

# 2025 Influencer Marketing Strategy

**YOUR  
LOGO  
HERE**

Presented by **BENlabs**

# WAYS OF WORKING TOGETHER

1

## STRATEGIC INTELLIGENCE

We'll provide a deeper report of audience insights—beyond what was covered in our initial call—offering a holistic view of who your audience is, where to reach them across all relevant marketing channels, and how to most effectively engage them. This will include a tailored list of creators aligned with your audience profile, as well as a competitive audience analysis to identify overlap, whitespace, and opportunities for strategic conquering.

2

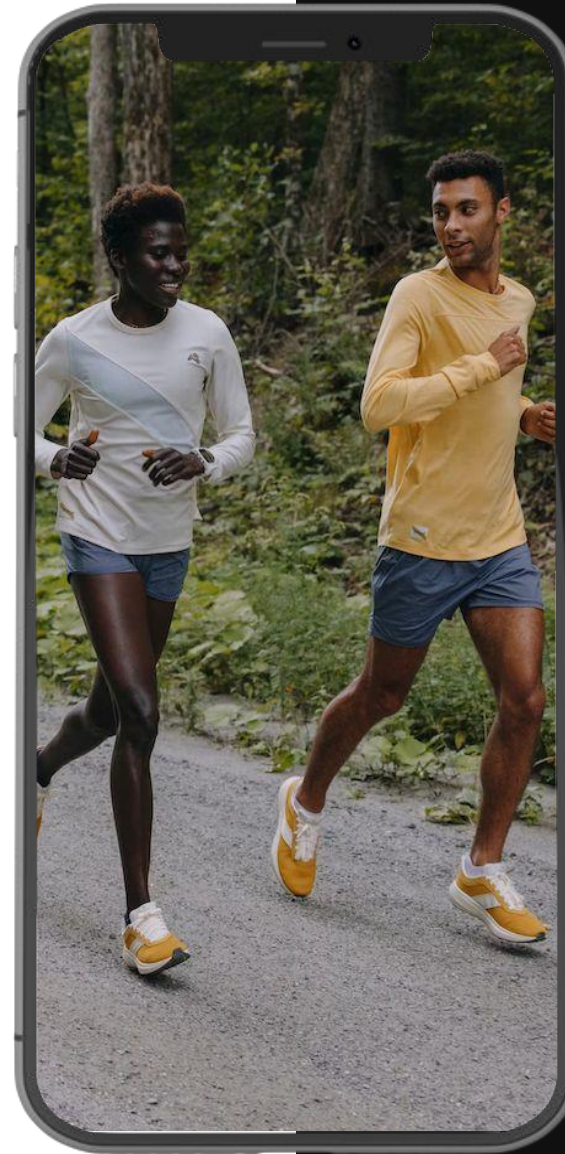
## END-TO-END CAMPAIGN EXECUTION

Leveraging our proprietary audience data, BENlabs will can develop the campaign, including developing the strategic framework, creator selection, creative development and paid amplification. We'll guide the content creation process with a strong creative wrapper, and handle campaign execution, measurement, and reporting from start to finish.

3

## AFFILIATE MARKETING SUPPORT

BENlabs can support [YOUR BRAND]'s affiliate marketing efforts by identifying and recommending creators who are a strong fit for the program. We'll handle the heavy lifting, from discovery and outreach to negotiation. Once vetted, selected creators can be seamlessly transitioned to [YOUR BRAND] for affiliate link logistics and management. This allows for a streamlined and scalable approach to influencer-driven affiliate growth.



## BEN AI TOOLS IN ACTION!



Audience  
Mapping



Viewership &  
Engagement  
Predictions



Bot Detection &  
Brand Safety



Creator  
Similarity

# [YOUR BRAND] SOCIAL AUDIENCE

## DEMOGRAPHICS ⓘ



Gender

Male

59.73%



Age

35-54

75.52%



Top Country

United States

75.93%

## SOCIAL MEDIA ⓘ



Instagram

1.62x



Pinterest

1.16x



Facebook

1.08x



Reddit

1.07x



LinkedIn

1.05x



Youtube

1.02x



Snapchat

1.00x



X

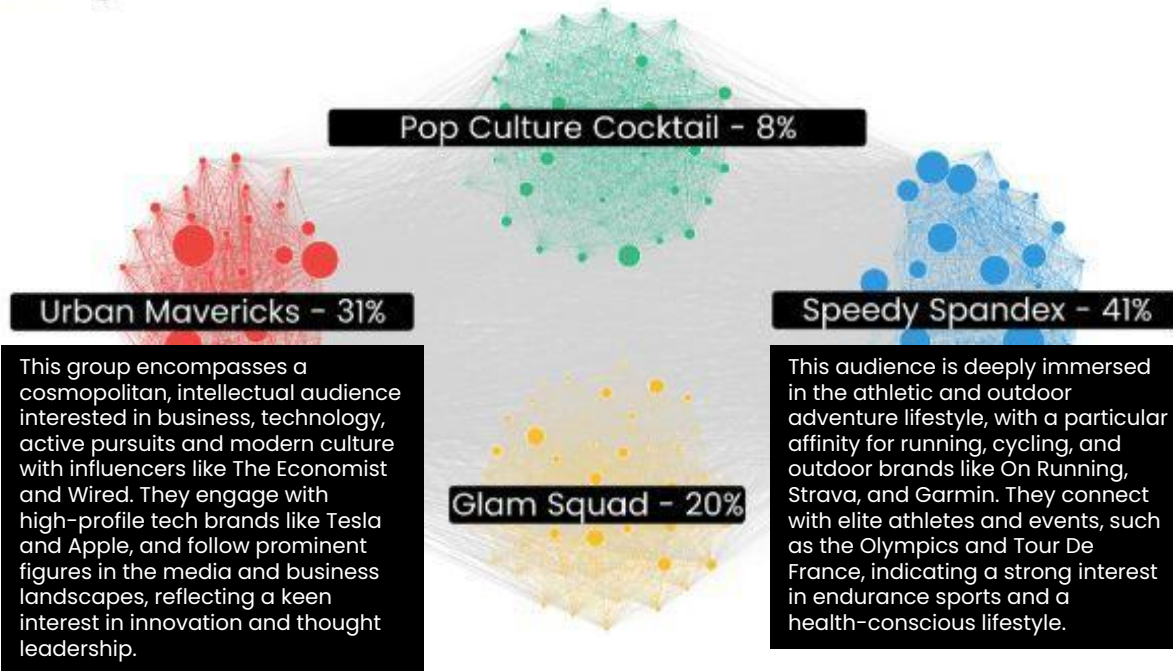
0.72x



TikTok

0.60x

## CLUSTERS ⓘ



- Because the [YOUR BRAND] audience skews above-average incomes and gravitates toward innovation, elite events, and premium brands, they **naturally favor visually curated platforms—overindexing on Instagram and Pinterest** where aspirational, design-forward storytelling thrives.
- The two biggest audience clusters within the [YOUR BRAND] community are **united by a drive for achievement and aspiration, and an affinity for athletic pursuits**, but they show up in distinct ways. One group is **adventurous and outdoorsy**—drawn to nature and pushing physical limits—while **the other is rooted in urban environments**, prioritizing fitness, innovation, routine, and city culture. To connect authentically, the creators we select and the creative wrappers we build must reflect the unique motivations, aesthetics, and interests of each community.

# URBAN MAVERICKS

This audience is driven by both movement and meaning. They're highly engaged in health and wellness, with a strong affinity for activities like **running and cycling**. But their interests extend beyond physical pursuits—they're also creatively inclined, with passions for **photography, drawing, woodworking, and design**. To truly capture their attention, we need to meet them at the intersection of art and action: beautifully curated, cinematic content set against urban backdrops that reflects both their active lifestyle and their creative sensibilities.

## GEOLOCATION:

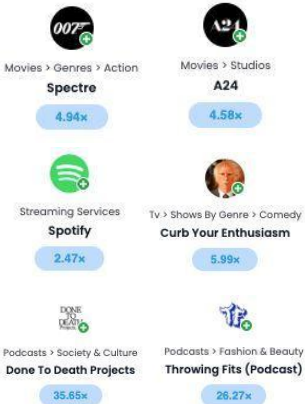
### Top States

2.59x	Massachusetts
1.93x	New York
1.70x	Washington, D.C.
1.53x	Oregon
1.21x	Colorado
0.96x	Minnesota
0.81x	California
0.60x	Washington
0.73x	Pennsylvania
0.50x	Illinois

## JOB TITLES:

Art Director	<div><div></div></div>	4.68x
Product Manager	<div><div></div></div>	2.62x
Marketing/Advertising/Promotions	<div><div></div></div>	2.18x
Photographer	<div><div></div></div>	1.34x
Arts/Entertainment/Publicity	<div><div></div></div>	1.14x

**MEDIA:**



## INFLUENCERS:



## Becs Gentry

Global running coach and Peloton instructor known for her high-performance training style and marathon expertise.



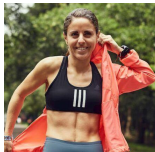
## Justin Williams

Professional cyclist and founder of L39ION of Los Angeles, known for championing diversity and redefining the culture of competitive cycling.



## Kate Mackz

Brooklyn-born fitness and running content creator best known for hosting *The Running Interview Show* on TikTok and YouTube, where she interviews celebrities and everyday people while running in public spaces

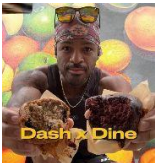


**Tatiana Serur**  
NYC-based runner, creative, and community leader known for empowering women through movement and storytelling in the fitness space.



## Will Taylor

Interior designer, founder of the lifestyle blog *Bright Bazaar*, known for his vibrant approach to design. An avid runner and fitness enthusiast, he frequently shares his passion for active living.



**Berto Clemente**  
Wellness content creator focused on solo running, vegan lifestyle and travel. Has a fun "Dash & Dine" running/foodie content series.

**BRANDS:**

## TAGCLOUD:



# INFLUENCER CAMPAIGN OVERVIEW

## ORGANIC PROPOSED DELIVERABLES

### THE ASK

Drive brand awareness of [YOUR BRAND] within the running community by partnering with authentic, credible influencers who live and breathe the sport. Through organic content and paid amplification, we'll position [YOUR BRAND] as the brand that celebrates the culture, stories, and people behind every run.

### BUDGET:

**\$50,000**

- Organic: \$15,000
- Paid Media: \$35,000

### BENLABS APPROACH:

#### ORGANIC CONTENT PLAN:

We'll partner with a mix of passionate, authentic voices from within the running community from elite amateurs to everyday distance lovers and running club captains. These creators offer credibility, connection, and storytelling that resonates with [YOUR BRAND]'s values and audience.

#### Creative Concepts:

- "Why I Run" personal storytelling Reels shot on their favorite routes
- Morning routine or race day ritual featuring [YOUR BRAND] gear
- Running club meet-up content, highlighting community and [YOUR BRAND] in action
- Gear test reviews: creators breaking down their favorite [YOUR BRAND] pieces post-run



#### 4 ORGANIC CREATORS

- 1x High-Mid (250k–500k followers)
- 1x Low-Mid (50k–250k followers)
- 2x Micro (<50K followers)

#### 6-8 PIECES OF CONTENT

IG Reel or TikTok + 3–4 Frame IG Story

#### 100K+ EST VIEWS

## PAID DELIVERABLES

**\$12.50 CPM**

**2.8M EST. IMPRESSIONS**

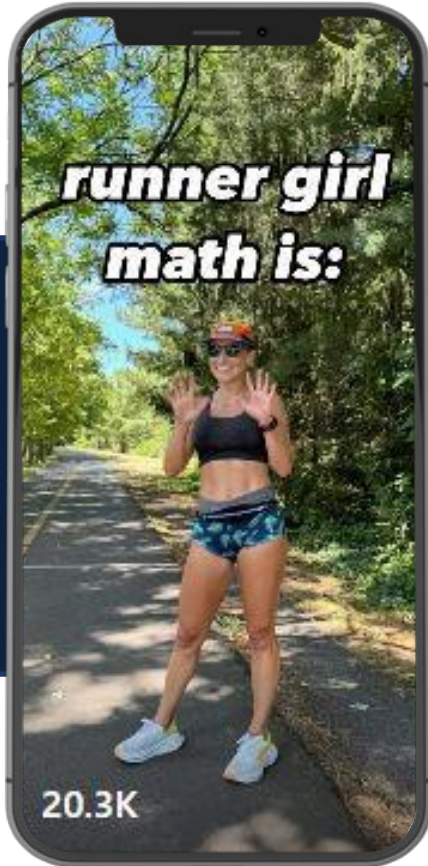
**2.5% CTR**

**70K EST. CLICKS**

### PAID AMPLIFICATION:

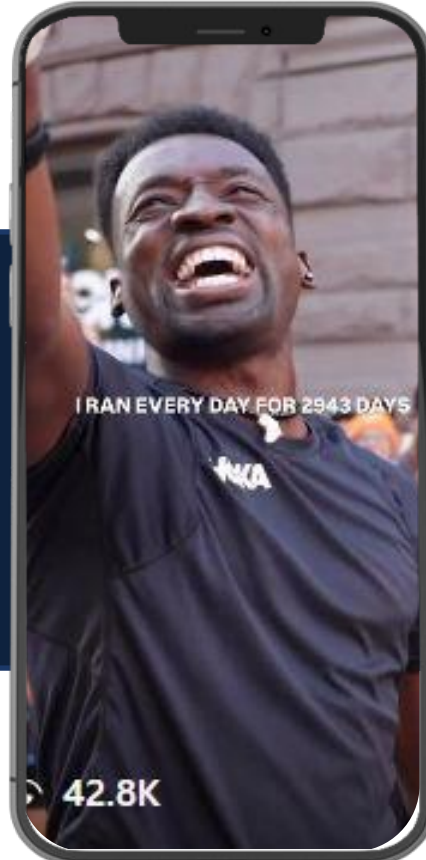
We'll amplify the most engaging organic influencer content through paid media, ensuring [YOUR BRAND]'s message reaches beyond individual creators' audiences and into the broader running community. We will allocate the \$35,000 budget to drive website clicks as the primary goal while building brand awareness through high-reach video placements. Using targeted campaigns across Facebook and Instagram, we'll engage wellness and lifestyle audiences in the U.S. through a mix of static, carousel, and short-form video ads, all utilizing the organic assets but creating cut downs and optimizations of each one. Weekly performance monitoring will guide optimizations to maximize CTR and conversion efficiency across audiences.

# THE RUN CLUB – SAMPLE TALENT



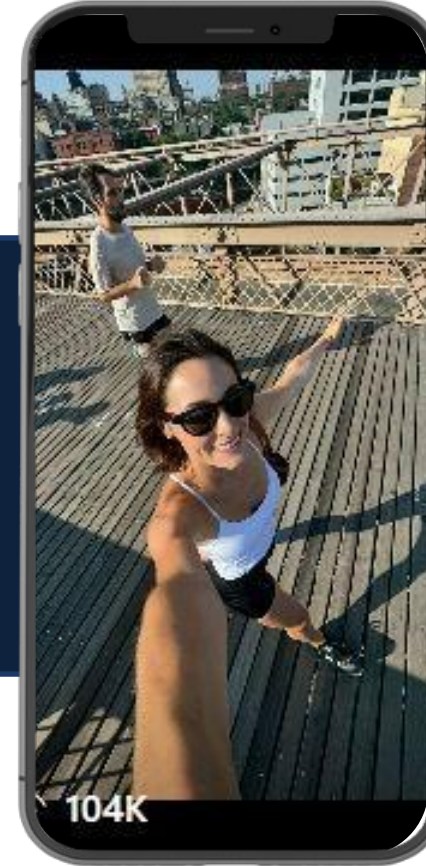
**@milepost**  
66.9K Followers

33-time marathoner and mom sharing honest, relatable stories about balancing family, mental health, and running.



**@hellahgood9**  
309K Followers

Daily runner for 5+ years and cross-country runner with an infectious, positive community-first spirit.



**@katemackz**  
206K Followers

Viral street-interview creator capturing authentic, spontaneous running culture from real people.



**@cchungy**  
50.8K Followers

NYC-based runner merging strength, distance, and urban running community with approachable, goal-driven content.

Confidential – Subject to NDA

# INVESTMENT BREAKDOWN

	OPTION A: STRATEGIC INTELLIGENCE  \$20,000	OPTION B: END-TO-END EXECUTION  \$50,000	OPTION C: AFFILIATE SUPPORT  \$10,000
DELIVERABLES	<ul style="list-style-type: none"><li>Audience Intelligence report for [YOUR BRAND]</li><li>Competitive Audience Analysis (3 Competitors)</li><li>List of 50 Creators vetted by our audience and brand safety tools</li></ul>	<p>4 Creators</p> <p>6-8 Assets – 1 IG Reel/TikTok + IG Stories</p> <ul style="list-style-type: none"><li>1x High-Mid (250k–500k followers)</li><li>1x Low-Mid (50k–250k followers)<ul style="list-style-type: none"><li>2x Micro (&lt;50K followers)</li></ul></li></ul>	<ul style="list-style-type: none"><li>Curate influencer list (100 Creators) backed by audience data and vetted with brand safety tools</li><li>Manage outreach, negotiation, and onboarding</li><li>Educate influencers on affiliate terms and structure</li><li>Share creative briefs and brand guidelines</li><li>Collecting addresses and sizing</li><li>Traffic Final Conversations to [YOUR BRAND] for links, and product shipment.</li></ul>
PAID AMPLIFICATION	N/A	2.8M Estimated Impressions 70K Clicks	N/A

**Micro Creators** – 25K – 50K Followers  
**LMid Creators** – 50K – 250K Followers  
**HMid Creators** – 250K – 500K Followers  
**Macro Creators** – 500K – 1M Followers