

Who We Are

Vibrant Nation is a full-service Influencer Marketing Agency reaching women 35+. We have been listening to the authentic conversations of women at mid-life for nearly a decade, giving us a unique perspective on this powerful demographic.

What We Do

Our experienced team can run your campaign--from conception to implementation to reporting. Years of work with women at mid-life help us to provide insights to shape your campaign for maximum results. Our personal connections with key influencers allow us to deliver authentic experiences for your brand.

How We Are Different

Passionate about brands and Influencer Marketing we offer fresh thinking, creativity and world-class client service.



Influencer Activation

- Brand Advocate & Ambassador Programs
- Syndicated Content
- Blog & Social Media Post
- Engagement Seeding
- Video/Vlogger Activations
- Content Promotions, Example: Post/Share for a Chance to Win



Sampling & Reviews

- Product Sampling & Reviews
- E-Commerce Reviews
- Testimonials
- Beta Testing
- Focus Groups
- Pre & Post Campaign Impact Measurements



Content Amplification

- Social Media Boosts
- Twitter Parties
- Content Sharing
- Blog Media Buys



Events

- Event Hosting
- Influencer Attendance Outreach
- Conference Sponsorship Management
- Google Hangouts

Did You Know

Influencer marketing drives 11x more ROI vs all other forms of digital media, and Influencer content can grow to 2X the impressions after the campaign ends.^[TapInfluence, Neilson Catalina]

54% of female consumers purchased a product after seeing it recommended by an influencer.^[Bloglovin']

86% of Marketers used Influencer Marketing in 2016 (up from 75% in 2015), and 98% of those Marketers have found it to be effective.^[Linqia]

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