

2025 Influencer Marketing Strategy

**YOUR
LOGO
HERE**

Presented by **BENlabs**

[YOUR BRAND]'s 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

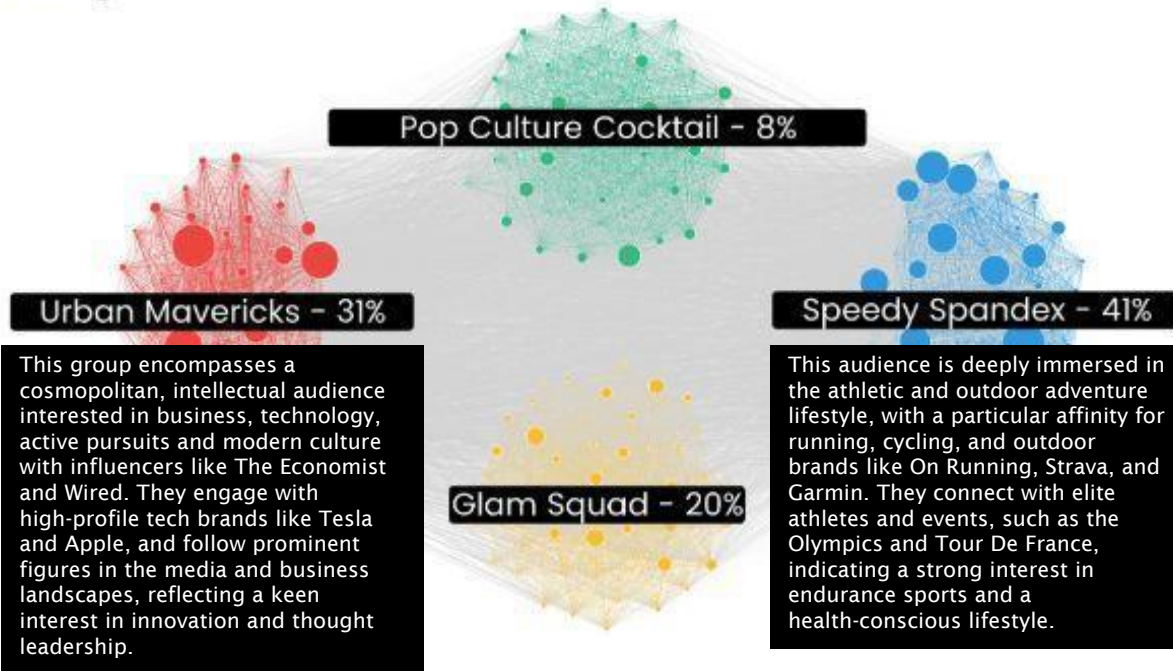
0.72x



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.

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.

Top States



Job Title	Salary Multiple
Art Director	4.68x
Product Manager	2.62x
Marketing/Advertising/Promotions	2.18x
Photographer	1.34x
Arts/Entertainment/Publicity	1.14x

A collage of six photos of fitness influencers. Top left: Becs Gentry, a blonde woman in a blue Peloton tank top. Top right: A woman in a black sports bra and orange jacket. Middle left: Justin Williams, a man in a cycling jersey and helmet. Middle right: A man in a dark shirt. Bottom left: Kate Mackz, a woman in a pink long-sleeve shirt. Bottom right: A man in a cap and sunglasses holding food, with 'Dash & Dine' text overlay.

[illegible]

CAMPAIGN STRATEGY

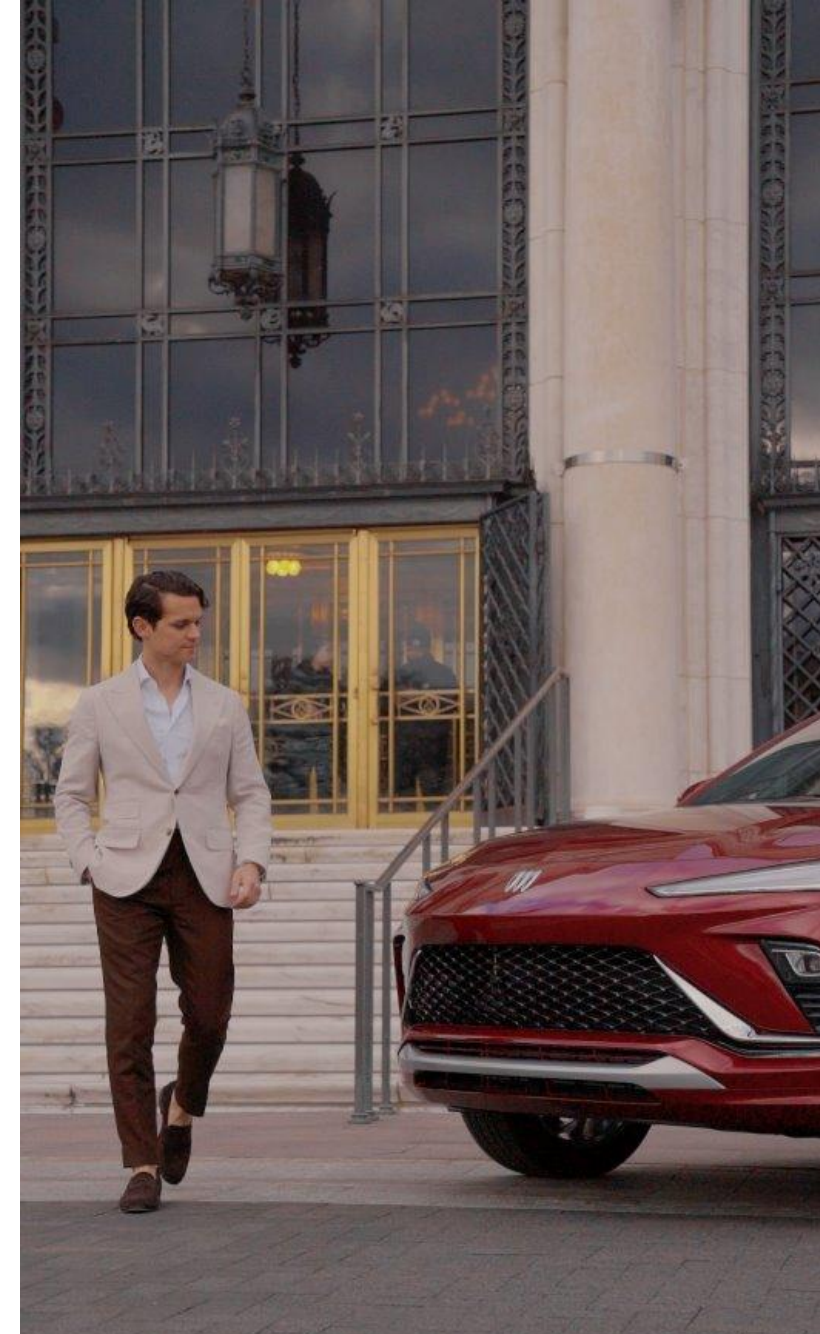
PLATFORM FOCUS

[YOUR BRANDS] core audience social usage indexes highest on Instagram. The platform historically consistently delivers the most stable and reliable performance when evaluating view rate and engagement rate. With high visual engagement and strong community alignment, Instagram is ideal for storytelling, fan connection, and driving consideration. That said, if TikTok plays a key role in the paid media strategy, we can flex accordingly—either by leveraging Instagram creators who also have TikTok accounts for dark posting, or by adjusting deliverables to include TikTok in-feed content syndication.

CREATOR TIER ALLOCATION

A blended creator tier approach not only maximizes reach and relevance across audience segments but also provides a robust and diverse asset pool for paid media testing and optimizations.

- Macro Tier Creators (1%) – Reach & Authority
 - Ideal for broader awareness, credibility, and initial hype
- High- Mid-Tier Creators (33%) – Engagement & Influence
 - Strong trust within niche communities; perfect for storytelling and lifestyle integration
- Low-Mid Tier Creators (66%)– Authenticity & Local Reach
 - Drive high engagement and localized traffic, especially among families and community loyalists



CAMPAIGN STRATEGY

FORMAT STRATEGY

In addition to Instagram Reels, we recommend utilizing Instagram Stories (2–3 frames) to drive cost efficiencies and expand our asset pool. This format allows us to capture static content without incurring the higher costs associated with in-feed posts, while also aligning with platform best practices. Stories are Instagram's most effective format for driving traffic and are ideal for short, action-oriented content that supports clear, compelling calls to action—making them a strong asset within both our organic and paid strategies.

STRATEGIC LAUNCH FRAMEWORK

- **Phase 1 – Organic Pulse:**
 - Creators post authentic content around key game windows
 - Focus on passion, matchday experience, family-friendly angles
- **Phase 2 – Paid Amplification:**
 - Boost top-performing organic posts
 - Retarget engaged users with new creative from a fresh set of creators
 - Maintain message freshness and move audience down the funnel

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LOGO
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CREATIVE THOUGHT STARTERS

Runners High Society

- A cheeky, aspirational spin on exclusivity, creators treat their local running club like an elite social circle, complete with rituals (morning runs, coffee stops, [BRAND] fits). Think “old money runner aesthetic” meets real community.

One Mile, All In

- Creators highlight the power of one mile—whether it’s their return to running, pushing their pace, or reclaiming time for themselves. micro-goal series shows [BRAND] gear in moments of grit and intention.

Personal Bests, Personal Style

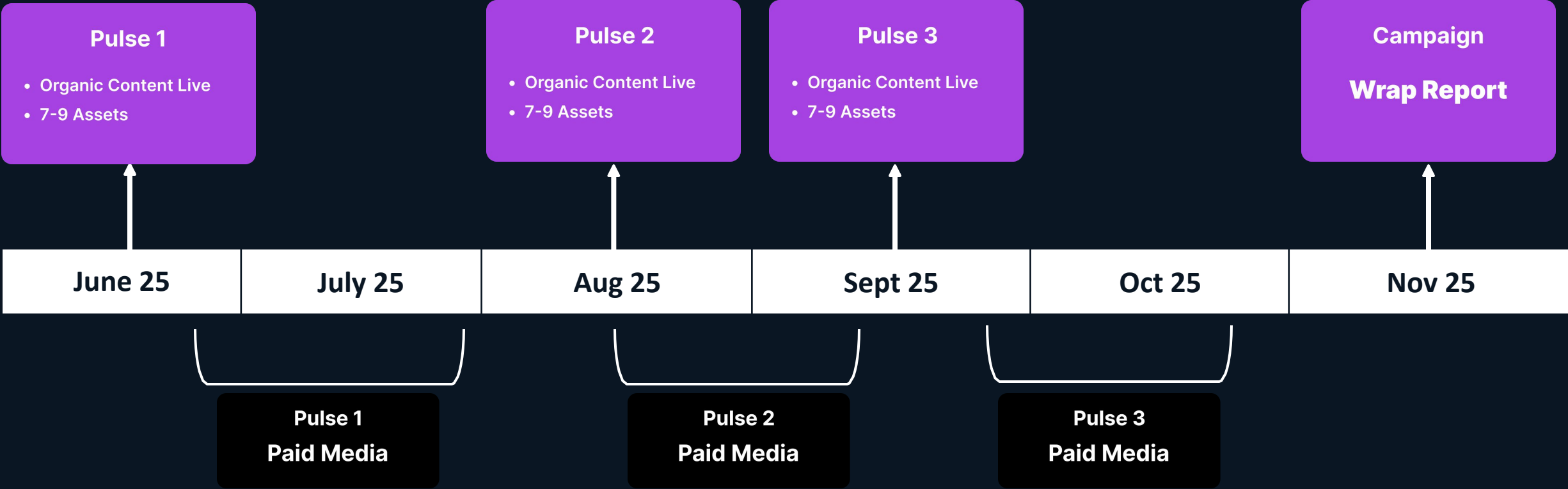
- Creators reflect on their evolving relationship with running and gear. Highlighting how [BRAND]’s timeless designs make them feel fast, capable, and confident, no matter the pace or age.

Content Strategy

Create visually compelling, storytelling-driven short videos (TikToks/IG Reels) that explore the emotional, physical, and stylistic journey of running. Use mockumentary-style narratives, POV storytelling, and voiceovers to highlight pre/post-run rituals, personal bests, and the deeper mindset behind the miles. Feature diverse backdrops—city streets, trails, tracks—and emphasize both performance and style. Layer in captions or text overlays to reinforce themes like commitment, focus, and community, with a tone that blends grit, authenticity, and understated cool.



RECOMMENDED CAMPAIGN TIMELINE



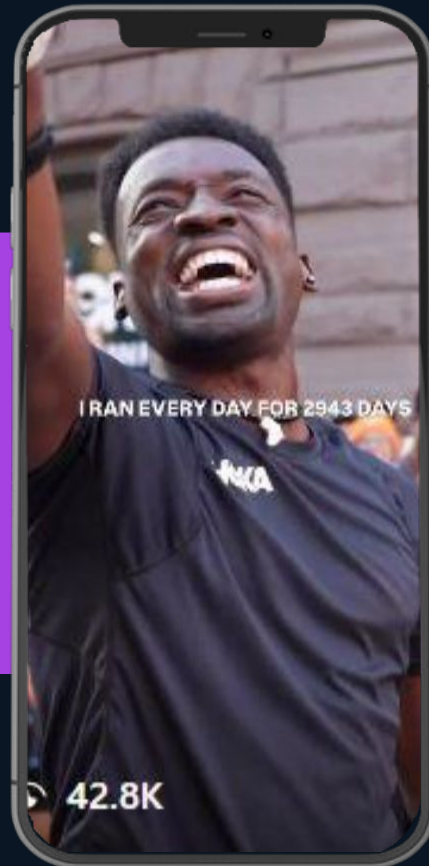
[YOUR BRAND]'s – SAMPLE TALENT



[@milepost](#)

66.9K Followers

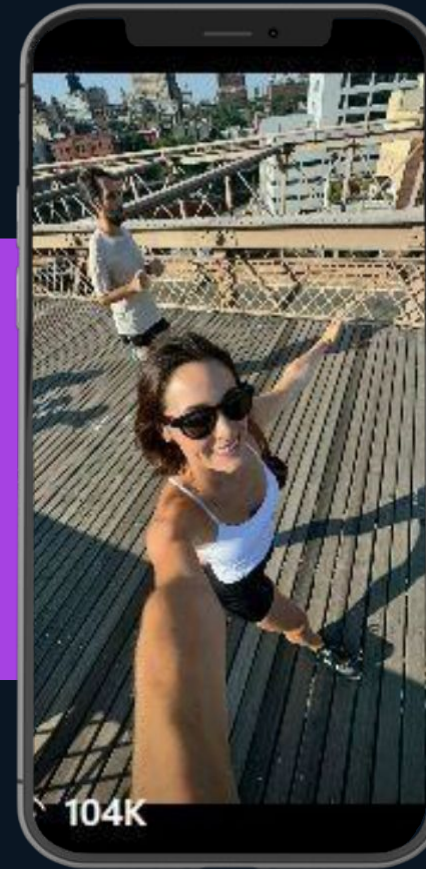
33-time marathoner and mom sharing honest, relatable stories about balancing family, mental health, and running.



[@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.

MEASURING CAMPAIGN SUCCESS



ORGANIC & PAID PERFORMANCE

Content views/impressions, view rates, engagement rates, clicks and eCPV.

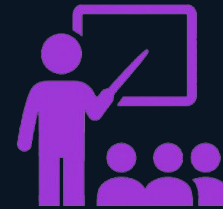
View Rate Benchmark: 15%



COMMENT SENTIMENT

Evaluating audience sentiment around the partnership and the brand based on engagements with the content.

Benchmark: 70%+ Positive or Neutral Sentiment



ACTIONABLE LEARNINGS

Gather insights that can be used to optimize future campaign pulses.



BRAND LIFT STUDY

Customized to [YOUR BRAND]'s, the study evaluates if organic exposure to influencer content moved the needle for the brand across key KPIs – awareness, consideration, purchase intent.

**Incremental Spend – BENlabs Recommends*

INVESTMENT BREAKDOWN

DELIVERABLES

PAID
AMPLIFICATION

Strategic Intelligence

\$20,000

- Audience Intelligence report for [YOUR BRAND]
- Competitive Audience Analysis (3 Competitors)
- List of 50 Creators vetted by our audience and brand safety tools

N/A

End-to-End Execution

\$50,000

- 4 Creators
6-8 Assets – 1 IG Reel/TikTok + IG Stories
- 1x High-Mid (250-500k followers)
 - 1x Low-Mid (50k-250k followers)
 - 2x Micro (<50k followers)

2.8M Estimated Impressions
70K Clicks

Large Scale Campaign

\$150,000

- 10 Creators
21 Assets – 1 IG Reel/TikTok + IG Stories
- 1x Macro (1M+ followers)
 - 1x High-Mid (250k–500k followers)
 - 8x Low-Mid (50k–250k followers)

N/A

Recommended Option

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

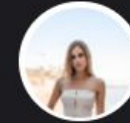
WANT TO TAKE THE NEXT STEP WITH YOUR PLAN?

Feeling the spark? Let's turn this game-plan into a live campaign. Book a quick strategy review and we'll:

- 1 Validate the influencer mix against your goals
- 2 Pressure-test campaign pulses & creative angles
- 3 Align budgets to the impact you need

Grab a time below and let's make the plan real.

Schedule your Private Strategy Review



Pick a time!

< July 2025 >

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Meeting duration

30 mins

What time works best?

Showing times for **July 8, 2025**

UTC -04:00 Eastern Time

11:45 am

12:00 pm

12:15 pm

12:30 pm

12:45 pm

1:00 pm