

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 Skeepers
- Know how to set up the account and configure your brand store



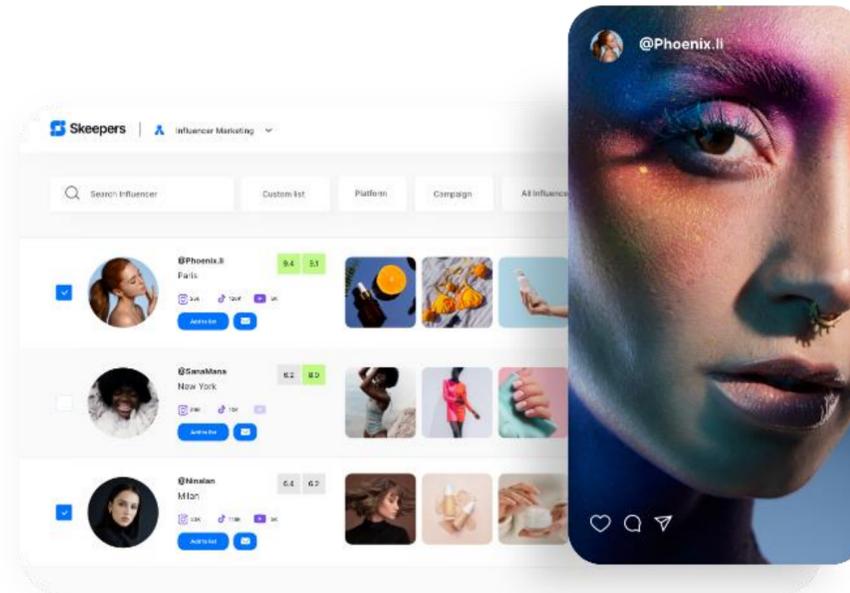
INFLUENCER MARKETING

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?

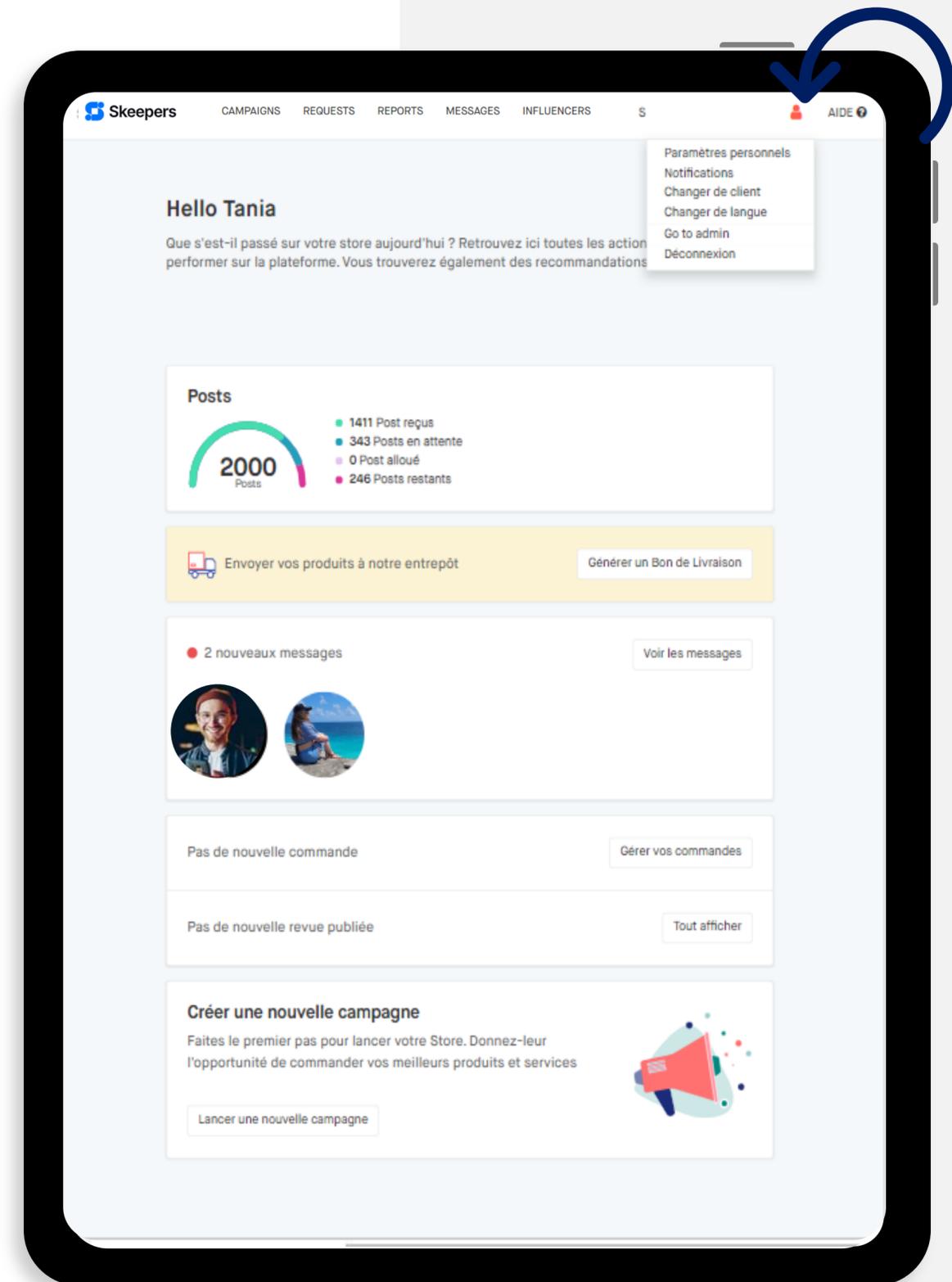
Click on your profile on the top right of the platform



Personal settings
Fill in your details and
generate your password

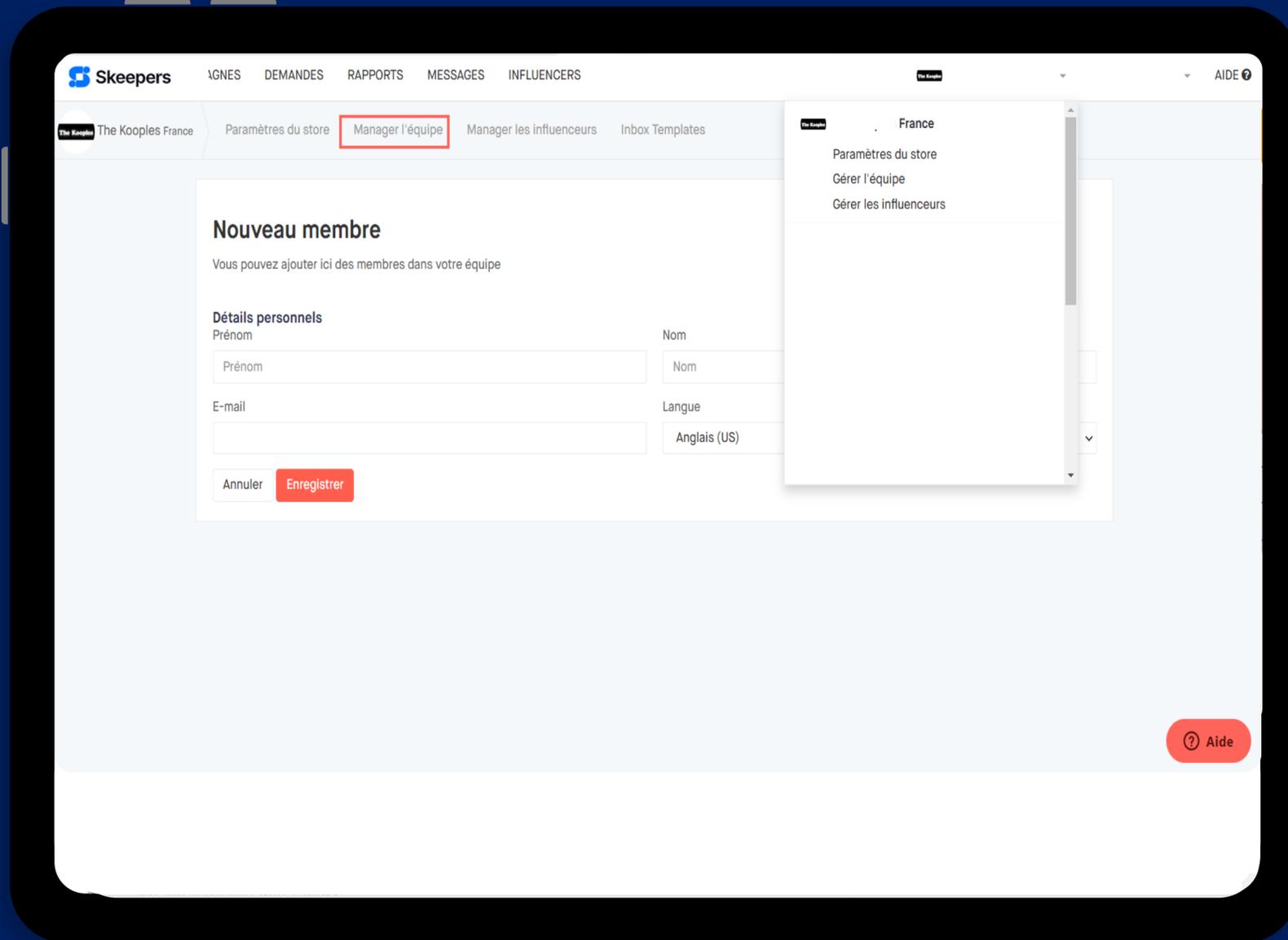


Notifications
Enable notifications to track
your campaigns



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?

- **How do I get there?** Click on your BRAND profile at the top right of the platform and then on store settings.

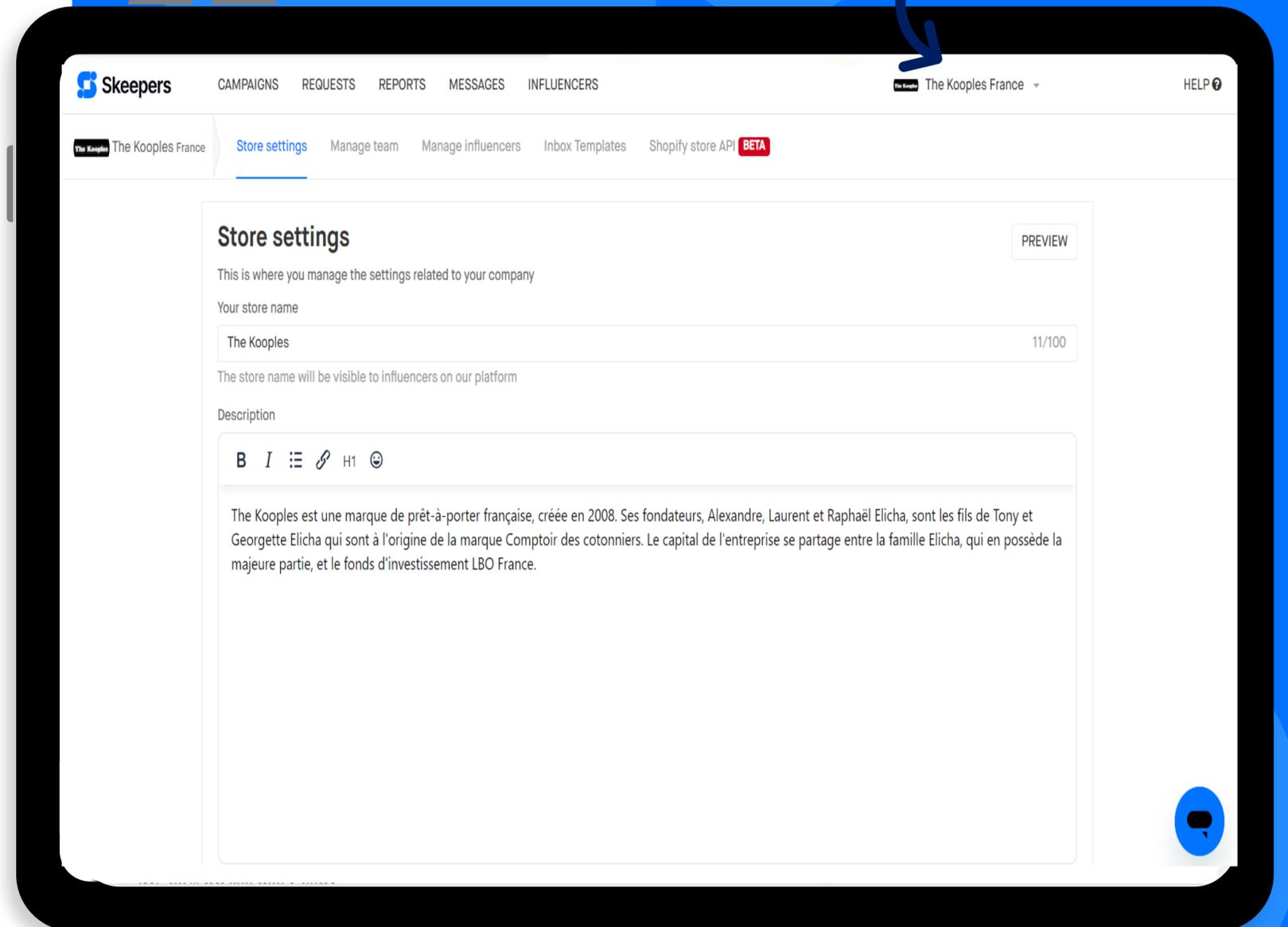
The elements of your store:

- **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

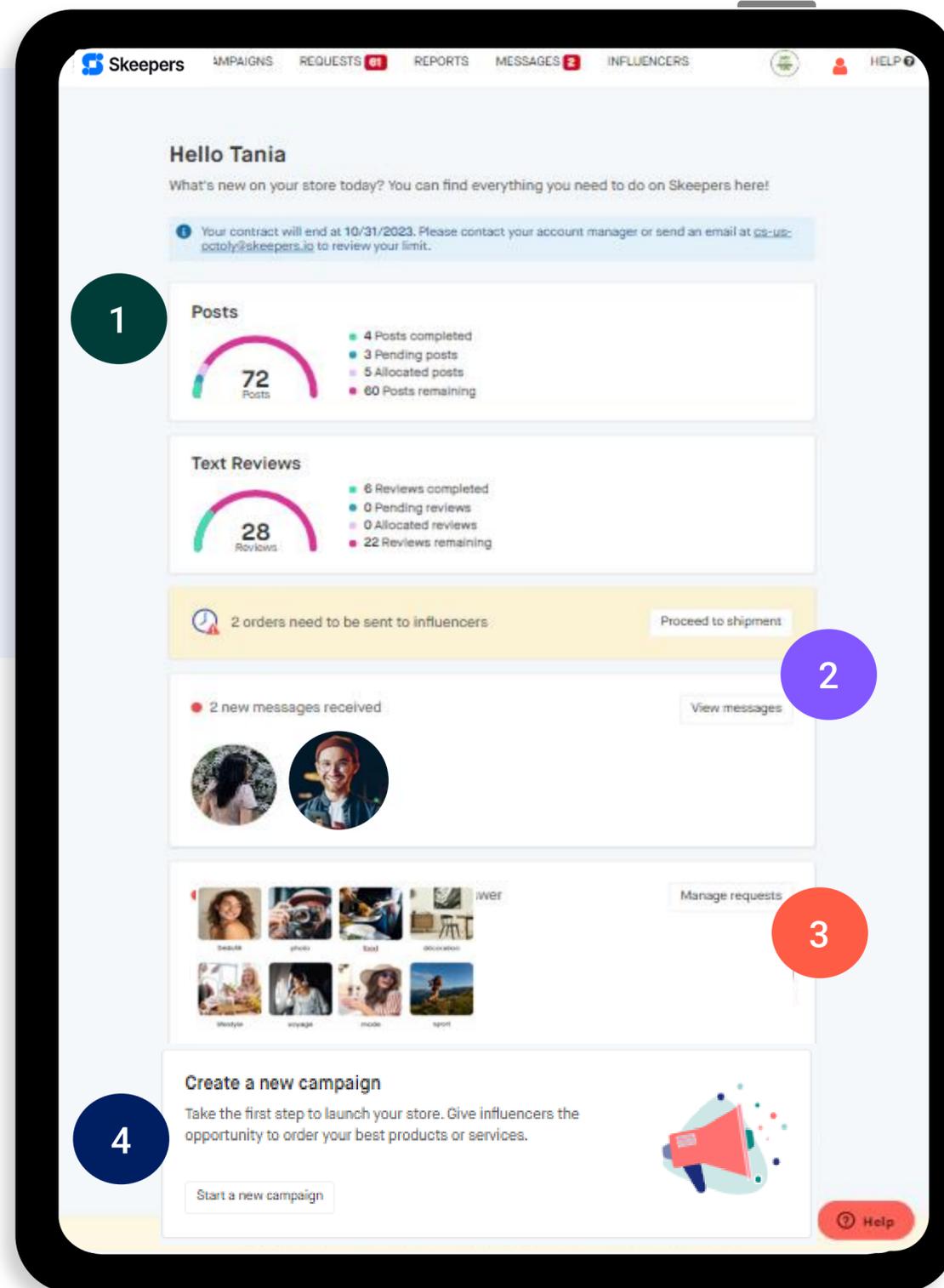


Activity monitoring dashboard



MY DASHBOARD

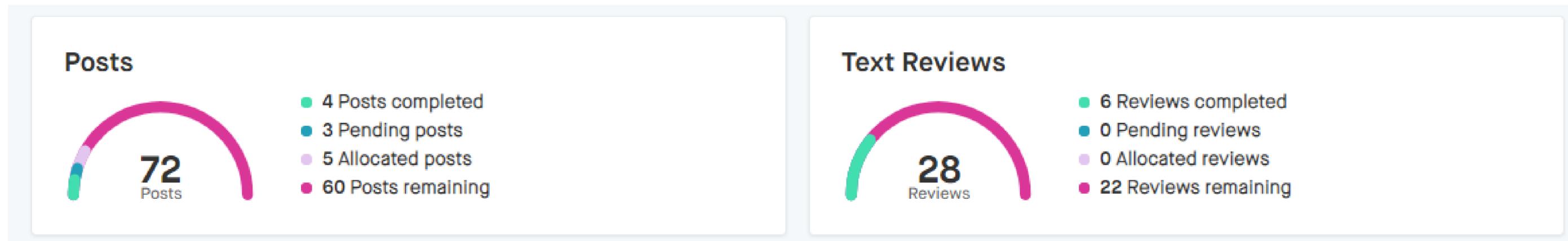
From the home page, you can follow the [key information](#) about your account activity.



- 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



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

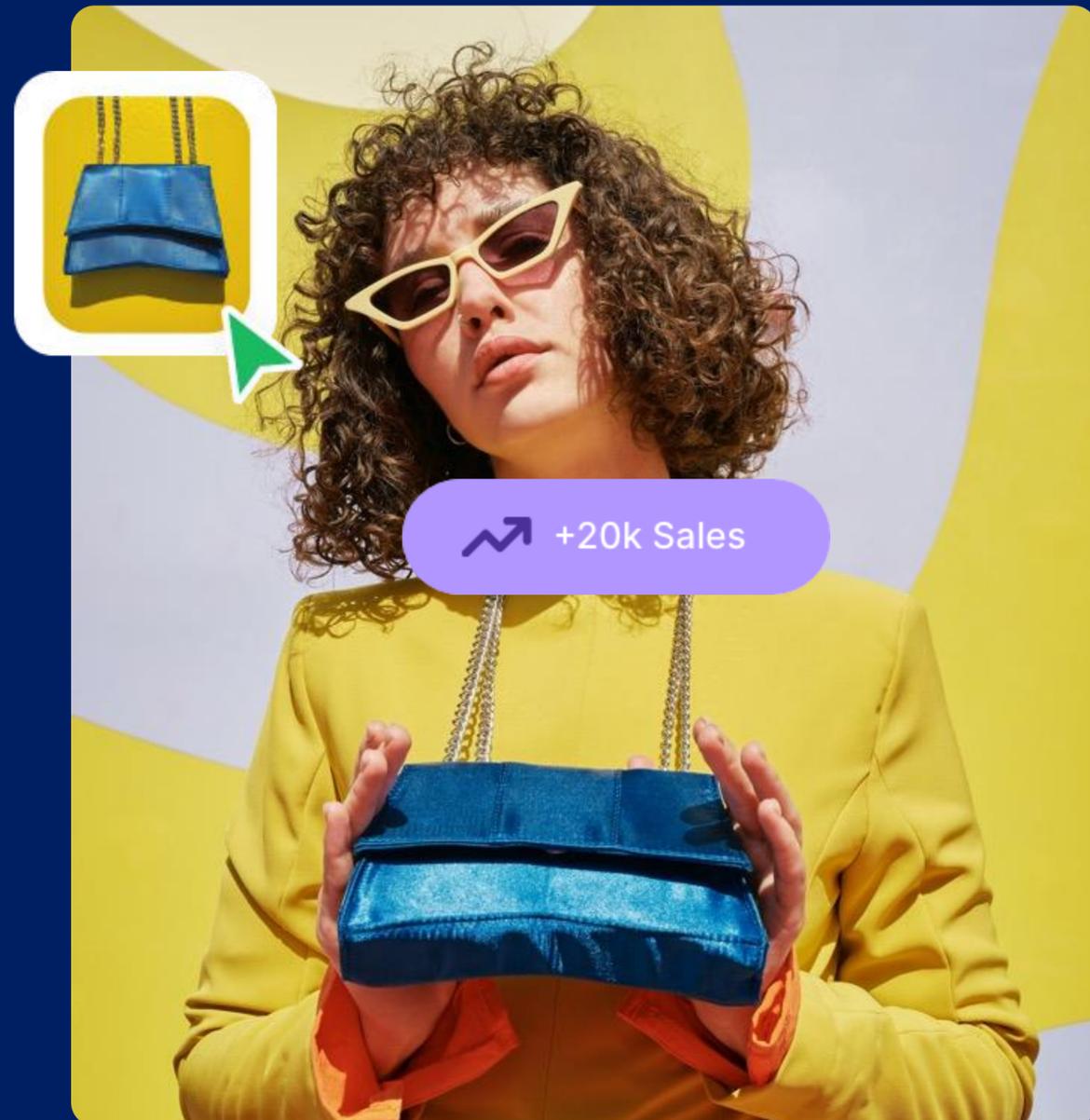
Objectives:

- 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

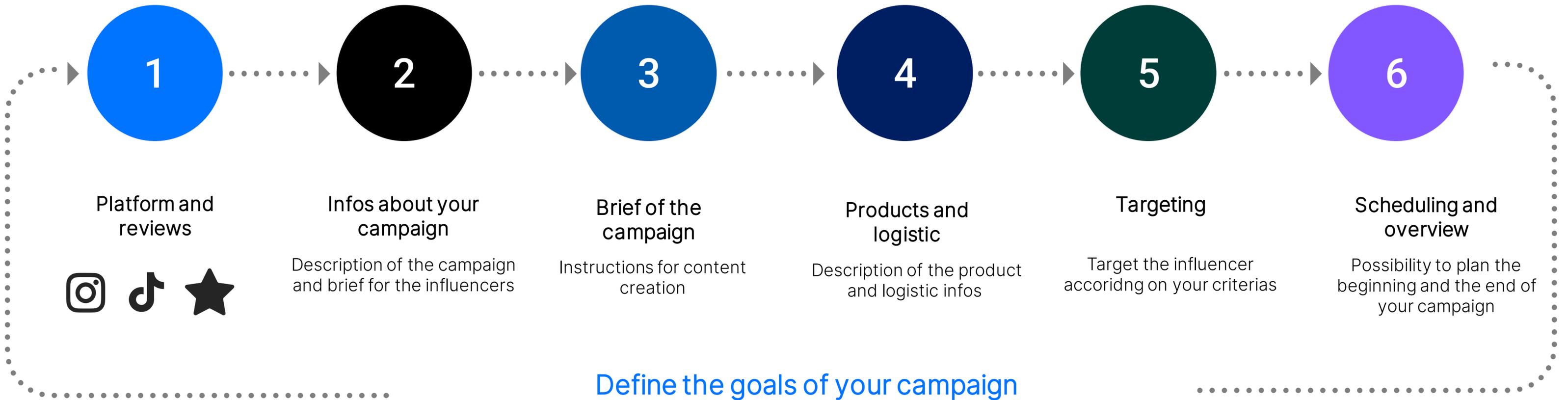
Création de la campagne

- 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** [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.

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.

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



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)



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.

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

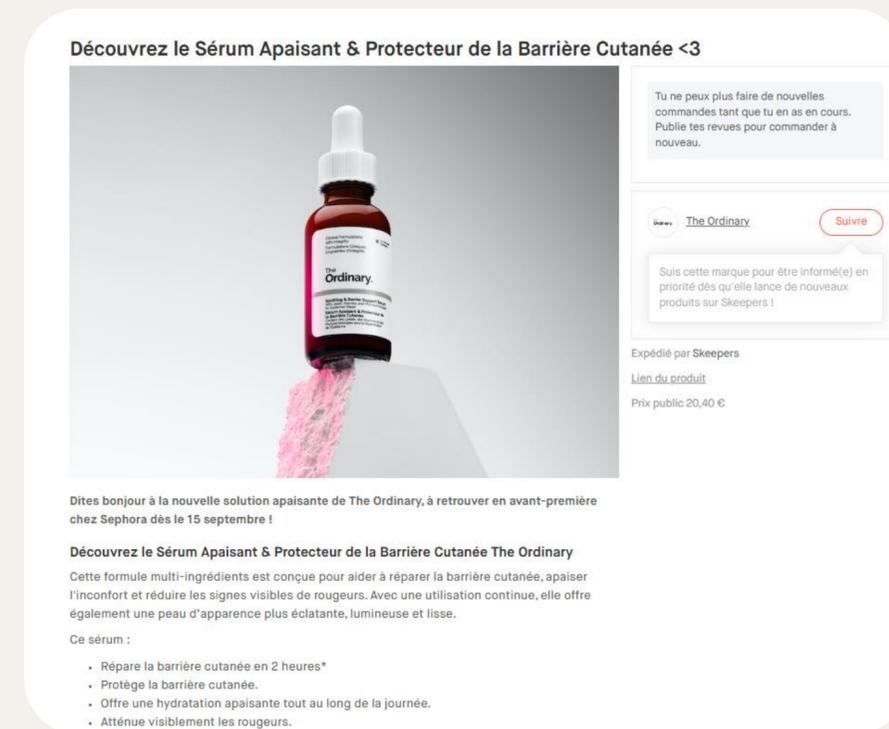
Description de la campagne

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

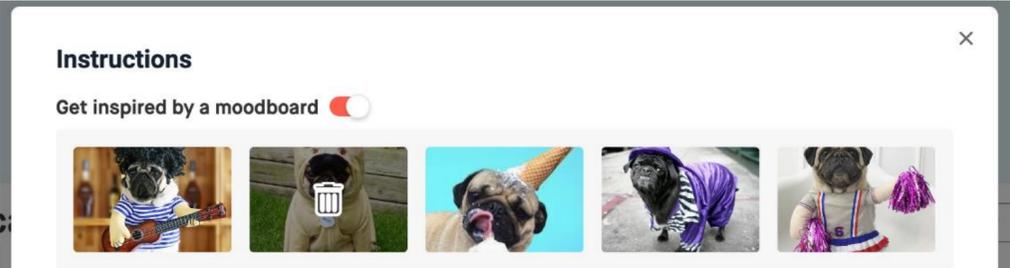


Include recommendations on how to use the product correctly.
Suggest information about the product that you would like to see in your reviews.



CREATE A CAMPAIGN (3/6)

Instructions & moodboard



Instructions

Get inspired by a moodboard

Brand instructions for social media platforms

Dos and don'ts

i 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



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.



Moodboard

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



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.



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





 +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

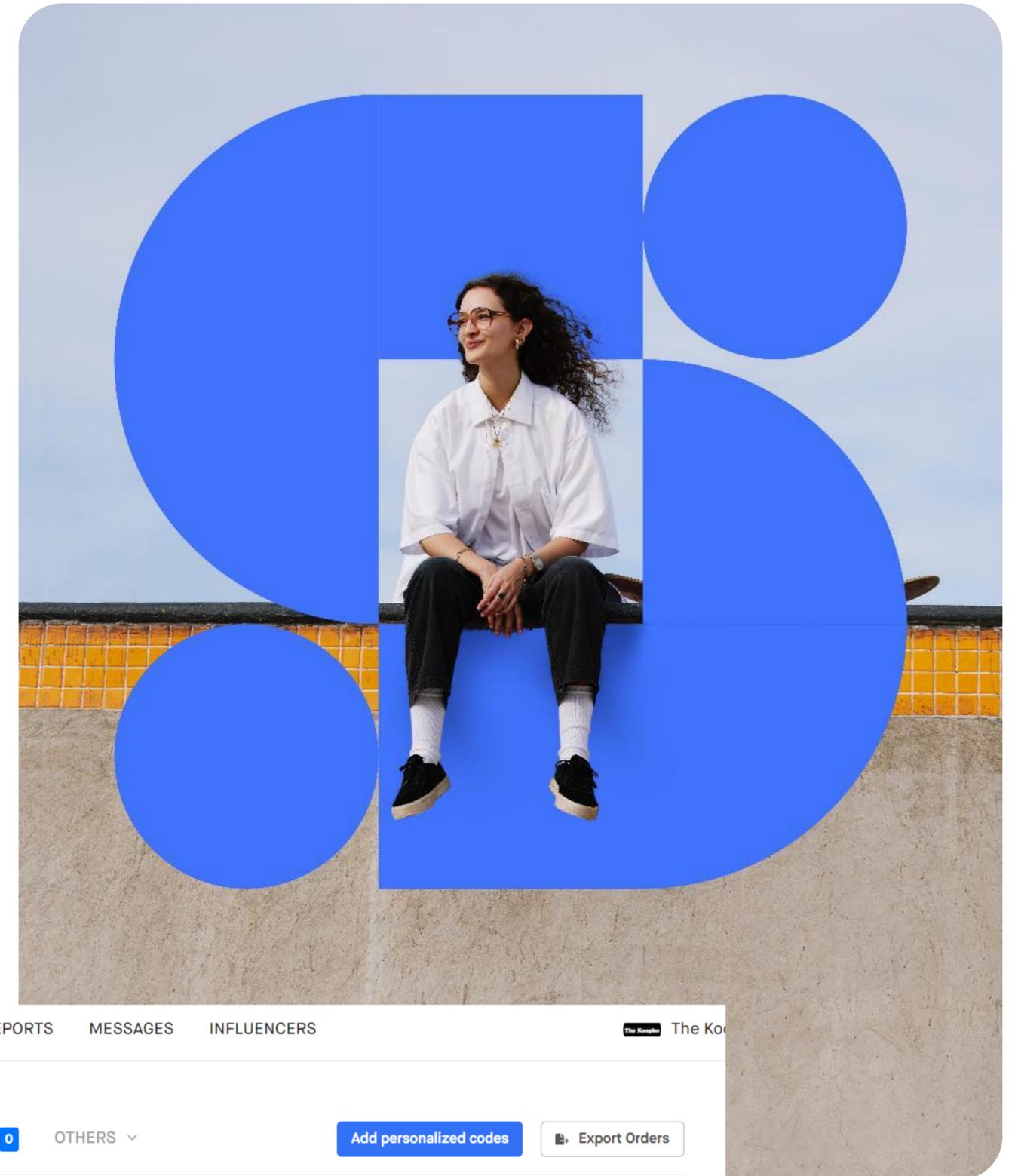
READY TO SHIP 0

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.

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

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"/>	<input type="text" value="2"/>	<input checked="" type="checkbox"/>
 	<input type="text" value="PINK"/>	<input type="text"/>	<input type="text" value="2"/>	<input checked="" type="checkbox"/>
<input type="button" value="Add a new variant"/>				
				<input type="button" value="Close"/> <input type="button" value="Save"/>

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



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.



LOGISTICS MANAGE BY YOUR BRAND

The screenshot displays the SKEEPERS dashboard. At the top, there are navigation tabs: CAMPAIGNS, REQUESTS (60), REPORTS, MESSAGES (3), and INFLUENCERS. The user is logged in as Tania Fernandez. The main content area is titled 'ORDERS' and shows a summary of request statuses: PENDING REQUESTS (60), READY TO SHIP (2), SHIPPED (0), and OTHERS. Below this, there are buttons for 'Add promo codes', 'Add affiliate links', and 'Export Orders'. A section for 'Import Orders' includes a note: 'Import your file with tracking codes, the orders will be transferred to the Shipped tab'. The main part of the interface is a table with the following columns: INFLUENCER, QUALITY, PLATFORM & REVIEW, PRODUCT, STATUS, and ACTIONS.

INFLUENCER	QUALITY	PLATFORM & REVIEW	PRODUCT	STATUS	ACTIONS
leonidasmoore1	7.5	x1 4K Followers 2.5% Engagement x1 2.6K Followers 5.4% Engagement	Promotion de lan...	EXPORTED 2022-12-27	Ship
ChadMomBeauty	9.1	x1 27.4K Followers 0.9% Engagement	Promotion de L...	EXPORTED 2022-12-27	Ship

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 ⓘ
 	BLUE		- 2 + <input checked="" type="checkbox"/>
 	PINK		- 2 + <input checked="" type="checkbox"/>



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**.

The screenshot shows a 'TARGETING' window with two tabs: 'ADVANCED CRITERIA' (selected) and 'CUSTOM LISTS'. Under 'ADVANCED CRITERIA', there is a toggle for 'Advanced criteria' which is 'Enabled'. Below this is a grid of category buttons: 'Skin Care', 'Makeup', 'Hair Care', 'Edgy', 'Family', 'Fashion', 'Fashion Favorites', 'Favorites', 'Food & Beverage', 'Health & Fitness', 'Home & Design', 'Lifestyle', 'Makeup Favorites', 'Male', 'Organic', 'Pets', and 'Travel'. A dark overlay on the right side of the window displays 'AUDIENCE SIZE' with '5,057 Influencers'. Below this, it lists: 'Potential Reach: 194M', 'Predicted Views: 4M', and '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

The screenshot shows a targeting interface for two platforms: Instagram and TikTok. The Instagram section includes sliders for 'Followers (Instagram)' (0-5,000) and 'Taux d'engagement (Instagram)' (0-10). It also has checkboxes for 'At least 60% women' and 'At least 40% men', a radio button for 'Audience age' with options '<18', '18-24', '25-34', and '>34', and a checkbox for 'Local audience' (At least 50% local audience). The TikTok section includes sliders for 'Taille de l'audience (TikTok)' (0-5,000,000) and '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

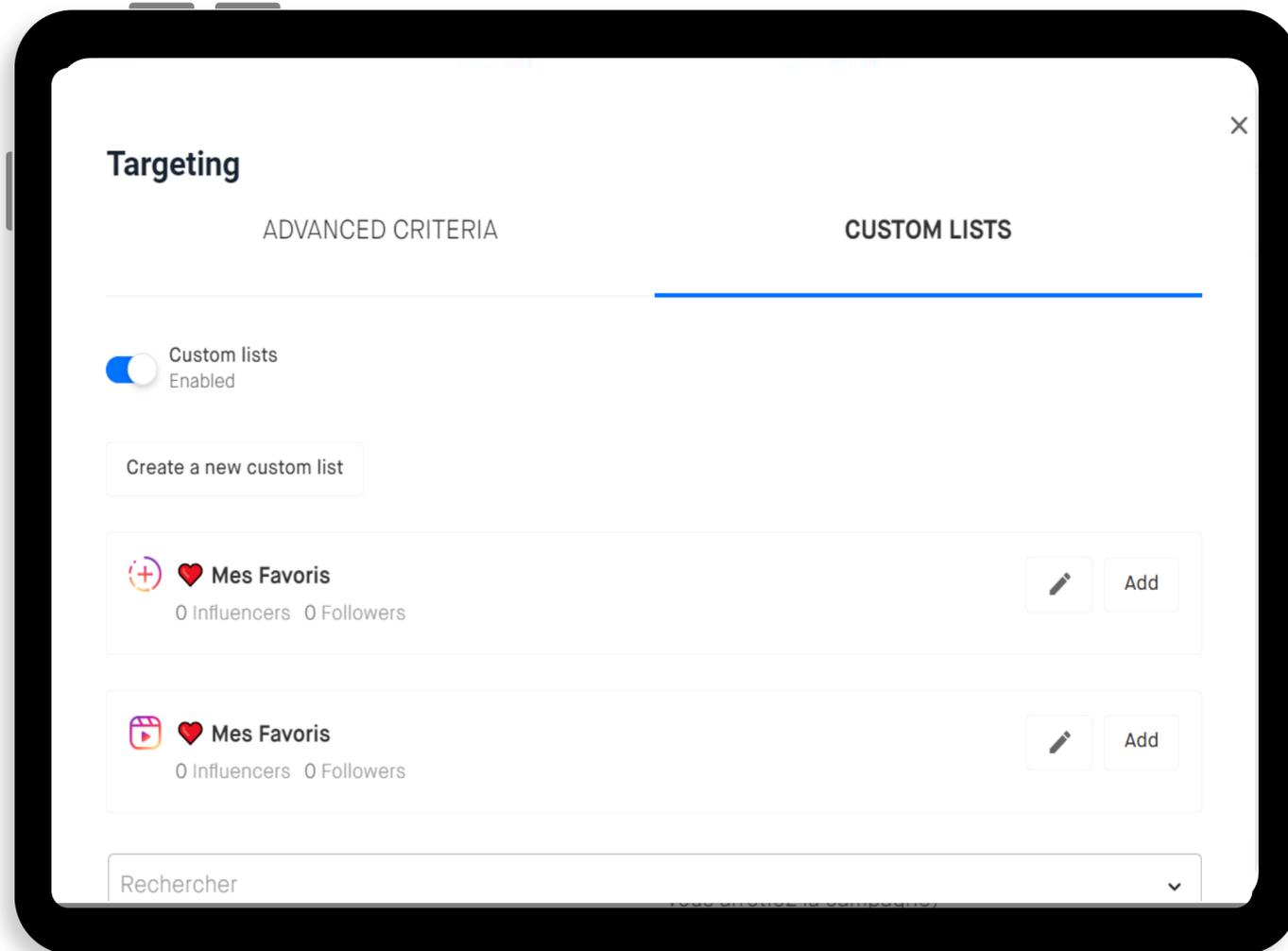
In the Targeting section, click Custom lists.

- 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!

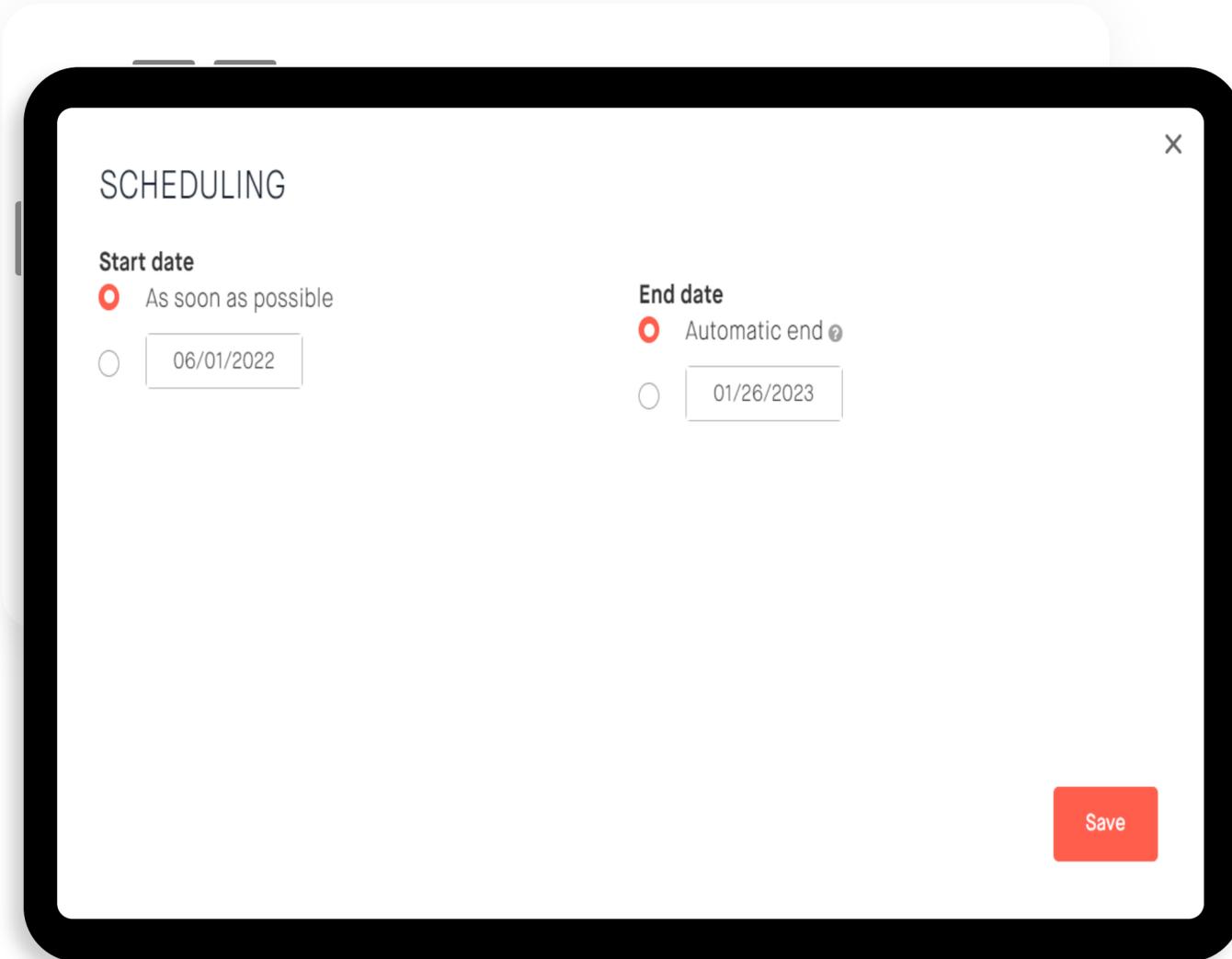
Remember that the criteria you select first, using the filters, do not apply to the influencers you add to the personalised list, as these two groups are independent.

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 another radio button for 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 another radio button for 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

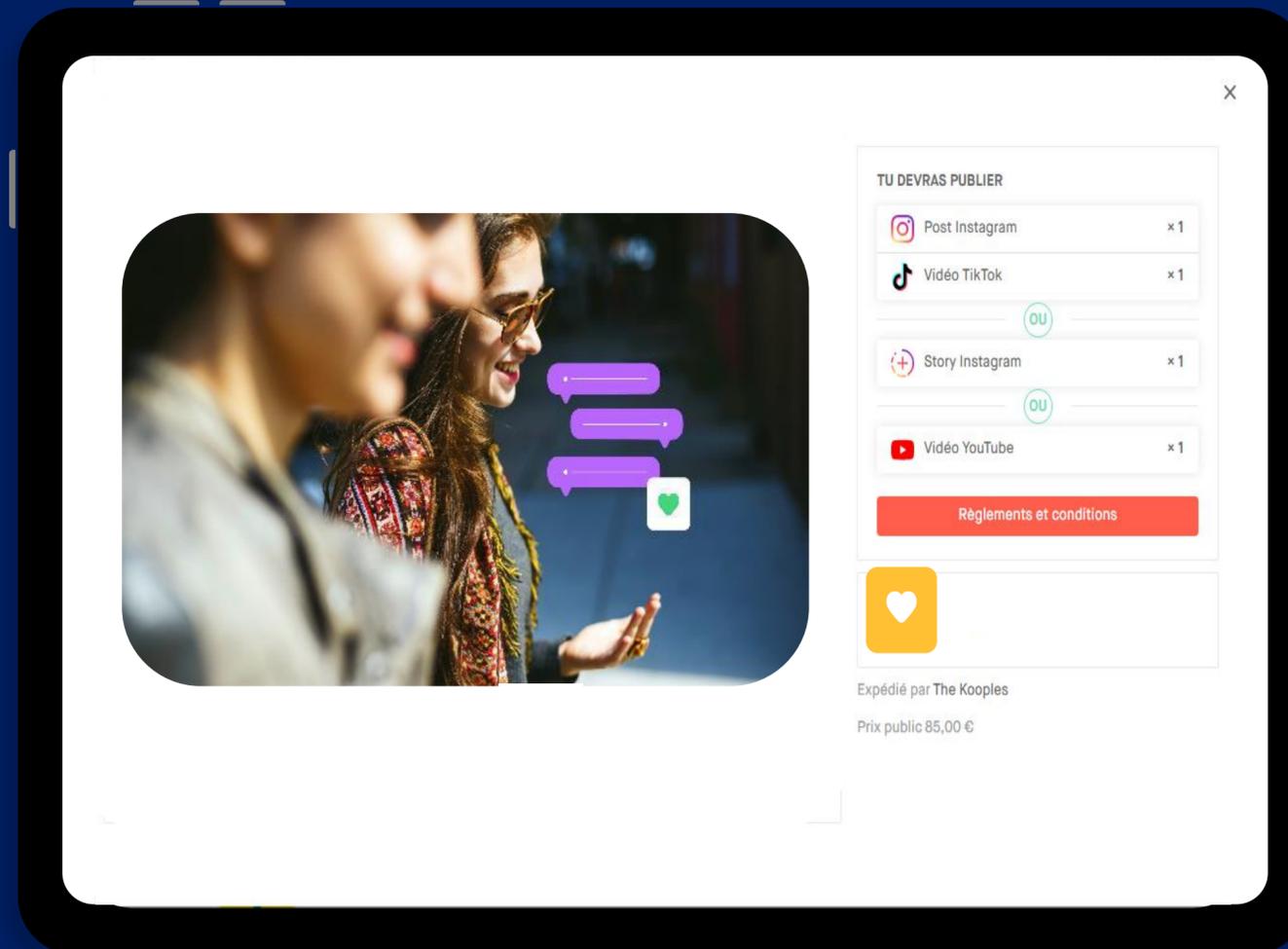


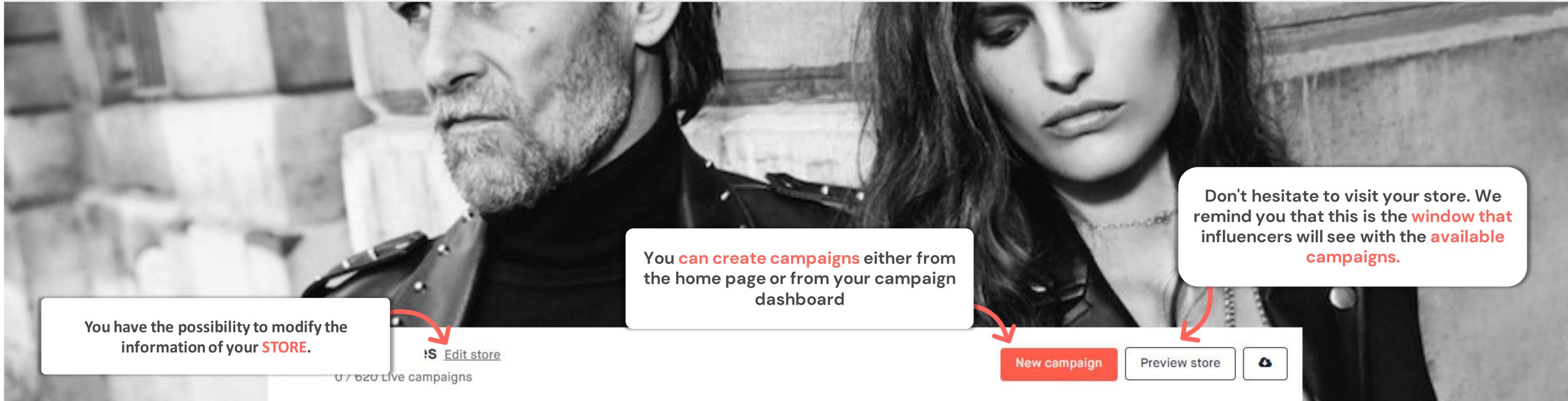
YOUR CAMPAIGN

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 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.

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

IS [Edit store](#)

New campaign

Preview store

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, 2023		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	 LIVE Promotion de lancement le 01/02/2023 Last edited on January 6, 2023 · Published on January 6, 2023	4 / 4	7903   	58 NEW 261	  
hbugh	 LIVE Promotion de lancement le 20/01/2023 Last edited on December 17, 2022 · Published on December 15, 2022	1 / 2	1226 	2 NEW 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





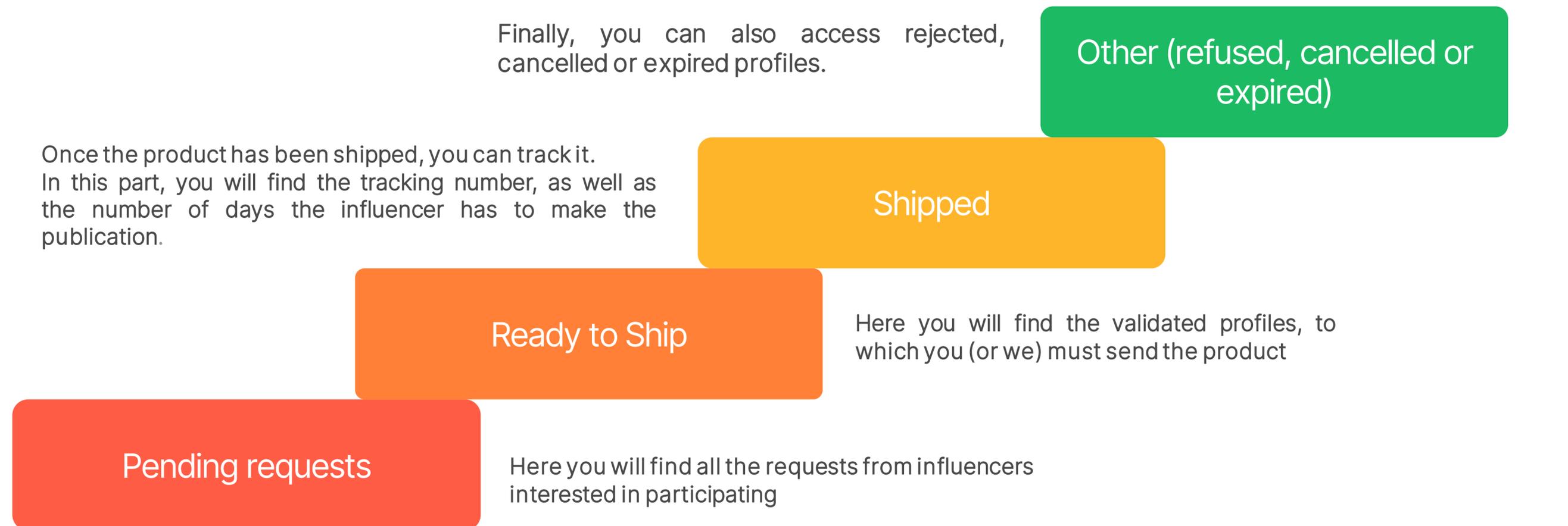
Once your campaign is launched, it is now **visible** to all influencers who match the selected campaign **criteria** (age, number of followers, interests...). Influencers interested in the offer proposed in your campaign will apply to it. They will then appear in the **REQUESTS** tab.

YOUR REQUESTS

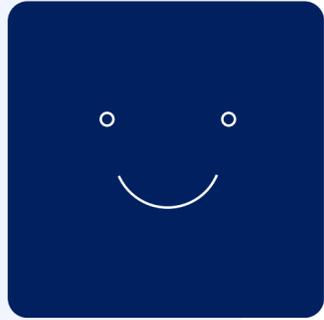
The screenshot shows the SKEEPERS dashboard for the 'REQUESTS' tab. The top navigation bar includes 'CAMPAIGNS', 'REQUESTS 60', 'REPORTS', 'MESSAGES 3', and 'INFLUENCERS'. Below the navigation, there are filters for 'PENDING REQUESTS 60', 'READY TO SHIP 2', and 'SHIPPED 0'. Action buttons include 'Add promo codes', 'Add affiliate links', and 'Export Orders'. A summary bar shows: 4/72 Completed Posts, 3 Pending Posts, 5 Allocated Posts, 6/28 Completed Text reviews, 0 Pending Text reviews, and 0 Allocated Text reviews. Filter options include 'All campaigns', 'All networks', and 'Sort by...'. A 'Recent orders fir' dropdown is also present. A table lists requests with columns: INFLUENCER, QUALITY, PLATFORM & REVIEW, PRODUCT, DATE, and ACTIONS. The table contains three rows of data, each with a checkmark and a red 'X' icon in the Actions column. A '236h Response time (Recommended 48h)' warning is visible. A 'Help' button is in the bottom right corner.

INFLUENCER	QUALITY	PLATFORM & REVIEW	PRODUCT	DATE	ACTIONS
	4.8K Followers 4.6% Engagement	x1	Promotion de l...	about 14 hours	✓ ✗
	4.8K Followers 4.9% Engagement	x1	Promotion de l...	1 day	✓ ✗
	5.3K Followers 4.5% Engagement	x1	Promotion de l...		✓ ✗

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

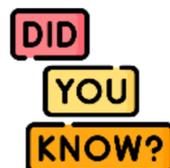


INFLUENCER	QUALITY	PLATFORM & REVIEW	PRODUCT	DATE	ACTIONS
 j...na	-- --	 x1 5.3K Followers 4.5% Engagement  x1 5.3K Followers 5.8% Engagement	 Promotion de l...	1 day	<input checked="" type="checkbox"/> <input type="checkbox"/>
	-- 8.6	 x1 6.1K Followers 1.8% Engagement  x1 6.1K Followers 2.5% Engagement	 Promotion de l...	2 days	<input checked="" type="checkbox"/> <input type="checkbox"/>

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

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:



■ **Licensing 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 Skeepers stores
- Orders in progress, placed
- Latest review photos: you can view the latest content created

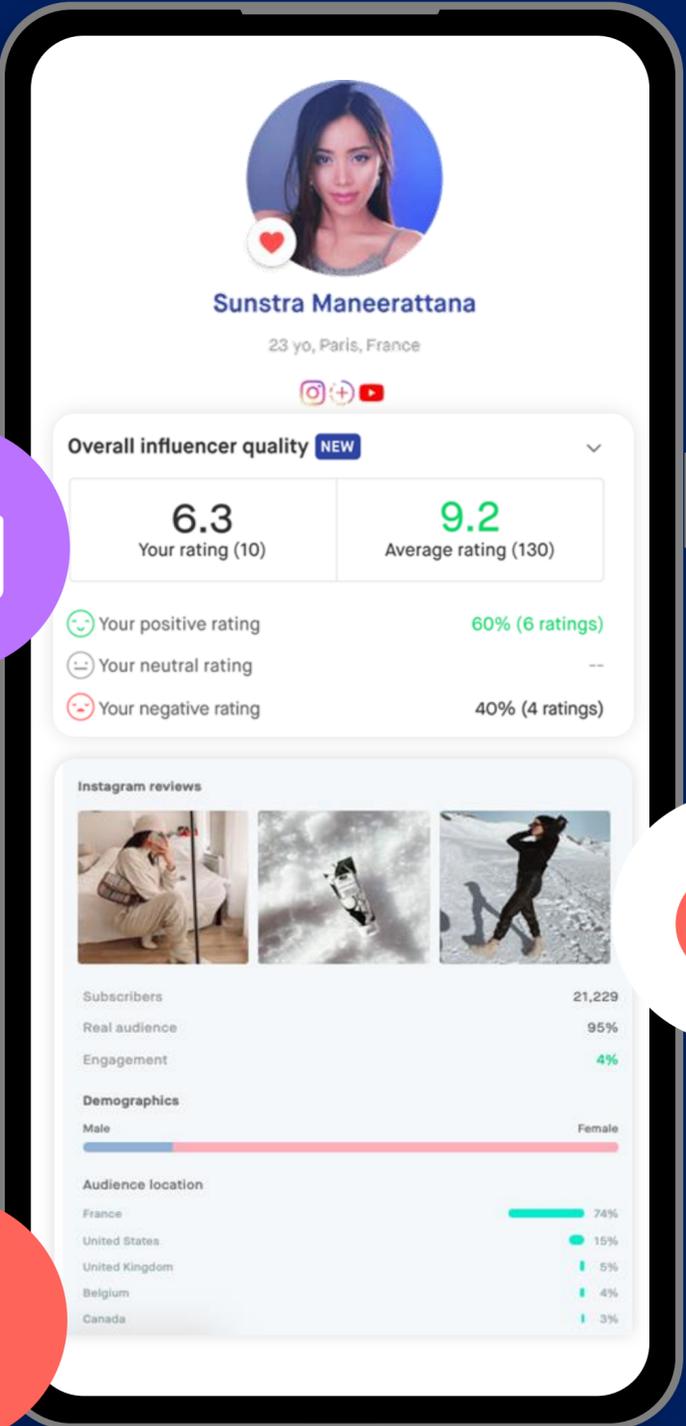
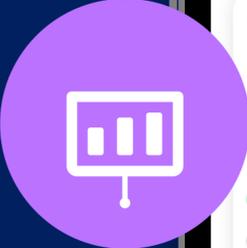
■ **Social networks:** you can see the number of followers. Influencer engagement on social networks



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



Sunstra Maneerattana
23 yo, Paris, France



Sunstra Maneerattana
23 yo, Paris, France

Overall influencer quality **NEW**

6.3 Your rating (10)	9.2 Average rating (130)
--------------------------------	------------------------------------

Your positive rating: **60% (6 ratings)**
Your neutral rating: --
Your negative rating: **40% (4 ratings)**

Instagram reviews

Subscribers	21,229
Real audience	95%
Engagement	4%

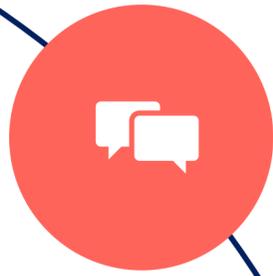
Demographics

Male: [Progress bar] Female: [Progress bar]

Audience location

France	74%
United States	15%
United Kingdom	5%
Belgium	4%
Canada	3%

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

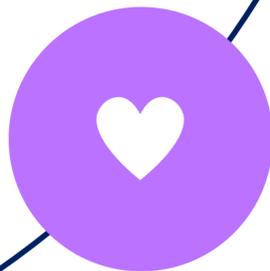


Influencers

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

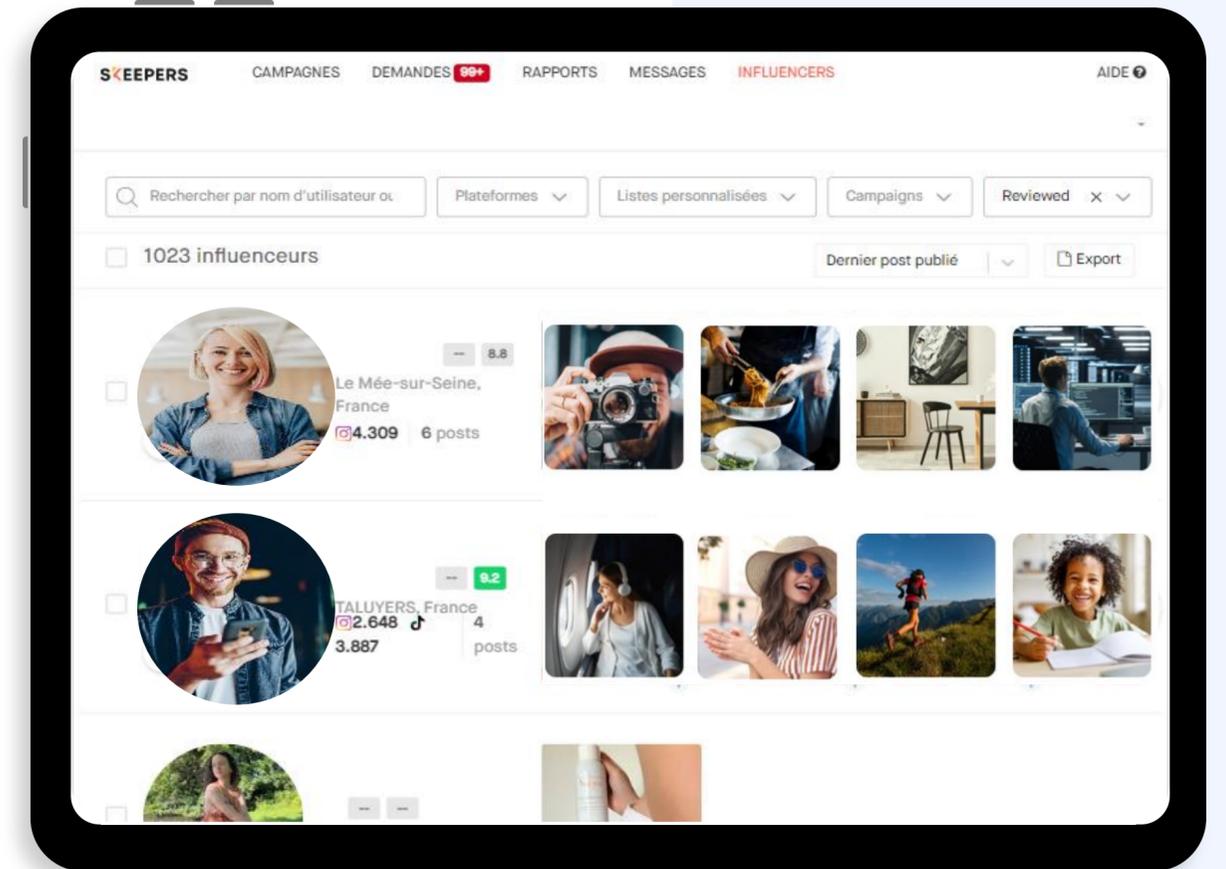


In the main menu, Influencers tab



Your lists

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



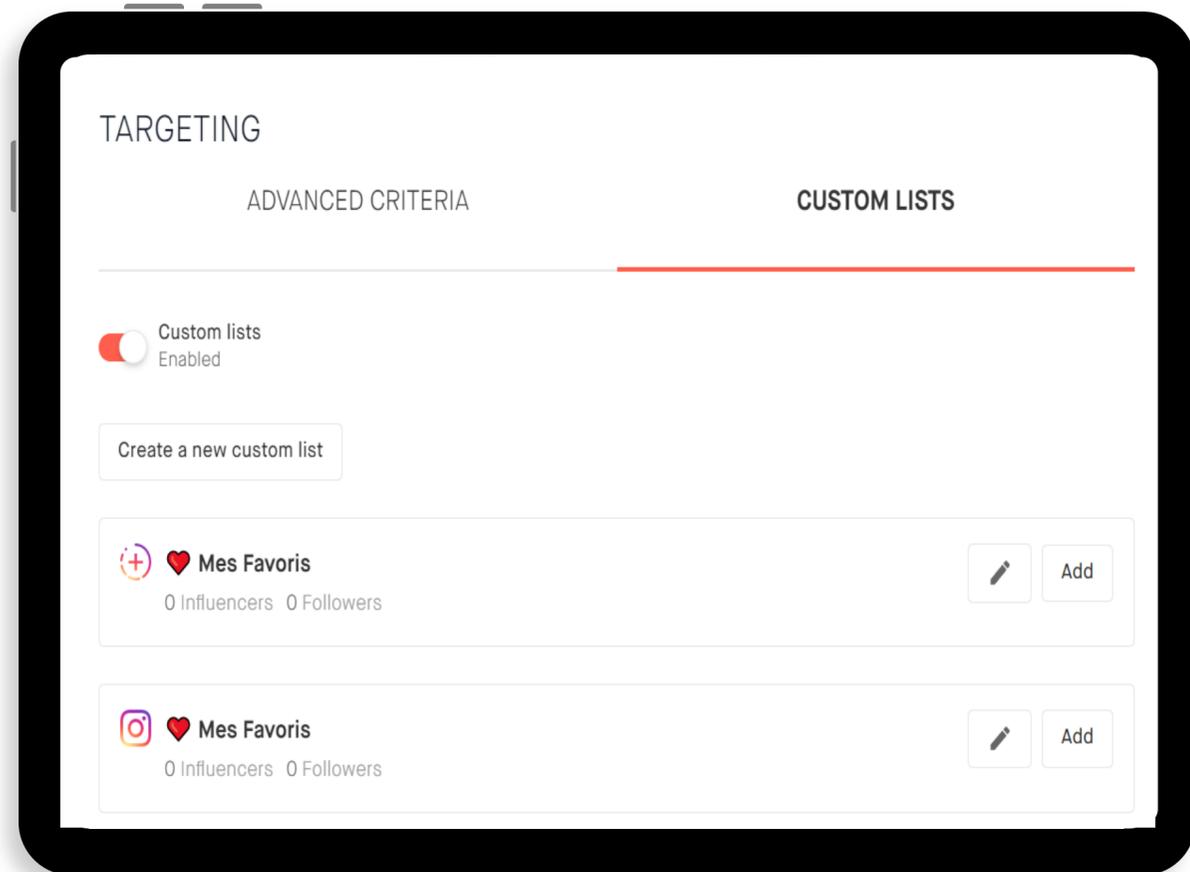
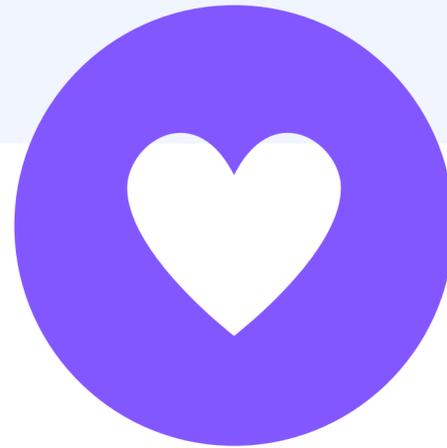
We advise you to check your messages regularly, as influencers often contact the brand for further instructions or for more information on promo codes, for example.



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

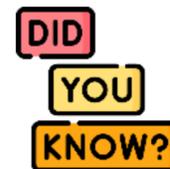
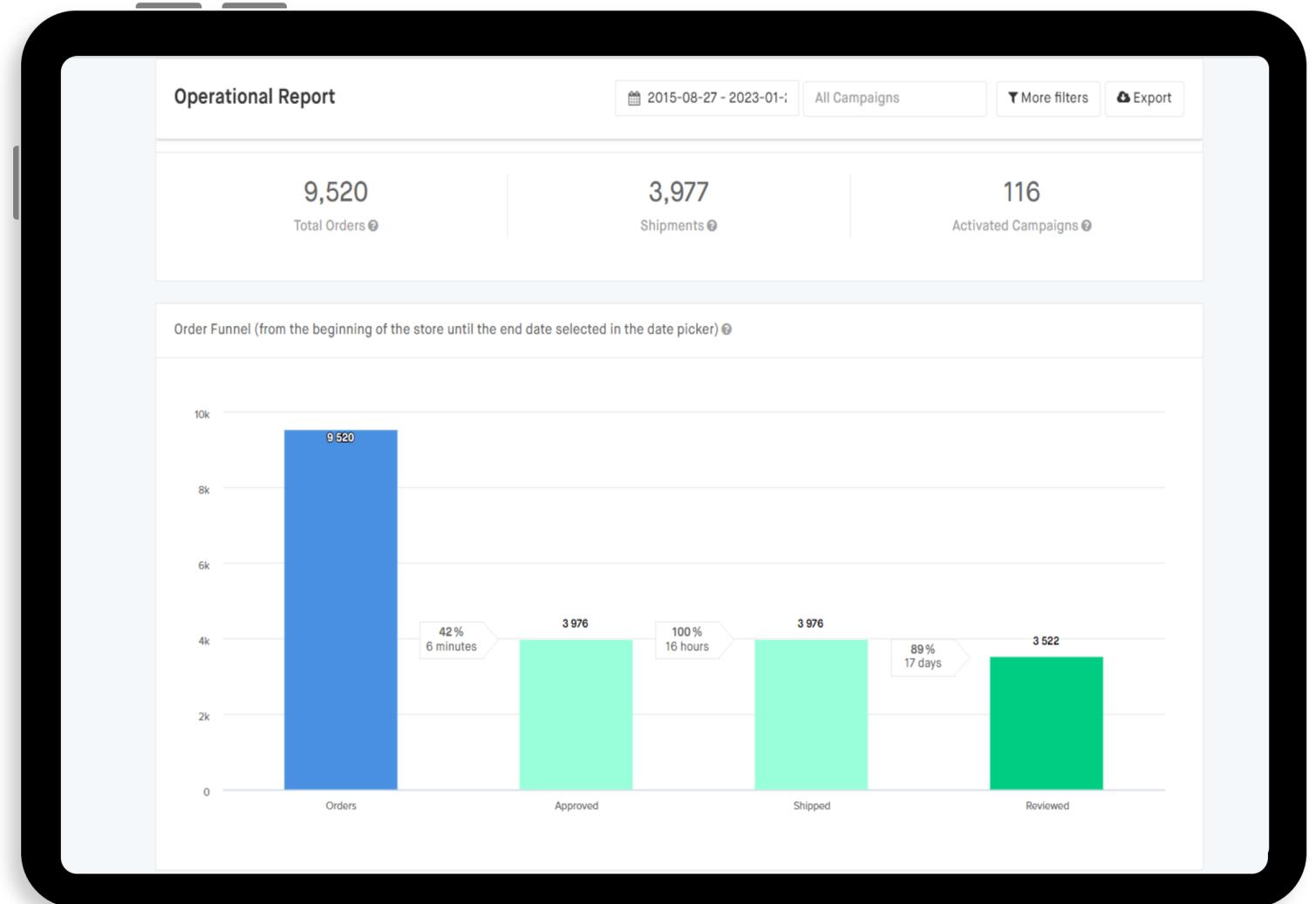


YOUR PERFORMANCE REPORTS (1/3)

 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.



You have the possibility to export your reports in Excel format

oby.grace 7.5 7.5
12.4K followers

Jan 21, 2019

Number of Assets	1
Likes	757
Engagement	6.5%
Comments	16

Reviewed for

3 x L-size Floral Metal Posters from Displate
Jan 21, 2019

What do you think of this review?

Photo licensing **NEW**

Use this image [Download](#)

Octoly license includes:
unlimited commercial use of the content submitted by influencers to brand campaigns for promotional purposes in both print and digital media.

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

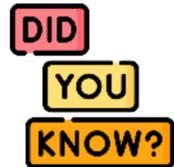
- The number of likes
- Engagement rate
- whether or not you can use the content in other media (depending on your licence).
- You can also rate the post.

YOUR PERFORMANCE REPORTS (2/3)

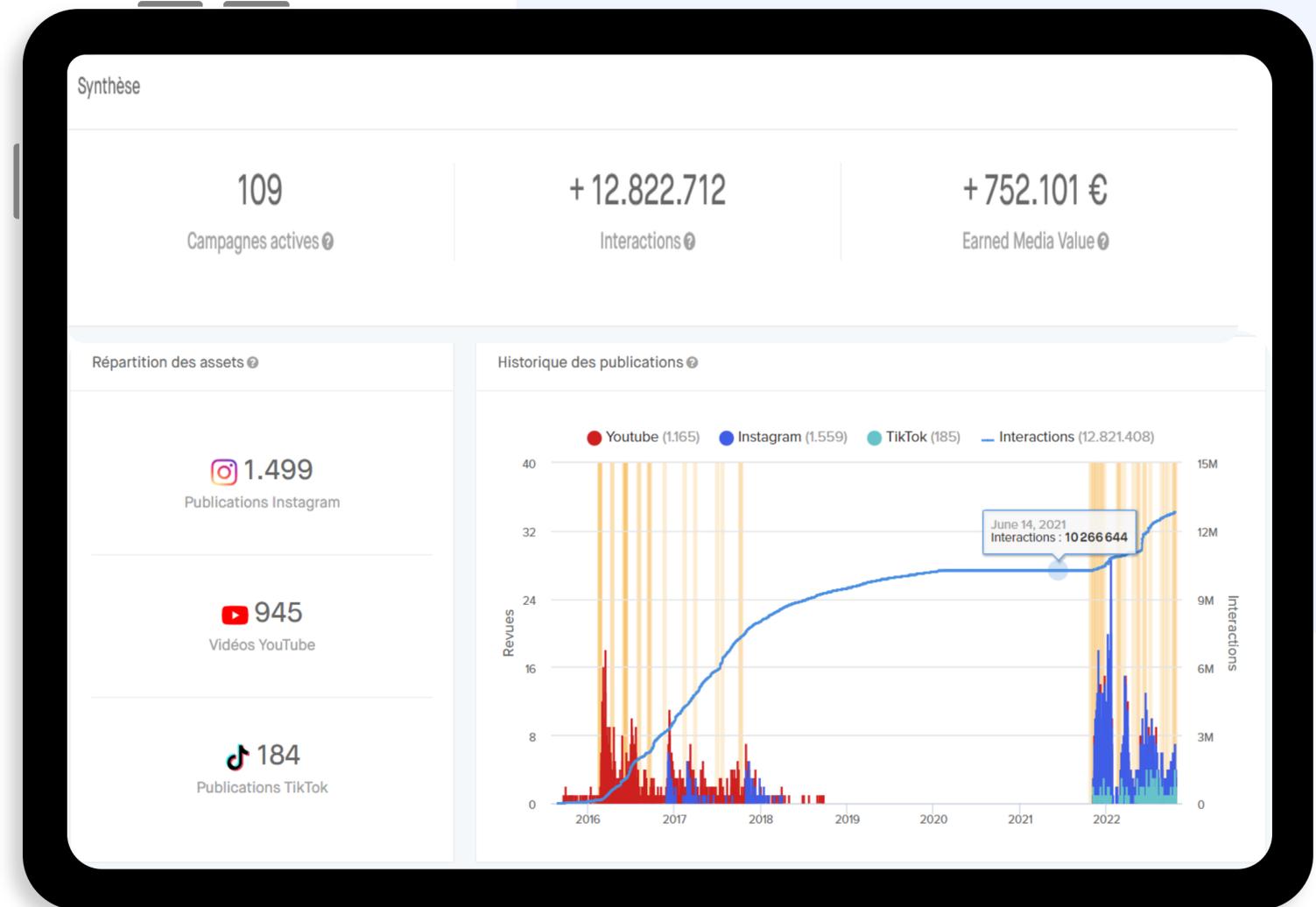
✓ Analytics:

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 shows the Skeepers mobile app interface. At the top, there is a navigation bar with the Skeepers logo and several menu items: CAMPAIGNS, REQUESTS (with a notification badge), REPORTS, MESSAGES (with a notification badge), and INFLUENCERS. On the right side of the navigation bar, there are icons for a globe, a user profile, and a HELP icon. A blue arrow points to the HELP icon.

The main content area displays a personalized greeting: "Hello Tania" followed by "What's new on your store today? You can find everything you need to do on Skeepers here!". Below this, there is a notification: "Your contract will end at 10/31/2023. Please contact your account manager or send an email at cs-us-octoly@skeepers.io to review your limit."

The dashboard features several key metrics:

- Posts:** A progress bar showing 72 total posts. Breakdown: 4 Posts completed, 3 Pending posts, 5 Allocated posts, and 60 Posts remaining.
- Text Reviews:** A progress bar showing 28 total reviews. Breakdown: 6 Reviews completed, 0 Pending reviews, 0 Allocated reviews, and 22 Reviews remaining.
- Orders:** A notification that "2 orders need to be sent to influencers" with a "Proceed to shipment" button.
- Messages:** A notification that "2 new messages received" with a "View messages" button.

At the bottom of the app, there is a "Submit a request" button, a language selector set to "English (US)", and a "Sign in" button.

The help center overlay is titled "Brand" and contains a search bar with the placeholder text "Type your question here ...". Below the search bar, there are several categories of help articles:

- 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?
- 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?

A "See all 17 articles" button is located below the "LAUNCH A CAMPAIGN" section. At the bottom right of the help center overlay, there is a red "Help" button with a question mark icon.

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)

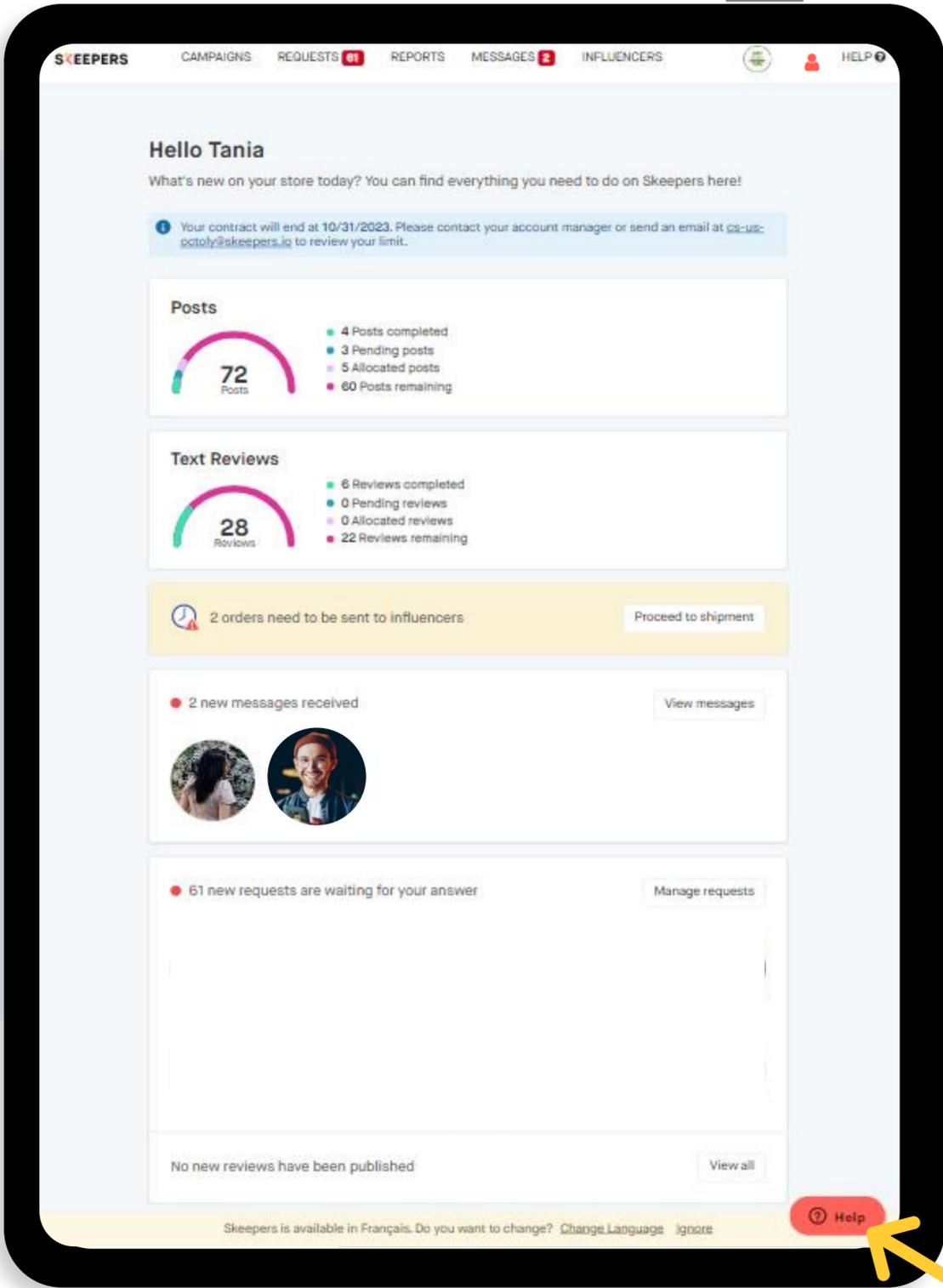
-

What is your language ?

-

Store ID (optional)

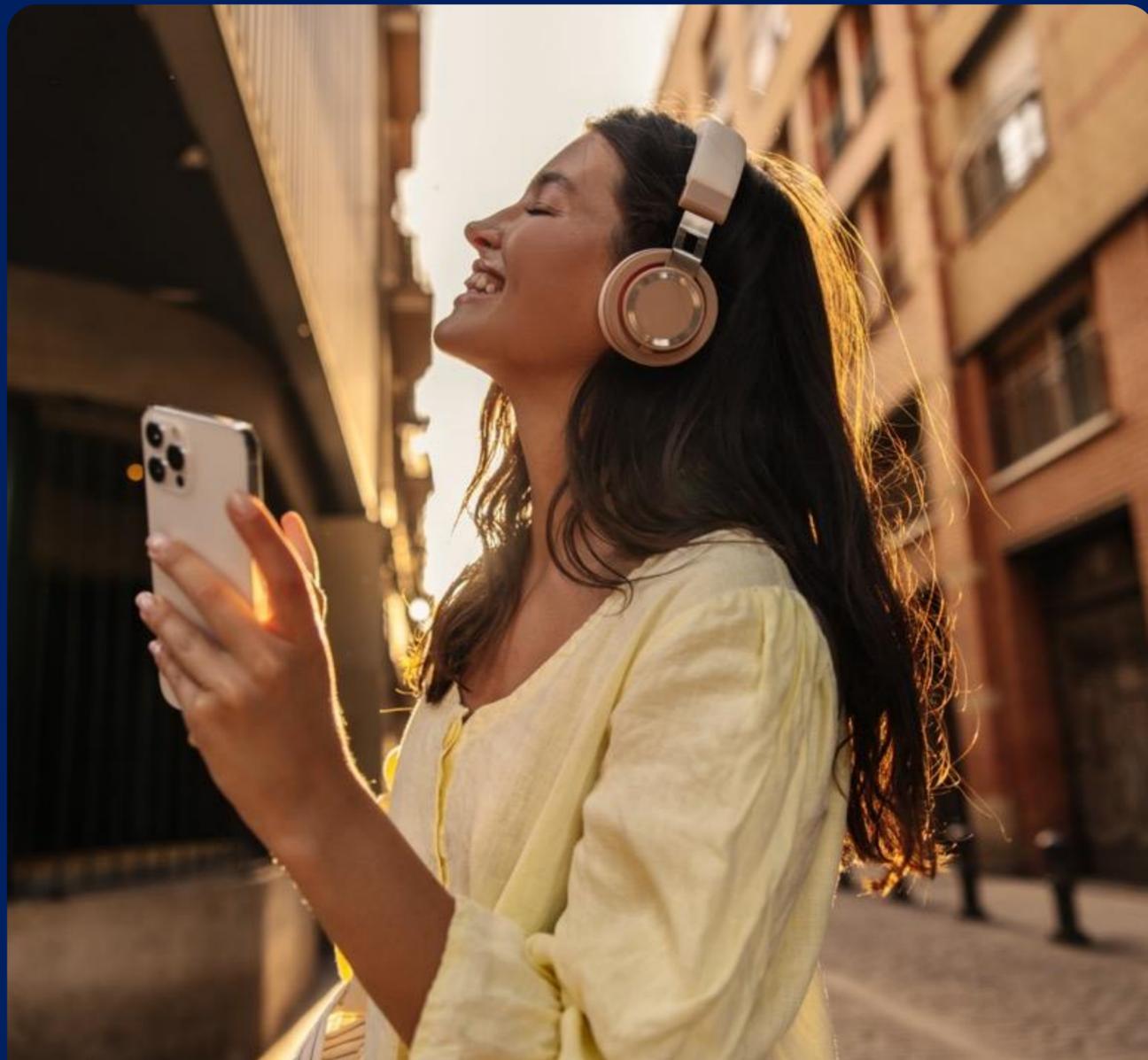
zendesk





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

