

For the last five years, you have been working at *Influencer's Guard*, an agency that represents social media influencers. One of your very first accounts was managing the popular fitness blogger Bella Blog. Due to your long-term and successful collaboration, you have grown close and learned a lot from each other. With her Instagram account, she has gained 600,000 followers and stays in close contact with her community. Interacting with them has always been very important to her. This might be one of the reasons why many of her followers have purchased the products that she advertised. Bella even reached conversion rates of 1-3%. A conversion rate is defined as the percentage of visitors who complete a goal, in most cases a direct purchase.

Six months ago, things changed. As a fitness blogger, Bella Blog faces enormous pressure to always be visible and to continue perfecting her body. She felt like she could not make the smallest mistake and was close to a burnout. Her doctor advised her to minimize stress, to listen to her body, and to work on her mental health. In the beginning, Bella Blog struggled to accept this advice but eventually decided to take a break for a few weeks to change her way of life.

Even though she decided to be transparent and share her struggles, she posted less frequently during her break. This resulted in Bella losing a several thousand followers. You communicated her situation to brand representatives, but many were unsympathetic. Even though 60% of her followers interact with her on a daily basis, this was not enough for several long-term brand sponsors.

During her recovery, yoga and meditation helped her immensely. Since her comeback six weeks ago, she has been focused on promoting health and wellness. Being a role model to her followers is more important than ever, and she has started doing educational work regarding stress-related illnesses. She shares her experiences publicly and would like to only work with companies that align with her wellness goals.

You support Bella's preferences to maintain her authenticity and to feel fulfilled by being involved in her community. However, it is becoming more difficult to find financially-sensible opportunities for collaboration. Her hiatus damaged her reputation with brands, and many are still declining to work with her. Additionally, since she has only been active again for a short time, no one can tell whether she is fully recovered. If her reputation does not improve, she will have a hard time continuing her dream job. You are determined to help her because you believe she can handle the pressure if she gets a chance to prove herself. That is why this potential contract with Master Yoga came at the perfect time!

Master Yoga is a high-quality fitness clothing and equipment company. Over the last seven years, they have built a strong brand for middle-aged women who want to help their body and soul through yoga. Now, the company is launching a new product line to appeal to a younger demographic. These new products are what Bella Blog would help them promote.

You have set up a meeting with Master Yoga's representative, Daniel Thorp, to learn more. To prepare for the meeting, you had one more exchange with Bella Blog, and she was immediately thrilled to potentially work with Master Yoga.

Influencer marketing is a growing trend, and you have seen a recent surge of influencers offering instant discount codes, raffles, and livestreams online to boost product interest.

According to Daniel, Master Yoga's new products are supposed to go live in two weeks, even though they do not have an influencer secured and are new to influencer marketing. You know they want to have an eight-week campaign with 14 'stories' promoting their new product line. 'Stories' are video-clips that are only available for 24 hours, and highlights from these video-clips become available indefinitely as 'saved stories.' On one hand, this

seems feasible. On the other hand, the last-minute nature of their request is further evidence of their inexperience in this type of marketing, and this concerns you.

You start preparing for your conversation with Master Yoga's representative by pulling up important statistics you found during your research:

- The average cost for reaching 1,000 contacts ('Cost Per Mille' or CPM) within the sports clothing industry is about 9-11€
- With 700,000 followers at the time before her illness, Bella would typically receive about 80,000€ for a collaboration like this (or 13.50€ for reaching 1,000 contacts). The table below shows the structure for a typical campaign like this in the past:

	Number of followers	Percentage of followers who usually view the stories (engagement rate)	Follower x Percentage	Number of stories	CPM	Costs per story (Followers to be Engaged x 13.5€ CPM)	Total Costs (costs per story x number of stories)
Bella before Illness	700,000	60%	420,000	14	13.50€	5,670	79,380€

While you both are aware that she may get less than 80,000€ now, you are also convinced that she will gain an even larger following if she continues to emphasize her authenticity and health on her platform. With a lot of engagement, she could reach one million followers in a year. Then, she would be in the same league as Gaby Dee, another very successful yoga and lifestyle blogger. To reach that goal, you need big deals like this. Therefore, you are prepared to disregard the short-term financial aspects to help restore Bella Blog's reputation in the long-term.

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