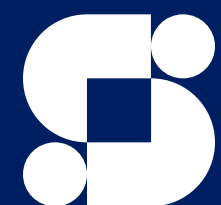


USER GUIDE : GETTING STARTED WITH THE
PLATFORM

SKEEPERS INFLUENCE MARKETING



Summary

Module 1:

Platform introduction and account set-up

Module 2:

Create a campaign

Module 3:

Manage your requests and validate influencers

Module 4:

Reporting & performance monitoring



Module 1 :

Platform introduction and account set-up

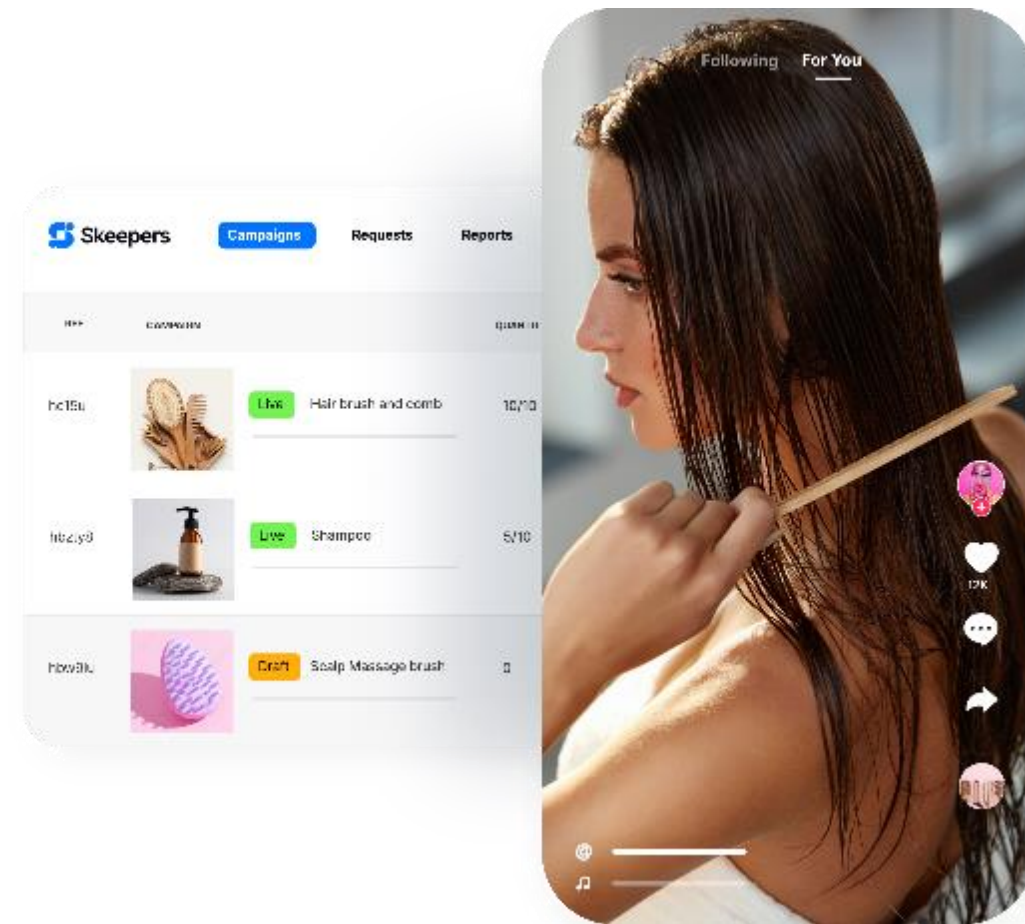
Objective :

- Understanding the Influencer Marketing Platform Sleepers
- Know how to set up the account and configure your brand store



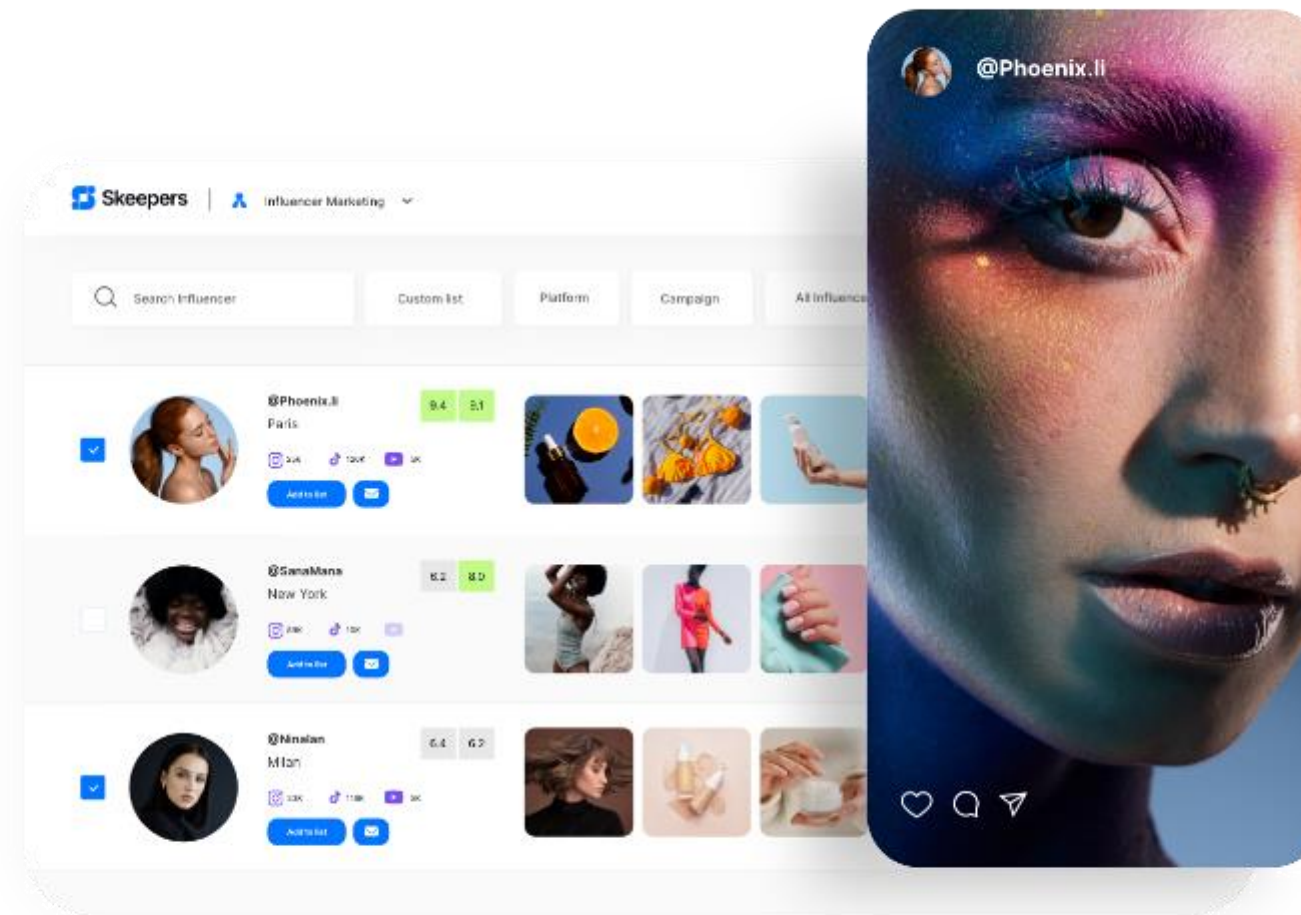
INFLUENCER MARKETING

Enhance your visibility and credibility with our influencer marketing and review platform.
Generate authentic content for your brand and products through our community of 150,000 micro-influencers and consumers.



Create your campaign

- Define the goals of your campaign (brief, product, schedule, etc.) and select your criteria.
- You can target influencers thanks to more than 100 criteria related to demographic characteristics and consumer interests



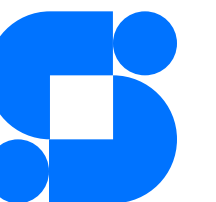
Ciblage des influenceurs

Our influencers platform connects you with a large community of influencers on Instagram, TikTok and YouTube.



Generation de contenu & exploitation de la data

- Access posts, consumer reviews and UGC downloads to communicate on all your marketing channels, from our platform
- Monitor your campaign performance and measure your goals



Settings & Access



PERSONAL SETTINGS

How do I get there?

Click on your profile on the top right of the platform



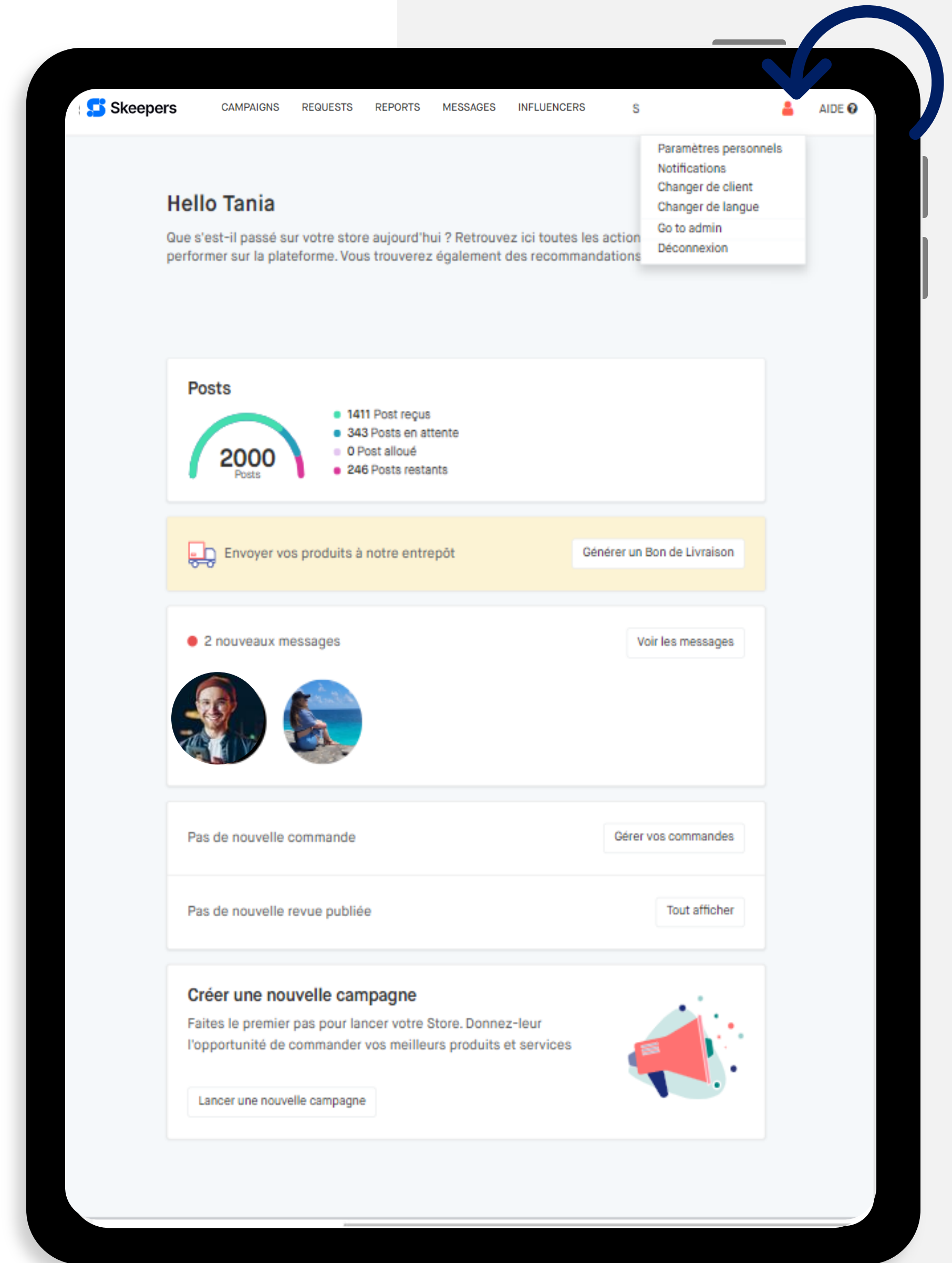
Personal settings

Fill in your details and generate your password



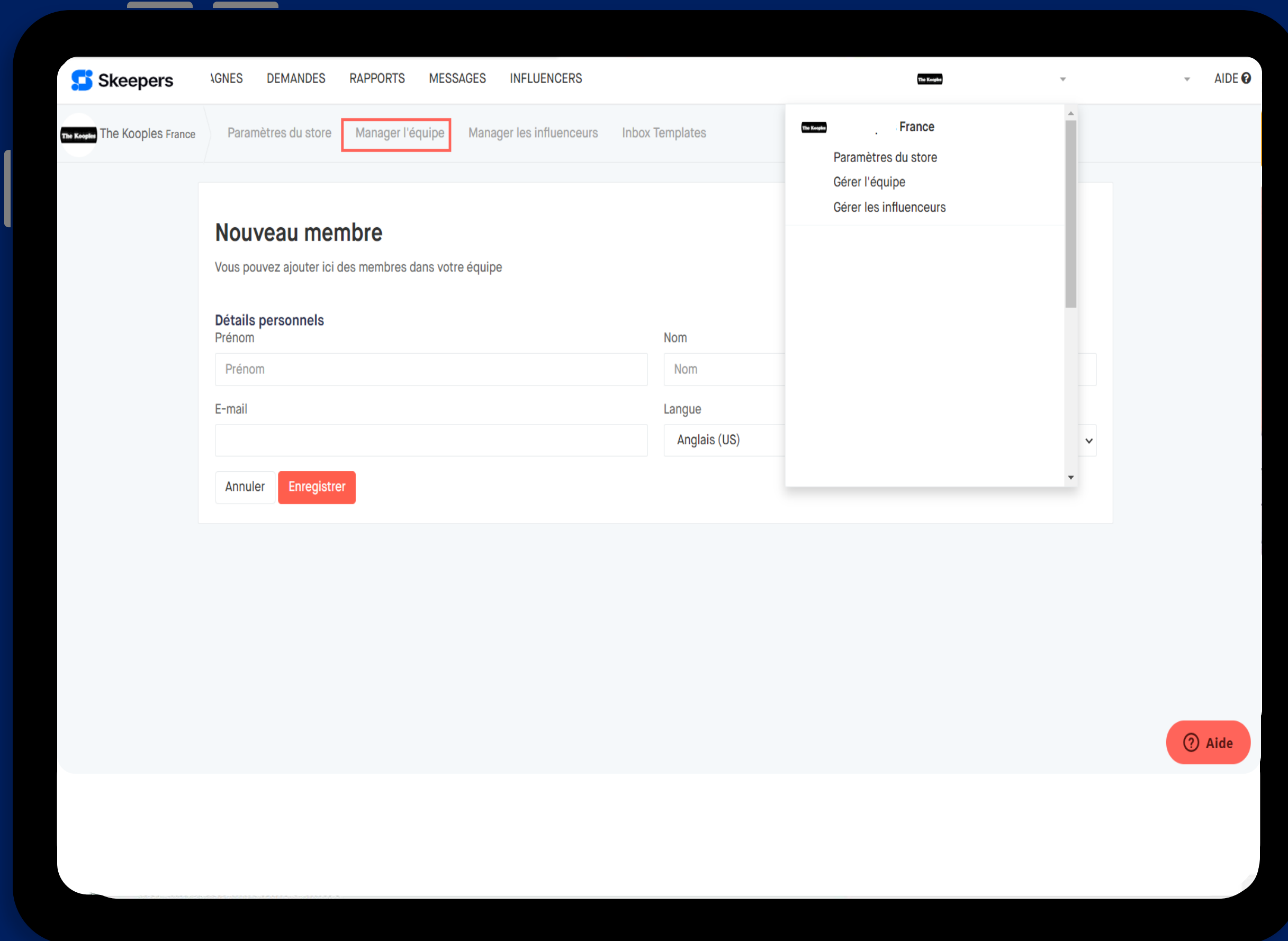
Notifications

Enable notifications to track your campaigns



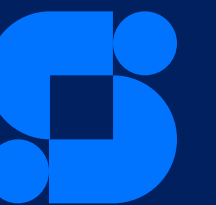
MANAGE YOUR USERS

How do I get there? Click on your Brand profile on the top right of the platform



You can add users and manage their permissions:

- View only
- Consultation and editing



Build *your* STORE



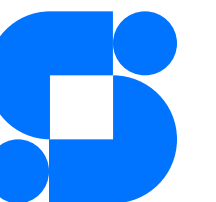
CREATE AND EDIT YOUR BRAND STORE

Your store **represents your brand profile and your campaigns available on the Free Store.**

Your store is used to **communicate the values and benefits of your brand** and to attract influencers.

It's important to add a full **description**, an attractive image **that motivates influencers to work with you.**

The Free Store is where influencers will find all the campaigns available from the different brands and where influencers will decide whether or not to participate.



HOW TO CREATE YOUR STORE?

i [How do I get there?](#) Click on your BRAND profile at the top right of the platform and then on store settings.

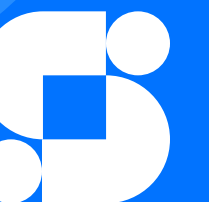
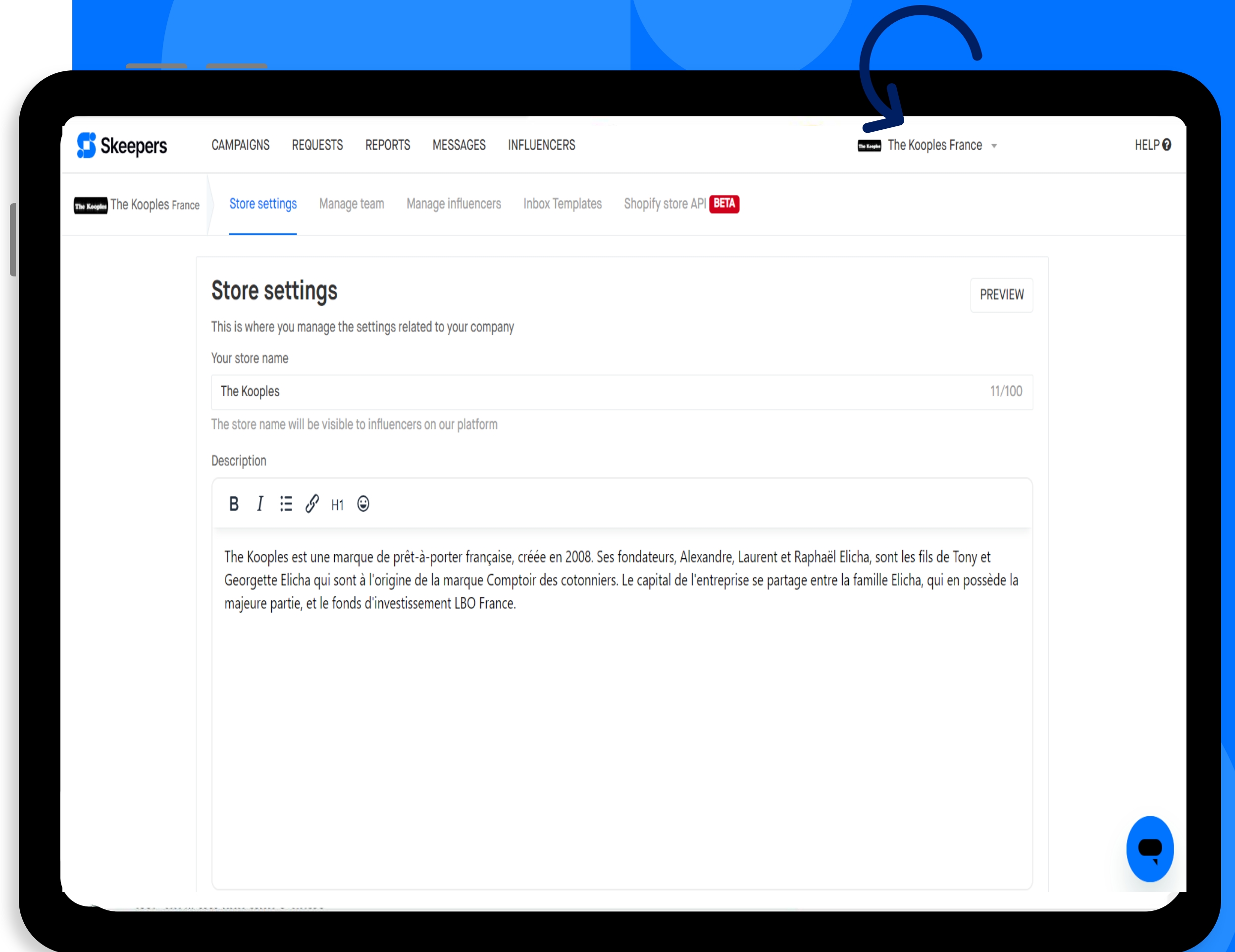
The **elements** of your store:

- **Brand name**
- **Description:** it is important to write a short description to explain the main message and mission of your brand.
- **BRAND logo** - minimum size 750*550
- **Banner** (you can use this to display an image that will highlight your products)
- **Disclosure requirements.** They are used for transparency rules.
- **Official name & hashtag**

Information from your site & other social networks

- **Url e-commerce site**
- **Link to your social networks**

All the users present in '**Manage Team**' can access your store from the **Edit store** in the **Campaign** tab

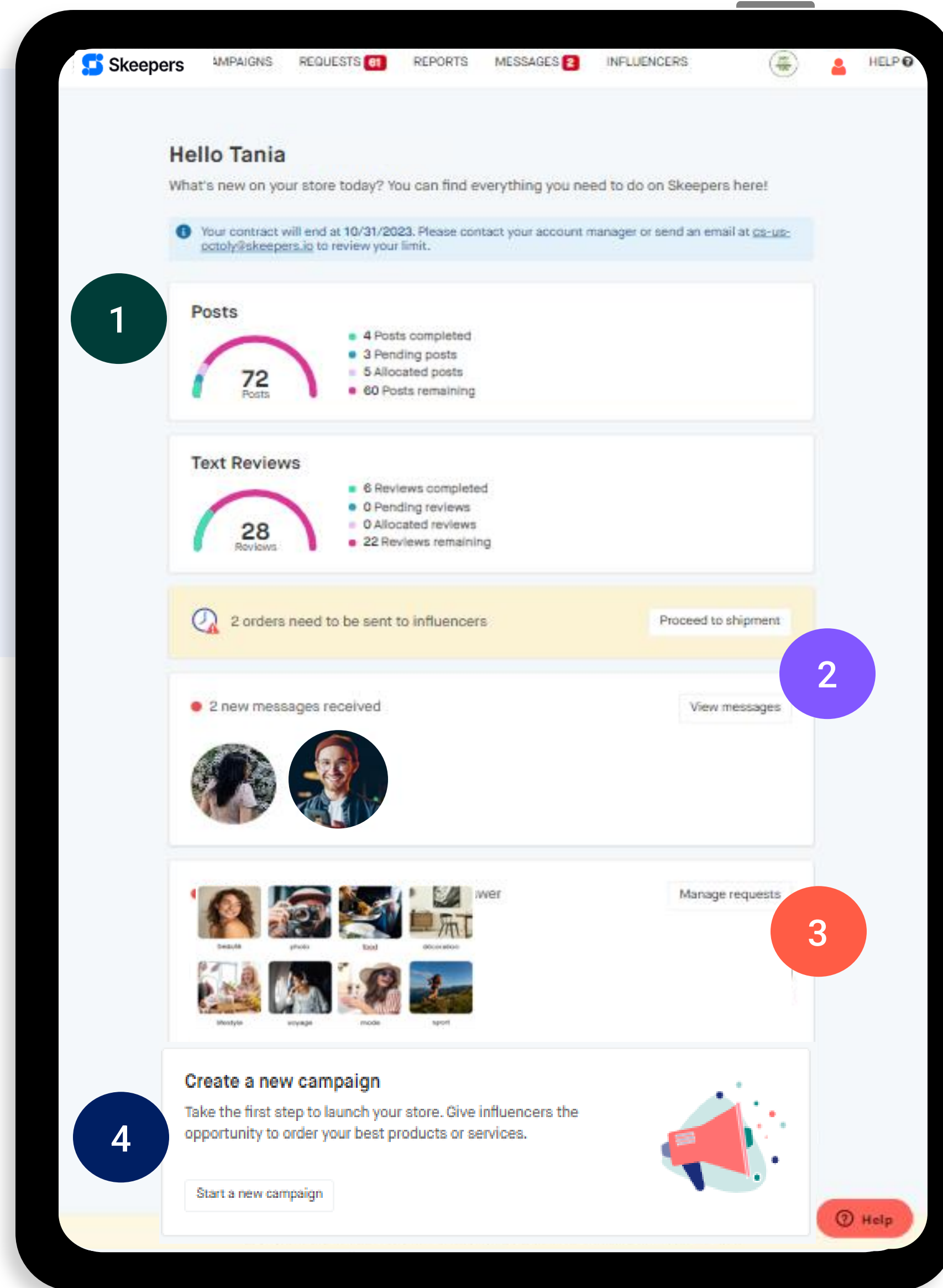


Activity monitoring dashboard



MY DASHBOARD

From the home page, you can follow the [key information](#) about your account activity.



1 Number of **ASSETS** (content created: post, video, reel or a review) contracted and their status

2 New messages, orders and shipments

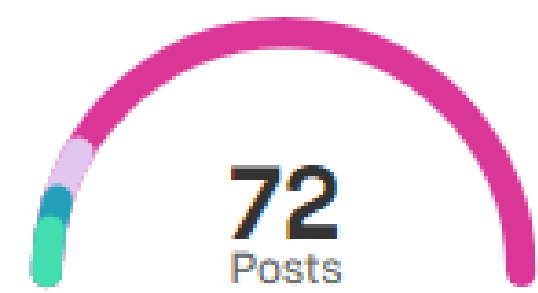
3 Latest published content

4 Access to create a new campaign



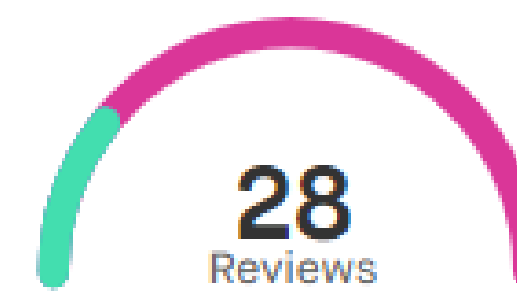
YOUR ASSETS

Posts



- 4 Posts completed
- 3 Pending posts
- 5 Allocated posts
- 60 Posts remaining

Text Reviews



- 6 Reviews completed
- 0 Pending reviews
- 0 Allocated reviews
- 22 Reviews remaining

01

Completed

In green, the 'completed' assets (post, video or review): the publications have been put online by the creators.

02

Pending

In blue, the "pending" assets: the creators have been validated but have not yet published their publications

03

Allocated

In purple, the "allocated" assets: have been assigned to campaigns: The number of posts or reviews you need for your campaigns

04

Remaining

In pink, the "remaining" assets: your available assets that can be assigned to new campaigns.

Assets have 4 statuses and cannot be in 2 different statuses at the same time.

An asset: A post or story on Instagram, a post on Tik Tok, a video on Youtube or a review on your product sheets...



Module 2 :

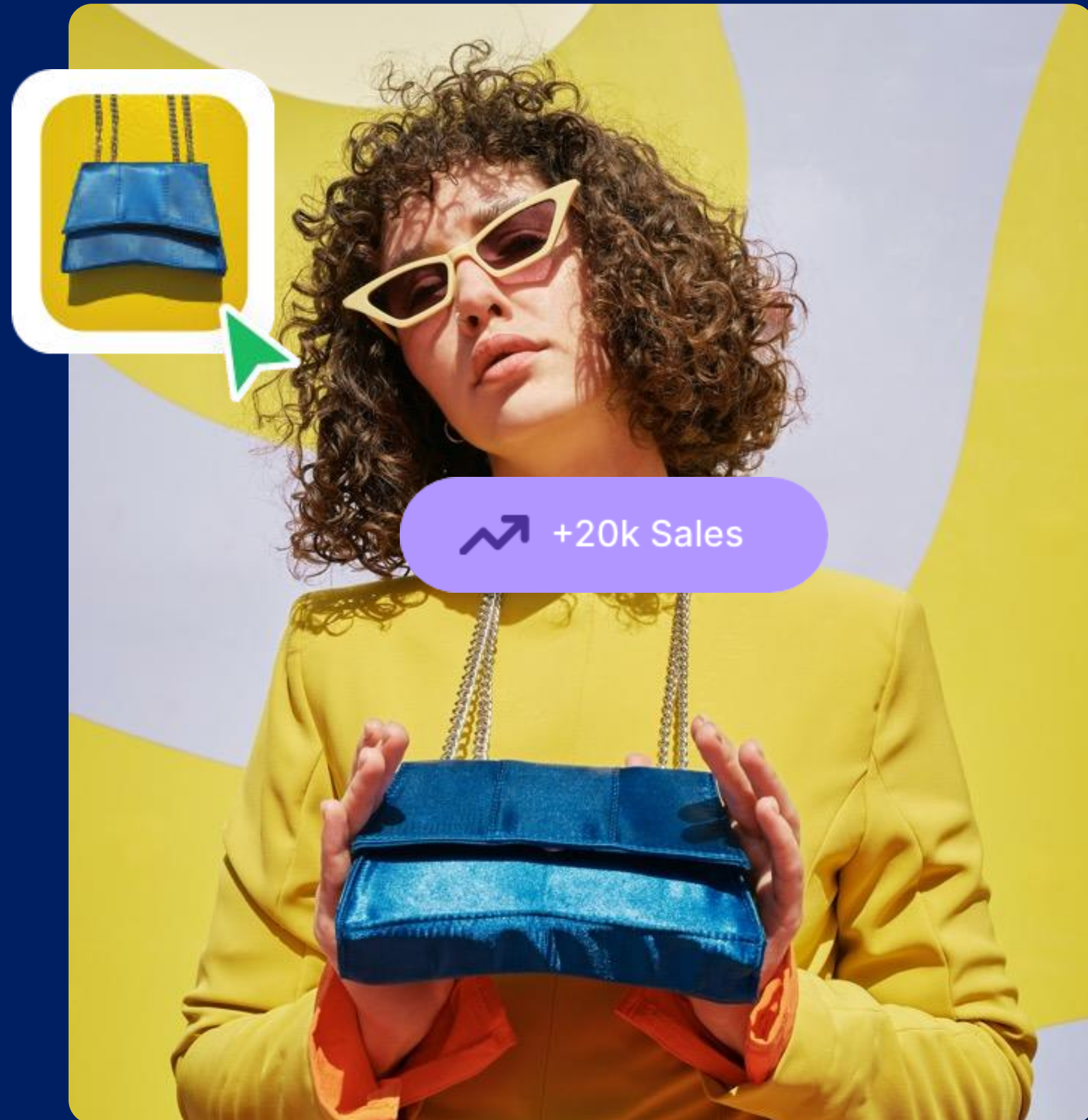
Create a campaign

Objectives:

- Create, step by step a campaign
- Understand how to target the audience according to the platform, objectives and social networks



What is a campaign?

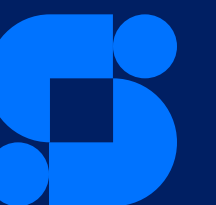


A campaign is a tool for promoting your product.

This allows you to promote your product or service via a personalized advertising message, targeting a specific group of influencers for a limited period of time.

The year is punctuated by many high points, whether common to the market or specific to your brand.

So it's vital to take advantage of these key dates to launch successful influencer campaigns. Anticipate your highlights and plan your campaigns in advance!

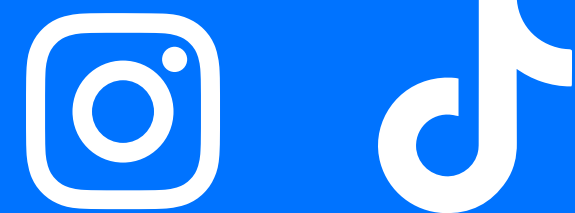


TYPES OF CAMPAIGNS



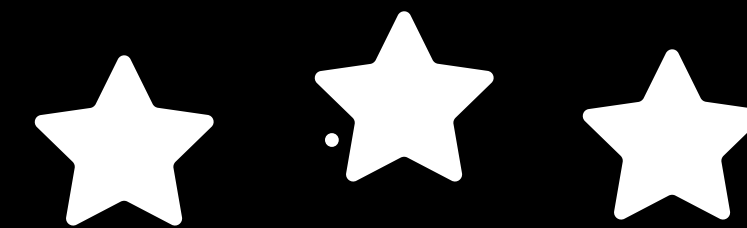
ONE PLATFORM

Targeting of one social network per campaign



CROSS PLATFORM

Targeting different social networks per campaign
You give influencers the opportunity to choose on which social network they want to create content



GIFTED REVIEWS

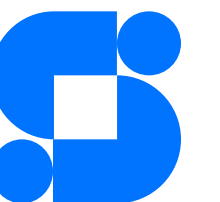
You can ask for up to 3 consumer reviews (text) in your product sheets.



MULTIASSETS

Targeting 2 social networks or 2 + consumer reviews.
You ask influencers to create content on 2 different platforms.

Please note! For multi-asset campaigns,
each content (asset) will be deducted from your quota.



Steps to create a campaign



YOUR CHECKLIST FOR PREPARING YOUR CAMPAIGN

Checklist avant de lancer votre première campagne



Avant de lancer la première campagne lors de la session de formation, nous vous recommandons de préparer les éléments suivants :

1. Vérifier la connexion à la plateforme
2. Préparer les éléments nécessaires pour personnaliser votre Store
3. Préparer les questions ci-dessous et compléter la checklist

Questions à vous poser avant de mettre en place votre campagne :



Quel est l'objectif de la campagne ?



Quelle est votre cible d'influenceurs ?



Avec combien de créateurs de contenu aimeriez-vous collaborer ?



Sur quels réseaux sociaux souhaitez-vous activer la campagne ?



Quel ou quels produits voulez-vous mettre en avant ?



Personnalisation de votre Store

- ☐ Logo de la marque (750*550)
- ☐ Nom de la marque
- ☐ Hashtag officiel
- ☐ URL réseaux sociaux
- ☐ Image de couverture (1500*440px)
- ☐ Description de la marque



Produit de la campagne

- ☐ Nom du produit, catégorie & prix
- ☐ Lien vers le produit
- ☐ Quantité du produit
- ☐ Variants du produit



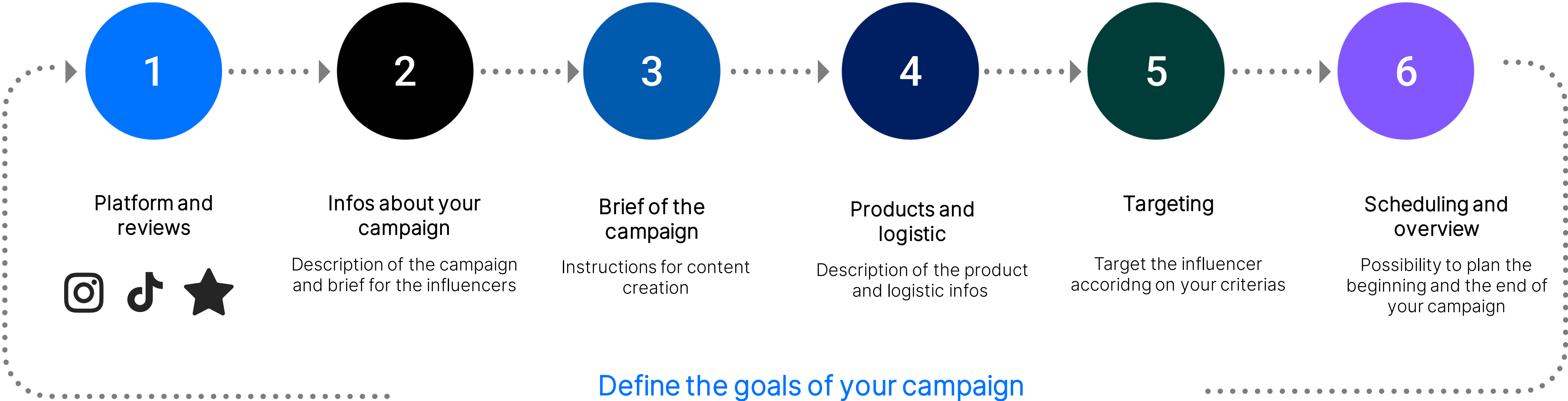
Création de la campagne

- ☐ Nom de la campagne
- ☐ Réseaux sociaux
- ☐ Image pour illustrer la campagne (750*550 px)
- ☐ Description de la campagne
- ☐ Brief campagne : description produit, guidelines du contenu, hashtags obligatoires, photos moodboard
- ☐ Caractéristiques influenceurs : (âge, genre, # abonnés)



Join the UGC
revolution today

CAMPAIGN PROCESS



Define the goals of your campaign

Before starting with the creation of the campaign,, don't hesitate to fill the checklist, which is helping you yo prepare everything in advance



CREATE A CAMPAIGN

There are two ways of creating a campaign.

The Kooples

The Kooples [Edit store](#)

0 / 1K Live campaigns

New campaign

Preview store

Export


1 Main dashboard

On the main dashboard, at the bottom, you'll find a button for launching a new campaign.

Créer une nouvelle campagne

Faites le premier pas pour lancer votre Store. Donnez-leur l'opportunité de commander vos meilleurs produits et services

Lancer une nouvelle campagne



2 Campaigns section

In the campaigns section, you'll find the button for creating a new campaign.

Please note that you can also duplicate a campaign.



CREATE A CAMPAIGN (1/6)

Platforms & Reviews

PLATFORMS & REVIEWS

You must select at least one review on the platform of your choice.

1000/1000 Posts remaining | 1000/1000 Text reviews remaining

Please contact your account manager or send an email at cs-us-octoly@skeepers.io to review your limit.

! You need to chose a platform

INSTAGRAM POSTS

INSTAGRAM STORIES

INSTAGRAM REELS

YOUTUBE

TIKTOK

TEXT REVIEWS

+

Add a combination

INSTAGRAM

INSTAGRAM STORIES

YOUTUBE

TIKTOK

AVIS CONSOMMATEUR

OU

INSTAGRAM

INSTAGRAM STORIES

YOUTUBE

TIKTOK

AVIS CONSOMMATEUR

✓ Name the campaign

The name of the campaign should be **both explicit and attractive**. The title should be short and punchy. It must make the influencer want to apply !

✓ Choose social networks

Here you can **define the network** on which your campaign will be broadcast (Instagram, TikTok, Youtube) and also plan consumer review campaigns.

✓ Campaigns in different social networks

You have the **possibility to create campaigns requiring content (max 2) on different Social Networks (multiassets)** or to give creators the **possibility to choose between two or more platforms (crossplatform)**

The Skeepers logo, a stylized white 'S' on a blue background.


CREATE A CAMPAIGN (2/6)

Campaign information

CAMPAIGN INFORMATION

Campaign picture Required

You can add an image that will illustrate your product (minimum size: 750x550, landscape).



Intro video

You can add a YouTube video to better explain your product.

Paste a YouTube video URL here

Description Required

B

I

☰

🔗

🖼️

▶️

H1

😊



Campaign photo

The campaign photo should highlight the product(s) the influencer will receive. It aims to attract influencers to apply for your campaign, but also to give them inspiration for the content they need to create



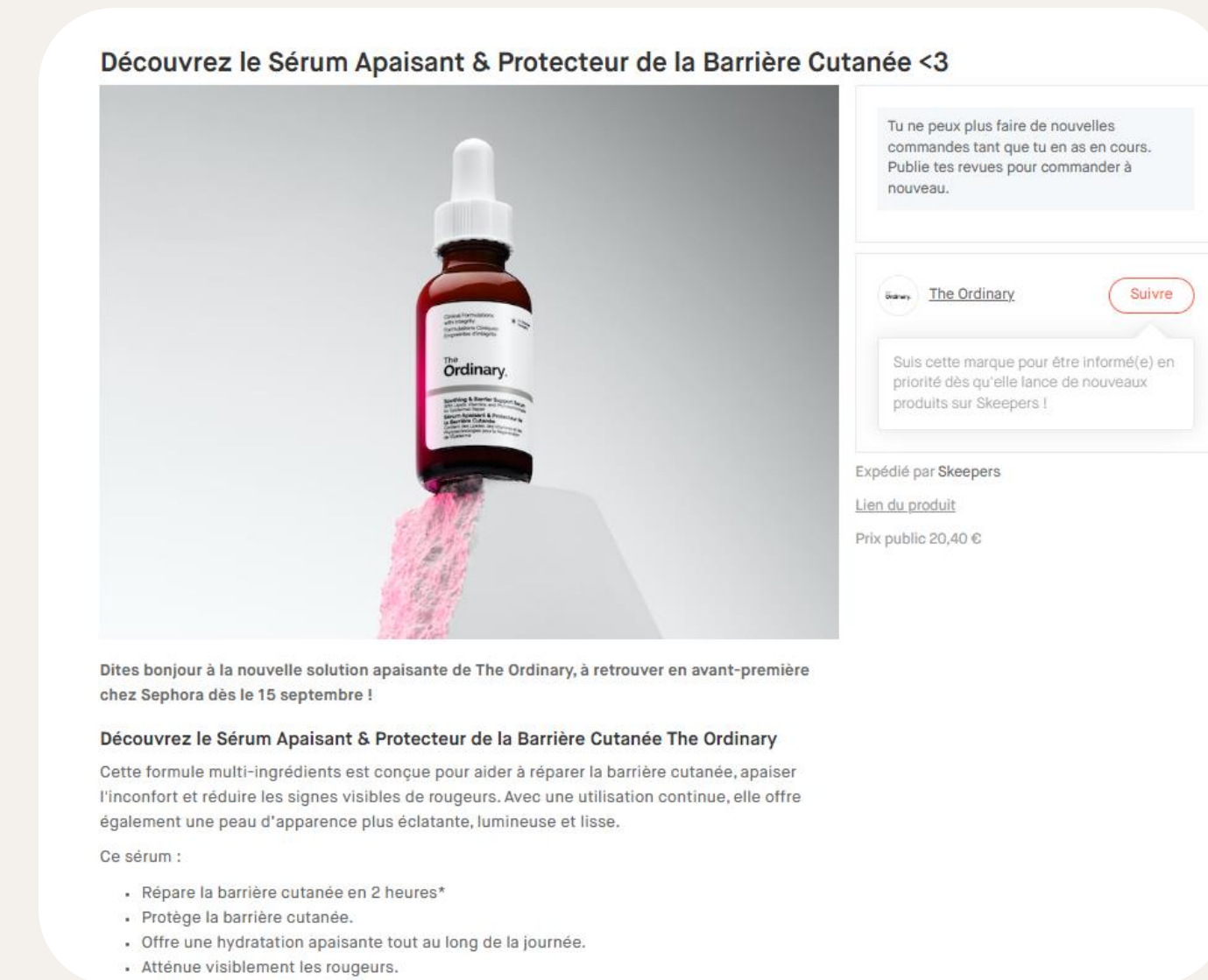
Description de la campagne

The idea of a campaign description is to communicate a promotional message in line with the objectives of the campaign. It is about adapting the campaign according to the targeted influencers, seasonality, marketing strategies, etc.



TIPS FOR DESCRIBING THE CAMPAIGN

- The description is important to encourage influencers to take part in the campaign.
- This is the time to talk about your brand and your product, its strengths and to communicate the objectives of the campaign.
- You can share a brief, but it must always remain neutral in order to obtain qualitative and authentic reviews.
- **Please note!** Don't lose this space for sharing instructions, as the next step is dedicated to this action.



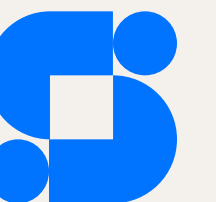
Share your brand story. The values that make your brand unique.



Talk about the product's features, its strengths

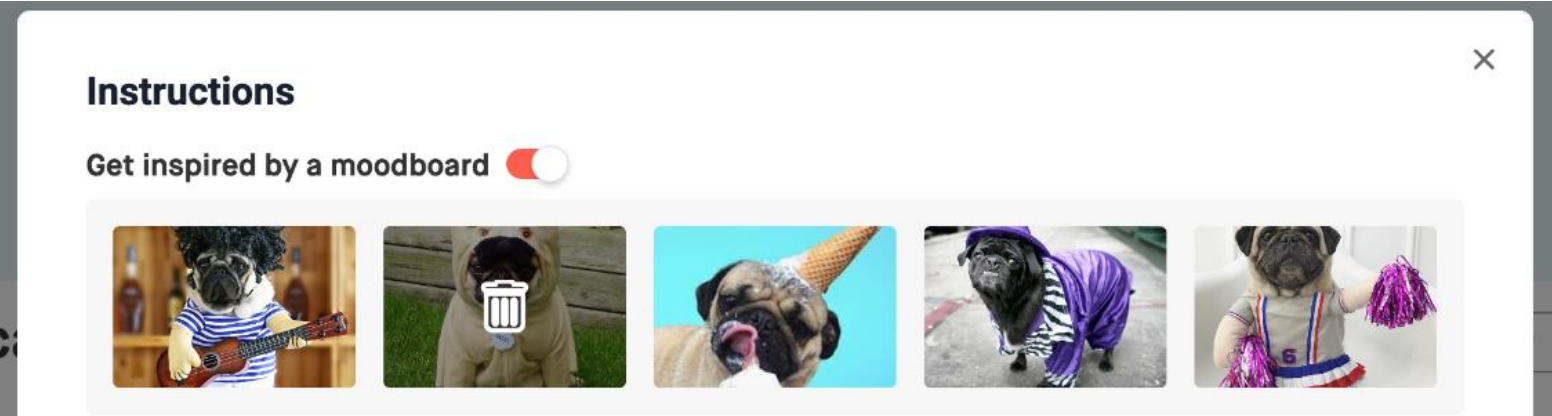


Include recommendations on how to use the product correctly.
Suggest information about the product that you would like to see in your reviews.



CREATE A CAMPAIGN(3/6)

Instructions & moodboard



Instructions

Get inspired by a moodboard

Brand instructions for social media platforms

Dos and don'ts

In order to make sure influencers follow your briefing, please include maximum of 5 instructions for each section.

Specify what you want the influencer to do in DO section and what you don't want them to do in DON'T section. Try to be brief when giving instructions.

Do

Ex.: Make unboxing

0/70

+ Add instruction

Don't

Ex.: Don't make unboxing

0/70

i The influencer must validate and check that their content meets the criteria set out in the briefing before submitting it.

A large white checkmark icon on a blue circular background.

Instructions

Define the set of instructions that the influencer will have to follow to create their content. In order to properly orient and structure the instructions of your campaign, they should not be too long, nor restrictive, but should guide the influencer in the creation of their content.

A large white checkmark icon on a blue circular background.

Moodboard

Add images of your product that can help the influencer to engage and create the content you want.

A large white checkmark icon on a blue circular background.

Hashtags, mentions & Code Promo

To make your campaign more attractive to the influencer audience, you can add promotional codes. You have two options: you can either add a single promotional code that will be used by all influencers in the campaign, or you can add custom promotional codes for each influencer.

A stylized white logo consisting of a square with a circle inside, resembling a letter 'S' or a play button.



 +20k Sales

PROMO CODE

GENERIC

CUSTOMISED

GENERIC CODE

Generic: This is a generic promotional code that all accepted influencers can use. **The code is therefore the same for all.**

Promotional codes help capture more attention from influencers on the Free Store and make your campaign more appealing.

Influencers will be invited to add your promotional code to their content.

When influencers order the product, they can see that it has a promotional code.

Promo code ?

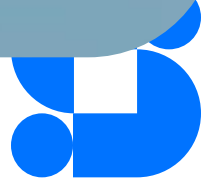
Close

☐ Use personalized promo codes

Promo code title

Be concise. The title of your promo code must be short and explicit.

0/100



CUSTOM CODE

A custom promo code is **different** for each influencer you have accepted. There are three steps to managing a custom (personalized) promo code campaign:

- 1. You must check the **'Set up custom promo codes'** box during the creation of your campaign.
- 2. Once your campaign is open and you are receiving new orders, you need to go to **'Orders'** and click on the **'Add PROMO Codes'** button.

Next, you need to export the orders to which you want to send a custom promo code. In this .csv file, you must add a different code for each accepted order.

- 3. Finally, you need to import this .csv file into the platform, an automatic message can be sent to each influencer you have approved. They will receive the personalised promo code by email.

☒ Use personalized promo codes

Promo code title

Be concise. The title of your promo code must be short and explicit.

0/100

Description

Describe your promo code in detail: scope, availability, start and expiration date.

Promo code

Add the promo code you want influencers to share with their audiences.

ex: PROMO20

0/100



CAMPAIGNS

REQUESTS

REPORTS

MESSAGES

INFLUENCERS

The Koop The Koop

PENDING REQUESTS 0

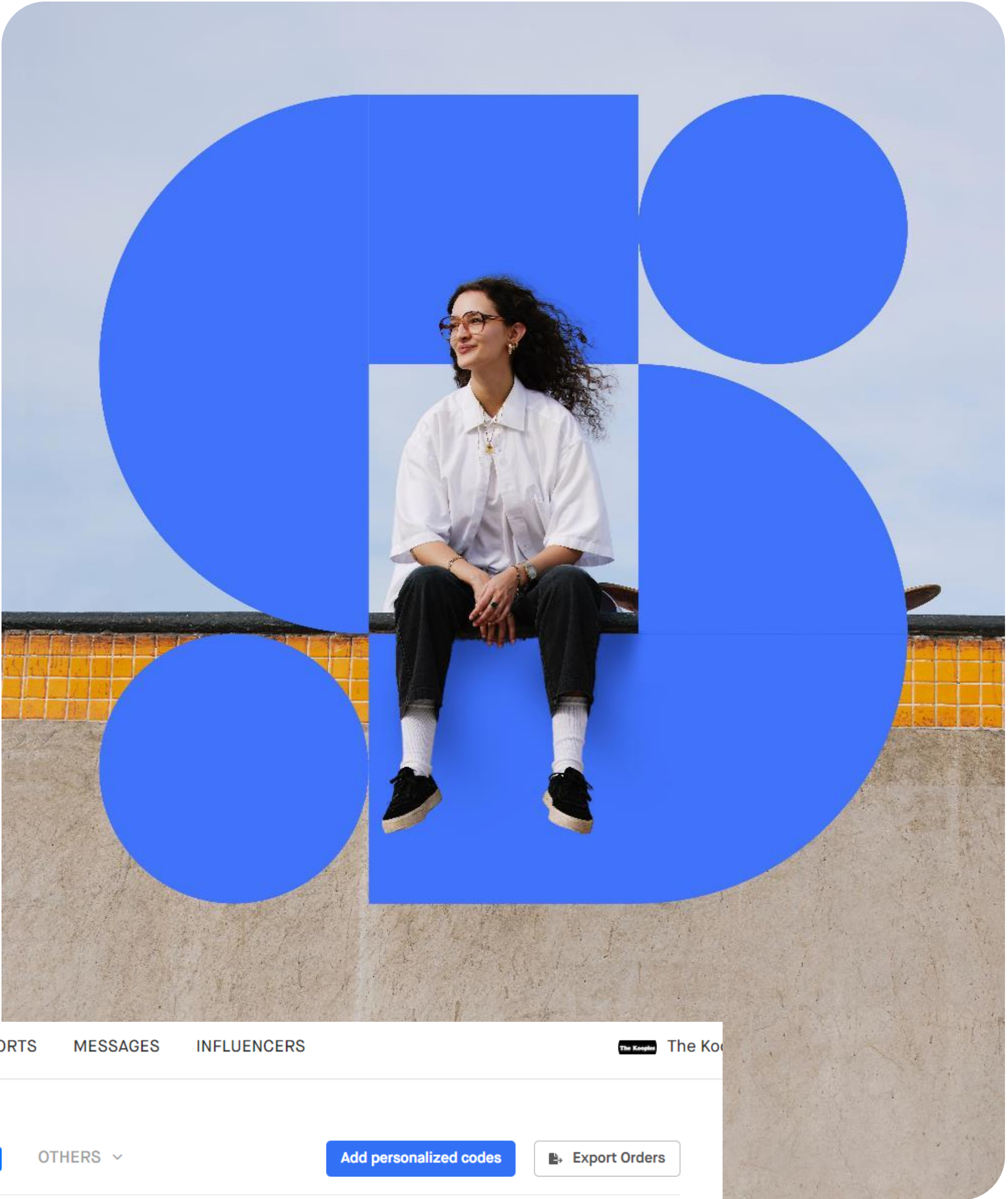
READY TO SHIP 0

SHIPPED 0

OTHERS

Add personalized codes

Export Orders



CREATE A CAMPAIGN (4/6)

Products & Logistics

PRODUCT INFORMATION

Product name Required

This name will be shown to influencers and consumers.

0/70

Category Required

Please enter the correct category associated to the product. It will help influencers and consumers find your product.

Select a category

Product Link Required

This product link will be shown to influencers and consumers.

Public price Required

The recommended retail price of your product.

€



Product Name & category

Name of the product, event, experience, service.
It is important to choose the right category associated with the product.
This will help influencers and consumers find your product



Product Price

Corresponds to the value of your product in the market.



Product quantities, variants & codes

You have the possibility to add different product variants if necessary.
Do not forget to indicate the quantity of each product




LOGISTICS BY SKEEPERS

You have the possibility to delegate the logistics to Sleepers. Do not hesitate to consult your contract or to ask your CSM to benefit from this service.





How does it work?

- In the **"Products and logistics"** section, enter the EAN code (13-digit barcode) and add the quantities on the desired product(s) and/or on each option.
- Add this information on each product that is part of the next delivery.
- **Prepare the shipping form**
- Once all the information has been added, go back to the **"Campaigns"** tab, click on the **"Generate Shipping Form"** button that appears.
- Check that the quantities displayed are those that will be sent to the warehouse, then validate and print a copy to place in the boxes. **This shipping form must be generated at least 48 working hours before delivery to the warehouse**
- **Proceed to shipping**
- Once the products are in stock in our warehouse, the quantities will be put online and you will be able to launch your campaigns

QUANTITIES & LOGISTICS

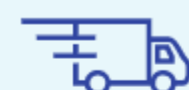
 You can allocate a maximum quantity of 1100 for each product variant.

☒ This product has variants (size, color, tint, options, ...) ⓘ

PICTURE	VARIANT NAME	EAN/BARCODE ⓘ	QUANTITY ⓘ	
 	<input type="text" value="BLUE"/>	<input type="text"/>	<div><div>-</div><div>2</div><div>+</div></div>	<input checked="" type="checkbox"/>
 	<input type="text" value="PINK"/>	<input type="text"/>	<div><div>-</div><div>2</div><div>+</div></div>	<input checked="" type="checkbox"/>

Close

Save



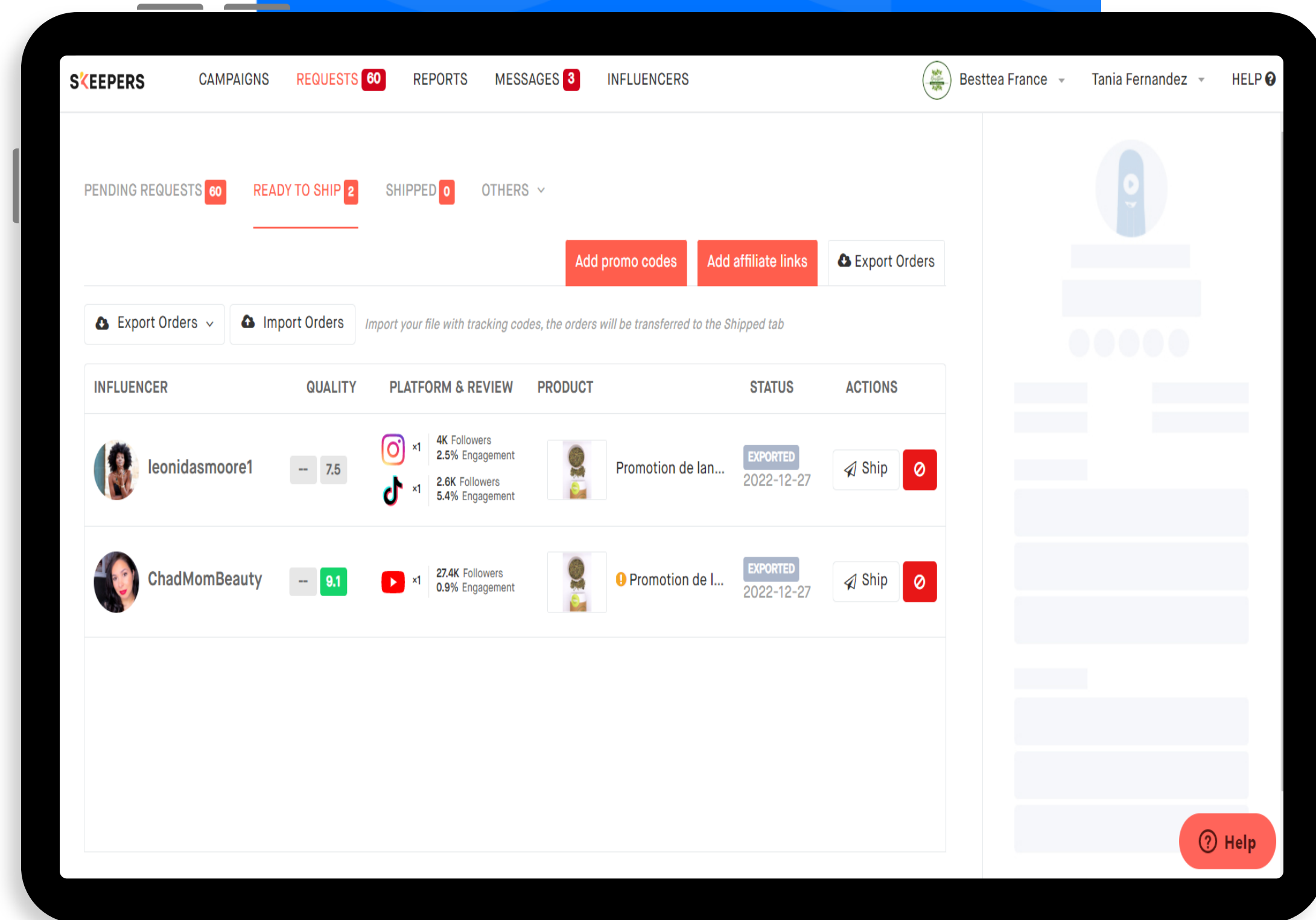
SEND PRODUCTS TO OUR WAREHOUSE

Finalize your campaign by sending to our warehouse. You have quantities marked as incoming on campaigns. When you're ready to send them to our warehouse, generate a shipping form and follow the steps.

[Generate Shipping Form](#)



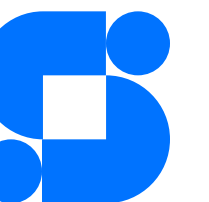
LOGISTICS MANAGE BY YOUR BRAND



Manage influencer requests

In the 'Orders' tab, you have three different sections:

- 1) **Pending applications:** all applications that you have not yet processed.
- 2) **Ready to ship:** all the requests you have accepted. In the 'Actions' column, click on 'Ship' and the influencer's address will automatically be displayed. At this point, you have all the information you need to proceed with shipping. **You need to export the requests (a CSV file will be generated with all the information) and import them again with the tracking number, the requests will then automatically go to the 'Shipped' step.**
- 3) **Shipped:** Requests automatically move to this section once you have imported each tracking number. If a shipping problem is reported by an influencer, a small red sign appears.



VARIANTS & BUNDLES



You have the possibility to **add variants** of your product. The influencer will have to choose the **variant they prefer**.

Also, you have the possibility to **create a BUNDLE**: You can add several products in the same campaign, in this case **the influencer will not have to choose, he will receive the whole batch**.

QUANTITIES & LOGISTICS

!

You can allocate a maximum quantity of 1100 for each product variant.

☒

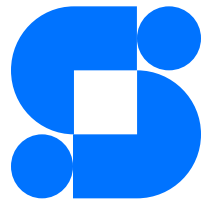
This product has variants (size, color, tint, options, ...) ?

	PICTURE	VARIANT NAME	EAN/BARCODE ?	QUANTITY ?	
<div><div></div><div>+</div></div>		BLUE		<div>-2+</div>	<input checked="" type="checkbox"/>
<div><div></div><div>+</div></div>		PINK		<div>-2+</div>	<input checked="" type="checkbox"/>

Add a new variant

Close

Save



CREATE A CAMPAIGN (5/6)

Targeting

The **targeting** stage is **very important** because it allows you to **choose** the universe, age and gender of your influencers and other **criteria according to your objectives**.

TARGETING

ADVANCED CRITERIA

CUSTOM LISTS

Advanced criteria

Enabled

Categories

Skin Care

Makeup

Hair Care

Edgy

Family

Fashion

Fashion Favorites

Favorites

Food & Beverage

Health & Fitness

Home & Design

Lifestyle

Makeup Favorites

Male

Organic

Pets

Travel


AUDIENCE SIZE

5,057


Influencers

Potential Reach:

194M

 Predicted Views:

4M

 Average Engagement:

6.5%



Categories

These are the interests of the influencers and the themes discussed on their social networks (beauty, lifestyle, fashion, food...). You can select one or more universes. The more universes you select, the more your campaign will be open to a large number of influencers.



Socio-demographic Targeting

Select the demographic information of the Influencers to target: age range, gender, number of followers. Or physical characteristics (skin, hair, height)



Other criteria

- Collaborations carried out (has already collaborated/not collaborated)
- Audience & KPIs (engagement, subscribers, audience)
- Semantic search (mentions & #hashtags)



You have the **possibility to create your own personalized lists** with the influencers that you have already identified.



CREATE A CAMPAIGN (5/6)

Targeting

Audience Instagram

Followers (Instagram)

0 - 5,000

Taux d'engagement (Instagram)

0 - 10

Genre de l'audience

☐ At least 60% women

☐ At least 40% men

Audience age

<18

18-24

25-34

>34

Local audience

☐ At least 50% local audience

Audience TikTok

Taille de l'audience (TikTok)

0 - 5,000,000

Taux d'engagement (TikTok)

0 - 10



Warning: If you want to target influencers with fewer than 5000 followers, don't hesitate to leave the parameter at 0. This way you'll get more profiles that meet this criteria.

Don't worry! There are no profiles with 0 followers and at the validation stage you can decide who can or cannot take part in your campaign..



YOUR LISTS OF INFLUENCERS

Once you start to identify influencers with quality content that matches the brand and meets the objective of your campaign, you can create personalized lists for more effective targeting.

When you launch a campaign, you can add and invite influencers to these lists.



YOUR LISTS OF INFLUENCERS



You have two options for creating your personalised lists.

- [During the Targeting stage](#)
- Or from the Influencers page

Creation during the Targeting stage

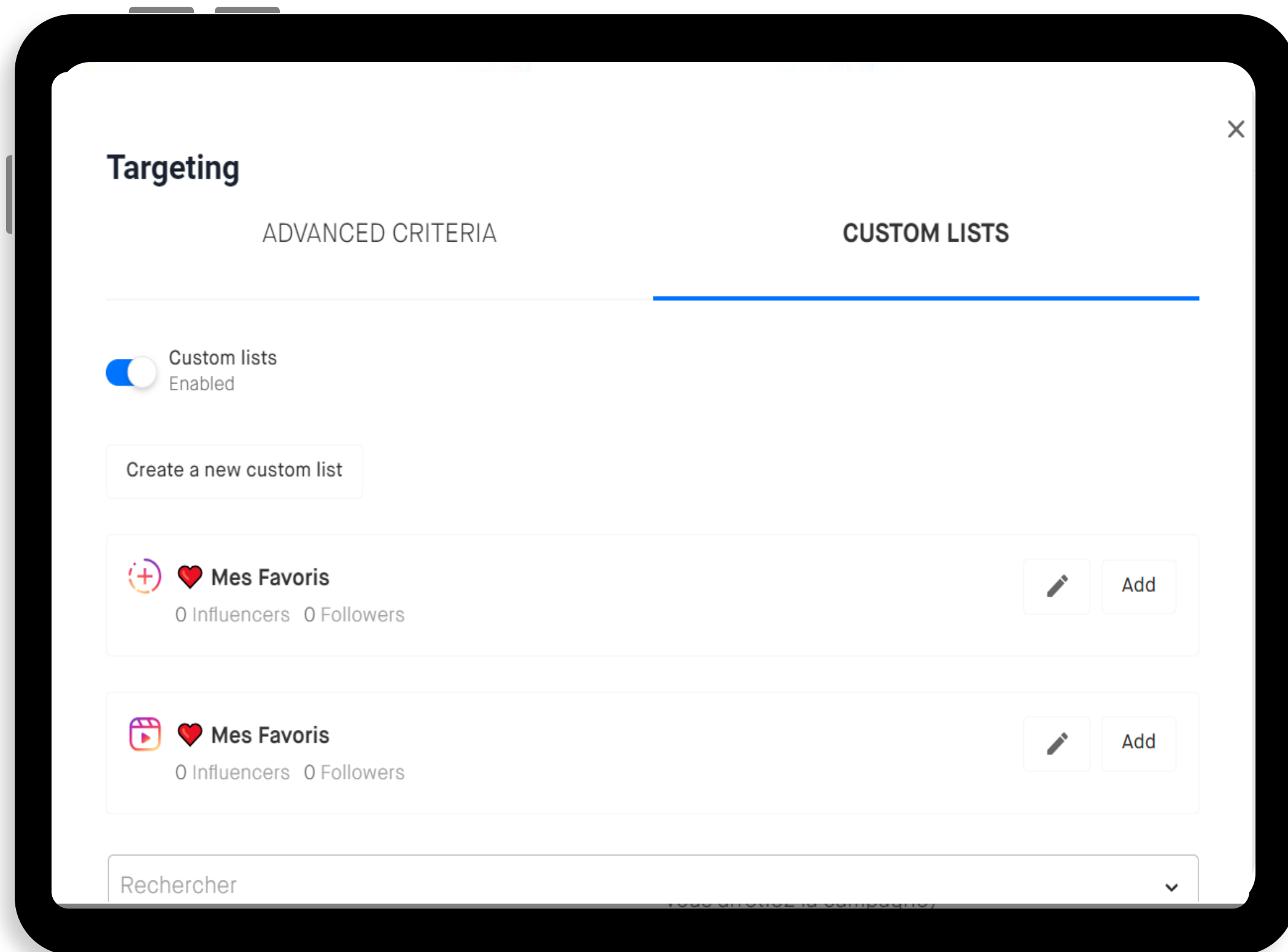
In the Targeting section, click Custom lists.

- Activate the lists.
- Fill in the information.
- Then all you have to do is: either manually enter the names of all the creators you want to add to this list, or directly add a set of influencers by importing a list.

Please note!

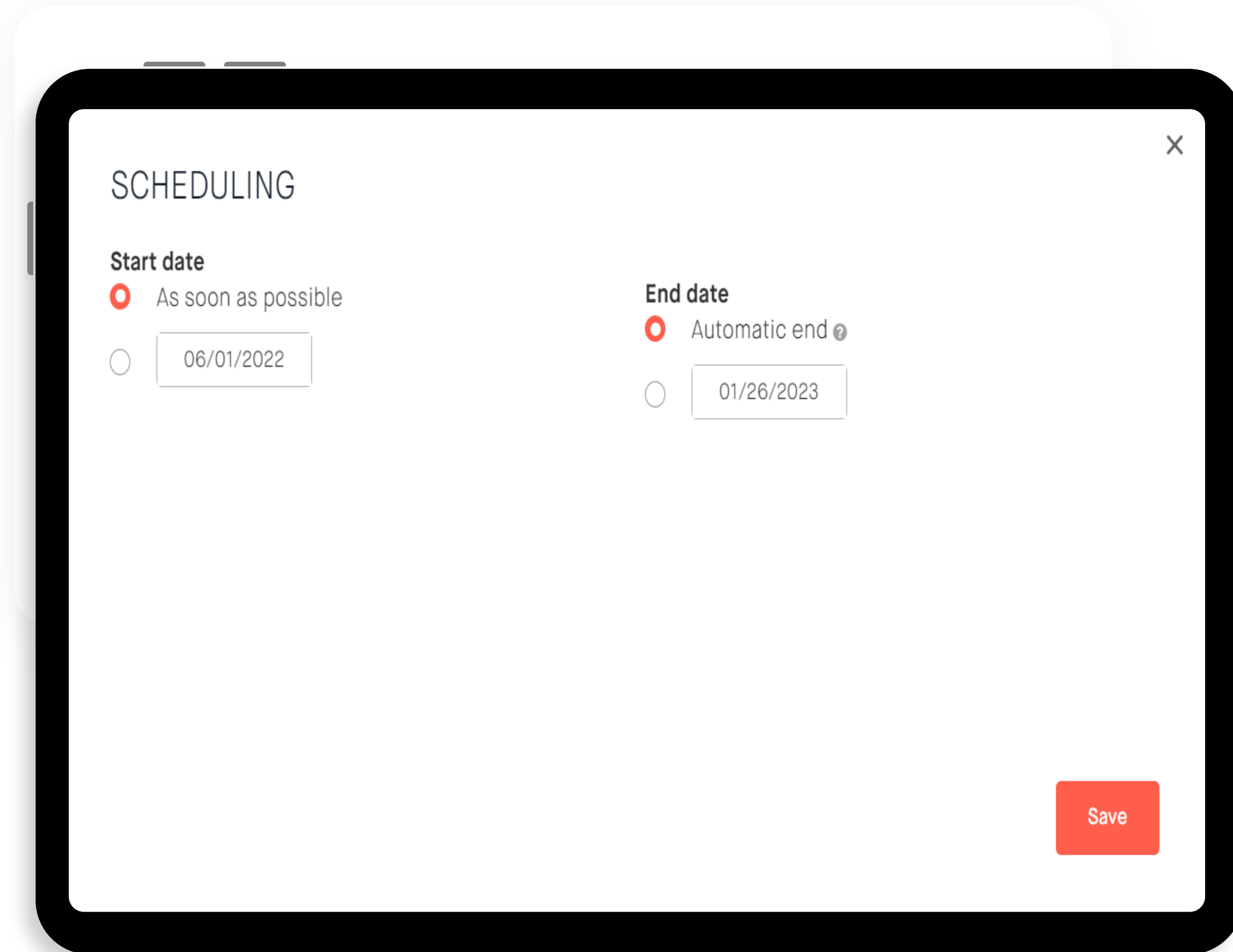
Remember that the criteria you select first, using the filters, do not apply to the influencers you add to the personalised list, as these two groups are independent.

This means that all the influencers selected using the criteria and all those from your personalised list will be added to the audience and will be able to see your campaign on the Free Store.



CREATE A CAMPAIGN (6/6)

Scheduling & Overview



The screenshot shows a 'SCHEDULING' modal window with a close button (X) in the top right corner. It contains two sections: 'Start date' and 'End date'. Under 'Start date', there is a radio button selected for 'As soon as possible' and an unselected radio button next to a date input field containing '06/01/2022'. Under 'End date', there is a radio button selected for 'Automatic end' with a help icon, and an unselected radio button next to a date input field containing '01/26/2023'. A red 'Save' button is located at the bottom right of the modal.

You can let influencers know that your campaign will be available soon.

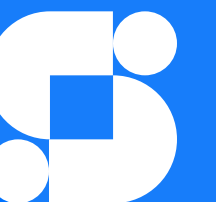


This is the date when the campaign goes live, when it will be visible to influencers. You can also plan your campaign for later.



End of the campaign

- Automatic end when the stock of products allocated to the campaign is exhausted
- the number of reviews is reached
- Manual stop on your part



GOING FURTHER...BEST PRACTICES FOR A SUCCESSFUL CAMPAIGN



Best Practices

For a successful campaign

1

Brief & Instructions

- Give clear instructions and focus on key points
- Don't give too long instructions
- Leave some room for creativity

2

Review submitting date

If you want the review to be published from a certain date: don't forget to indicate the date creators can start submitting reviews within the campaign title & instructions.

3

Review submitting link

Make sure **your link works** before you share it, otherwise the influencer won't be able to publish his content.

4

Mentions & Hashtags

Be sure to include the hashtags and mentions you would like creators to use in their posts. **No need to add transparency hashtags to your campaign if they are already configured in your Store.** [Read more](#)

5

Delivery Information

If you're handling the shipping yourself:

- Don't forget to **update the order status**
- **Include the tracking number** - [Read more](#).

6

Messages

Communication is the most important element of a successful campaign. It's essential to check the **Message Tab** in the Skeepers platform regularly and respond to your creators!

Overview of your campaign

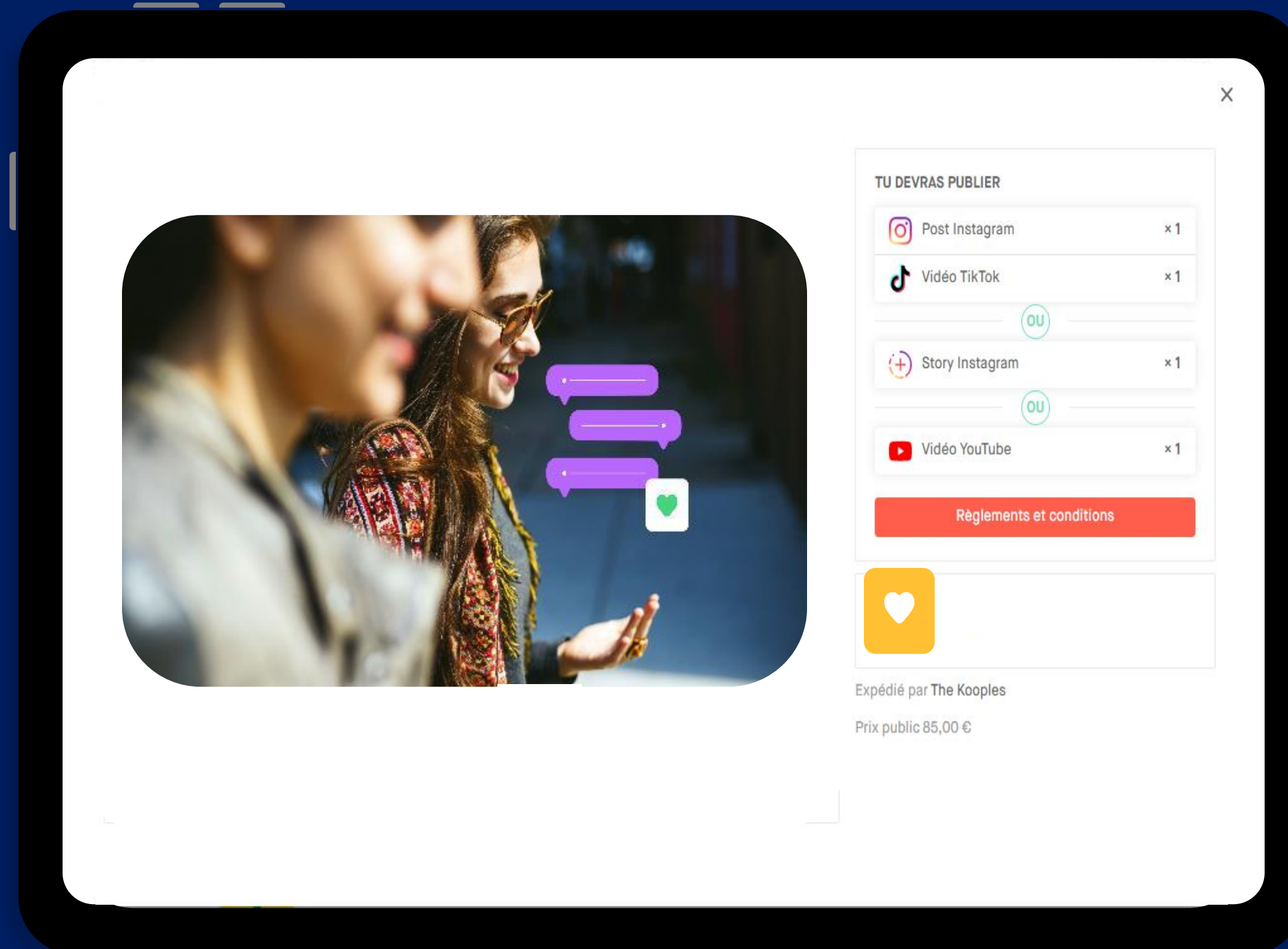


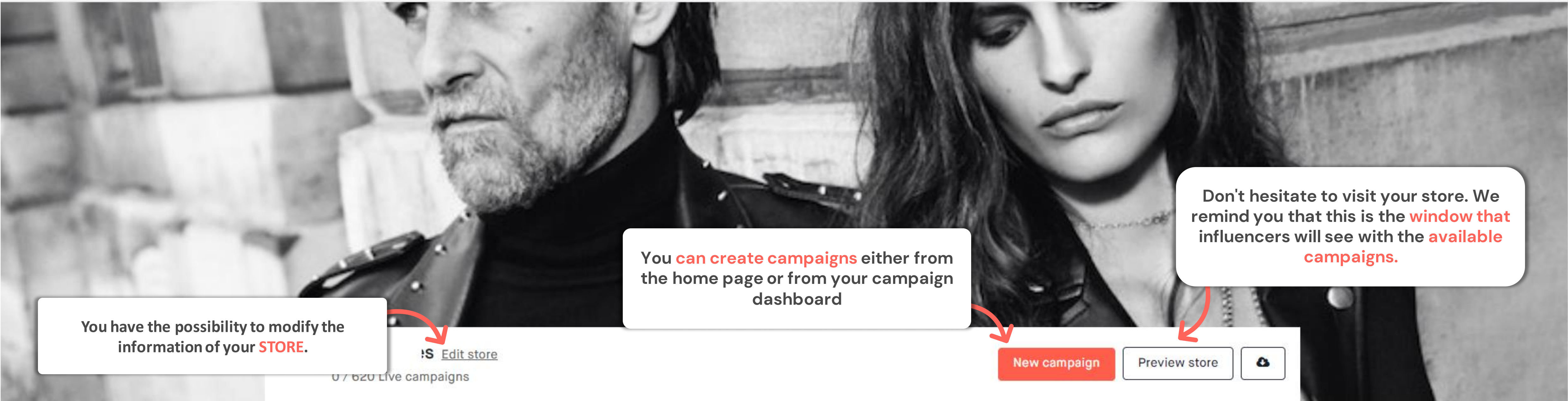
YOUR CAMPAIGN

At this final stage, you will find all the summary information for your campaign. Once you have consulted this information, you can save the campaign as a draft, or validate and publish it.

Once you have configured each stage of the campaign creation, don't hesitate to click on PREVIEW to get a preview of how influencers will see it in their store.

Sleepers can help you set up all your campaigns, and the Campaign Manager team can take charge of creating them. Consult your CSM for more information about this paid service.





You have the possibility to modify the information of your **STORE**.

You **can create campaigns** either from the home page or from your campaign dashboard
















Don't hesitate to visit your store. We remind you that this is the **window that influencers will see** with the **available campaigns**.

Campaign type ▼

Search a product ▼

Search for a campaign ▼













Filter by status ▼

REF	CAMPAIGN	QUANTITY	AUDIENCE	ORDERS	ACTIONS
hbvhd	 DRAFT TEST Last edited on January 26, 20		0 	0	  
hbvgu	 DRAFT test Last edited on January 26, 2023	0 / 0	0 	0	  
hbvgh	 DRAFT bio Last edited on January 26, 2023	0 / 0	0 	0	  

There are **several filters to help you find your campaigns** more easily. For example, by campaign type or by status.

With the help of a tag, you will be able to identify online campaigns, drafts and closed/terminated campaigns.

- In each campaign, you will have the following information
- Quantities:** the number of influencers that remain to be validated to reach the target number. The goal is to reach O/X
 - Audience:** the number of influencers who can see and apply for the campaign
 - Orders:** the total number of applicants there were in the campaign (rejected or expired profiles are counted in)
 - Actions :** You can preview the campaign, edit (except quantities), duplicate or delete the campaign

REF	CAMPAIGN	QUANTITY	AUDIENCE	ORDERS	ACTIONS
hbuuy	 <div><div>LIVE</div>Promotion de lancement le 01/02/2023 Last edited on January 6, 2023 · Published on January 6, 2023</div>	4 / 4	7903   	<div>58 NEW</div> 261	  
hbugh	 <div><div>LIVE</div>Promotion de lancement le 20/01/2023 Last edited on December 17, 2022 · Published on December 15, 2022</div>	1 / 2	1226 	<div>2 NEW</div> 12	  

DID

YOU

KNOW?

the campaign is closed once you have validated the necessary influencers.

Module 3: Manage your requests and validate influencers

Objective :

- validate the profile of influencers and get to know the best practices to manage the community



YOUR REQUESTS



Once your campaign is launched, it is now **visible** to all influencers who match the selected campaign **criteria** (age, number of followers, interests...). Influencers interested in the offer proposed in your campaign will apply to it. They will then appear in the **REQUESTS** tab.



SKEEPERS

CAMPAIGNS

REQUESTS 60

REPORTS

MESSAGES 3

INFLUENCERS

HELP

PENDING REQUESTS 60

READY TO SHIP 2

SHIPPED 0

OTHERS

Add promo codes

Add affiliate links

Export Orders

4/72

3

5

6/28

0

0

Completed Posts

Pending Posts

Allocated Posts

Completed Text reviews

Pending Text reviews

Allocated Text reviews

Filter by...

All campaigns

All networks

Sort by...

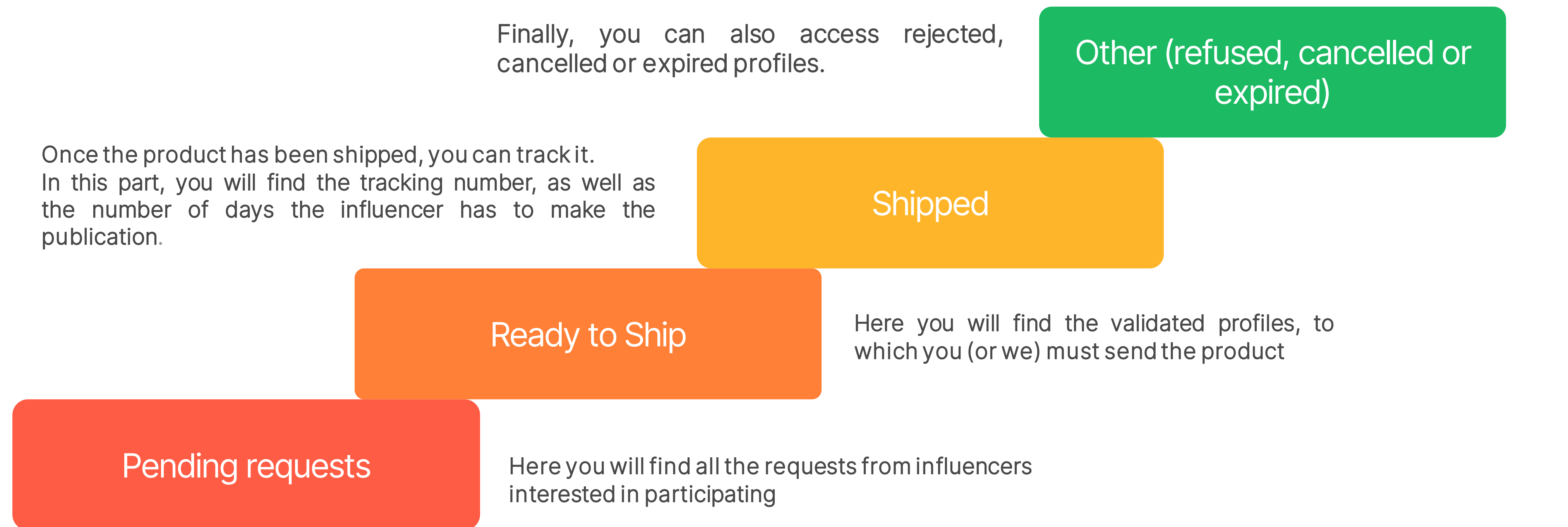
Recent orders fir

236h Response time (Recommended 48h)

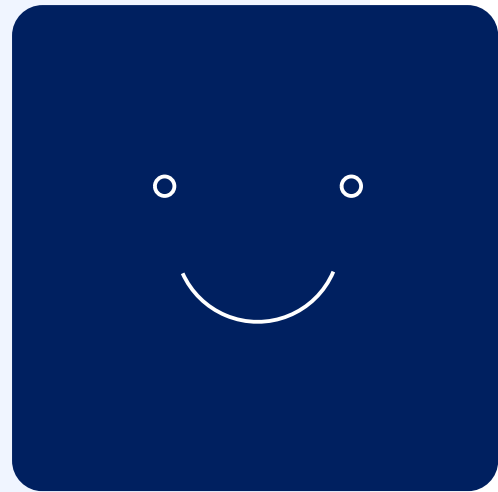
INFLUENCER	QUALITY	PLATFORM & REVIEW	PRODUCT	DATE	ACTIONS
		<div><div>Instagram</div><div>x1</div><div>4.8K Followers</div><div>4.6% Engagement</div></div>	<div><div></div><div>Promotion de l...</div></div>	about 14 hours	<div>✓</div> <div>✗</div>
		<div><div>TikTok</div><div>x1</div><div>4.8K Followers</div><div>4.9% Engagement</div></div>			
		<div><div>Instagram</div><div>x1</div><div>5.3K Followers</div><div>4.5% Engagement</div></div>	<div><div></div><div>Promotion de l...</div></div>	1 day	<div>✓</div> <div>✗</div>
		<div><div>TikTok</div><div>x1</div><div>5.3K Followers</div><div>5.8% Engagement</div></div>			
		<div><div>Instagram</div><div>x1</div><div>6.1K Followers</div><div>1.8% Engagement</div></div>	<div><div></div><div>Promotion de l...</div></div>	2 days	<div>✓</div> <div>✗</div>

Help

THE DIFFERENT STATUS



Don't forget to change the status of each request to allow the influencer post its content




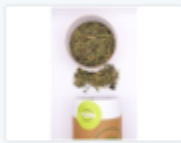










REQUESTS DASHBOARD

You may notice that some profiles have two quality ratings: an overall average rating given by all the brands that have collaborated with the influencer and rated their content, and another rating that YOU have given them.

Information on the campaign product

The name of the influencer's profile
Click on, to acces to more information

INFLUENCER	QUALITY	PLATFORM & REVIEW	PRODUCT	DATE	ACTIONS
 j... na	-- --	 x1 5.3K Followers 4.5% Engagement  x1 5.3K Followers 5.8% Engagement	 Promotion de l...	1 day	 
 ...	-- 8.6	 x1 6.1K Followers 1.8% Engagement  x1 6.1K Followers 2.5% Engagement	 Promotion de l...	2 days	 

The number of subscribers as well as the engagement rate

Action to validate or reject a profile

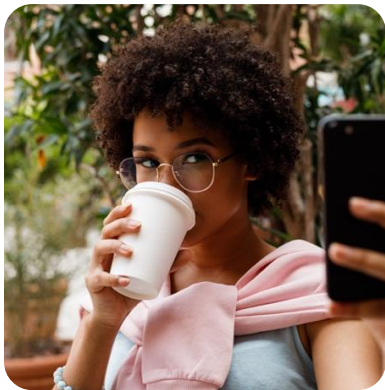


The engagement rate is inversely proportional to the number of followers. An influencer with a large community will have a lower engagement rate than an influencer with a small community.



HOW TO READ THE INFLUENCER CARD?

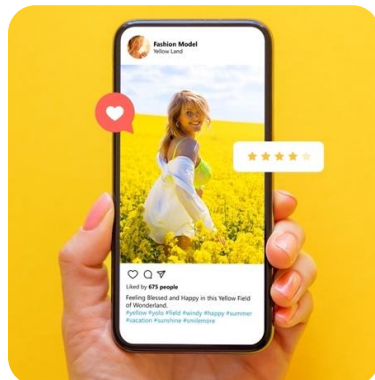
Depending on the objectives of your campaign, the information you need to look for will be different. However, here is some key information to help you choose your influencers:



- **Licesing agreement:** depending on your contract, you may be able to use the content created in other media supports
- **Quality scores:** the score that you have given and the overall average score that other brands have given as well to the influencer



- **Profile:**
 - Categories: does its universe correspond to your brand?
 - Beauty profile: knowing the beauty profile can help when it comes to beauty products. The selection of profiles can be more relevant.

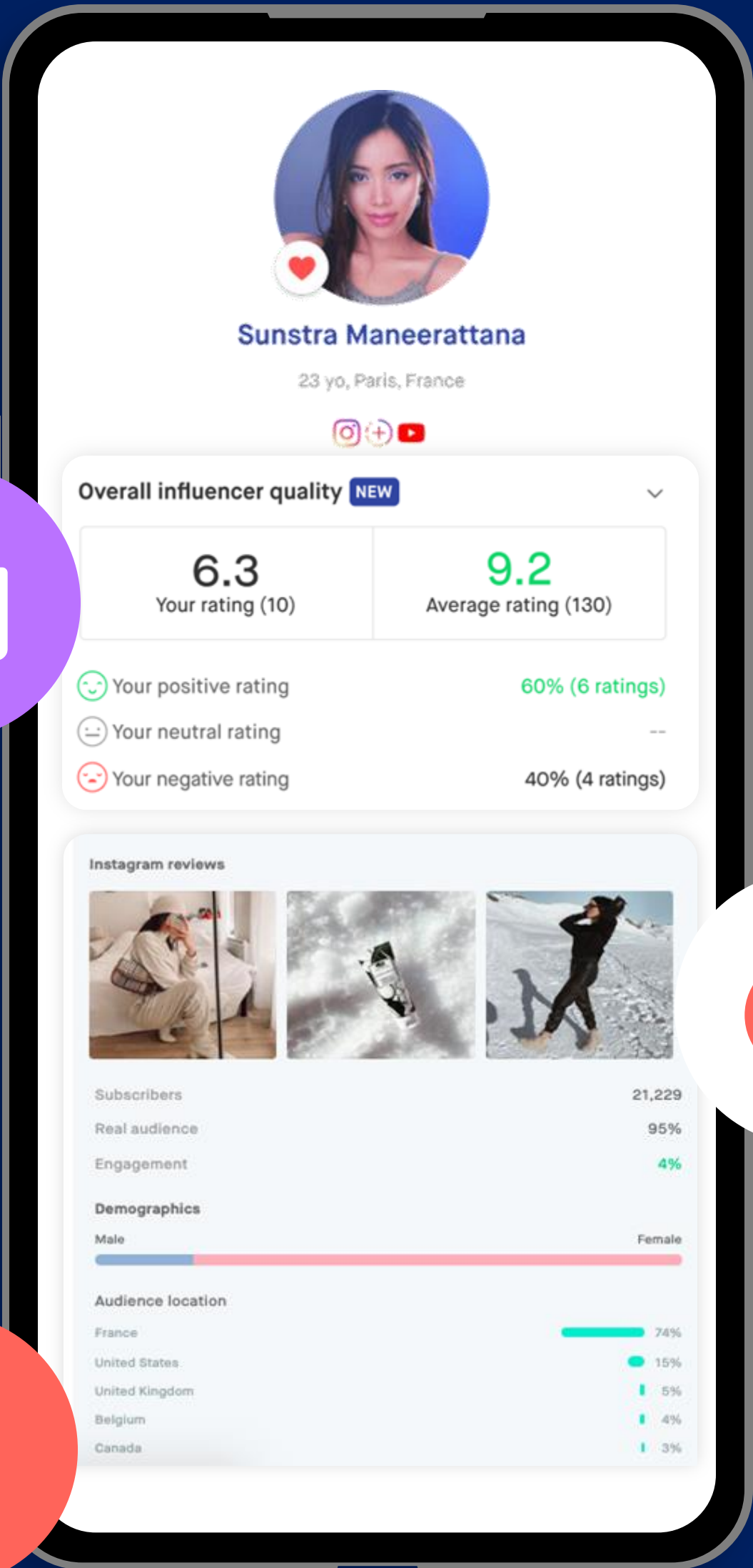
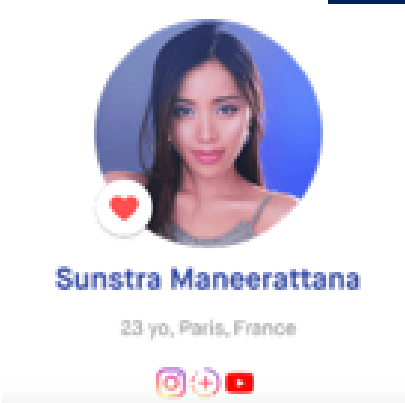


- **Activity:**
 - Reviews: # reviews for your brand / # reviews total
 - Average production time: average time to post a review after receiving the product
 - Acceptance rate: average acceptance rate of the influencer for all Sleepers stores
 - Orders in progress, placed
 - Latest review photos: you can view the latest content created

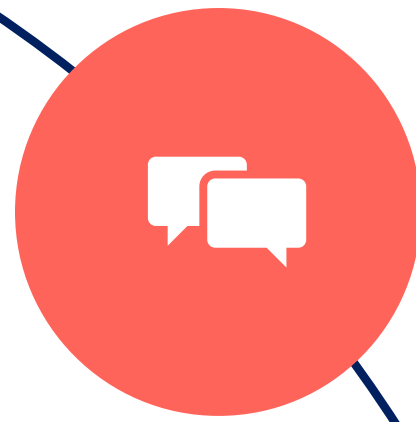
- **Social networks:** you can see the number of followers. Influencer engagement on social networks



You can click on the social network icon to access the influencer's profile



Managing your community



Messages

You can exchange messages with influencers at any time.
For example, to thank them for their participation.



In the main menu, Messages tab

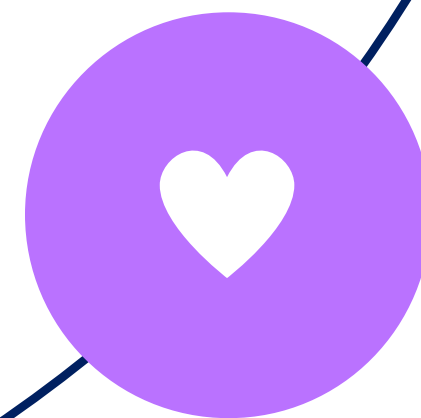


Influencers

Here you will find a list of influencers who [have collaborated with your brand](#)

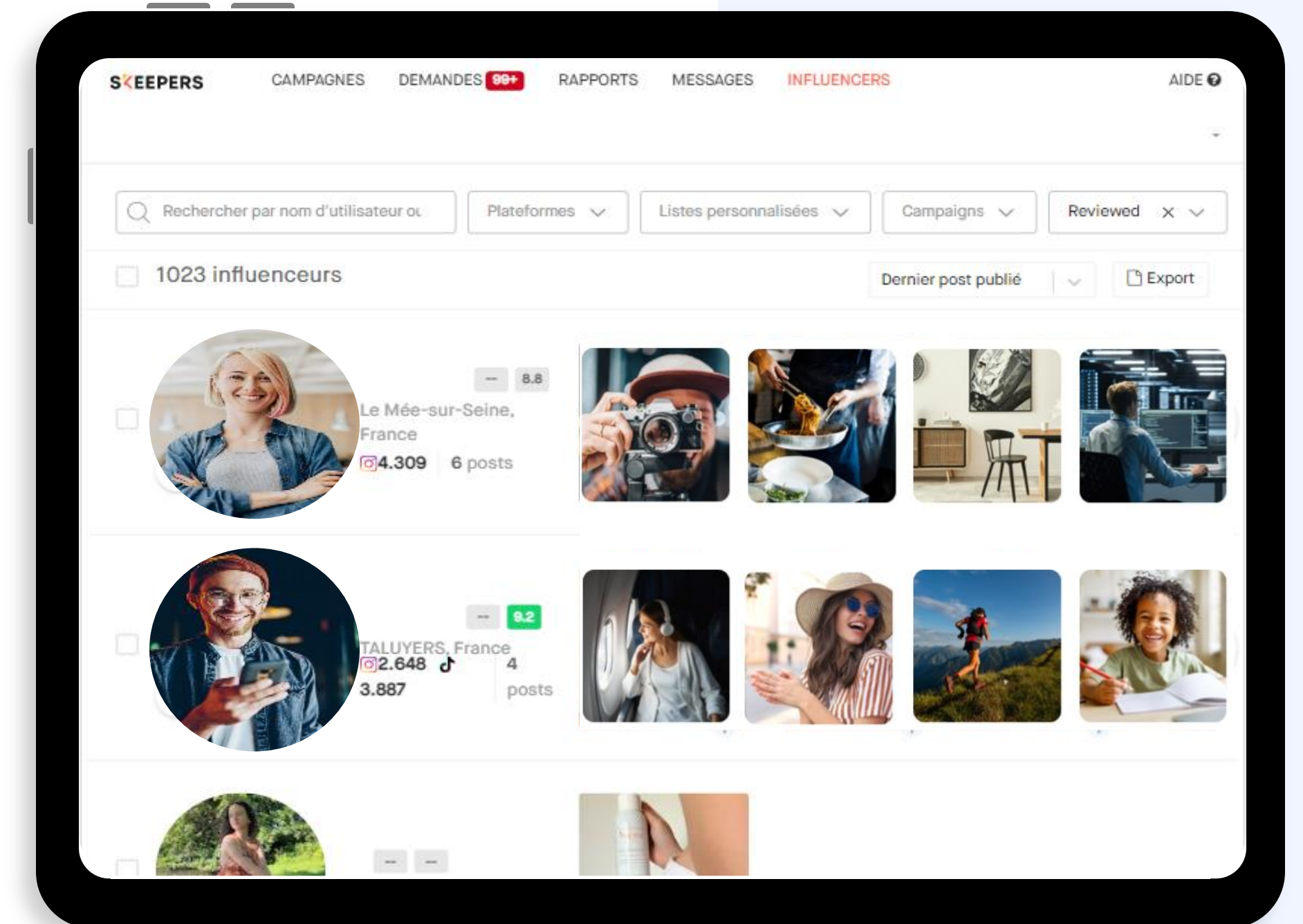


In the main menu, Influencers tab



Your lists

Depending on the quality of the content or exchanges you can [create lists with your favourite influencers](#)



We advise you to check your messages regularly, as influencers often contact the brand for further instructions or for more information on promo codes, for example.



YOUR LISTS OF INFLUENCERS

Once you start to identify influencers with quality content that matches with your brand and meets the objective of your campaign, you can create lists for more effective targeting.

When launching a campaign, you can add and invite influencers from these lists



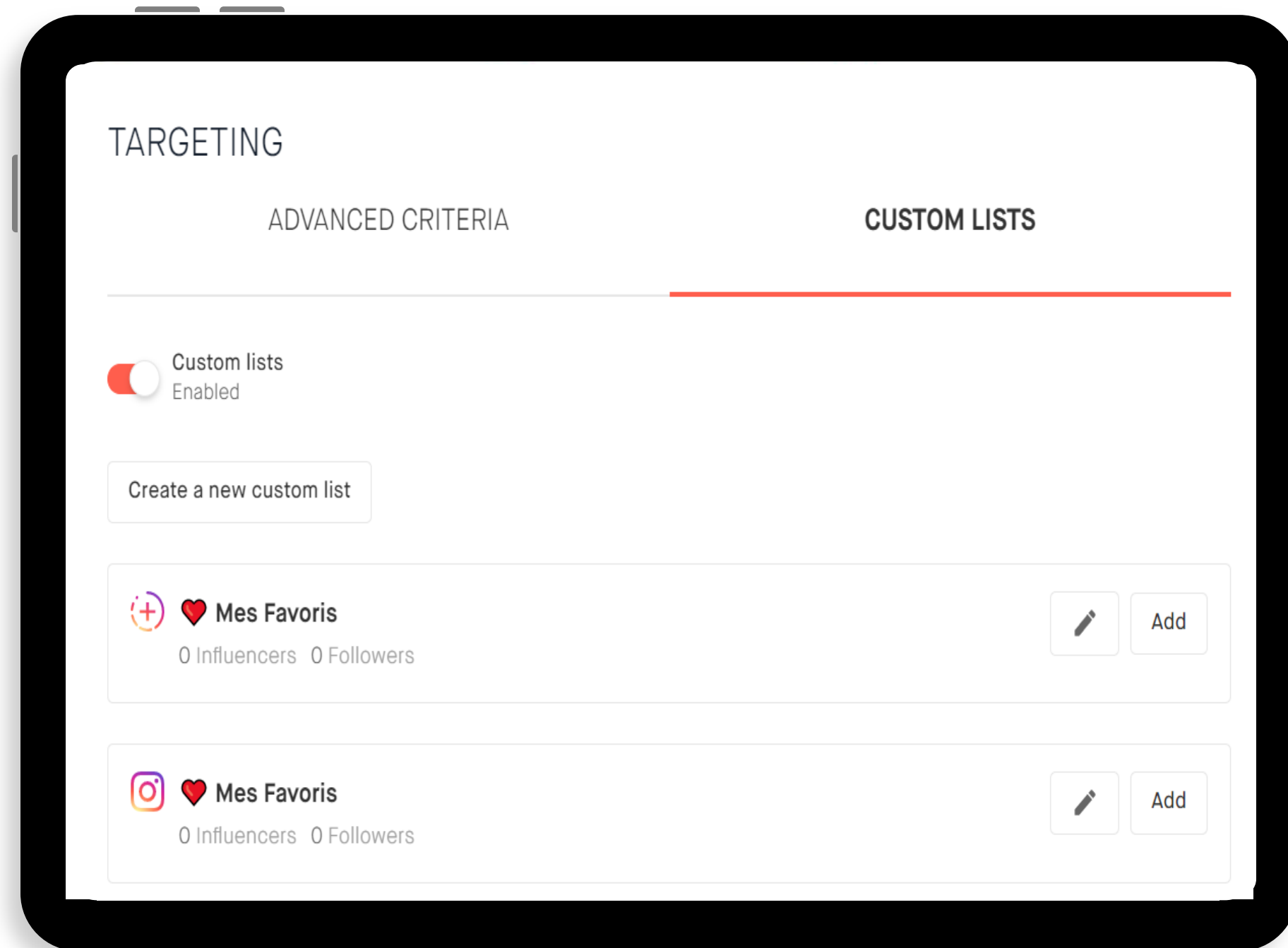
You can create your lists when you create your campaigns, **at the targeting step.**

Click and activate your custom lists.

You can add influencers to the **"My Favourites" lists** by social network or **create a new one**

Creating a new list :

- Give your list a name
- Choose the platform (social network)
- Add influencers



Remember that the criteria you selected first, through the filters, do not apply to the influencers you add to the custom list.

In fact, these two groups are independent.

This means that all influencers selected from the criteria and all those from your custom list will be added to the audience and will be able to see your campaign on the Free Store.

Module 4: Reporting & performance monitoring

Objective :

- Monitor the performance of your campaigns



YOUR PERFORMANCE REPORTS (1/3)

 **How do I access it?** Click on the **Reports** tab

It is important to monitor and understand the results of the different campaigns you have launched on the platform. The statistics tab allows you to get a better understanding of your campaigns, to know your strengths, your areas of improvement and finally to know if the objectives have been reached.



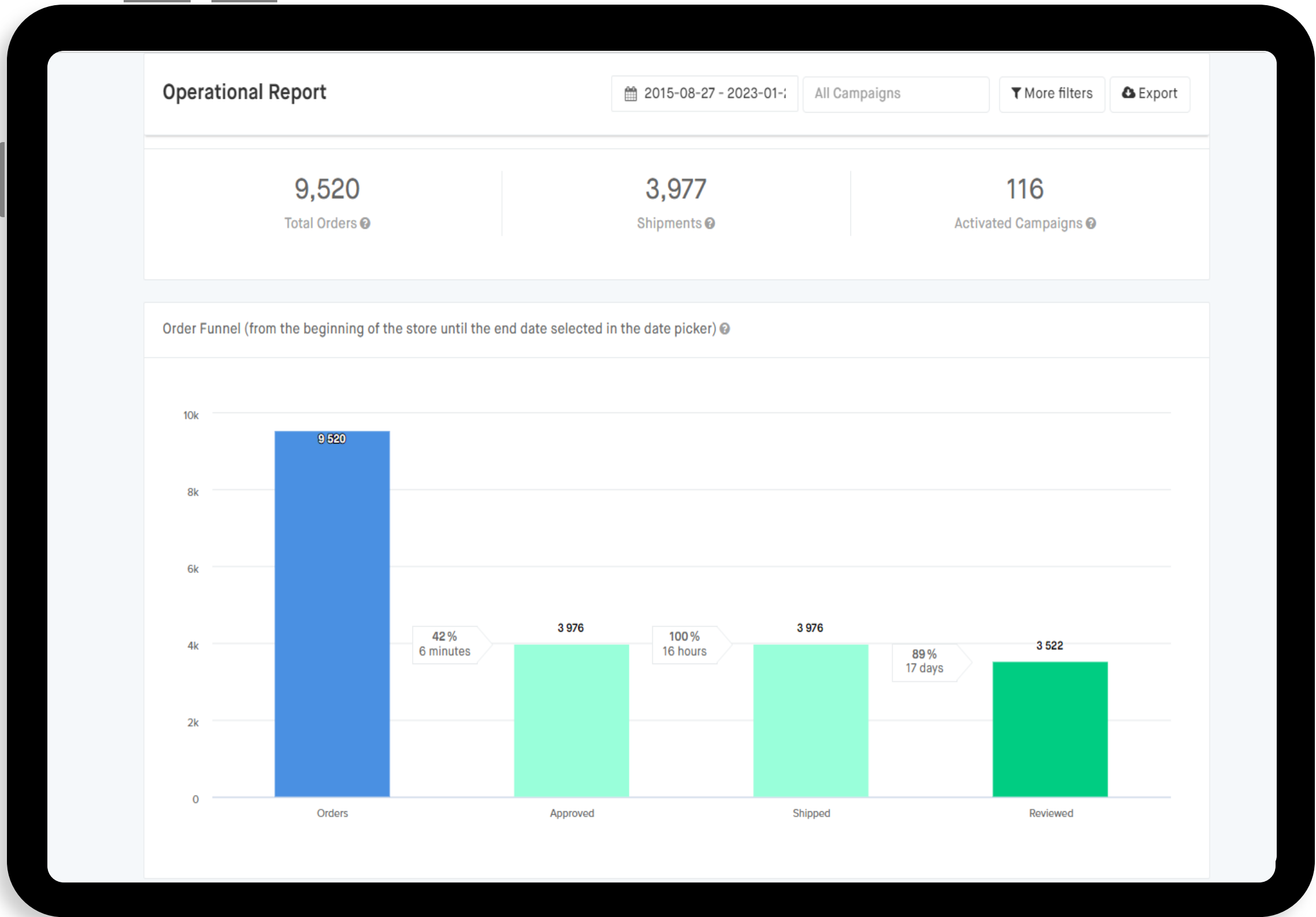
Contents :

See a summary of the number of posts published, interactions, engagement rate and influencer publications.
You can filter by date, campaign, store, product or platform.



Operations

Track the number of campaigns launched on the platform, the number of requests, the number of shipments, the requests distribution by status and the average response rate.

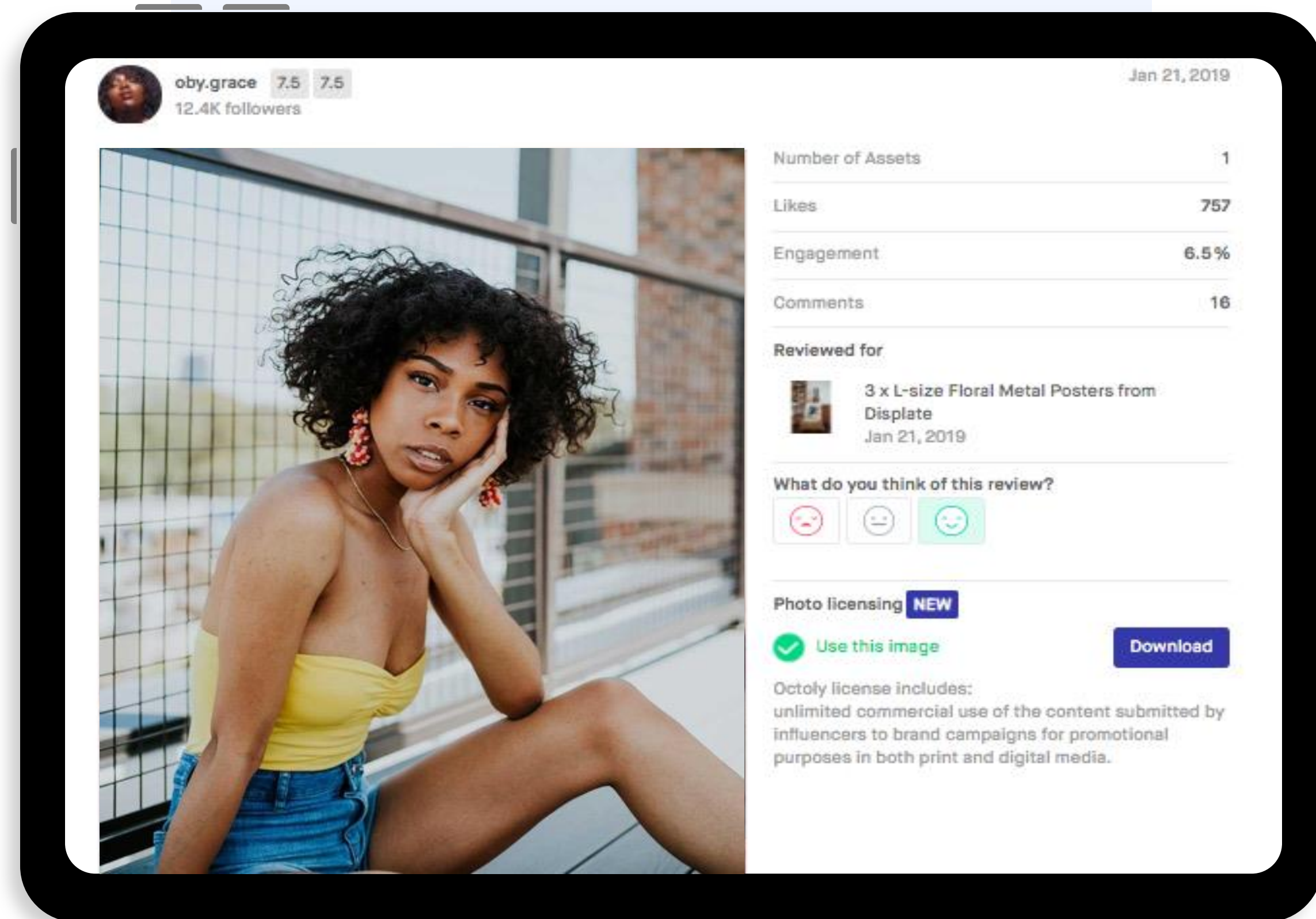


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YOU

KNOW?

You have the possibility to export your reports in Excel format



You can click on each publication in the **CONTENT** tab to see more details about it, for example :

- The number of likes
- Engagementt rate
- whether or not you can use the content in other media (depending on your licence).
- You can also rate the post.

YOUR PERFORMANCE REPORTS (2/3)

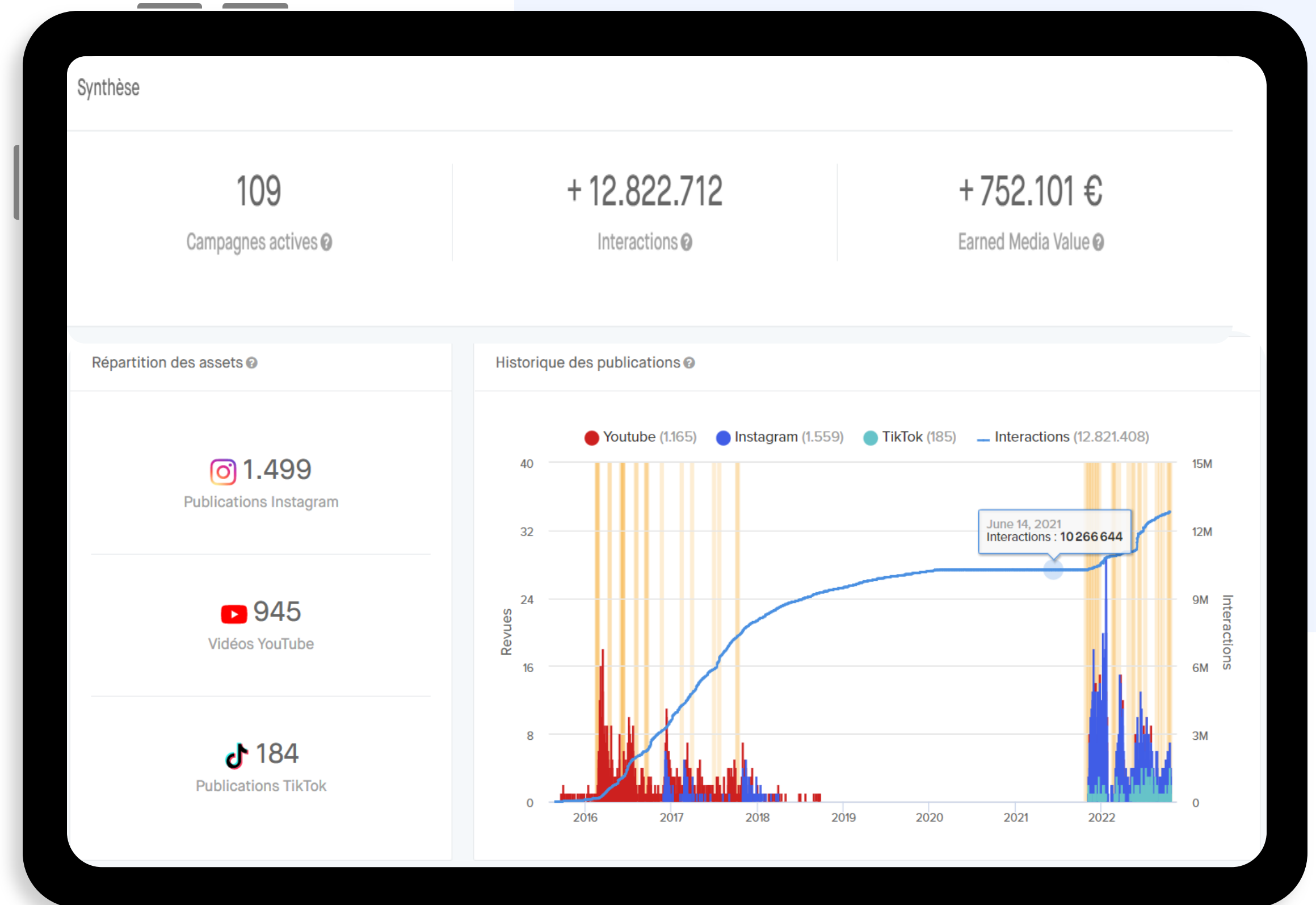
✓ Analytics:

Summary of the number of activated campaigns, the number of interactions (likes) on posts, the EMV earned, the assets distribution by social networks and the top 5 campaigns and influencers.

You also have a small overview of your audience, the distribution by demographic criteria and the geographical distribution.



EarnedMedia Value (EMV) is the value of the sum of all mentions made by third parties (websites, press, social media, reviews, comments...), usually made for free.



YOUR PERFORMANCE REPORTS (3/3)



Traffic:

Summary of the number of clicks generated on the store and products. The products and influencers that generated the most clicks.



Social Growth

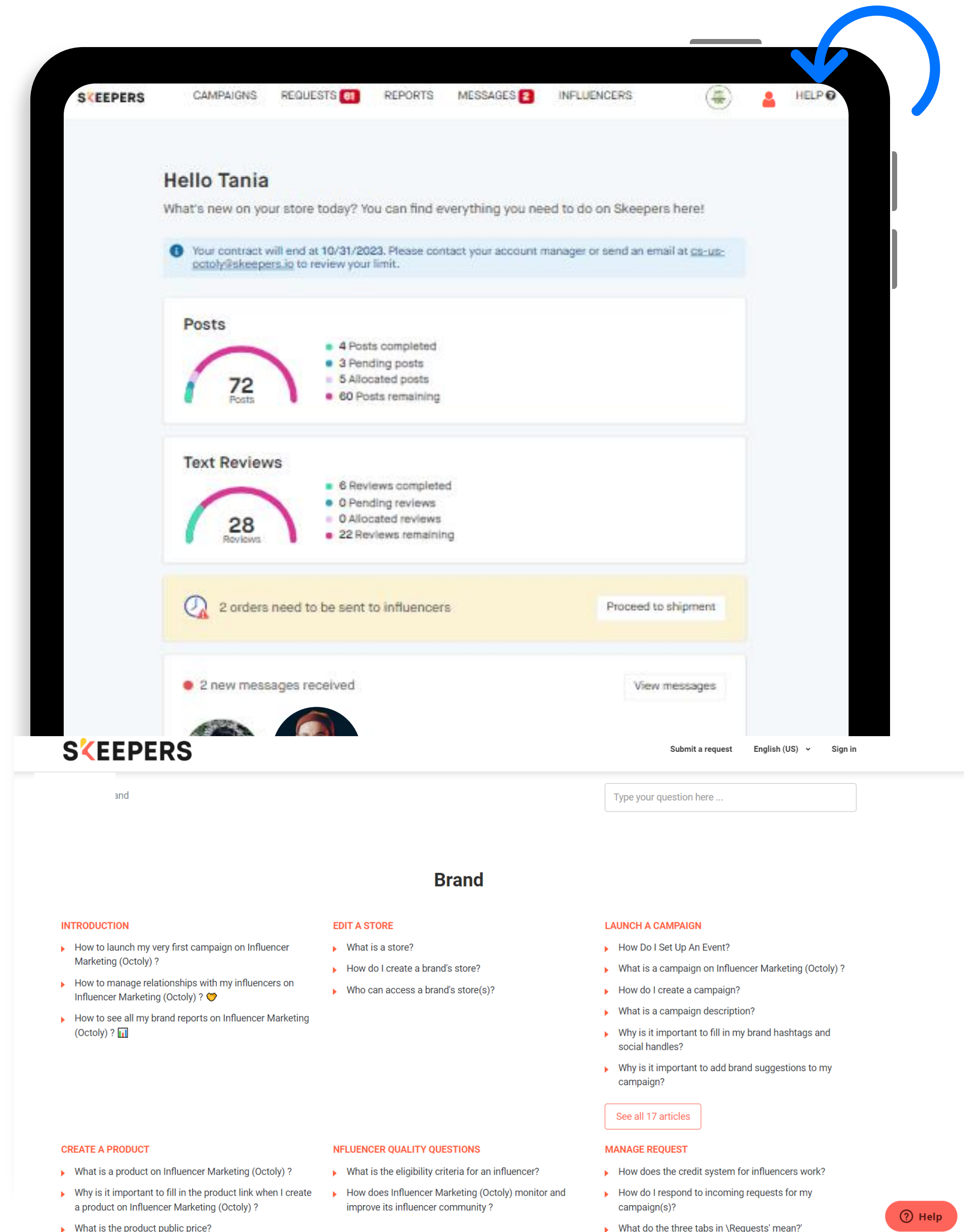
You can track the evolution of your audience.





HELP CENTER

If you have any questions, you can consult our help centre at any time. It can be accessed from the platform



The screenshot displays the Skeepers platform interface. At the top, a navigation bar includes links for CAMPAIGNS, REQUESTS (with a red notification badge), REPORTS, MESSAGES (with a red notification badge), and INFLUENCERS. A blue arrow points to the HELP icon in the top right corner. The main dashboard area is titled "Hello Tania" and provides a summary of the user's store activity, including a contract end date of 10/31/2023. Below this, there are two progress charts: "Posts" (72 total, with 4 completed, 3 pending, 5 allocated, and 60 remaining) and "Text Reviews" (28 total, with 6 completed, 0 pending, 0 allocated, and 22 remaining). A yellow alert bar indicates "2 orders need to be sent to influencers" with a "Proceed to shipment" button. Another bar shows "2 new messages received" with a "View messages" button. The bottom section of the interface features the Skeepers logo, a search bar, and a "Brand" category filter. Below the filter, there are three columns of help articles under the heading "Brand".

Brand

INTRODUCTION

- ▶ How to launch my very first campaign on Influencer Marketing (Octoly) ?
- ▶ How to manage relationships with my influencers on Influencer Marketing (Octoly) ? 🍌
- ▶ How to see all my brand reports on Influencer Marketing (Octoly) ? 📊

EDIT A STORE

- ▶ What is a store?
- ▶ How do I create a brand's store?
- ▶ Who can access a brand's store(s)?

LAUNCH A CAMPAIGN

- ▶ How Do I Set Up An Event?
- ▶ What is a campaign on Influencer Marketing (Octoly) ?
- ▶ How do I create a campaign?
- ▶ What is a campaign description?
- ▶ Why is it important to fill in my brand hashtags and social handles?
- ▶ Why is it important to add brand suggestions to my campaign?

[See all 17 articles](#)

CREATE A PRODUCT

- ▶ What is a product on Influencer Marketing (Octoly) ?
- ▶ Why is it important to fill in the product link when I create a product on Influencer Marketing (Octoly) ?
- ▶ What is the product public price?

INFLUENCER QUALITY QUESTIONS

- ▶ What is the eligibility criteria for an influencer?
- ▶ How does Influencer Marketing (Octoly) monitor and improve its influencer community ?

MANAGE REQUEST

- ▶ How does the credit system for influencers work?
- ▶ How do I respond to incoming requests for my campaign(s)?
- ▶ What do the three tabs in 'Requests' mean?

[Help](#)

Another question?
More information?
Is there a problem?

Our Customer Care team can help you!
From the platform, by [clicking on the help button](#) you can send your questions and comments

Leave us a message

I'm a brand

Your name (optional)

Tania Fernandez

Email address

tania.fernandez@skeepers.io

Type of request (optional)

-

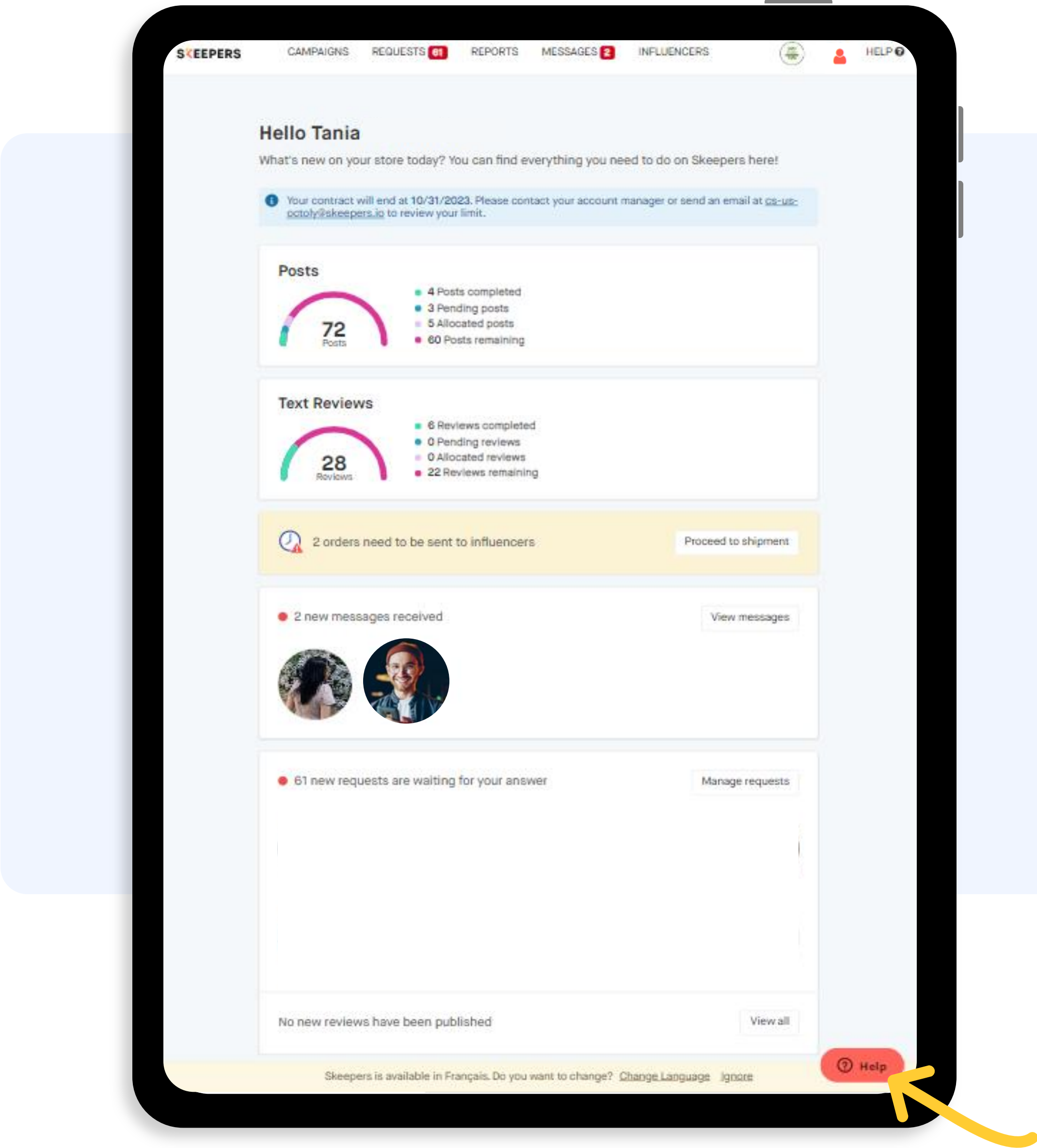
What is your language ?

-

Store ID (optional)

zendesk

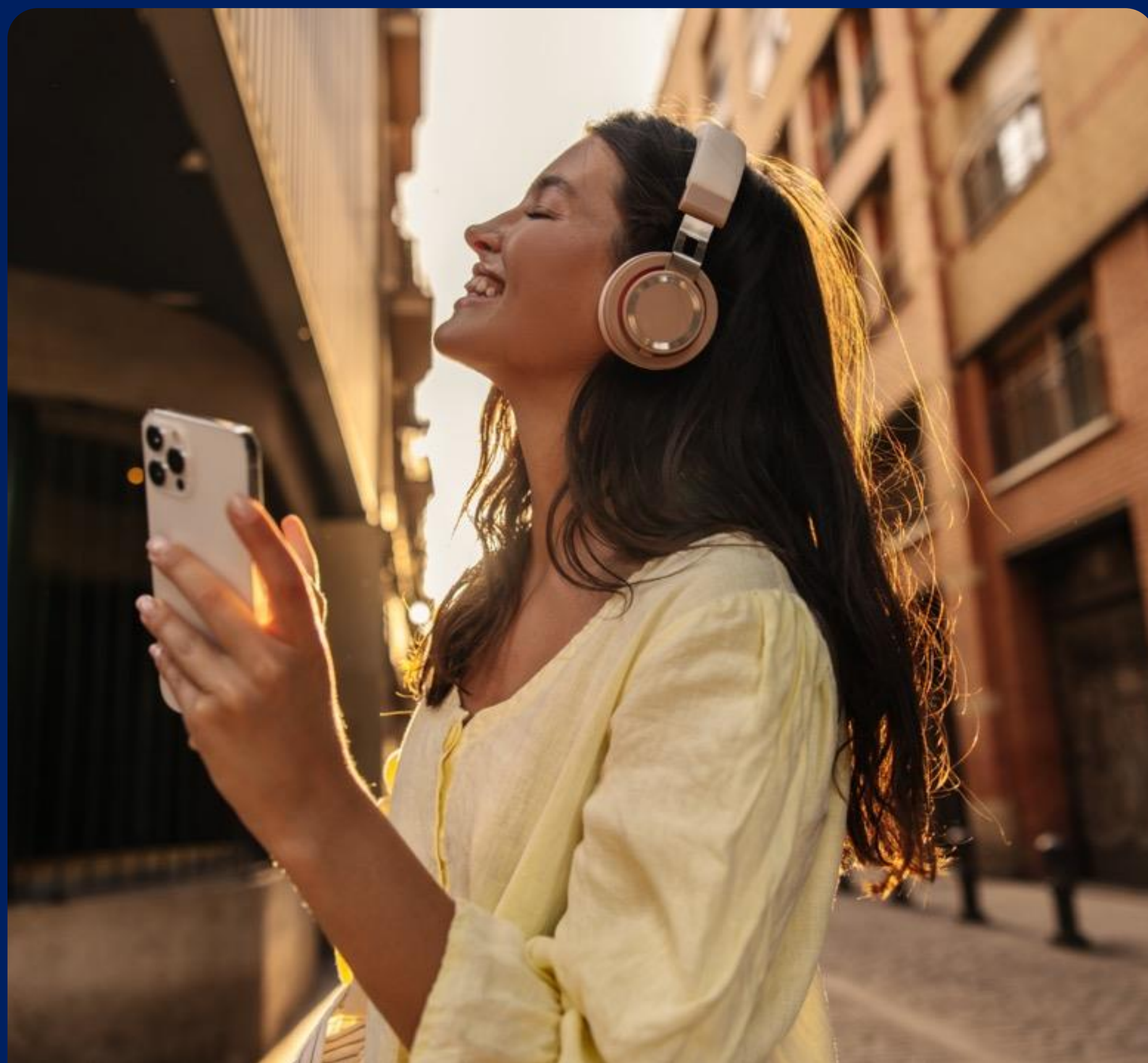
Send





GLOSSARY

- **EMV (Earned Media Value):** calculates the profitability of an Influence campaign. Indicator comparable to CTC via a paid campaign.
- **Engagement rate:** measures the engagement of the audience with the proposed content. Calculation: $\text{Nb of comms} + \text{Nb of likes} / \text{audience}$
- **Reach:** refers to the reach of a publication in terms of audience
- **Asset:** content (post, story, video, reviews).
- **Bundle:** a group of products sent together.



Contact:

client-training@skeepers.io

