

**BIMV**

EVERY STARTUP HAS IT'S STORY

# *Influencer Marketing Campaigns*

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# The Power of Influence

*Boosting Your Brand*

No matter who your target market is, the best way to earn credibility is to have people of influence authentically tell others why they appreciate your product or service.

We identify and engage today's visual storytellers across new media platforms to drive your brand awareness at scale and in the most effective and impactful ways to drive leads.



Boston Now Available: You can now rep  
your neighborhood, passion or business  
online with a .boston domain name!  
bit.ly/getyourdotbost...



10:23 AM - 17 Oct 2017

Retweets 8 Likes  
5pm at Granary Tavern  
launch of .Boston domain



1:02 PM - 10 Oct 2017 from Boston, MA

6 Retweets 10 Likes



onista  
Crossing >



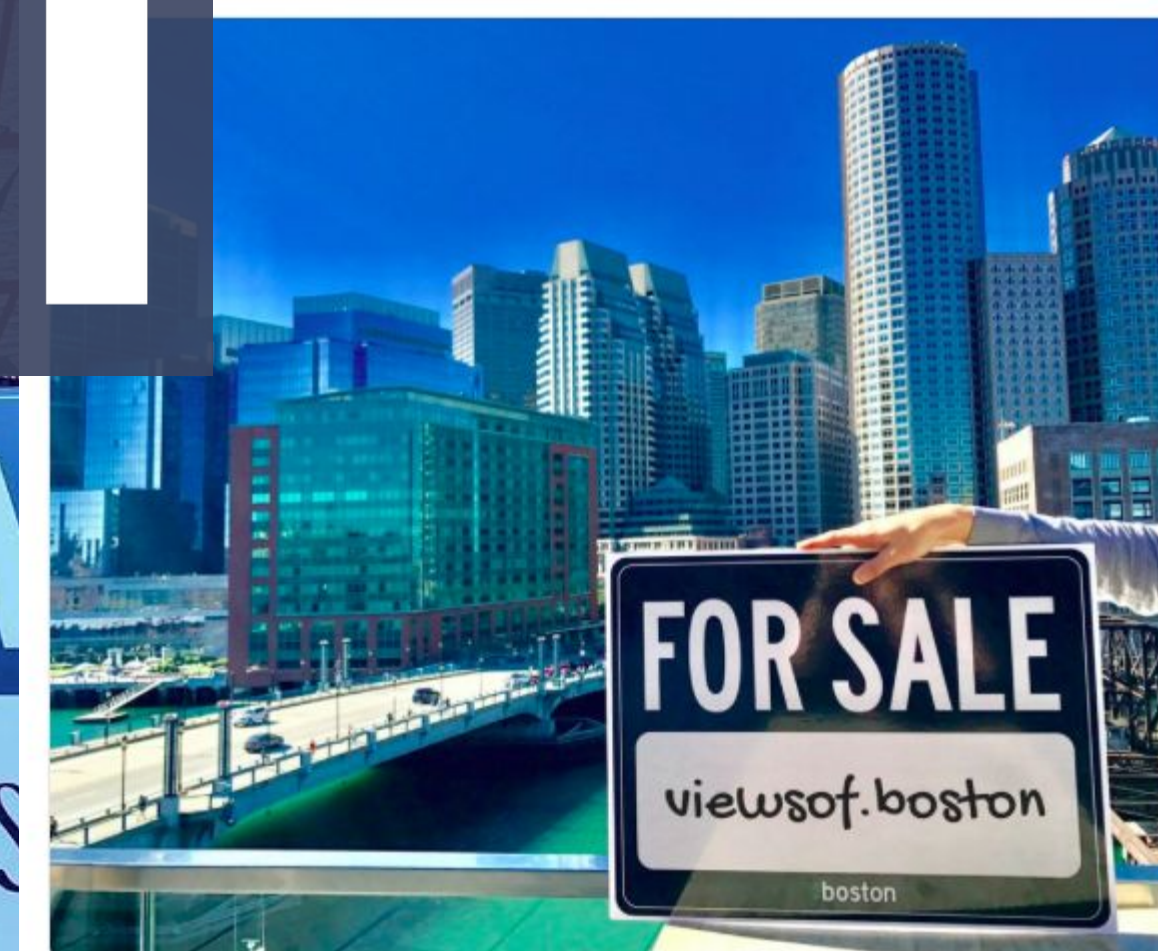
# Case Study:



# dot boston



Liked by bucketlistboston and 234



10:00 AM - 10 Oct 2017

23 Retweets 147 Likes

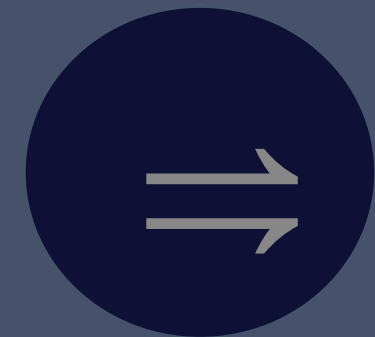
23 147



# Driving Towards Specific Objectives

## Goal

Educate and galvanize the City of Boston around the launch of .boston domain names and ultimately drive registrations.



## Problem

Traditionally, domain names are a niche topic and, well, not the sexiest ...



## Solution

Partner with Boston's top social influencers on a "*For Sale dotboston*" campaign to capture the value and spirit of owning a piece of Boston digital real estate by placing For Sale signs in front of iconic Boston locations and giving them their own .boston domain names.

# Making the Right Connections

*Getting in Front of the People Who Matter Most*

## INFLUENCERS

5

BMV identified and partnered with social influencers that best aligned with the .boston narrative. Influencers included:

- @BostonTweet
- @nomnom\_boston
- @BucketListBoston
- @BosFashionista
- @OnlyInBos

## PLATFORMS

2

BMV chose to engage with influencers on Twitter and Instagram to target both local businesses and individuals in the Boston area.

## TOTAL REACH

800,000+

Establishing relationships with valuable influencers gave BMV the ability to deliver branded content and CTA's to an unprecedented number of viewers in authentic and engaging ways.

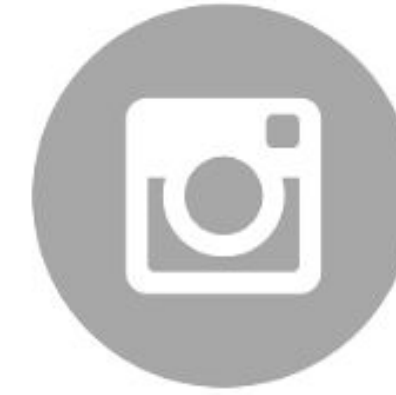
## TARGETED AUDIENCE

617

Securing local, prominent influencers ensured our marketing efforts were not just about reaching more people, they focused on reaching the *right* people.

# Instagram

#dotboston



## #dotboston

BMV secured 5 Instagram influencers who've aggregated highly engaged followings. Partnering with these individuals who were already engaging with .boston's primary audiences created authentic and organic relationships.



### Network

Instagram influencers had a combined following of over 124k.



### Results

Instagram influencers generated 5,436 likes and 208 comments on branded posts.



### Spotlight

A #dotboston launch day video by @bostontweet earned 3,567 views, 512 likes and 27 comments.

# Twitter

@dotboston



BMV

01

## Impressions

From Sept. 28 - Oct. 20, @dotboston earned an average 1.8K impressions per day.



02

## Authenticity

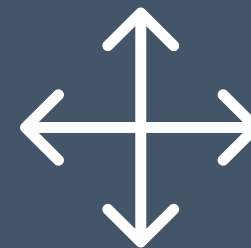
Organic Impressions outnumbered promoted impressions by 13,564.



03

## Outreach

Influencer's Twitter network totaled over 675,000.



04

## Visibility

Content shared on @dotboston or using #dotboston was viewed over 100,000 times.



## ANALYSIS

Twitter influencers served a crucial role throughout our social media campaign.

Mentioning @dotboston and using #dotboston extended our reach to over 675,000 new viewers.



# Creating Genuine Brand Engagement

*Authenticity Equals Activation*

BMV



@nomnom\_boston

**bostonbehavior** Such a cool concept

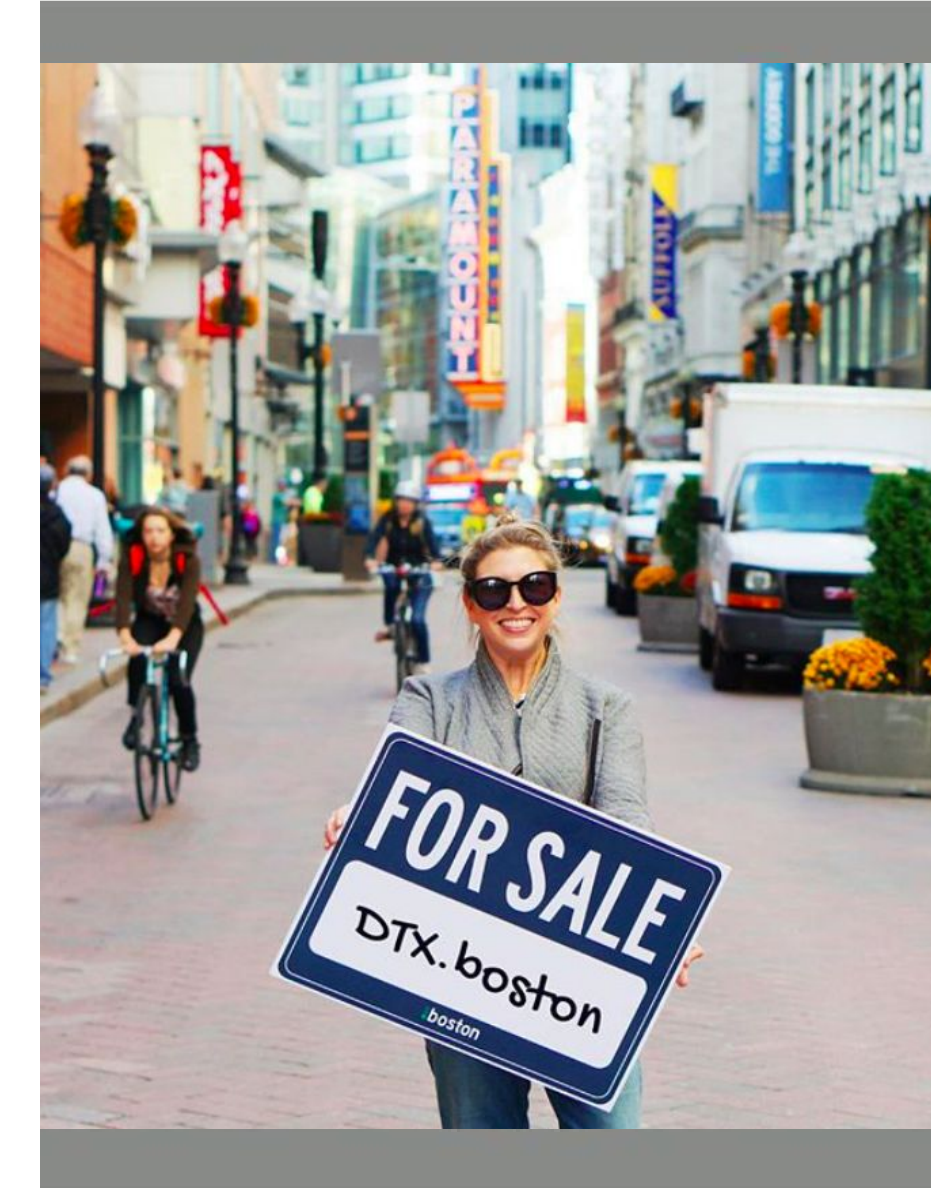
**biteoutofboston** This picture is so cool!!  
Can't believe no one has taken that domain



@bostontweet

**ramos\_ambar** I just pre registered my name. 👍 Hopefully I get it.

**jennymackintosh** Nabbed a couple domains for myself. Not entirely sure what I'll do with them, but I couldn't help myself!



@bosfashionista

**kristinbassett** This is so cool! Didn't even know it was an option!

**wondermileboston** This is awesome!  
We're checking it out!



# Results

*Meeting Bottom-line Objectives*

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**Thousands of  
.boston Domains  
Registered in the  
First Week  
Alone!**

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**Interested in  
learning how we  
can help you tap  
into influence to  
help you meet your  
company goals?  
Drop us a line!**

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