



May 2017
Hola!

Influence that matters

Vibrant Nation is...

... an independent, full-service, influencer marketing agency that's focused on helping brands connect with women 35+.

66M

USA

35+

Women

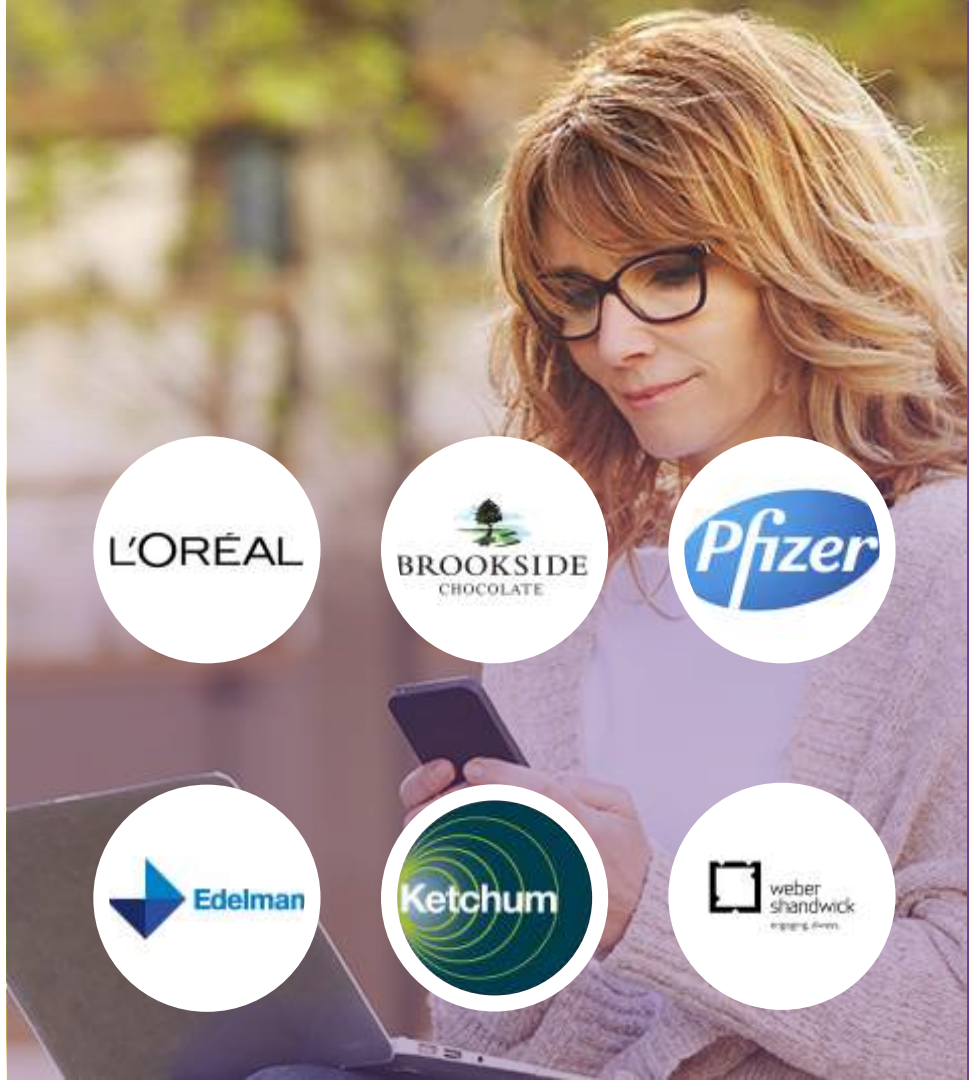
73%

Spending



Proven


- We have managed successful influencer marketing campaigns for leading brands since 2013.
- Whether you're an agency looking for a trusted partner, or a brand that wants to work with us directly, we're happy to help!



Connected

- Vibrant Nation's ability to amplify the reach and engagement of influencer content directly via owned media is unique
- We speak to more than 100k women 35+ via our email newsletter [Hello Vibrant](#) and associated channels on [Facebook](#), [Instagram](#), [Pinterest](#) and [Twitter](#).





vibrant nation



Influencers

Who are they?

- More than 1,200 women are members of the Vibrant Nation Network (VNN).
- We've known and worked with many of them for nearly a decade.
- We actively recruit and evaluate new influencers daily.

vibrantnation.com/network



What do they talk about?

- Beauty, Fashion, Health & Fitness
- Entertainment, Family
- Food & Drink, Home & Garden
- Money, Technology & Gear, Travel



Standards that matter.

- The factors we consider to choose influencers to work on your campaign include: Quality, Personality, Reputation, and Reach.
- We will never assign an influencer to your campaign unless they have an authentic interest in your brand.





vibrant nation



Services

Campaign Management

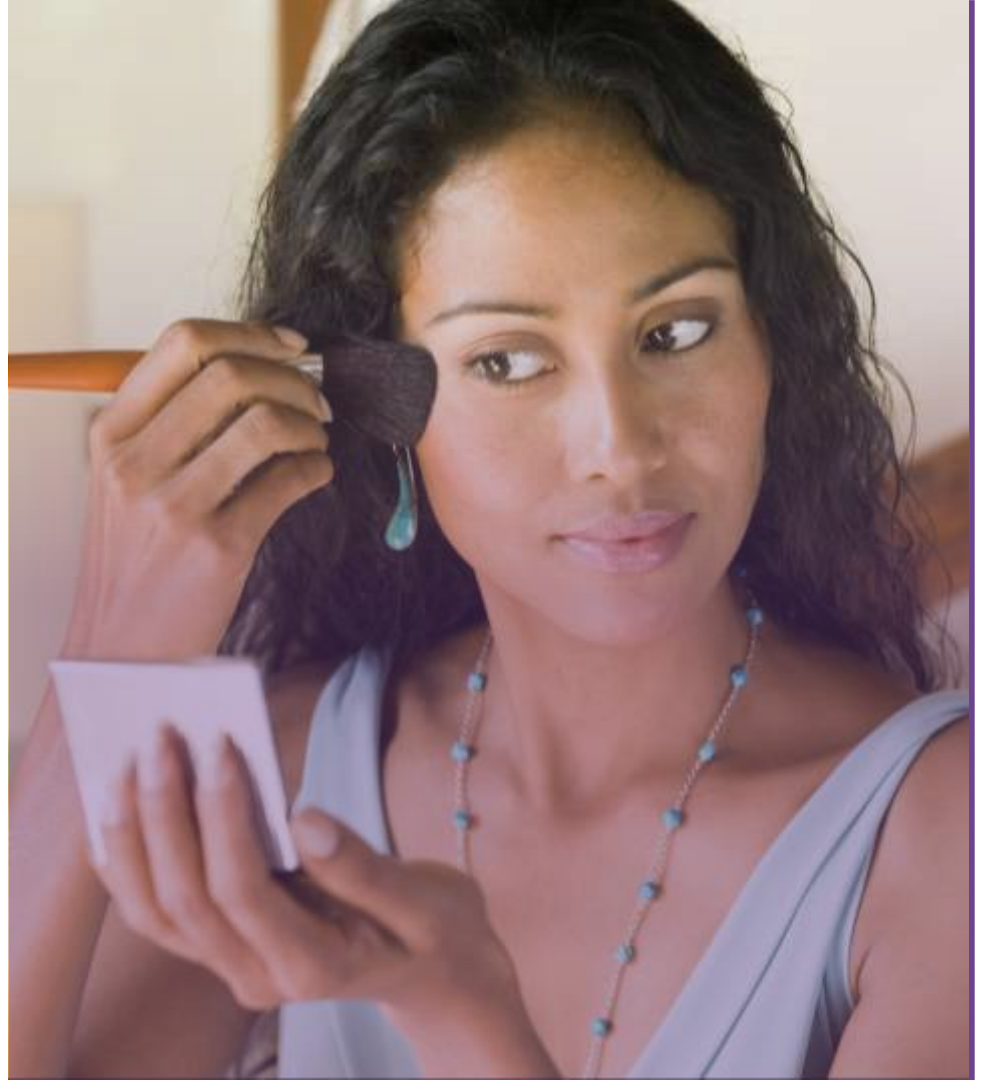
Our experienced team will provide your brand with innovative ideation, flawless execution, and detailed reporting.



Influencer Activation

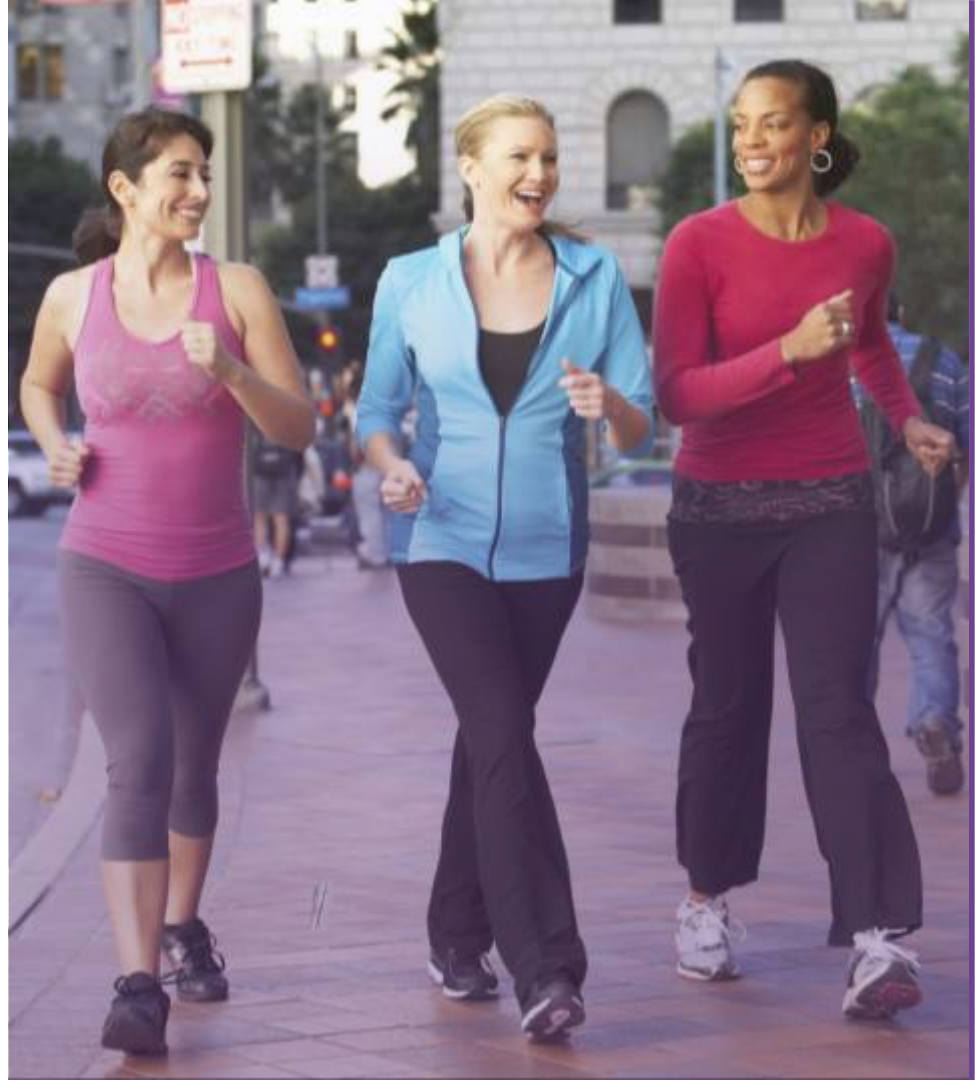
- Bloggers
- Vloggers
- Social Media Mavens
- Brand Ambassadors

May 2017



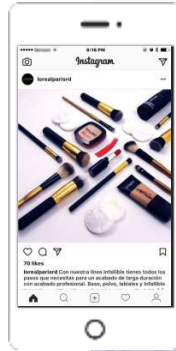
Audience Amplification

- Hello Vibrant Email Blasts
- Hello Vibrant Social Posts
- Vibrant Nation Network Boosting
- Paid Social Boosting



Content Development

- Blog posts
- Email blasts
- Videos
- Photos
- Social Media Posts



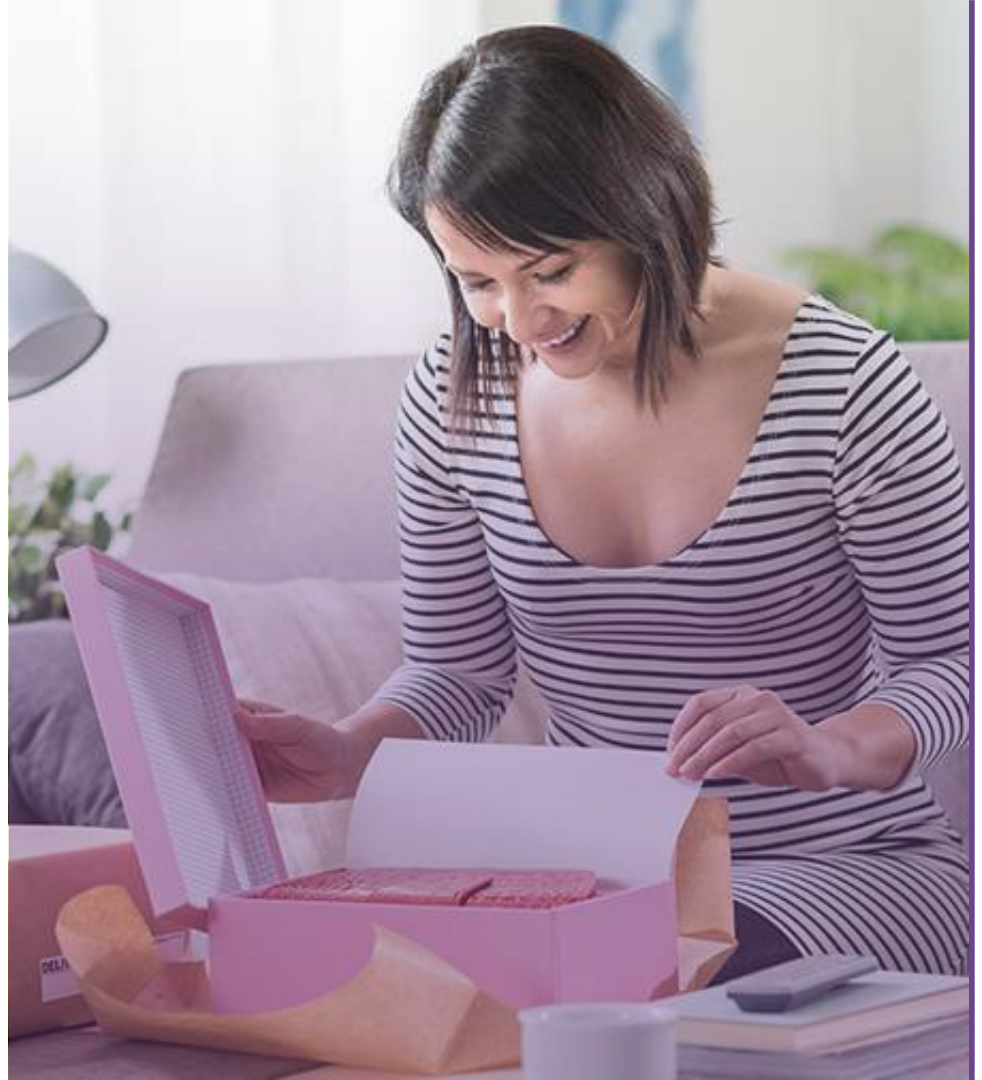
a different } face

FEATURES

SPOON THEORY & BEAUTY ROUTINES

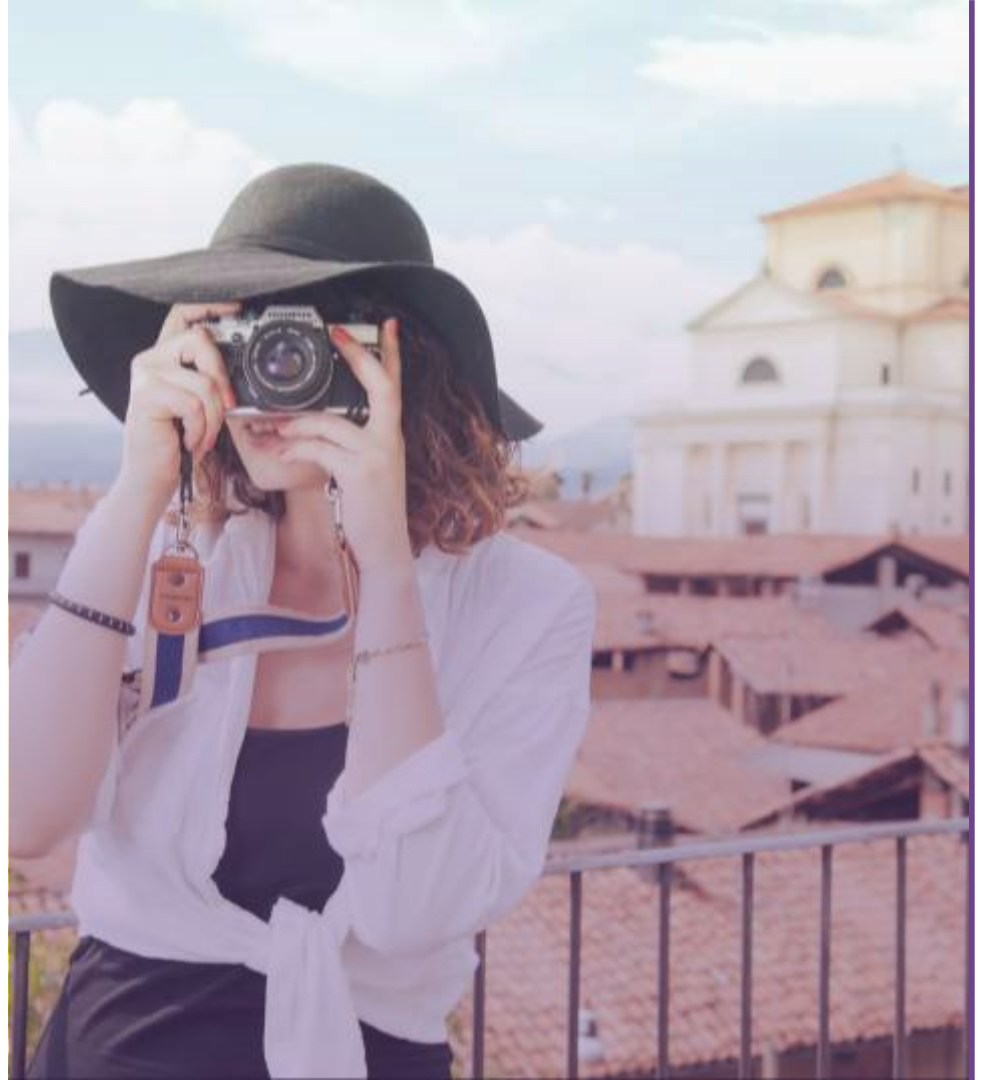
Product Sampling

- Distribution
- Testing / Feedback
- Testimonials
- Reviews



Event Support

- Ideation
- Hosting
- Influencer Attendance
- Influencer Coverage





vibrant nation

Katharine Crawford | VP, Partner Development
w. 502.272.2411 | kcrawford@vibrantnation.com