



THE DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION
484 PELISSIER ST., WINDSOR, ONTARIO N9A 4K9
DWBIA@DOWNTOWNWINDSOR.CA
DOWNTOWNWINDSOR.CA
519-252-5723

DOWNTOWN WINDSOR BIA BOARD OF DIRECTORS MEETING AGENDA

Date: Tuesday, September 26, 2023

Time: 5:30 PM

Location: DWBIA Offices, 484 Pelissier Street

DIRECTORS:

Bars & Nightclubs:	Andrew Corbett
Commercial Property Owner/Developer:	Ray Blanchard
Hotel/Tourism/ Retail:	Sikander (Sunny) Bhatti
Member at Large:	Jennie Atkins
Professional Services:	Chris MacLeod
Restaurant (licensed):	Olivia Holt
Restaurant (unlicensed):	Ron Balla
Retail:	Misty Adams
Ward 3:	Councillor Renaldo Agostino

1. CALL TO ORDER

- Reading of Land Acknowledgement

We [I] would like to begin by acknowledging that the land on which we gather is the traditional territory of the Three Fires Confederacy of First Nations, which includes the Ojibwa, the Odawa, and the Potawatomi. The City of Windsor honours all First Nations, Inuit and Métis peoples and their valuable past and present contributions to this land.

- Adoption of the distributed agenda

2. DISCLOSURE OF PERCUNIARY INTEREST

3. ADOPTION OF THE MINUTES

- Adoption of the July 25, 2023 Board of Directors Meeting Minutes
- Adoption of the August 21, 2023 Executive Committee Meeting Minutes
- Adoption of the September 14, 2023 Infrastructure & Development Striking Committee Meeting Minutes
- Adoption of the September 21, 2023 Marketing & Events Committee Meeting Minutes
- Adoption of the motions of the September Infrastructure & Development Committee and the Marketing & Events Striking Committee

4. REGULAR BUSINESS ITEMS

- Santa Claus Parade & Winter Fest 2023
- 2023 US Marketing Campaign – Presentation by The Influencer Marketing Factory
- Security Cameras – Presentation by Mike Janisse, CHUBB
- DWBIA & DWBRA HST – update
- Cigarette Bins – update
- Benches – update
- Vacancy Rates
- 2024 Budget Preparations

5. UPCOMING MEETINGS

DWBIA Marketing & Events Striking Committee
Thursday October 5, 2023

DWBIA Infrastructure & Development Striking Committee
Thursday October 12, 2023

DWBIA Board of Directors
Tuesday October 24, 2023

ADJOURNMENT

A quorum of five (5) voting members is required for DWBIA Board Meetings



MINUTES

MEETING: Board of Directors
DATE: Tuesday, July 25, 2023
TIME: 5:30 PM
LOCATION: 484 Pelissier Street
ATTENDEES: Andrew Corbett, Chris MacLeod, Misty Adams, Olivia Holt, Ray Blanchard, Renaldo Agostino, Sunny Bhatti, Ron Balla
ABSENT: Jennie Atkins
GUESTS: Dana Young
STAFF: Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
<p>1. CALL TO ORDER</p> <ul style="list-style-type: none"> Mr. MacLeod opened the meeting at 5:42 pm. Reading of Land Acknowledgement. Distributed agenda was adopted by Mr. Balla, seconded by Mr. Blanchard. 	<p>Board of Directors</p>
<p>2. DISCLOSURE OF INTEREST</p> <ul style="list-style-type: none"> None. 	
<p>3. ADOPTION OF THE MINUTES</p> <ul style="list-style-type: none"> The minutes of the Board of Directors meeting on June 27, 2023 meeting were adopted by Mr. Agostino, seconded by Mr. Blanchard. The minutes of the Marketing & Events Striking Committee Meeting on July 6, 2023 were adopted by Mr. Agostino, seconded by Mr. Blanchard. 	<p>Board of Directors Board of Directors</p>

<ul style="list-style-type: none"> The minutes of the Infrastructure & Development Striking Committee meeting on July 13, 2023 were adopted by Mr. Balla, seconded by Ms. Holt. 	<p>Board of Directors</p>
<p>4. REGULAR BUSINESS ITEMS</p> <p><u>Marketing</u></p> <ul style="list-style-type: none"> Ouellette Car Cruise – update <ul style="list-style-type: none"> Administration provided an update on participant and vendor registration. Administration provided an update on sponsorship, and discussion ensued. Buskers – update <ul style="list-style-type: none"> Administration provided an update on the Buskers including start dates, times and possible locations. Administration noted that a call for expressions of interest will be going out to gather additional artists. Beach Volleyball Tournament – update <ul style="list-style-type: none"> Administration provided an update on where we stand with the planning of this event. Administration provided an update on dates, times and locations of volleyball courts. Administration provided an update on the Rotary Club of Windsor (1918)’s involvement. Marketing Campaign <ul style="list-style-type: none"> Administration stated that the Marketing Campaign is a work in progress, and would be brought to the next Marketing & Events Striking Committee meeting. Motions for Marketing & Events Striking Committee meeting held July 6, 2023. <ul style="list-style-type: none"> Windsor Symphony Orchestra Red Frogs 	<p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p>

<ul style="list-style-type: none"> ○ CJAM -Higher Ground Festival ○ Brewing for Comedy ○ Motion made by Mr. Agostino to “pass the Motions of the Events and Striking Committee.” ○ The Motion was seconded by Mr. Blanchard, and approved. 	<p>Board of Directors</p>
<p><u>Infrastructure</u></p> <ul style="list-style-type: none"> ● Investors Roundtable – update <ul style="list-style-type: none"> ○ Mr. MacLeod provided an update on the meeting plans including narrowing down a date, a list of invitees, host location, and funding ideas. ● Farmers’ Market – update <ul style="list-style-type: none"> ○ Administration provided an update that the Farmers’ Market is back up and running after being cancelled the date of July 15 due to weather conditions. ○ Administration noted that there were some unhappy vendors. Steve Green, Market Manager, did an amazing cross-promoting DWFM vendors to encourage people to go to their brick-and-mortar locations. ○ The vendors did amazingly well and many sold out of product. The DWBIA garnered a great of publicity on AM800, windsoriteDOTca and CTV Windsor. ● Cigarette Bins – update <ul style="list-style-type: none"> ○ Administration provided an update on status of quotes. ○ Administration noted that once the quotes are received, the matter will be brought back to the Infrastructure & Development Striking Committee. ● Mats – update <ul style="list-style-type: none"> ○ Administration provided an update on the status of Downtown Windsor mats. These mats are being printed and can be used at the Farmers’ Market or any other event that the DWBIA is hosting. 	<p>Board of Directors</p> <p>Administration</p> <p>Administration</p> <p>Administration</p> <p>Administration</p>

<ul style="list-style-type: none"> • Windsor Spitfires Puck <ul style="list-style-type: none"> ○ Mr. Agostino provided information on the Back of the Puck sponsorship. Businesses can become the official sponsor of the Windsor Spitfires. The DWBIA logo would be on every Spitfire puck used and these pucks are the official puck of the OHL. ○ Mr. Agostino noted that these pucks can be purchased new. Used game pucks are also up for sale. ○ Discussion surrounded having the Spitfires mascot visit the Downtown Farmers’ Market or Open Streets in September. ○ Motion made by Mr. Blanchard “to spend \$1,300.00 from the Digital Advertising budget to secure the rights for the DWBIA to be the official sponsor of the Windsor Spitfires.” ○ The Motion was seconded by Mr. Bhatti, and approved. • Benches – update <ul style="list-style-type: none"> ○ Mr. Agostino provided an update that 4 tables were removed from the 700 block of Ouellette and moved to the courtyard at the Mission. ○ Administration noted the cost to add arms to the benches in the downtown area, whether one arm or two arms. ○ Discussion made to add 2 arms to 3 benches and 1 arm to 2 benches as a pilot project. Results to be brought to a subsequent Infrastructure & Development Striking Committee meeting. ○ • Security Cameras & Surveillance – update <p>Motions from Infrastructure & Development Striking Committee meeting held on July 13, 2023.</p> <ul style="list-style-type: none"> ➤ Christmas Decorations for street poles <ul style="list-style-type: none"> ○ “Motion to pass the Infrastructure Motion dated July 13, 2023.” was made by Mr. Balla. ○ The Motion was seconded by Ms. Hold, and approved. 	<p>Board of Directors</p>
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<p>5. PRESENTATIONS & DELEGATIONS</p> <ul style="list-style-type: none"> • Dana Young of Willis Business Law, met virtually with the Board to discuss her legal opinion regarding the use of private Security Cameras by businesses. • Ms. Young provided a Memorandum for perusal by all of the Board Members. • Ms. Young provided information on privacy issues, legal risks to businesses using these types of cameras. • Ms. Young provided the names of some communities with successful, legal privacy cameras. • Ms. Young stated that if the Board wanted to continue along this path, her recommendation would be for the DWBIA to call a meeting with the Windsor Police Service, the City of Windsor and any service agencies that may have an opinion on this issue. 	
<p>6. UPCOMING MEETING DATES</p> <ul style="list-style-type: none"> • DWBIA Marketing & Events Striking Committee Thursday, August 3, 2023 • DWBIA Infrastructure & Development Striking Committee Wednesday, August 9, 2023 • DWBIA Board of Directors Tuesday, September 26, 2023 	
<p>ADJOURNMENT</p> <p>Meeting adjourned at 8:00 PM</p>	

MOTIONS OF BOARD OF DIRECTORS MEETING

Meeting: July 25, 2023

MARKETING & EVENTS

Motion made by Mr. Agostino to “pass the Motions of the Marketing and Events Striking Committee.”

The Motion was seconded by Mr. Blanchard, and approved.

BACK OF THE PUCK – WINDSOR SPITFIRES

Motion made by Mr. Blanchard “to spend \$1,300.00 from the Digital Advertising budget to secure the rights for the DWBIA to be the official sponsor of the Windsor Spitfires puck.”

The Motion was seconded by Mr. Bhatti, and approved.

INFRASTRUCTURE & DEVELOPMENT

“Motion to pass the Infrastructure Motion dated July 13, 2023.” was made by Mr. Balla.

The Motion was seconded by Ms. Holt, and approved.



MINUTES

MEETING: Infrastructure & Development Striking Committee
DATE: Thursday, September 14, 2023
TIME: 5:30 PM
LOCATION: 484 Pelissier Street
ATTENDEES: Andrew Corbett, Chris MacLeod, Olivia Holt, Renaldo Agostino, Sunny Bhatti
REGRETS:
ABSENT: Ray Blanchard, Ron Balla

STAFF: Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
CALL TO ORDER Mr. MacLeod opened the meeting at 5.56 PM. Reading of Land Acknowledgement. Distributed agenda was adopted by Mr. Agostino, seconded by Mr. MacLeod.	Striking Committee Administration Striking Committee
DISCLOSURE OF INTEREST None.	
ADOPTION OF THE MINUTES Adoption of the Minutes from August 9, 2023 adopted by Mr. MacLeod and seconded by Mr. Agostino	Striking Committee

REGULAR BUSINESS ITEMS	
<ul style="list-style-type: none">● Investor Round Table - update<ul style="list-style-type: none">○ Mr. MacLeod suggested that the Investor Roundtable be postpone to the spring of 2024, giving the DWBIA time to roll out its plans.○ Item to be taken off the Agenda until February 2024.● Cigarette Bins<ul style="list-style-type: none">○ Administration advised that the City of Windsor will be issuing a permit for the Cigarette Bins. Payment has been authorized.○ Administration advised that the Cigarette Bin orders can now be placed.○ Administration also advised that the hope is to have the Cigarette Bins installed by the end of October 2023.	Administration
<ul style="list-style-type: none">● Benches – update<ul style="list-style-type: none">○ The Pilot project will add arms to 5 benches; 3 benches with 2 arms and 2 benches with a single arm added.○ We are currently waiting on the Manufacturer. Once the arms are installed, feed-back should be quick.○ If the pilot project is successful, the hope is to have arms manufactured by the start of winter.	Administration
<ul style="list-style-type: none">● Red Frogs – update<ul style="list-style-type: none">○ The first launch of the Red Frogs took place on September 2, and has received tremendous coverage from the local media outlets.○ The program will continue on run on September 16 and 23.	
<ul style="list-style-type: none">● Buskers - update<ul style="list-style-type: none">○ The last date for Buskers was September 9, 2023.○ Overall, there were 29 artists, with a total of 62 performances.○ It appeared to be a success and the hope is to bring it back in the spring.	
<ul style="list-style-type: none">● Santa Claus Parade<ul style="list-style-type: none">○ Talks are in place to have the annual Santa Claus parade return to the downtown.	

<ul style="list-style-type: none"> ○ Talks surrounded contacting other community partners to create a Winter Fest along with the DWBIA. ○ Talks surrounded making use of the Khan Courts and placing the DWBIA lights in the area along with an ice rink, weather permitting. ○ Mr. Agostino made a Motion to: “bring back the Santa Claus Parade 2023 up to \$12,000.” ○ Motion seconded by Mr. Corbett, and approved. ○ Mr. Agostino made a “Motion to install skating rink at Volleyball Court for Christmas Holidays up to \$7,500 and to winter wonderland.” ○ Motion seconded by Mr. Bhatti, and approved. <ul style="list-style-type: none"> ● Alley Lighting <ul style="list-style-type: none"> ○ Recently, some downtown businesses have expressed interest in having lighting installed in the alley behind their businesses. ○ Ms. Holt made a motion “to install alley lighting between Dave’s parking lot and Maiden Lane, between Squirrel Cage and the Korean Market, up to \$5,000.” ○ Motion seconded by Mr. MacLeod, and approved. <ul style="list-style-type: none"> ● Volleyball Beach Bash Tournament– update <ul style="list-style-type: none"> ○ The Beach Bash Volleyball Tournament, took place between Sep 8-10, 2023. ○ The event was a success, with a mixture of Corporate, Youth, Men and Women’s’ recreational and pro players. ○ Mr. MacLeod would like to see the area used for other events and would like to ask for expressions of interest. ○ Administration spoke to ensuring that all parties are insured during any events. <ul style="list-style-type: none"> ● Food Reclamation <ul style="list-style-type: none"> ○ Administration spoke to the goal of the Food Reclamation Program, which is to buy back food at cost from the vendors at Farmers’ Market and, in turn, distribute the food to downtown agencies. 	<p>Striking Committee</p> <p>Striking Committee</p> <p>Striking Committee</p>
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<ul style="list-style-type: none">○ The program will launch early October and run to the end of the DWFM season, and pick back up again in April 2024 when the Downtown Farmers' Market reopens.● Security Cameras – update<ul style="list-style-type: none">○ Administration followed up with Dana Young at Willis Business Law.○ Ms. Young's memos were distributed to the Infrastructure & Development Committee members for their review.○ Administration to order 20 cameras along with 20 green lights.○ Administration to put out a Request for Proposal for cameras and marketing.○ Mr. Agostino made a motion to “create visual identity for security company and ask administration to RFP for cameras and created website and related RFP cameras and monitoring.”○ Motion seconded by Mr. Bhatti, and approved.● Garbage Collection<ul style="list-style-type: none">○ Discussion surrounded the issues of garbage on the streets in the downtown core, specifically in the area of the Downtown Mission.○ Discussion surrounded working with Downtown Mission as well as St. Leonard's House where the guests of the Downtown Mission would be paid a stipend for collecting garbage.○ Mr. Agostino made a Motion to “use DWBIA funds to pay the Mission to start garbage collection and pay her guests to collect garbage, up to \$20.00 dollars.”○ Motion seconded by Mr. Corbett, and approved.	
<p>ADJOURNMENT</p> <p>Meeting adjourned at 7:17 PM</p>	



MINUTES

MEETING: Marketing & Events Striking Committee
DATE: Thursday, September 21, 2023
TIME: 5:30 PM
LOCATION: 484 Pelissier Street
ATTENDEES: Chris MacLeod, Andrew Corbett, Sunny Bhatti, Olivia Holt, Misty Sergi, Councillor Renaldo Agostino
STAFF: Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
<p>1. CALL TO ORDER</p> <p>Mr. Corbett chaired the meeting, and called the meeting to order at 5:58 pm.</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Mr. MacLeod, seconded by Ms. Holt.</p>	
<p>2. DISCLOSURE OF INTEREST</p> <p>None.</p>	
<p>3. ADOPTION OF MINUTES</p> <p>Mr. Agostino adopted the Minutes of meeting held on August 3, 2023. Seconded by Mr. MacLeod.</p>	Striking Committee
<p>4. REGULAR BUSINESS ITEMS</p> <ul style="list-style-type: none"> • Ouellette Car Cruise <ul style="list-style-type: none"> ○ Administration spoke to the success of the event. ○ Administration spoke to the dates for 2024. Considering the dates of August 8-10, 2024. 	

MOTIONS OF STRIKING COMMITTEES

INFRASTRUCTURE & DEVELOPMENT STRIKING COMMITTEE

Meeting: September 14, 2023

1. Motion made by Mr. Agostino to:

Bring back the Santa Claus Parade 2023 up to \$12,000.

The Motion was seconded by Mr. Corbett, and approved.

2. Motion made by Mr. Agostino:

Motion to install skating rink at Volleyball Court for Christmas Holidays up to \$7,500 and to winter wonderland.

The Motion was seconded by Mr. Bhatti, and approved.

3. Motion made by Ms. Holt:

To install alley lighting between Dave's parking lot and Maiden Lane, between Squirrel Cage and the Korean Market, up to \$5,000.

The Motion was seconded by Mr. MacLeod, and approved.

4. Motion made by Mr. Agostino to:

Create visual identity for security company and ask administration to RFP for cameras and create website and related RFP cameras and monitoring.

The Motion was seconded by Mr. Bhatti, and approved.

5. Motion made by Mr. Agostino to:

Use DWBIA funds to pay the Mission to start garbage collection and pay her guests to collect garbage, up to \$20.00 dollars.

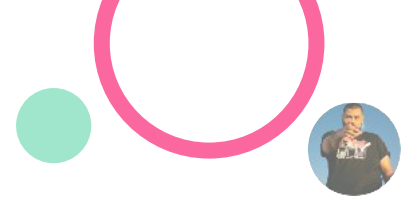
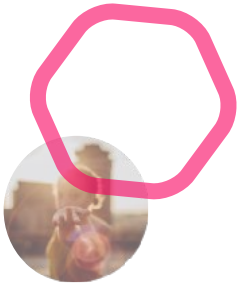
The Motion was seconded by Mr. Corbett, and approved.

MARKETING & EVENTS STRIKING COMMITTEE

Meeting: September 21, 2023

1. Motion made by Ms. Holt
“to sponsor \$2,400 for Busker on the Block, and to negotiate with WIFF to get a free full page promotion, that the DWBIA has signage and promotional material-based on the success of the Buskers on the Block event.

The Motion was seconded by Mr. MacLeod, and approved.

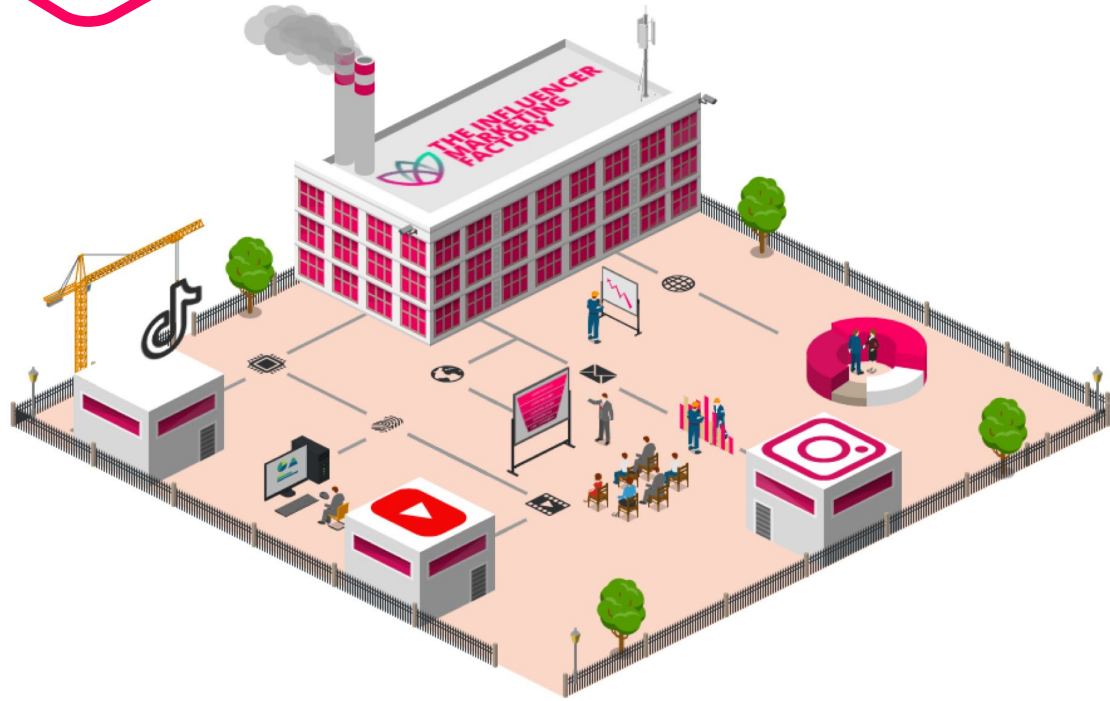
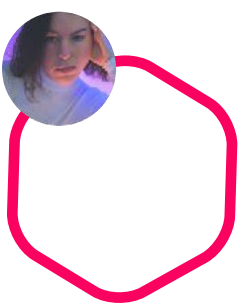


DOWNTOWN
WINDSOR



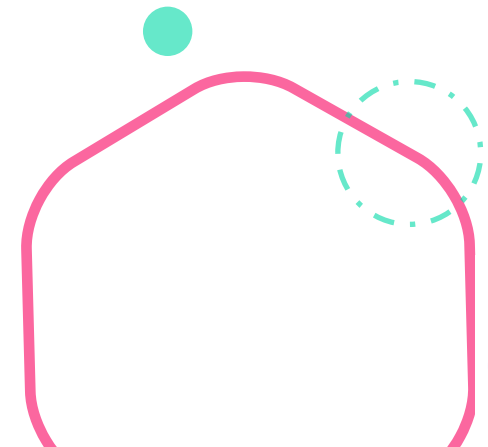
**THE INFLUENCER
MARKETING
FACTORY**





1,000+ campaigns launched in
32+ countries around the globe
reaching 320 Million people

We're a fun
creative
people-centered
factory.



Forbes | Agency Council




Some of our awards and recognitions



Full featured on
Inc.



As featured on

Forbes

BBC

BOF

yahoo!
finance

TIME

BUSINESS
INSIDER

Inc.

DIGIDAY

ADWEEK 40

Influencer
MarketingHub

BuzzFeed News

AdAge

B Business of Apps

WSJ

● Econsultancy

eMarketer.

REUTERS

The Drum

Our clients

Google

FACEBOOK



amazon



DUNKIN'



freal

ablo.

GRUBHUB



BENQ



Vestiaire Collective

Dr. BRANDT®



FOREO



Mr. Coffee
EST. 1978

BUILT



Adecco



Pentel



Lulus



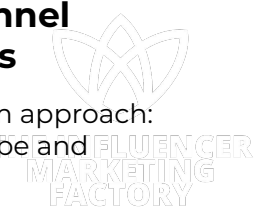
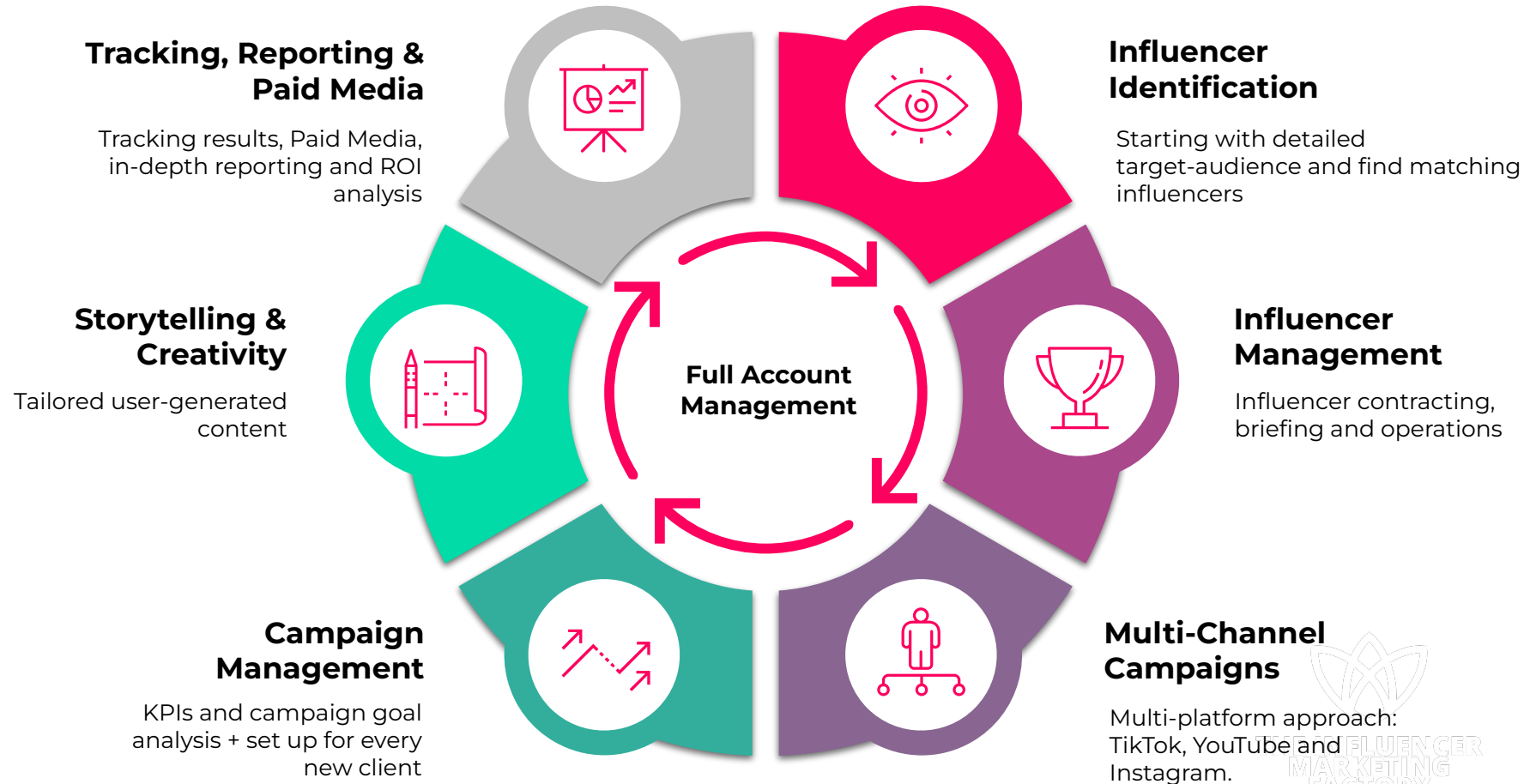
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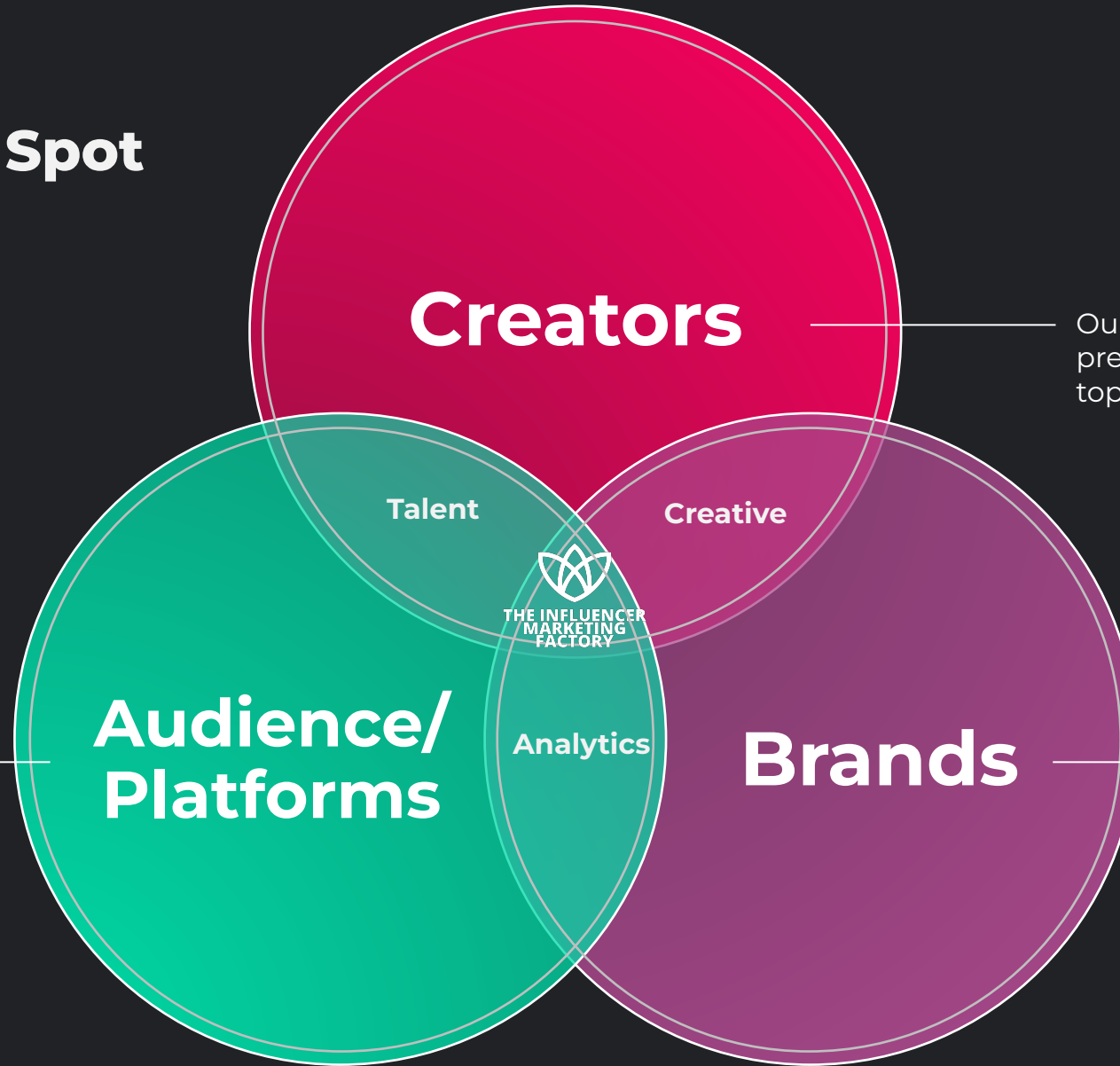
Our process

OUR SERVICES

360 Degree Full Service Agency



Our Sweet Spot



Creators

Our agency has strong and preferred relationship with top creators

Talent

Creative



**Audience/
Platforms**

Our agency can help understanding the right platform for your campaign

Analytics

Brands

Our agency is a strategic partner for Brands

Our data-driven approach



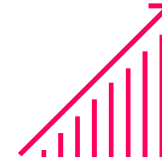
Easy Tracking

Our agency creates short links to count the number of clicks and add all visitors in a custom audience so you can retarget them in the future.



Analysis & Reporting

Your company receives a full report that includes views, clicks, sales and other crucial metrics once the project is finished.



Optimization

Based on the data, our agency will suggest optimizations for your next influencer marketing campaign and paid ads.

Campaign Report

Results by Market

Overall Results

Market 1

<p>Creators</p> <p>35</p>	<p>Combined Followers</p> <p>132M</p>	<p>Deliverables</p> <p>Shorts: 13 30s integrations: 10 60s integrations: 17 90S integrations: 15 Dedicated video: 5</p>	<p>New Customers</p> <p>35</p>	<p>CAC</p> <p>\$99</p> <p>Min: \$21 Max: \$184</p>
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Comparison Analysis

Creator Size / Sales

Market 1

Creators by Size

Size	Count	Percentage
Mega	1	6.7%
Macro	2	13.3%
Medium	5	33.3%
Micro	4	26.7%
Nano	3	20.0%

New Customers by Creator Size

Size	Count	Percentage
Mega	10	12.7%
Macro	19	24.1%
Medium	15	19.0%
Micro	22	27.6%
Nano	13	16.5%

*Largest Group by Size - Medium Influencers - 5 (100,000 - 500,000 followers)
*Most Earned Customers - Micro Influencers' Group - 22 (5,000 - 10,000 followers)

Comparison Analysis

Top Performing Influencers

Market 1

Top Performing by CAC

	Creator Name 200K subscribers	€30
	Creator Name 200K followers	€35
	Creator Name 200K subscribers	€40
	Creator Name 200K followers	€45
	Creator Name 200K subscribers	€50

Top Performing by New Customers

	Creator Name 200K subscribers	40
	Creator Name 200K followers	36
	Creator Name 200K subscribers	30
	Creator Name 200K followers	25
	Creator Name 200K subscribers	19

May

Ad Spending

Market 1

\$2,400 Budget	\$1.37 CPM	1,755,931 Impressions
\$0.88 CPC	2,726 Clicks	0.16% CTR

Case Studies

TikTok

Travel



Hilton Caribbean Sweeptakes

@hiltoncaribbean partnered up with The Influencer Marketing Factory to run an Influencer Marketing Campaign to promote their amazing Caribbean locations.

Our influencer marketing agency identified 10+ influencers that traveled to Hilton Caribbean locations, sharing their experience and best relaxing moments, mentioning Hilton in an authentic and organic way, adding a link to the Hilton blog site to increase bookings.



@hiltoncaribbean is giving away 4 handpainted carry-on bags and a trip to Puerto Rico. Swipe up to enter their #sweepstakes #carryonPuertoRico



Carry On Presents: Wichie Torres
@wichietorresart
 One of the first artists from the Caribbean to be international known, Wichie Torres, is an inspiration to us all. For him, the suitcase is a way to spread all that Puerto Rico has to offer. "Puerto Rico to me means music, culture and our people." – Wichie Torres

4k+
 Shares
530k+
 Likes
3M+
 views
3k+
 Comments



TikTok

Food

Lazy DOG
EAT. DRINK.

Jolene's - Wings & Beer

Lazy Dog partnered up with The Influencer Marketing Factory to run an influencer marketing campaign focused on promoting "Jolene's - Wings & Beer".

2.9M+

Hashtag Reach

548k

Likes

19.5%

Eng Rate

5.8M

Combined
followers

9.6k

Comments

2.8M

Views



TikTok

NFT



Mola Chill Club

The Influencer Marketing Factory partnered up with Mola Chill Club to promote their Mola Chill Club event in London and demonstrate, promote and encourage sales of their NFT tickets.

The creative concept of the campaign was based on the unique individual style of each influencer while promoting the Mola Chill Club event for the first video, and demonstrating how to purchase an NFT ticket for the second video. This resulted in high-quality content relevant for initiators' followers and perfected for the needs of the key objectives.

253k

Views

22k

Likes

8.8%

Eng Rate



The Approach

Campaign Concept

#DowntownWindsorBIA

Goals: Foot Traffic to Downtown Windsor

Campaign Period: 2023

Countries: USA (Michigan)

Platforms: Instagram and YouTube

What's included: Influencer identification, creative ideas, contracting, management, full reporting.



The Approach

Influencer Examples



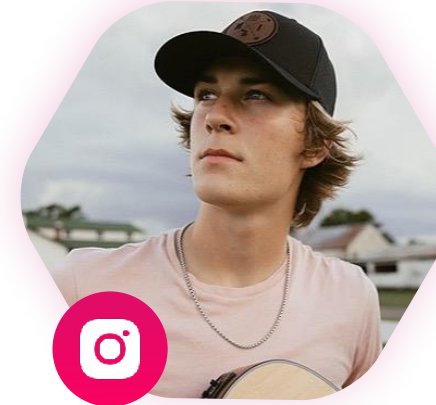
Jake
@jakebieniewicz
11K

Jake became well known through his older sister Haley. He is a smaller creator but has a very engaged and dedicated audience within your demographic. Jake loves exploring and would love to go out in Downtown Windsor!



Mason
@masontannar
34K

Mason is a college student and creator. She has a lot of content from unboxing, vlogs, and videos answering her fan questions. Mason's is very well known for her vlog videos that she does around campus. She would be great to leverage and send traffic to Downtown Windsor!



Brayden
@brayden_lape24
69K

Brayden has always had a love for music, but during the pandemic he decided to pursue his music beyond just a hobby. He has been on *The Voice* and is a great singer and guitar player! Brayden would be great for a campaign together due to his engaged audience!

Our Proposal For You

What We Offer

\$55K Budget



INFLUENCERS

- 5 Micro Instagrammers with 10K to 50K followers or 3 Medium Instagrammers with 50K to 150K followers
- and
- 10 Micro YouTubers with 20k-100k subscribers each or 6 Medium YouTubers with 100K to 250K subscribers each or 3 Macro YouTubers with 250K to 500K subscribers each



BUDGET & SCOPE

\$55,000



PAID BOOSTING

- \$5.5K in paid media budget (included in fee above) with a link that redirects users to your landing page of choice or to follow your account.
- Leverage videos of influencers as ad content
- Set up of campaigns and ad-sets
- Weekly reporting and optimization
- Weekly, Bi-Weekly, or Monthly debriefing



PAID BOOSTING - CPM and CTR ranges

- On Instagram you can expect a CPM between \$2.8 and \$8, and a CTR of 0.7% to 2%
- On YouTube you can expect a CPM between \$10 and \$15, and a CTR of 2% to 4%



CHANNELS

Instagram and YouTube



GEO-TARGET

Michigan

Each Instagram content creator will post 1 Reel and 3 Stories with at least 3 frames (min of 9 frames total)

Each YouTube content creator will post 1 dedicated video spending a night Downtown (min 8 minutes in length)

Testimonials



**THE INFLUENCER
MARKETING
FACTORY**

Testimonials



IMF is the first partner that we've worked with that has helped us with coming up with the storyline that different influencers could follow. So those guidelines have been really helpful for us because we have an idea for a campaign but being able to tap into [IMF's] creative team has been really huge for making the most of the content.

Meredith Earley, Embark

“

IMF was essential in helping us launch our first round of influencer campaigns in the US. We needed an agile partner who could manage partnerships and act as an extension of our brand, building out a channel for the first time. Thanks to IMF's assistance we now have established benchmarks to use as we continue to scale and grow our influencer practice.

Daniella Capodilupo, Preply



Our first campaign with IMF was educational and impactful. Communication throughout the campaign was consistent and clear. They are excellent business suite guides. I appreciated their tailored representation of the key metrics.

Lauren Banks, ExeGi Pharma

“

Our relationship with The Influencer Marketing factory has allowed us to see further past the current creative projects currently used in the Music Industry. Whether it's through a hula-hoop challenge or through unforgettable choreography, the reach that IMF has created for Warner Music is beyond our original expectations. The amount of streams and followers our artists are getting, shows that each campaign is hitting target numbers

Laura Monroy, Warner Music



Thank you!



Meet the team



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