

BIMV

EVERY STARTUP HAS IT'S STORY

Influencer Marketing Campaigns



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 represent your neighborhood, passion or business online with a .boston domain name!
bit.ly/getyourdotbost...



Case Study:

dot boston

10:23 AM - 17 Oct 2017
Retweets 8 Likes
5pm at Granary Tavern
launch of .Boston domain



Liked by bucketlistboston and 234

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



10:00 AM - 10 Oct 2017
23 Retweets 147 Likes

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.

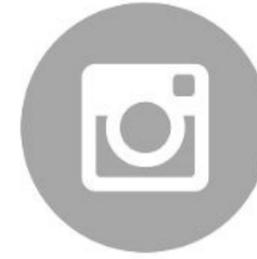
TARGETED AUDIENCE

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



@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

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

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