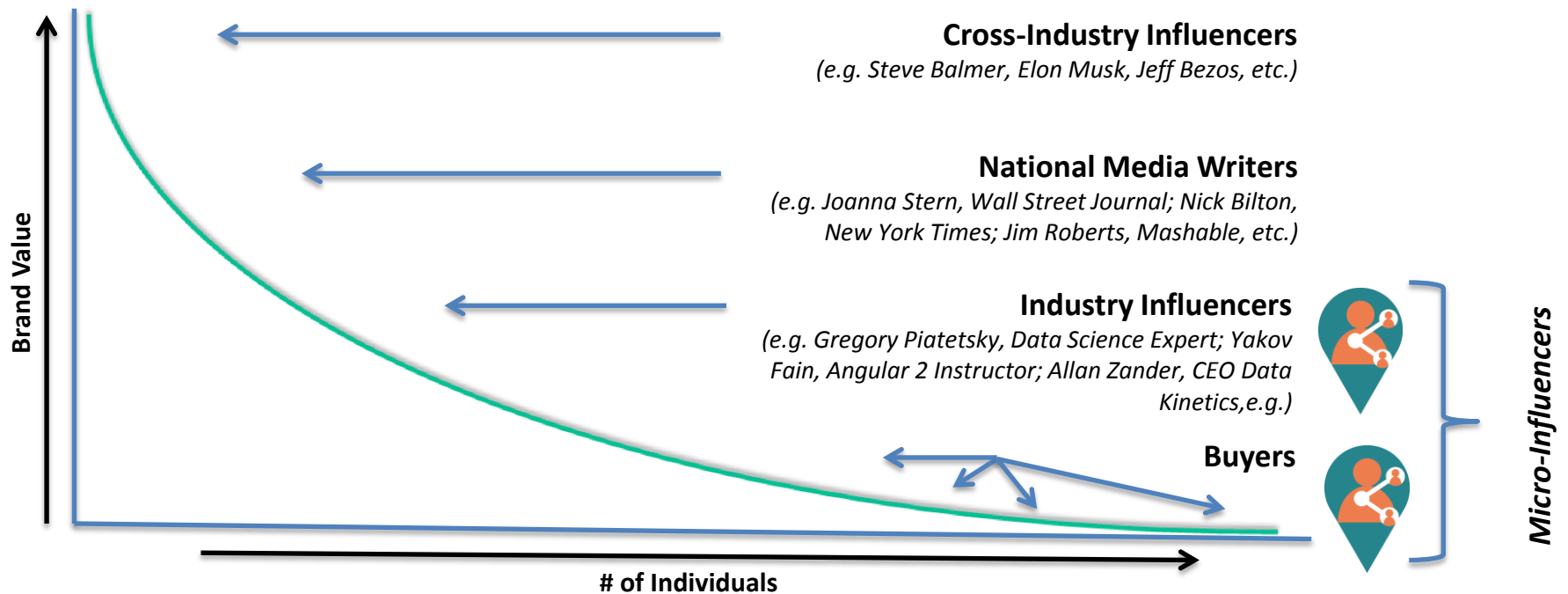
Micro-influencers are everyday consumers who have 500 – 50,000 highly engaged followers around relevant topics, industries or interests.

What we do.



Simple Social Share<sup>®</sup> is a revolutionary micro-influencer platform that gives agencies the ability to **drive ROI and amplify** their clients' content, videos, coupons or offers to highly-targeted micro-influencers **fast and cost-effectively**.

# Simple Social Share targets hard-to-reach micro-influencers



## Micro-influencers drive results.

1. Simple Social Share focuses on the micro-influencers, who are going to have the most direct engagement and influence on your prospective buyers
2. These micro-influencers have the deepest and most long-standing relationships with their followers.

# How does it work?



## 1. DEFINE YOUR CAMPAIGN.

Choose what content or URL that you want to promote. Select your targeting criteria. Your campaign is then submitted for launch.

## 2. RUNNING YOUR CAMPAIGN.

Simple Social Share identifies and invites micro-influencers, who match your specific campaign criteria and have sufficient Brand Value scores, to your campaign.

A screenshot of a web form titled "Please tell us a little about yourself" on a teal background. The form includes several input fields: "First Name" and "Last Name" (side-by-side), "Email", "Email for performance reports", "Please enter the city and state that you are targeting", "Enter the website that you would like to promote", "Please enter at least one industry where your company is focused", and "Please enter at least one interest that closely matches you prospective customer". A "Submit" button is located at the bottom right of the form. The page header shows the "TEMPESTA MEDIA" logo and a "Home" link with a magnifying glass icon.

# Getting results.

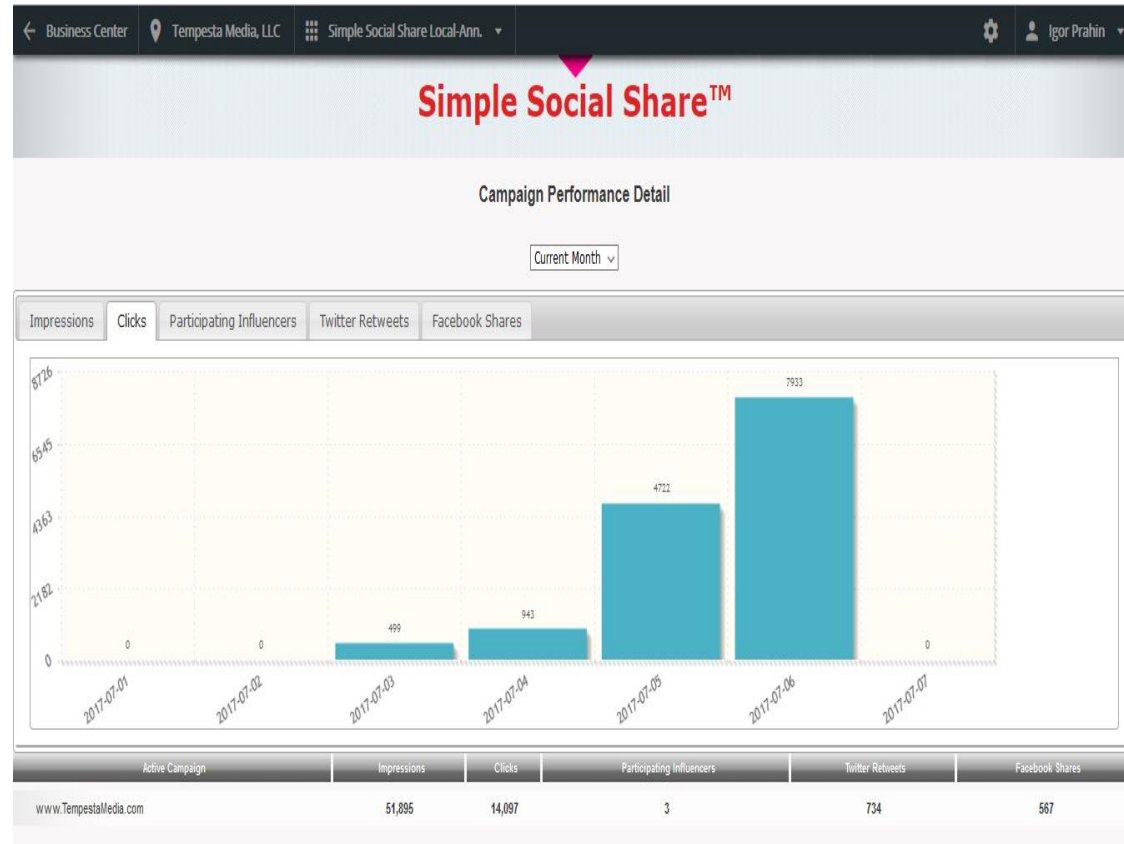


### 3. TRACK CAMPAIGN PERFORMANCE.

4. Influencers share your campaign with their social networks. Each prospect exposed to your campaign is tracked by Simple Social Share. View your campaign by:

- ✓ Impressions
- ✓ Clicks
- ✓ Participating micro-influencers and more

Our basic subscription includes monthly reporting. You will receive a detailed campaign performance report delivered to your inbox.



# Getting started with Simple Social Share



- ✓ Sign up with Simple Social Share
  - Choose from monthly or annual plans
  - Add your campaign criteria
  
- ✓ Get started!
  - We start identifying and inviting micro-influencers to your campaign.
  - Within 5 business days of launch, your campaign reporting will be available to you.