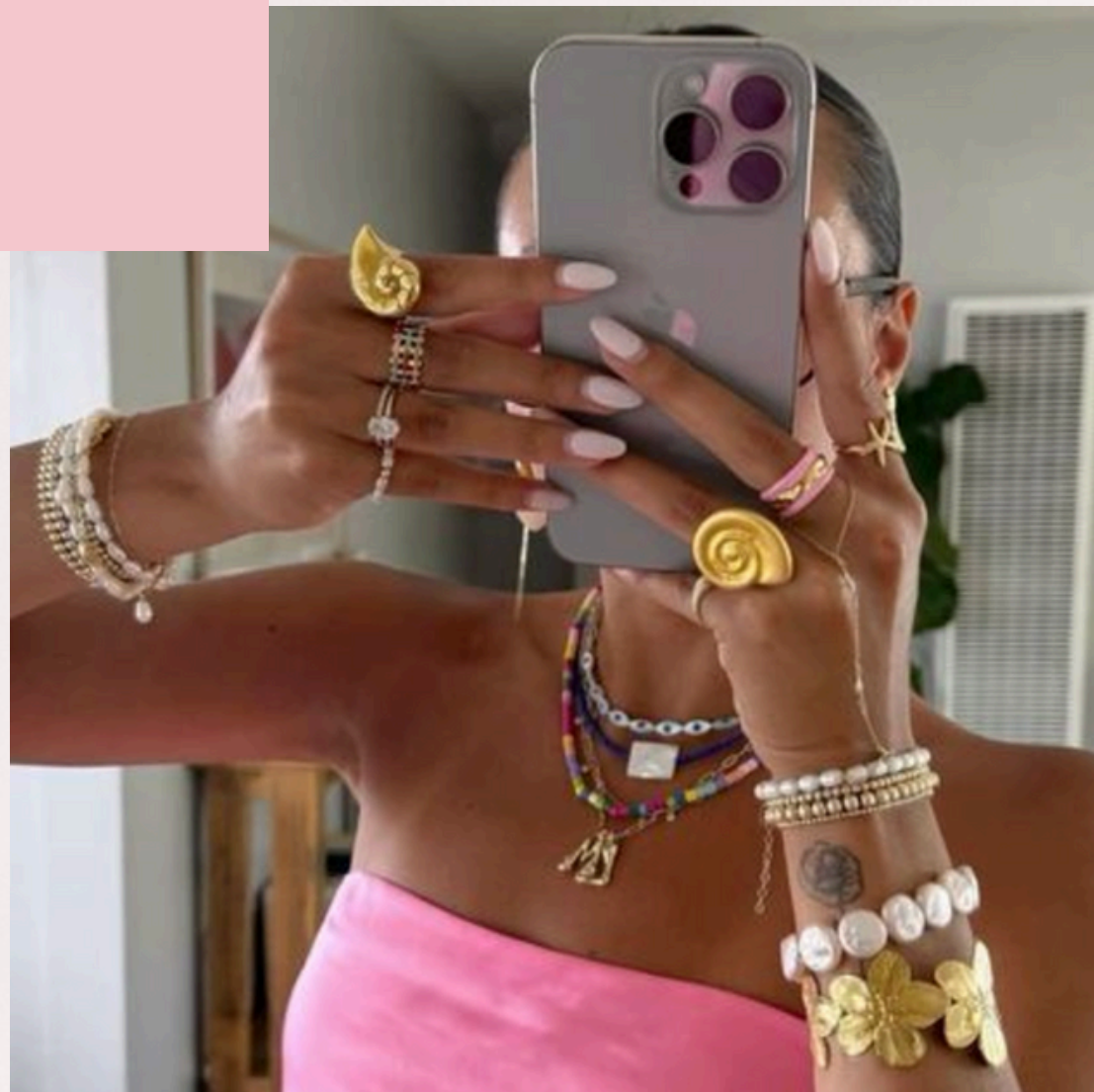


PAINT
A LUXURY NAIL AFFAIR
— NAIL BAR™ —

Influencer Collaboration Proposal



INFLUENCERS & COLLABORATIONS

Influencers

People with loyal online followings who shape opinions through authentic content in niches like beauty, lifestyle, or fitness.

Collaborations

Partnerships where influencers promote a brand via posts, reviews, or giveaways.

Why It Matters

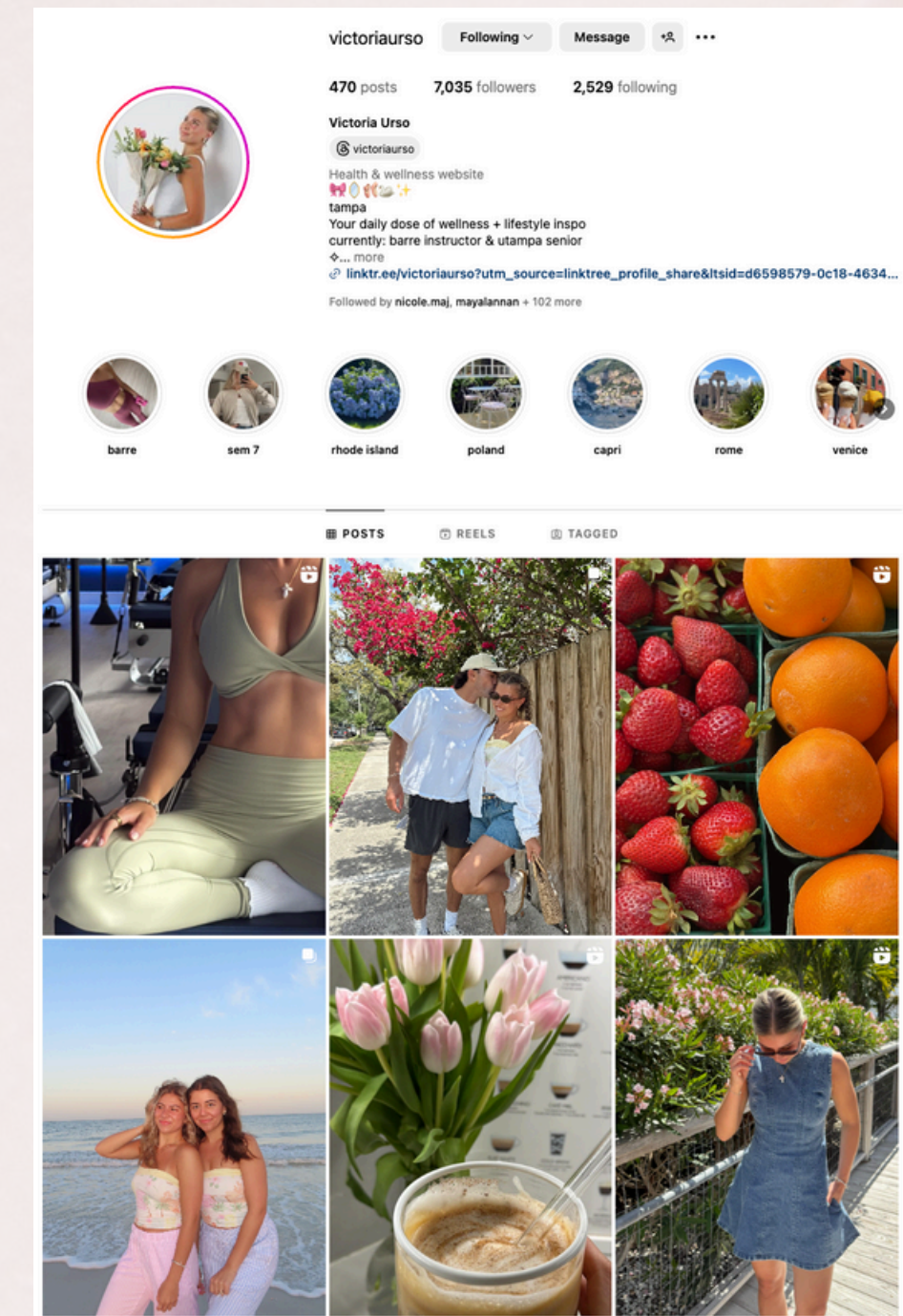
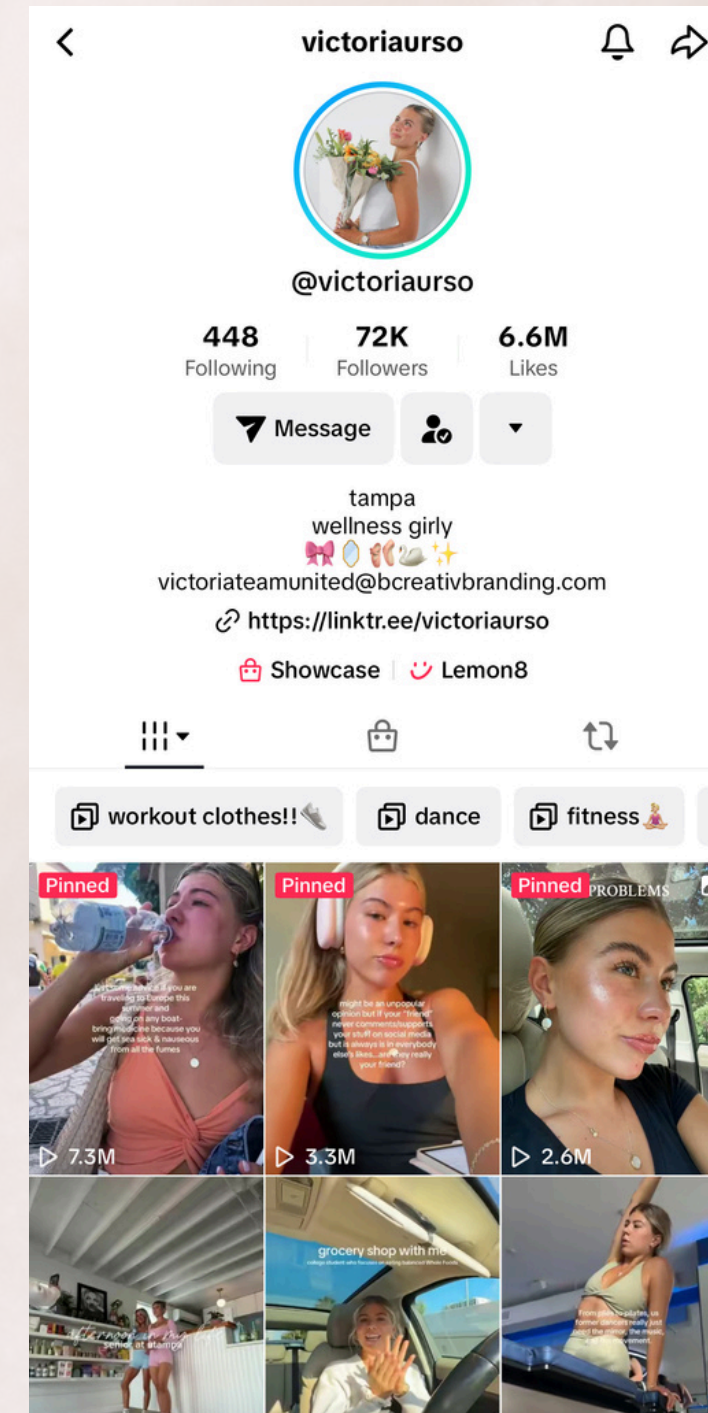
- Builds trust
- Reaches target audiences
- Boosts engagement & visibility



INSPO INFLUENCER #1

Victoria Urso

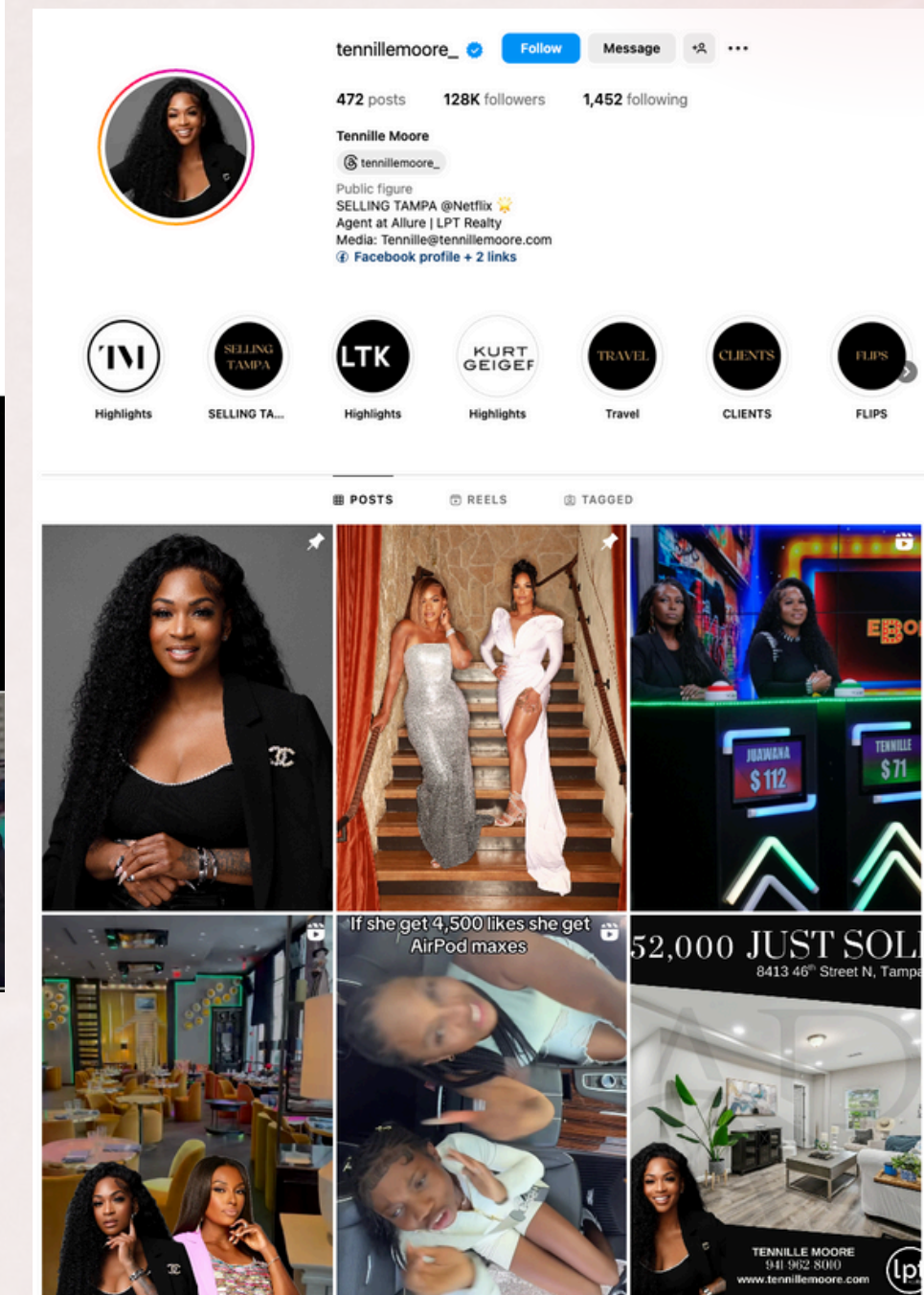
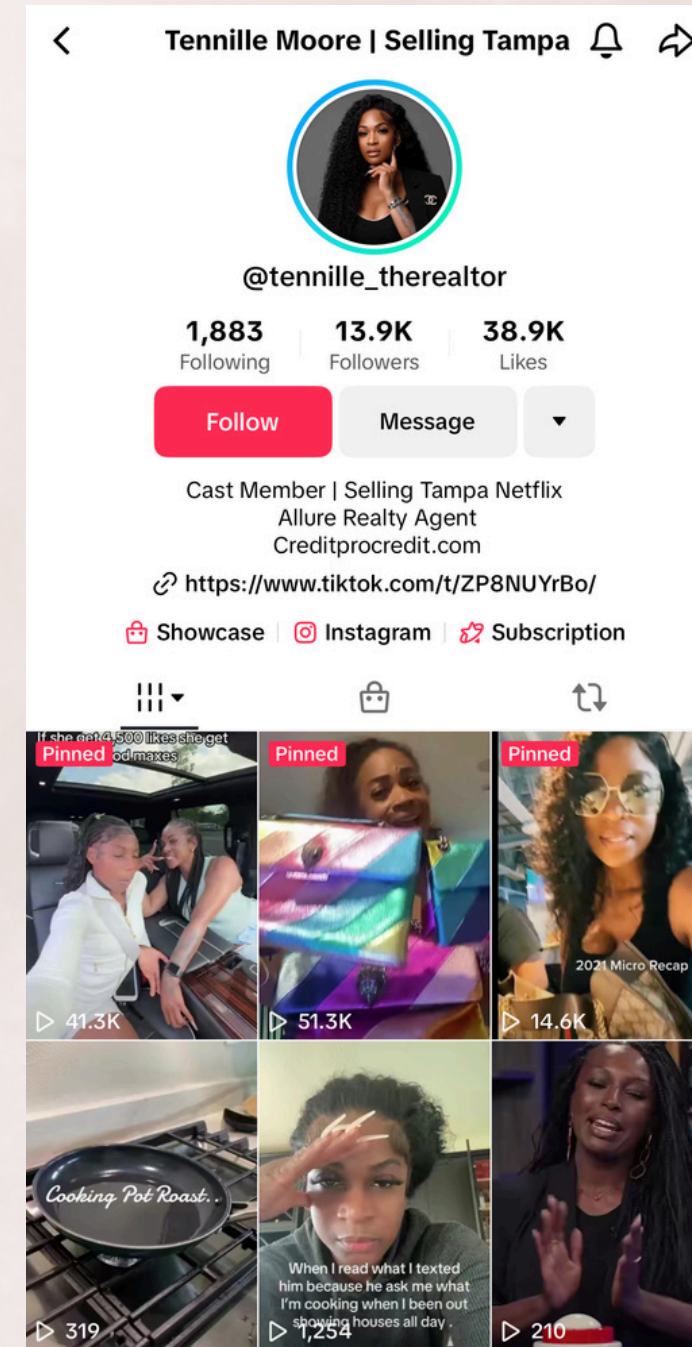
- Specialization: Lifestyle, Beauty, Fitness
- Reason for Selection: Local to Tampa, Victoria actively engages her audience with authentic content centered around self-care, fitness, wellness, and beauty.
- Social Media Links:
 - Instagram: @victoriaurso
 - TikTok: @victoriaurso



INSPO INFLUENCER #2

Tennille Moore

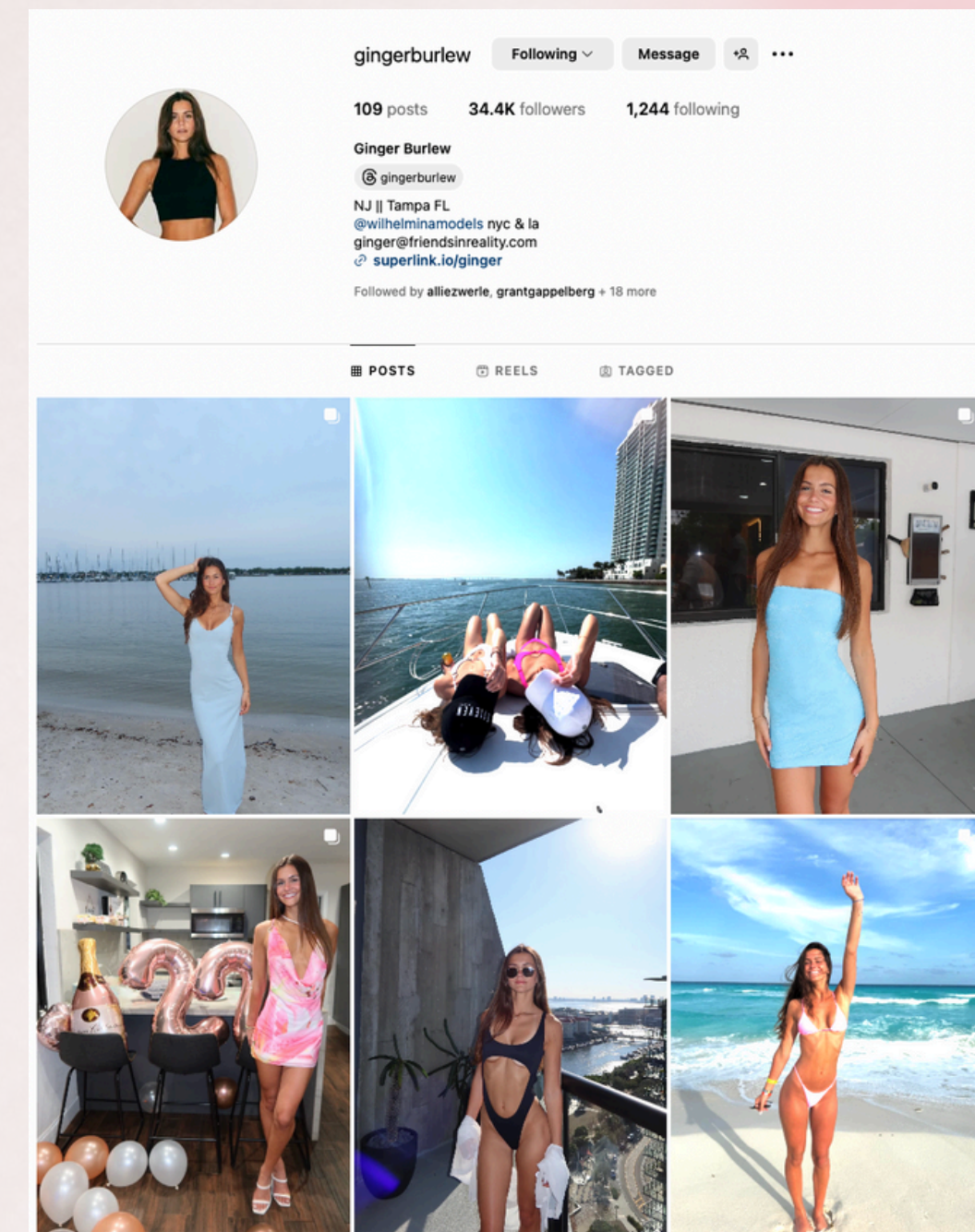
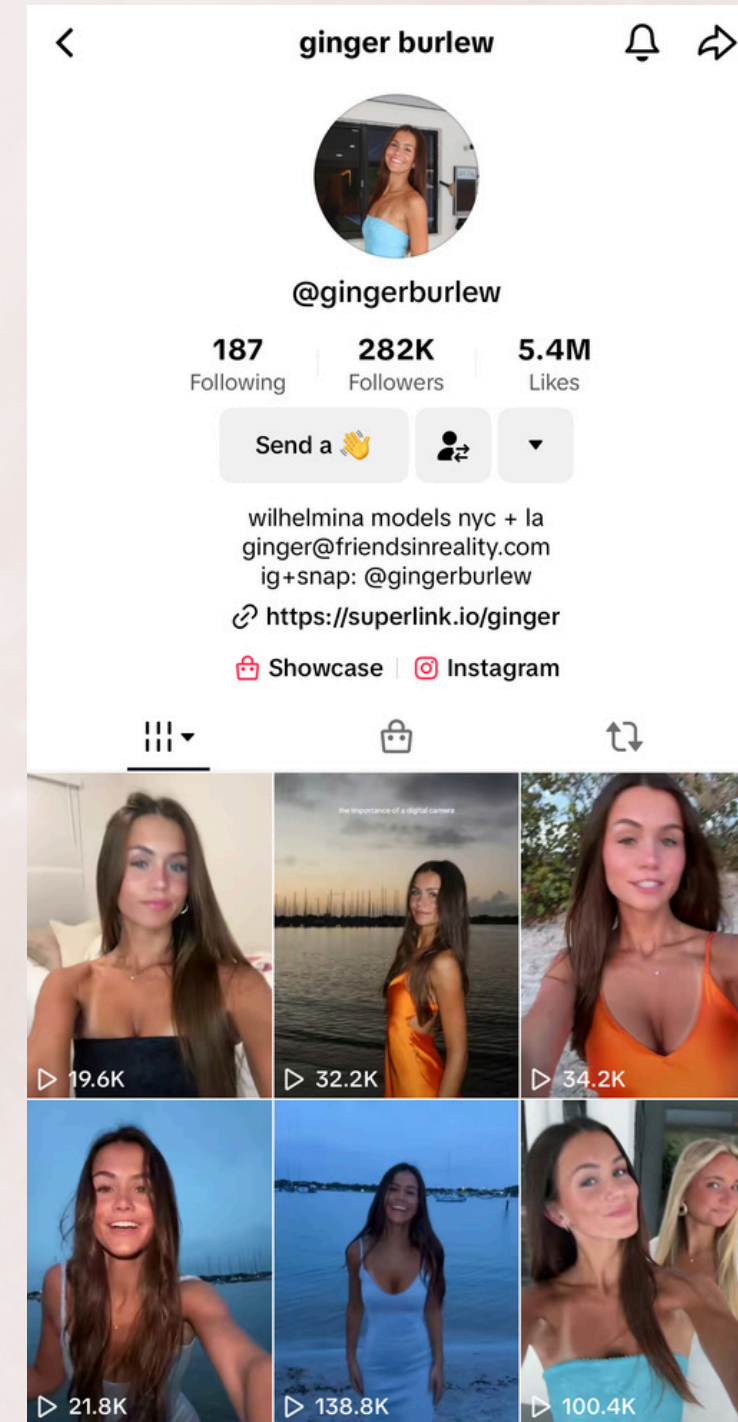
- Specialization: Real Estate & TV Personality
- Reason for Selection: Local to Tampa, Tennille is a real estate agent featured on Selling Tampa, engages her audience with luxury real estate content, behind-the-scenes moments, and lifestyle insights.
- Social Media Links:
 - Instagram: @tennillemoore_
 - TikTok: @tennille_therealtor



INSPO INFLUENCER #3

Ginger Burlew

- Specialization: Lifestyle, Fashion, Modeling
- Reason for Selection: Local to Tampa, Ginger Burlew, a Wilhelmina model, engages her audience with fashion and beach lifestyle content.
- Social Media Links:
 - Instagram: @gingerburlew
 - TikTok: @gingerburlew



FINDING INFLUENCERS OR BRAND PARTNERS?

Tools:

- Upfluence: Find local influencers with engagement insights
- Influencity: Manage and analyze influencer campaigns at scale

Local Strategies:

- Use hashtags like #TampaInfluencer, #UTampa, #TampaMoms #DayInTheLife
- Explore TikTok/Instagram with location filters
- Focus on South Tampa, Hyde Park, UTampa creators
- Check local events, student groups, and trending content for leads



RESEARCH BACKING

Why Influencer Marketing Matters:

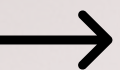
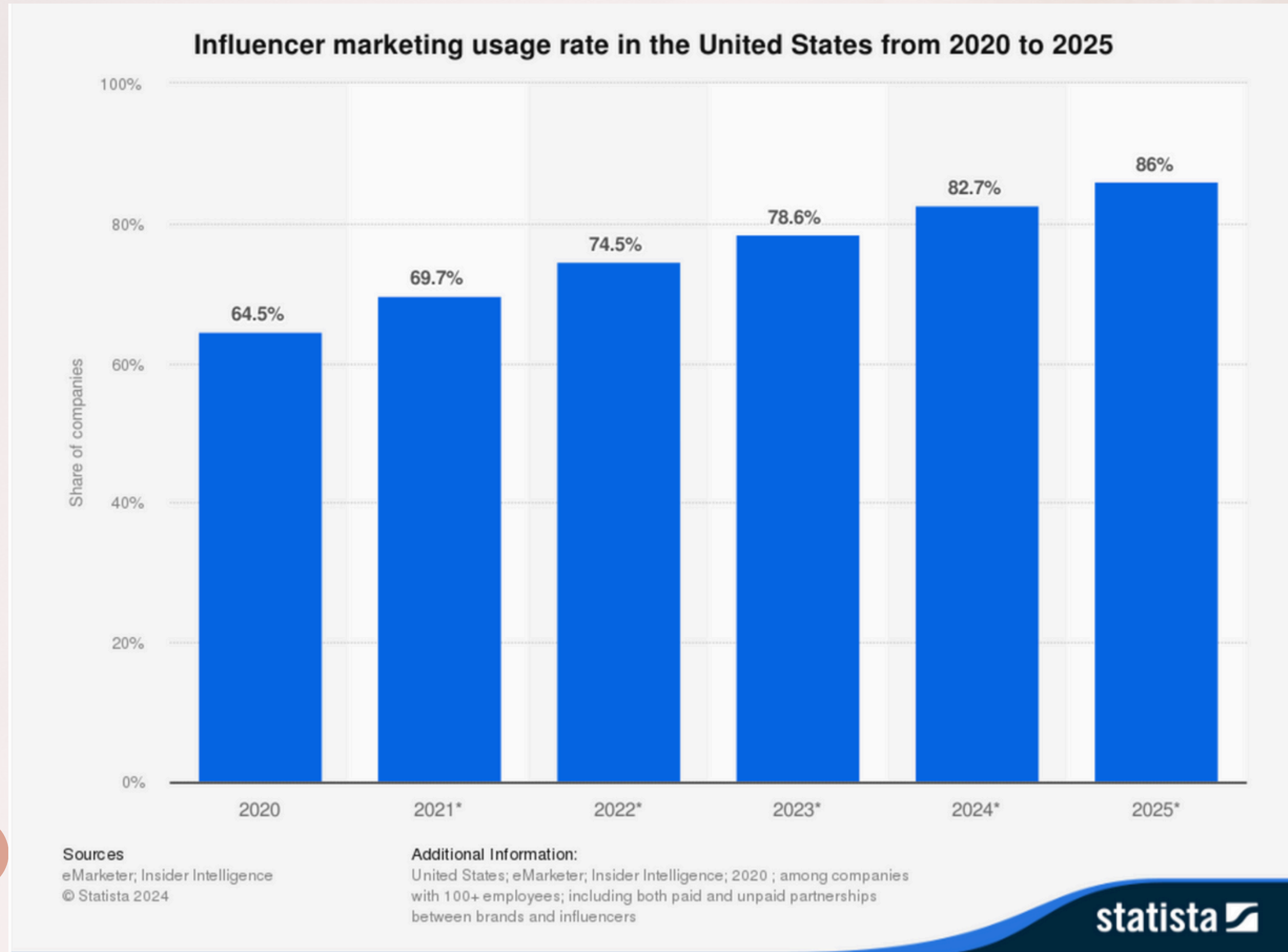
- Builds on trust influencers have with their audience
- Drives higher engagement than traditional ads
- Offers authentic, relatable content
- Enhances brand credibility and loyalty

Collaboration Benefits:

- Increases brand awareness
- Boosts trust through personal recommendations
- Drives traffic to social media and websites
- Effectively reaches local, targeted audiences



STATISTIC 1



STATISTIC 2



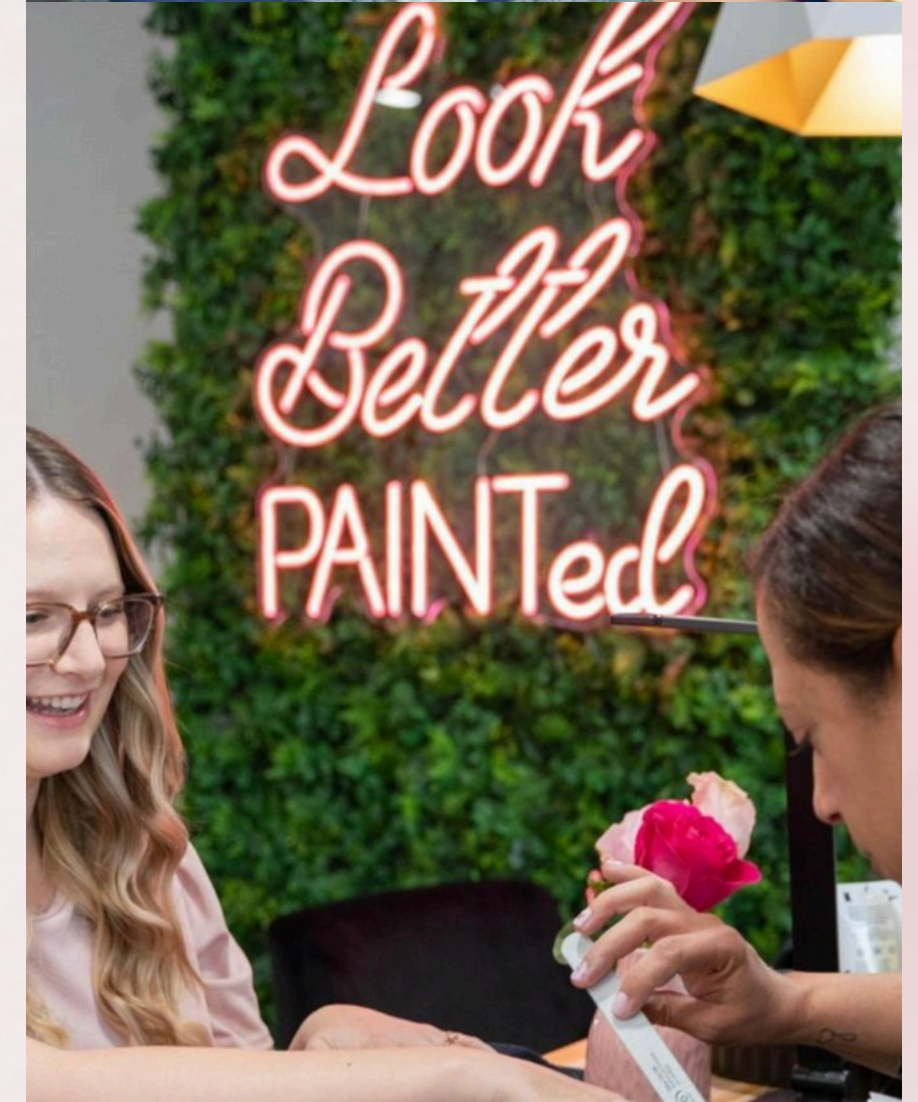
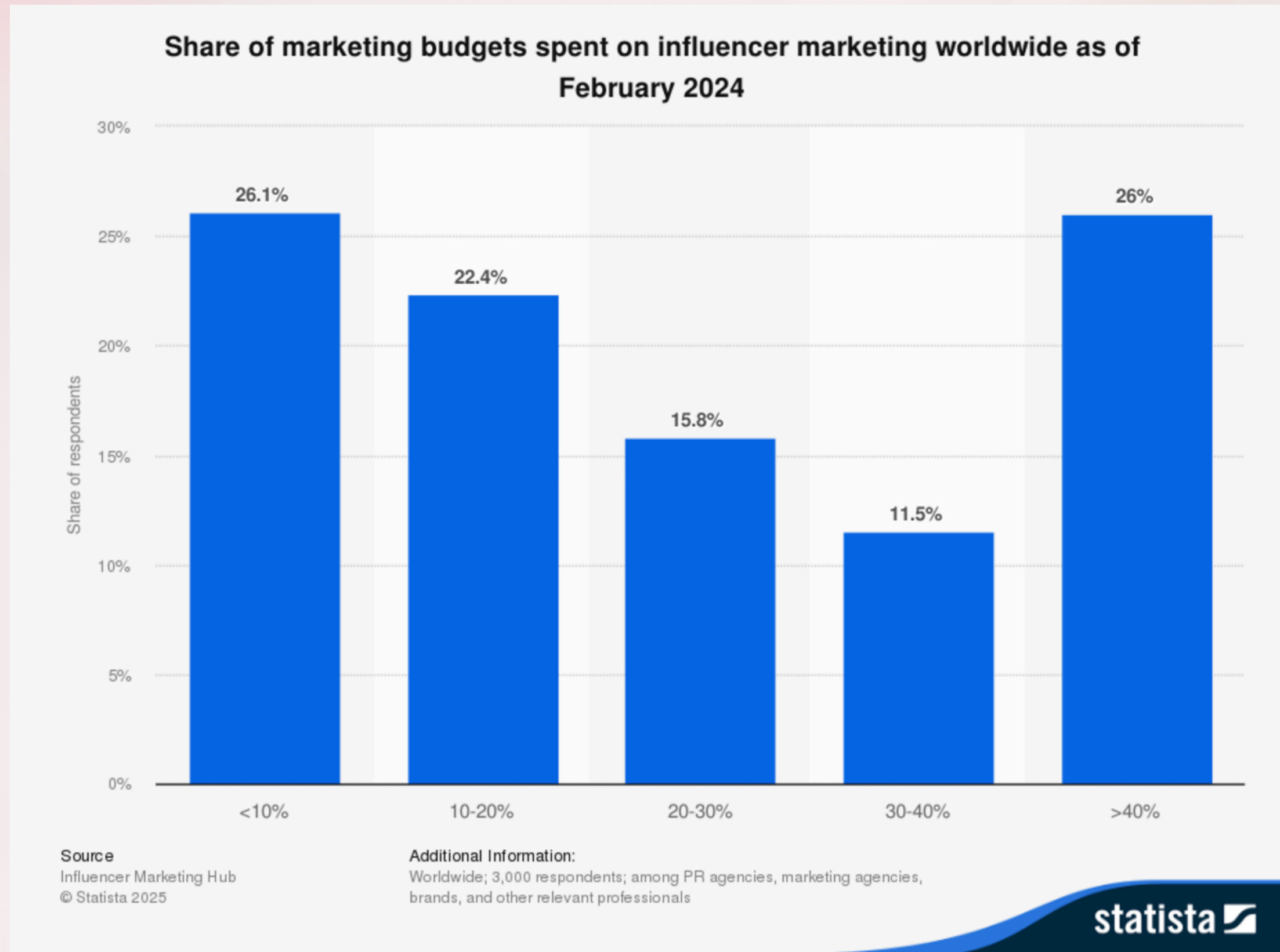
“50% of marketers believe TikTok offers the best ROI
The popularity of TikTok has crept up over the last few years.

Currently, it's the number one channel where brands believe they'll get the best ROI from short-form video content. This is important for brands who want to invest in influencer marketing: it can guide you on what type of content and which platform would best to spend money on.”

Source: Influencer Marketing Hub, 2024



STATISTIC 3



STATISTIC 4

“63% of shoppers say they’re more likely to buy a product if it’s recommended to them by a social media influencer they trust.

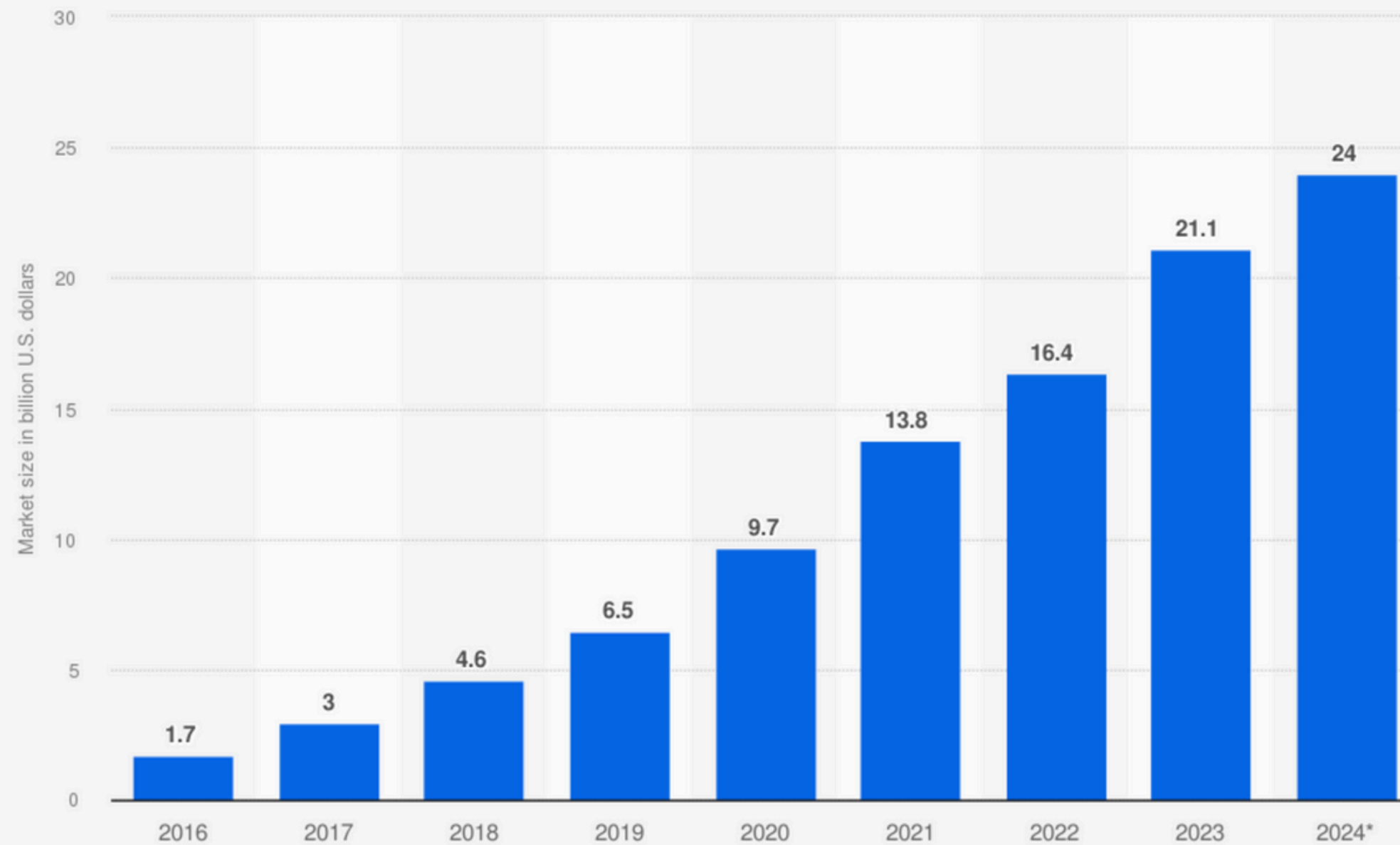
This means you don’t need to fork out for a mega influencer (that’s someone with over a million followers). It’s more important to find influencers with a smaller audience who’re closer to your industry.”

Source: Traackr, 2024



STATISTIC 5

Influencer marketing market size worldwide from 2016 to 2024 (in billion U.S. dollars)



Source
Influencer Marketing Hub
© Statista 2025

Additional Information:
Worldwide; 2016 to 2023

statista



STEPS TO EXECUTION

Establish Goals

- Increase foot traffic to PAINT Nail Bar.
- Boost social media engagement and brand awareness among local Tampa audiences.
- Create a community of loyal clients through influencer-created content.



Key Performance Indicators (KPIs)

+15% Website Traffic - Track via UTM links from influencer posts.

+20% IG & TikTok Engagement - Measure likes, comments, shares, and follower growth.

10% Conversion Rate - Use unique codes/links to track bookings or purchases.

+1,000 Local Followers - Target Tampa moms & UTampa students through geo-tagged content.

5%+ Engagement on Influencer Content - Shows content is connecting with their audience.



TARGET MARKET & SOCIAL MEDIA CHANNELS

Target Audience:

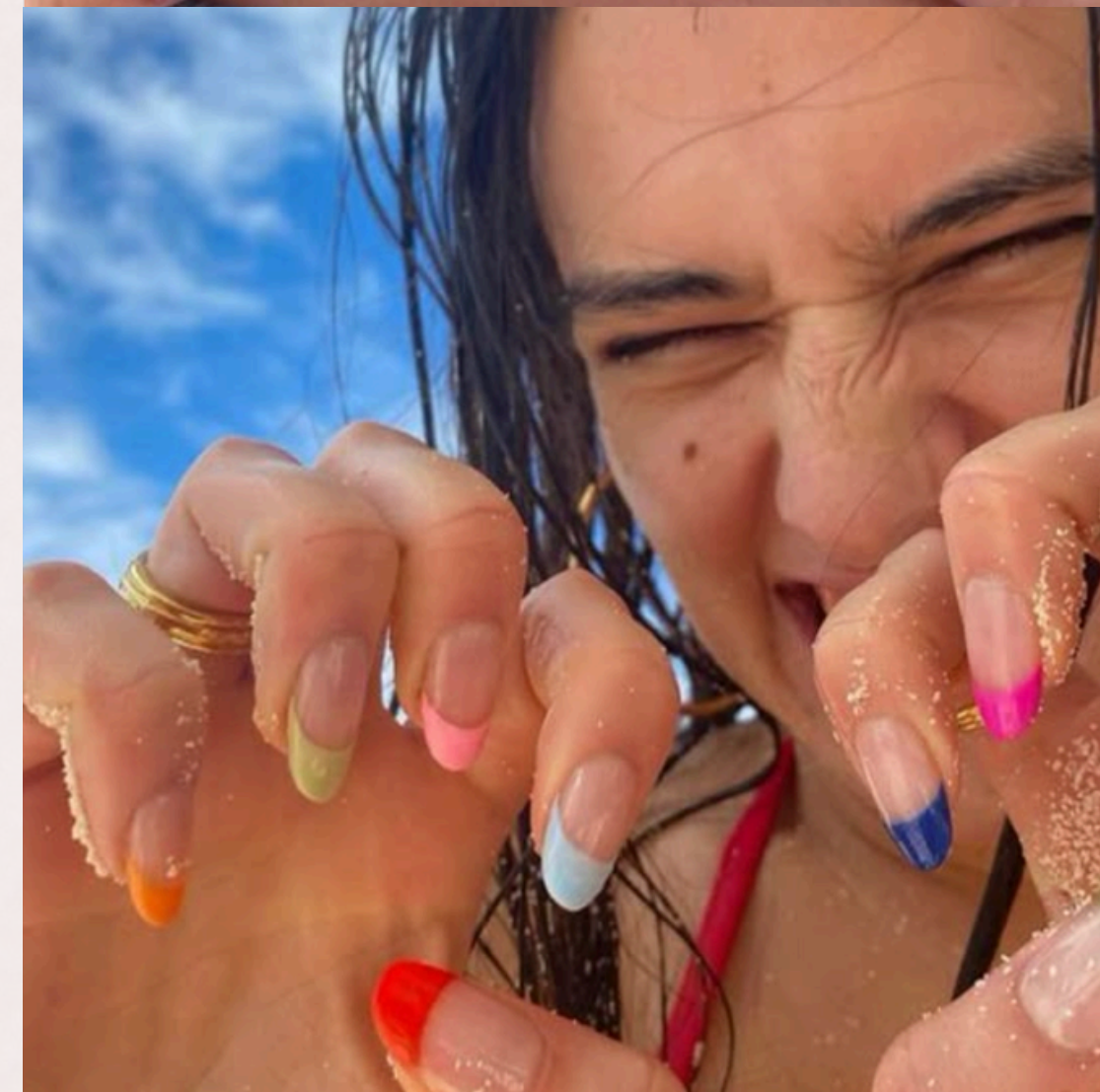
Local moms who prioritize self-care, wellness, and beauty.

University of Tampa students who are interested in clean trendy beauty experiences.

Social Media Channels:

Instagram (for visual content and stories)

TikTok (for short, fun videos and behind-the-scenes content)



IDENTIFY AND FIND INFLUENCERS

Influencer Type: Micro-influencers (10K–100K followers)

Why Micro: More engaged, trusted, and relatable to niche audiences

Niche Categories: Tampa Lifestyle, Beauty, Wellness, Student Life

Search Tools: Use platforms like Upfluence, Aspire, or Instagram's search & hashtags



CREDIBILITY & AUTHENTICITY

Look for influencers with consistent, value-driven content that reflects self-care, wellness, and beauty

Prioritize those with high engagement rates (likes, comments, story replies) over just follower count

Ensure content tone is genuine, warm, and community-focused, aligning with PAINT's inviting and elevated vibe



MONITORING & LISTENING STREAMS

Monitoring Influencer Activity:

Use tools like Brandwatch and Hootsuite to track influencer mentions and campaign performance.

Building Relationships:

Like, comment, and share their content regularly before reaching out to establish rapport.



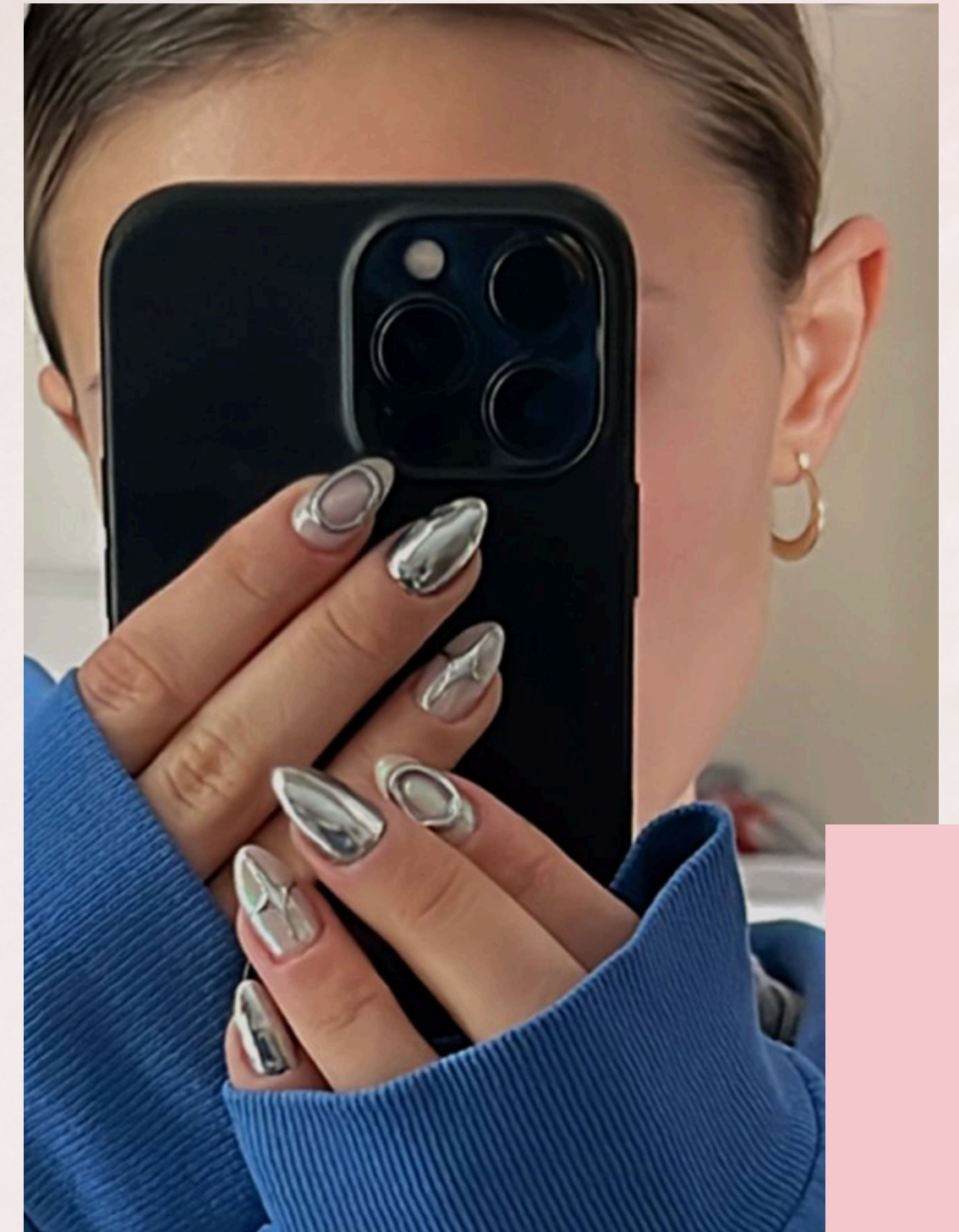
DISCUSS THE PARTNERSHIP PT 1

Benefits & Expectations:

- Provide influencers with free services (nail art, manicures, pedicures) in exchange for Instagram and TikTok content.
- Expect influencers to create engaging content, such as reviews, tutorials, or day-in-the-life posts.
- Offer a referral program (discount codes or incentives) to drive additional traffic.

Exchange:

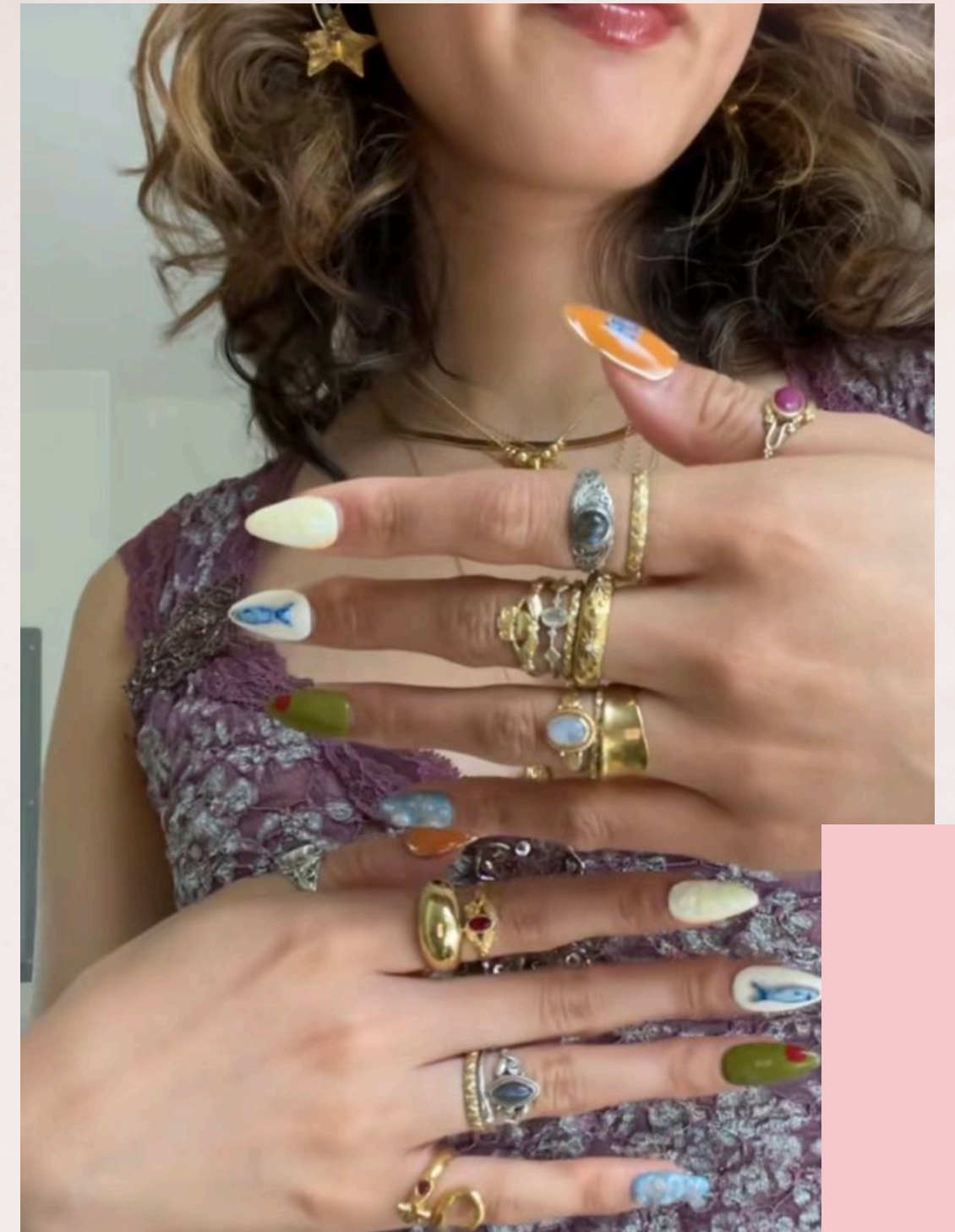
- Free services or discounted packages.
- A flat rate payment for larger influencers.



DISCUSS THE PARTNERSHIP PT 2

Reaching Out:

“Hi [Influencer Name], I’m [Your Name] from PAINT Nail Bar. We love your content and think you would be a perfect fit to partner with us. We would love to offer you a complimentary manicure/pedicure to experience our services and share your thoughts with your followers.”



INCORPORATE INFLUENCER MARKETING INTO THE SOCIAL MEDIA STRATEGY

Include influencer content in PAINT's social media feed and stories.

Use influencers' testimonials to boost credibility.

Launch a special offer exclusive to influencer followers (e.g., 10% off when they book through an influencer code).



MEASUREMENT & EVALUATION

Metrics to Measure Success:

- Engagement (likes, comments, shares)
- Increase in website traffic from influencer links
- Conversion rate from influencer promotions

Tools for Tracking:

- Google Analytics for website traffic
- Instagram and TikTok analytics for engagement
- UTM links to track sales generated from influencer codes



KEY EVALUATION QUESTIONS PT1

Was the target audience reached?

What was the total audience reach?

Was there an increase in engagement (likes, shares, comments)?

Did website visits, inquiries, or sales increase?



KEY EVALUATION QUESTIONS PT2

How did the brand's share of voice compare to competitors?

How many positive brand mentions were generated?

How many influencers actively promoted the brand?

How did brand perception change post-campaign?





Thank
You!