

# Lead your influencer program with our in-house experts

Jumpstart is a direct line to our in-house influencer marketing experts. You'll feel more confident building your first campaign when working with this team for strategy and advise.

Gain a deep understanding creators that work best with your brand, understand metrics that drive your campaigns, and build stronger negotiation skills for winning partnerships.

After launching your first campaign, graduate to our Service Operations. Here we'll manage your entire campaign for a single fee or provide support for tasks from casting to payouts.

## Strategy and set-up

- Discuss goals and program strategy
- Build and review your first collaboration

## Education and execution

- Review applicants and align creators with your key performance indicators (KPIs)
- Build and share an effective campaign brief
- Get advice mid-campaign, including drafts and negotiation tactics

## Data and reporting

- Analyze campaign metrics and uncover key insights
- Review wrap report and best practices for future initiatives

