



Tango Influencer Plan

01.04.19

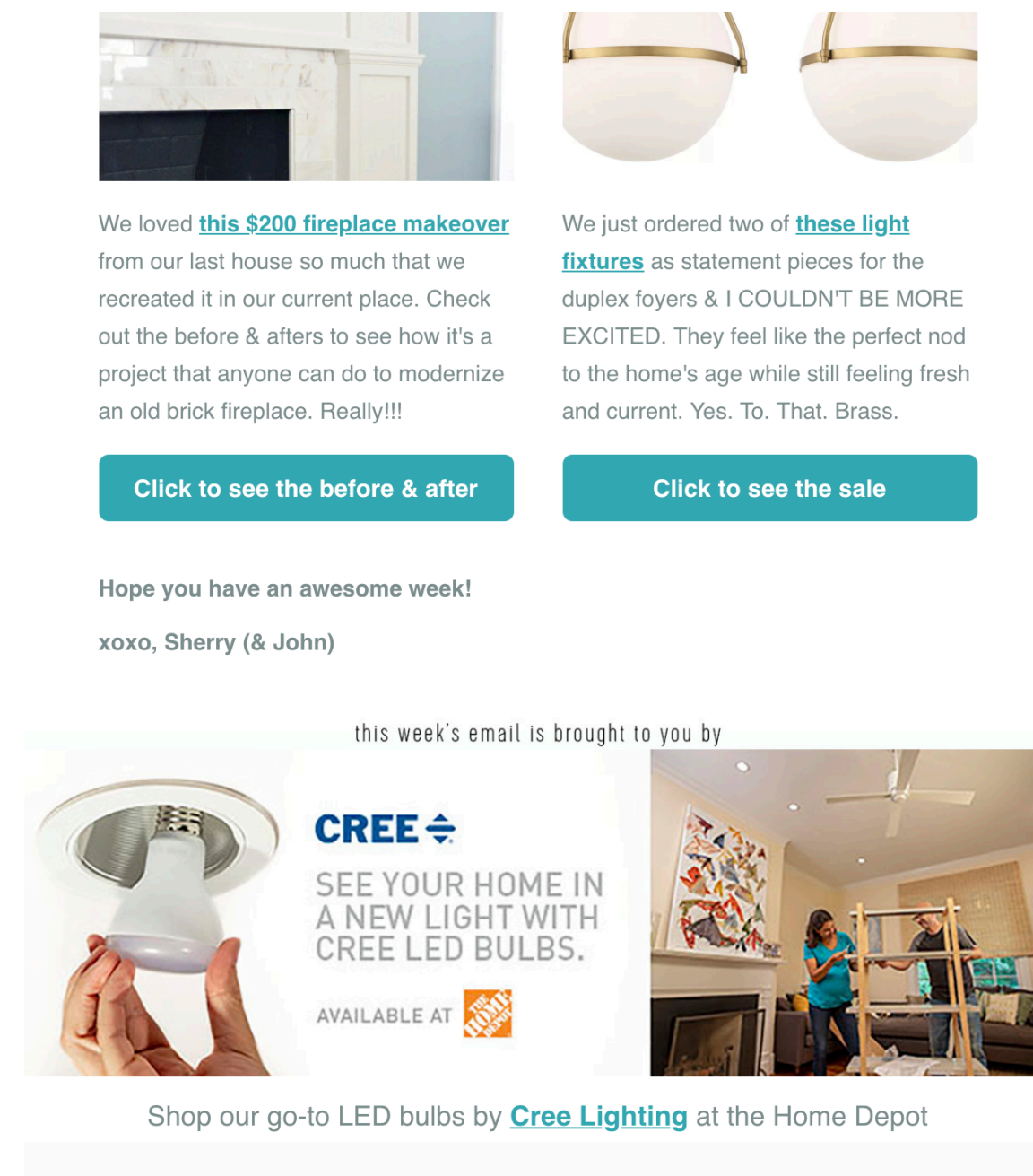
Strategic Overview

Harness the creativity of a network of influencers combined with data-driven distribution to create an authentic digital content campaign reaching the Cree lighting target audience

TACTIC	GOALS	SOLUTIONS
Influencer Marketing	Drive awareness around Cree Lighting through Influencer content.	<ul style="list-style-type: none">•Influencer Marketing•Custom Social Content•Behavioral and Predictive Analytics
Paid Social Distribution	Expand qualified reach through targeted paid social ads on Facebook & Instagram under the influencer’s social handles.	<ul style="list-style-type: none">•Paid Social Amplification•Optimized for Primary KPI

YoungHouseLove Newsletter

Work with a well-founded DIY influencer to advertise on their newsletter, as their podcast sponsorships were booked for all of 2018...



Total Newsletter Impressions: 24,000

NOTES FROM YHL

- We obviously love Cree bulbs and gave them big shout outs in our Best LEDs round-up post earlier this year: <https://www.younghouselove.com/best-led-light-bulbs/>
- We're currently all booked up for our podcast ads in 2018, but I'd be happy to put them on a waitlist for 2019. Each episode gets about 65,000 downloads (after 6 weeks).
- Again, the podcast is booked up for the year, so July/August doesn't work - but it could for the email if we decide to move forward with that.

Influencer Content Program

Utilize a mix of influencers from home décor experts to renovation enthusiasts to create a series of blog and social content showcasing the benefits of Cree LED Lighting.

BLOG THOUGHT STARTERS

Home Décor Quality Of Light Comparison: Home Décor influencers could create a post showcasing the before and after of replacing their old lights with Cree LED lights. Influencers can showcase the major difference in the ambiance of their home after the switch, highlighting how Cree bulbs deliver high CRI light which makes colors actually appear more vibrant & rich.

Top Tips To Brighten Your Home: Influencers will share their top 3 tips to brighten up a home. From bright patterned pillows to the perfect blinds, each influencer can create a unique list, inclusive of replacing lights in their home with Cree Lighting, highlighting how these simple changes can make all the difference in the feel of a living space.

SOCIAL THOUGHT STARTERS

Lighting Features: Influencers can create custom Instagram posts around their new Cree Lighting, pointing to specific features like their environmentally friendly efficiency which *exceeds* Energy Star requirements!

Family Friendly Lighting: Influencers can share real-time moments with their family after they have updated their home with Cree Lighting. Influencers can point to elements they loved about their new lighting like better family photos taken inside, better lighting for their children to color at the kitchen counter while mom & dad cook, etc.

Influencers



[My Repurposed Life](#)

714k blog and social influence



[Home Stories A to Z](#)

770k blog and social influence



[Home Oh My](#)

180.8k blog and social influence



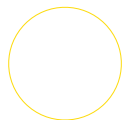
[Lauren McBride](#)

168k blog and social influence



[Polished Habitat](#)

180.8k blog and social influence



Influencer Plan: High Level Results

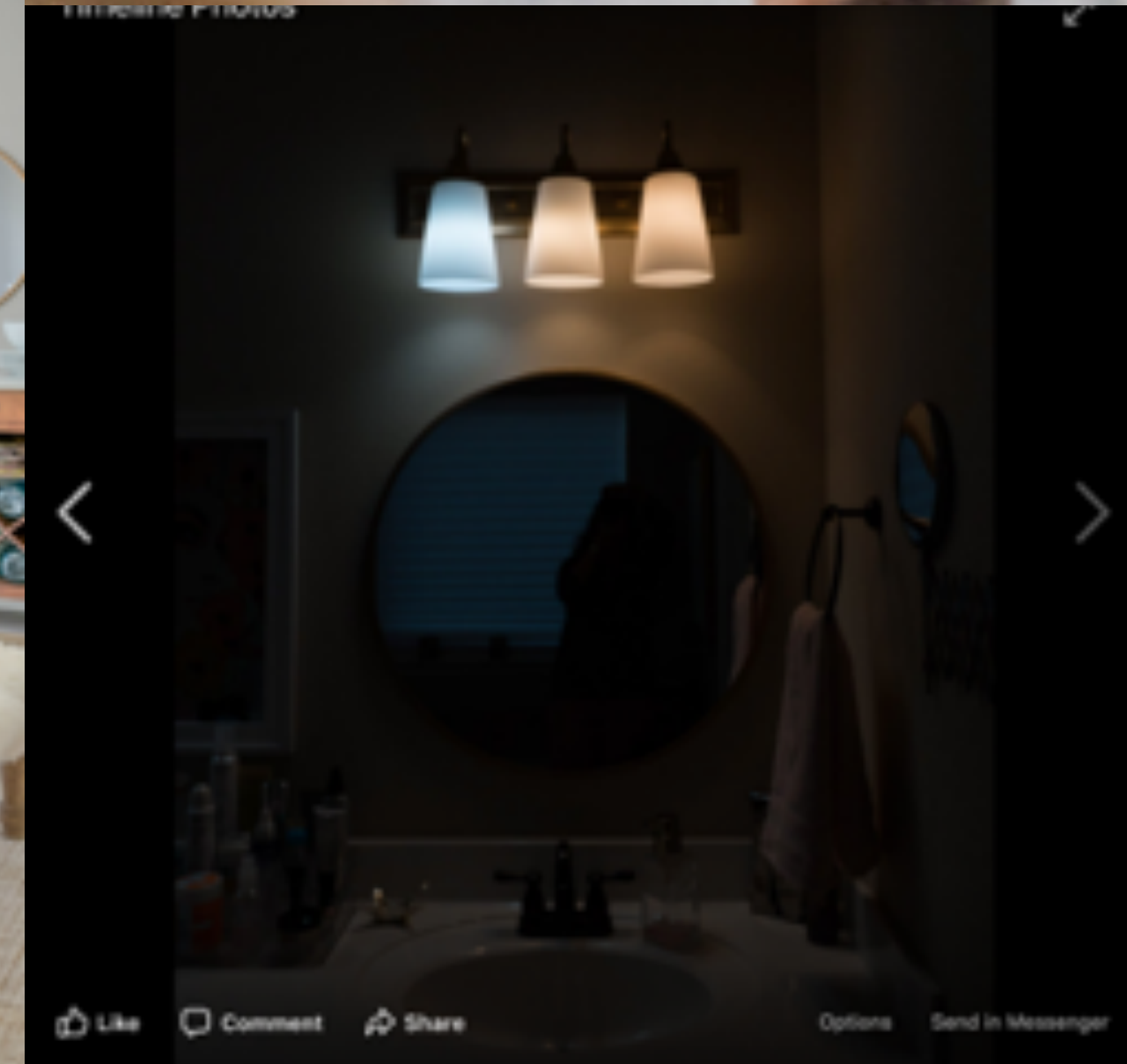
Guaranteed Impressions: 4,500,000

TOTAL IMPRESSIONS: 6,832,304

+52% above estimate
\$720,691 in earned media
25,262 engagements



SAME CAMERA SETTINGS
DIFFERENT LIGHT BULBS



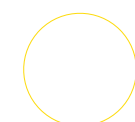
Content Breakdown

29 total pieces of content:
5 Blog Posts + 24 Social Shares

7 Facebook
6 Tweets
6 Pins
3 Instagram Posts
2 Instagram Stories

**Impression breakout by
influencer:**

Polished Habitat: 17%
My Repurposed Life: 18%
Homey Oh My: 21%
Lauren McBride: 21%
Home Stories A to Z: 23%



Polished Habitat

Social Platform	Impressions	Engagements
Blog	1,151	513
Facebook	1,091,530*	443
Twitter	302	12
Instagram	10,488	303
Pinterest	76,356	170

Observations:
Promoted Facebook post performed well
Great following on Pinterest
Highest blog impressions



- Paid media was targeted to US Adults interested in The Home Depot, DIY Projects, HGTV, Home Improvement, and Home & Garden

My Repurposed Life

Social Platform	Impressions	Engagements
Blog	523	171
Facebook	18,607	95
Twitter	888	3
Instagram	1,277,263*	501
Pinterest	0	0

Observations:
Promoted Instagram post performed well
Not great metrics on blog

- Paid media was targeted to US Adults interested in The Home Depot, DIY Projects, HGTV, Home Improvement, and Home & Garden



Lauren McBride

Social Platform	Impressions	Engagements
Blog	264	47
Facebook	1,415,581*	523
Twitter	4,470	6
Instagram	0	0
Pinterest	0	0

Observations:
Promoted Facebook post performed well
Decent Twitter following
Difficult to work with

- Paid media was targeted to US Adults interested in The Home Depot, DIY Projects, HGTV, Home Improvement, and Home & Garden



Homey Oh My

Social Platform	Impressions	Engagements
Blog	933	469
Facebook	1,349,039*	492
Twitter	192	6
Instagram	26,934	2,183
Pinterest	23,502	264

Observations:
Promoted Facebook post performed well
Great engagement on Instagram
Beautiful photography style that really resonated with followers

- Paid media was targeted to US Adults interested in The Home Depot, DIY Projects, HGTV, Home Improvement, and Home & Garden



Home Stories A to Z

Social Platform	Impressions	Engagements
Blog	1,111	116
Facebook	1,472,553*	646
Twitter	0	0
Instagram	25,250	797
Pinterest	95,865	81

Observations:
Promoted Facebook post performed better than all other content
Great following on Pinterest
Well taken before and after photography

- Paid media was targeted to US Adults interested in The Home Depot, DIY Projects, HGTV, Home Improvement, and Home & Garden



Sample Brand Conversation

Amazing difference! I will check them out!

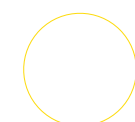
**I love that someone is finally talking about bulbs!
I've been trying to find a bulb that emulates
natural morning sunlight- any suggestions?**

I've been using these bulbs since I moved into my new house in February and they are the best.

So pretty! Love how bright and crisp they are!

**Yesss! Always
looking for longer
lasting bulbs!**

Holy moly I need these bulbs!

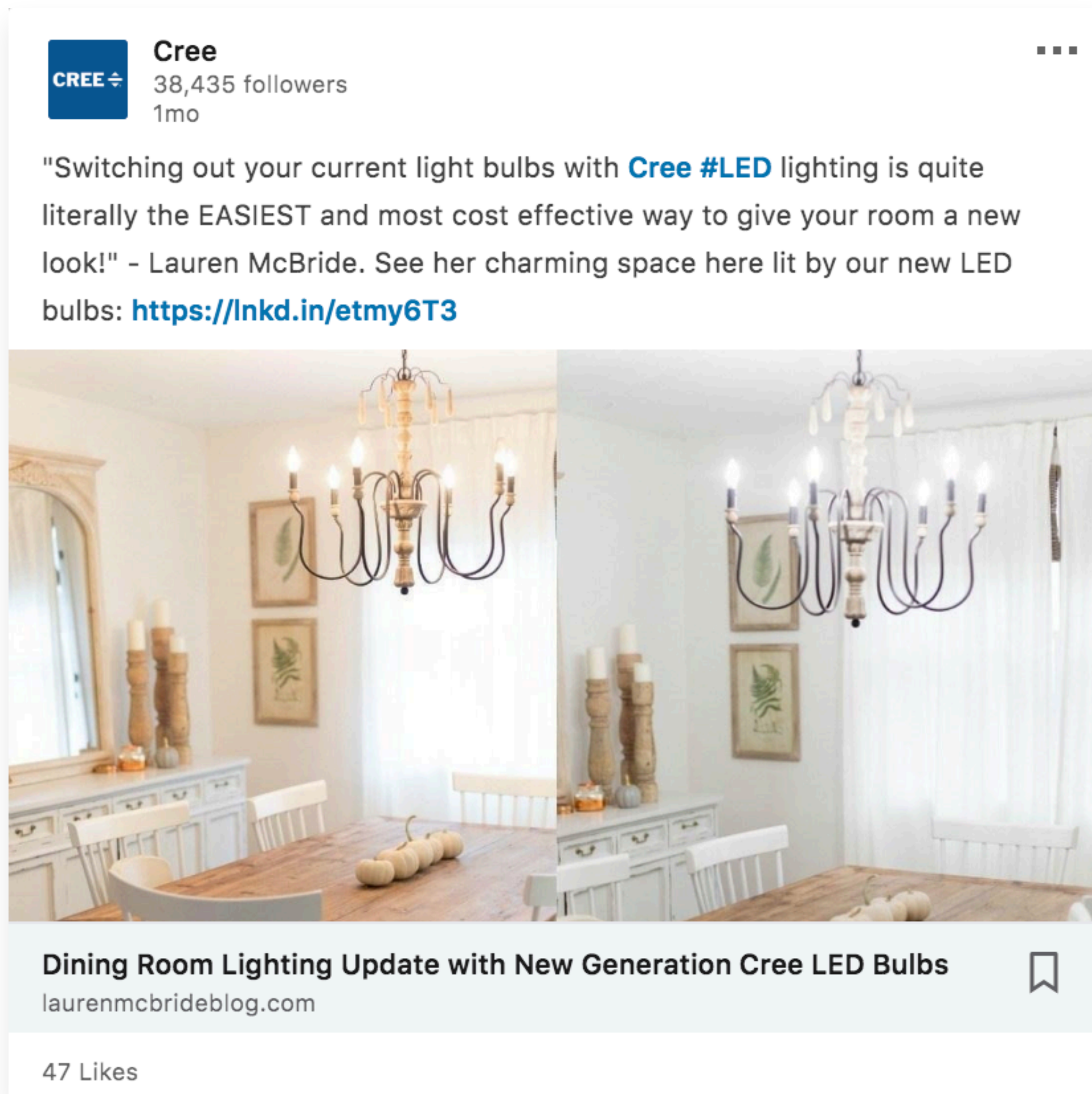


Posting Influencer Content on Cree Channels

Metric	Facebook - Organic	Facebook - Paid Awareness Objective	LinkedIn	Twitter	Total
Total Impressions	12,546	335,318	15,931	6,210	370,005
Total Clicks	74	158	154	10	396
CTR (avg.)	0.62%	0.05%	0.96%	0.17%	0.67%
Total Engagements (likes, comments, shares)	72	214	152	9	447
Engagement Rate (avg.)	1.2%	0.1%	1.89%	0.9%	1.34%
# of Posts	5	1	5	2 original 6 retweets	13 original

Note: We published 2 original tweets featuring influencer content and retweeted 6 tweets published by the influencers. The impressions, clicks, engagements, etc. of retweets do not appear in our analytics, so they are not factored in here.

Top Organic Influencer Post on Cree Channels



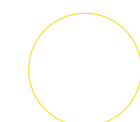
3,731 Impressions

41 Clicks

47 Likes

5 Shares

2.5% Engagement Rate




Top Paid Influencer Post on Cree Channels

Cree
Sponsored · 🌐

"Switching out your current light bulbs with Cree LED lighting is quite literally the EASIEST and most cost effective way to give your room a new look!" - [Lauren McBride](#).

See her charming space here lit by our new #LED bulbs:
<http://bit.ly/2DSUBHz>



Before | Dining Room Lighting Update with LED Lighting

Dining Room Lighting Update with LED Lighting - Lauren McBride

👍❤️ 17

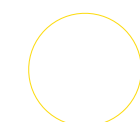
335,318 Impressions

154 Clicks

54 Reactions

2 Shares

.1% Engagement Rate



Influencer Plan: Key Learnings

#1 Performer: Facebook
#2 Performer: Instagram
Lowest performer: Twitter

TOP IMPRESSIONS BY STATE:

California = 12% of total impressions

Texas = 9% of total impressions

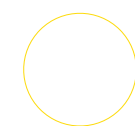
Florida = 7% of total impressions

Georgia = 5% of total impressions

New York = 5% of total impressions

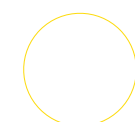
- **Impressions** were spread out **evenly among males and females**
 - Males engaging slightly more (58% vs 42%, respectively)
 - Young adults (21-34) received the majority of impressions (73%).

Home Stories A to Z and Homey Oh My! were the strongest of the influencer content



TOTAL CAMPAIGN IMPRESSIONS: 7,226,309

YHL newsletter, influencer posting, Cree reposts of influencer content



Thought Starters

Influencer as Brand Ambassador

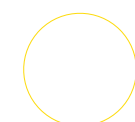
- Have 1-2 influencers post throughout the year with updates on their home lighting and updates to their lighting in other rooms throughout their home until they have complete coverage by Cree bulbs
- Most should have enough rooms throughout their home to allow this to continue on over the span of multiple months or throughout the year
- The before and after style could work well here
- There may be instances where they are looking to completely update a room with furniture, paint, etc. and with those big changes, they could also add Cree lighting to give it even more impact

“Bright Idea” posts

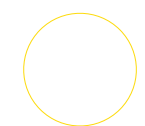
- Influencers can get a little more creative and have content sponsored by Cree
 - This could be something simple like creating a special homework spot for their kids in the home, or snack ideas for after school in the kitchen, etc.

Guaranteed Engagements vs. Guaranteed Impression goals

- Whereas this campaign was based around guaranteed impressions, guaranteed engagements will get people interacting with the content and brand on a deeper level as they leave comments, share the posts, etc.
- Often see a great number of impressions generated even when there is an Engagements goal, so it could be a nice combination that helps take the interaction with the brand to another level with consumers while still being seen by a large number of potential customers



THANK YOU!



Appendix: Terminology

Reach: The maximum potential audience reached by Influencers' sponsored content.

Calculated as: Blog Monthly Unique Views + Social Reach

Social Reach = Social Platform Followers * # of Posts to Social Platform

Est. Impressions: The estimated impressions generated from the influencers' posts on social media + Blog Post Views.

Calculated as: Total Blog Post Views + Est. Impressions on Facebook (15% Reach for Homey Oh My / Actuals for the other Influencers) + Twitter (11% Reach) + Pinterest (40% Reach) + Instagram (40% Reach)

Engagements: The total number of social engagements generated across Blog Posts + Social Amplification Posts.

Calculated by: Blog Post Comments + Blog Post Shares to social media and clicks, likes, comments, shares across all Influencer posts.

Engagement Rate (ER%): The rate of engagement across all influencer created content.

Calculated by: Total Engagements / Est. Impressions

Earned Media (EMV): Positive publicity that is gained through promotions and engagement not directly paid for.

