

Amplified Influencer Marketing Campaign

What we do	<ul style="list-style-type: none">• Discover and source influencers local to your market• Create campaign briefs• Negotiate contract terms and deliverables• Amplify influencer videos on TikTok and Instagram with paid ads• Compensate and 1099 (if applicable) influencers
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What it requires from you	<ul style="list-style-type: none">• Participation in brainstorming session• Coordination with Guest Services for tickets• Review and approval of final selected influencers
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Deliverable	<ul style="list-style-type: none">• Selected creators that best reflect your attraction's target• Total pieces of content negotiated• Guaranteed number of impressions, a blend of paid and organic• Final report on paid and organic views, engagement, traffic, and ticket sales (if applicable based on ticketing system)
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Timing	<ul style="list-style-type: none">• 4-6 weeks for campaign development, approvals, and launch
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One Audience	Two Audiences	Three Audiences
<ul style="list-style-type: none">• Target 1 audience (ie: Families)• 2-3 influencers• Paid ads on Instagram and TikTok• Min. 850K impressions• eCPM: \$14.70	<ul style="list-style-type: none">• Target 2 audiences (ie: Families and Kid-Free)• 4-6 influencers• Paid ads on Instagram and TikTok• Min. 1.7MM impressions• eCPM: \$12.50	<ul style="list-style-type: none">• Target 3 audiences• 7-9 influencers• Paid ads on Instagram and TikTok• Min. 2.2MM impressions• eCPM: \$11.82
\$12,500	\$20,000	\$26,000

Fee includes influencer compensation and paid ad budget. Custom packages available.