linktr.ee/patmcgraw

Swipe File: Example Influencer Profiles

Campaign Goal: Brand Awareness

Influencer: Macro Influencer in the Fitness Industry
Platform: Instagram
Follower Count: 100,000
Engagement Rate: 4%
Content Focus: Health, wellness, and fitness challenges
Past Campaigns: Collaborated with global health brands like Nike and Peloton, focusing on fitness challenges and wellness tips.

Why This Influencer?
Their audience is passionate about fitness and regularly engages with motivational posts and product recommendations. They are ideal for raising brand awareness with a wide, health-focused demographic.

Campaign Goal: Driving Conversions

Influencer: Micro Influencer in the Beauty Industry
Platform: TikTok
Follower Count: 30,000
Engagement Rate: 8%
Content Focus: Beauty tutorials, product reviews, and makeup challenges
Past Campaigns: Successfully partnered with DTC beauty brands like Glossier and ColourPop, driving significant traffic to product pages through product demonstrations.

Why This Influencer?
Their smaller but highly engaged following trusts their beauty product recommendations. This influencer's authentic and hands-on product reviews lead to higher conversion rates, making them ideal for driving sales.