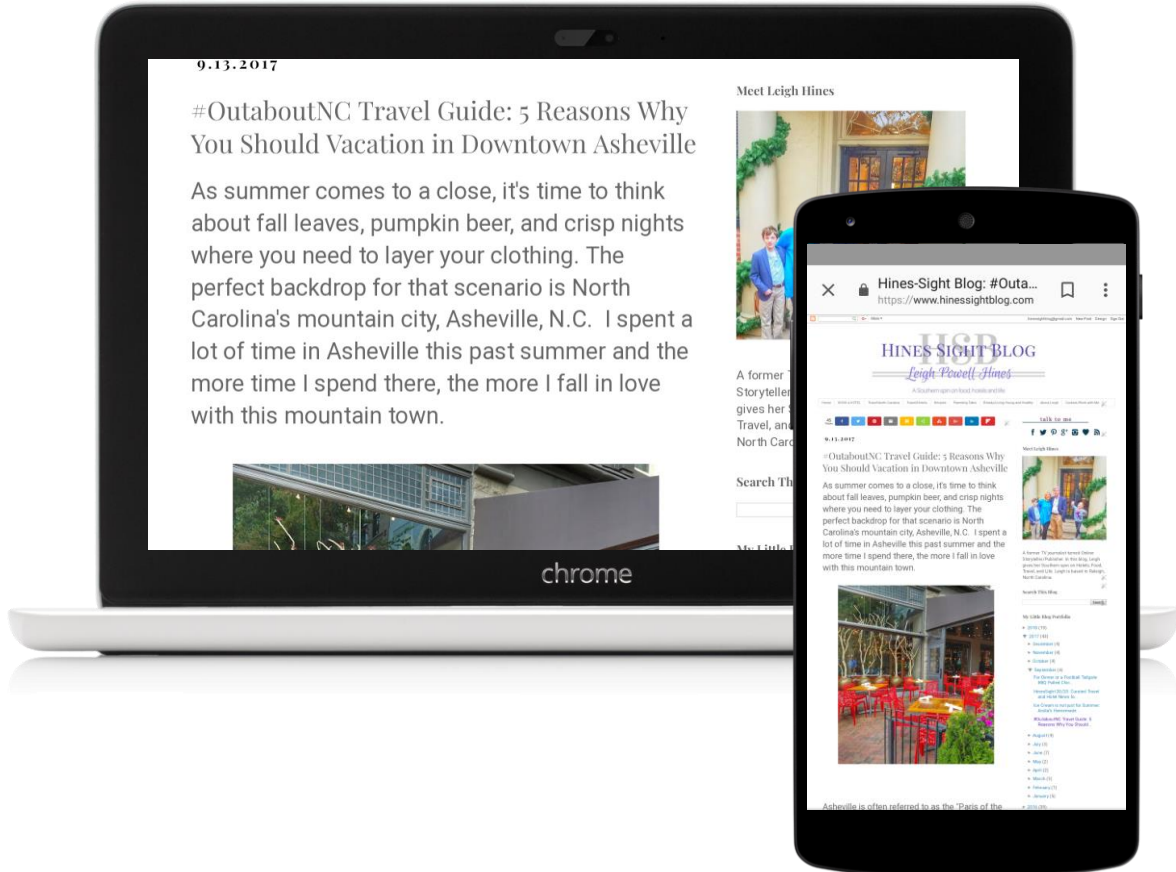


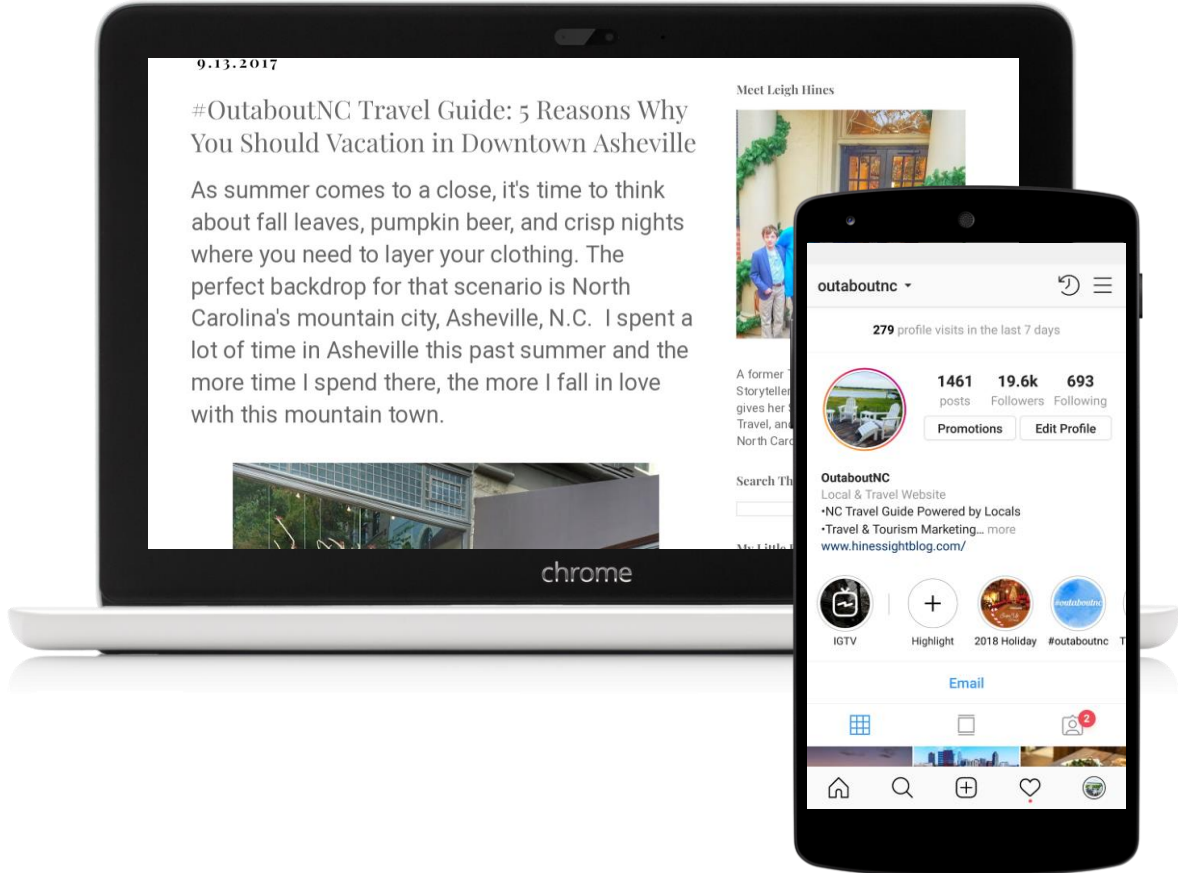
Media Kit for Leigh Powell Hines

Leigh Powell Hines is a former TV journalist turned Online Publisher. On her personal blog, [HinesSightBlog](https://www.hinessightblog.com), she gives her own Southern spin on travel, hotels, food and life. Leigh loves to tell a story and engage with her audience especially through her numerous social media channels. Her goal is to bring your destination to life, make her audience want to visit your destination, eat in your restaurant or buy your product.



OutaboutNC

When Leigh first began the HinesSightBlog in 2011, she quickly built a travel audience outside of North Carolina. As her children left preschool, she realized that she spent the majority of her time in NC and needed to build an NC Audience. In 2015, she founded the Instagram handle @OutaboutNC and encouraged others to use #OutaboutNC, which has over 40,000 photos tagged using the hashtag.



Who are Influencers?

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Bloggers-Website Owners, Community Citizens, Moms, Dads, Coaches, InstaInfluencers, Your own best customers, Personal Friends

Professional Influencers vs. Other Influencers

With professional influencers, they are hired to do a job to work for your brand (short-term partnership or long-term partnership). Businesses need to look at it as hiring an influencer like how one used to hire traditional public relations and media firms. It's an individual person rather than a firm. Influencers are not there to bring you free and traditional press. They are there to raise public awareness of your brand, service and to deliver your message to their own audience. It's a new audience for you to tap into to their influence. Professional Influencers are like their own PR and Marketing firms.

Professional Influencers Know their Stats

OutaboutNC on Instagram

*Average Weekly Impressions are about 25k to 35K with 9,000 average reach for organic stats

70 percent women and 30 percent men

Main audience is 25-44 , but reachable audience is 25-65 plus

Top hometown of followers: Raleigh, Charlotte, Durham, Wilmington and Winston-Salem

Best Days to Publish: Friday, Saturday, Sunday 3 pm to 9 pm

Instastories Provide Even More Exposure

Leigh Powell Hines on Instagram

*Average Weekly Impressions are about 9,000 with 3,000 reach for organic stats. 77 percent women and 23 percent men, Audience is 25 to 65 plus with main audience 35-54.

Top Countries: United States, United Kingdom, Canada, Australia and Italy (Local;Triangle Area)

Best Days to Post: Tuesday and Friday

ROI (Return on Investment)

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I believe a good influencer will partner with you and be truthful about their stats and reach. How did the campaign work once it is complete? What can be done differently? Is organic reach enough to reach people for the marketing? Or does the influencer need to market/boost the posts on social media. If so, then that impacts costs.

Does the influencer disclose per FTC Guidelines (If not, they should. It keeps their community/audience trusting them).

Is this just a one-time photo on IG marketing efforting or is it over several platforms. Good influencers know their stats across all platforms and can tailor to each audience.

Make sure you have a proposal that details deadlines, and what work will be done for the rate they give you.

Is website SEO involved? Pinterest Pins? All of these things impact the rate and work by an influencer.

InstaInfluencers vs. Bloggers

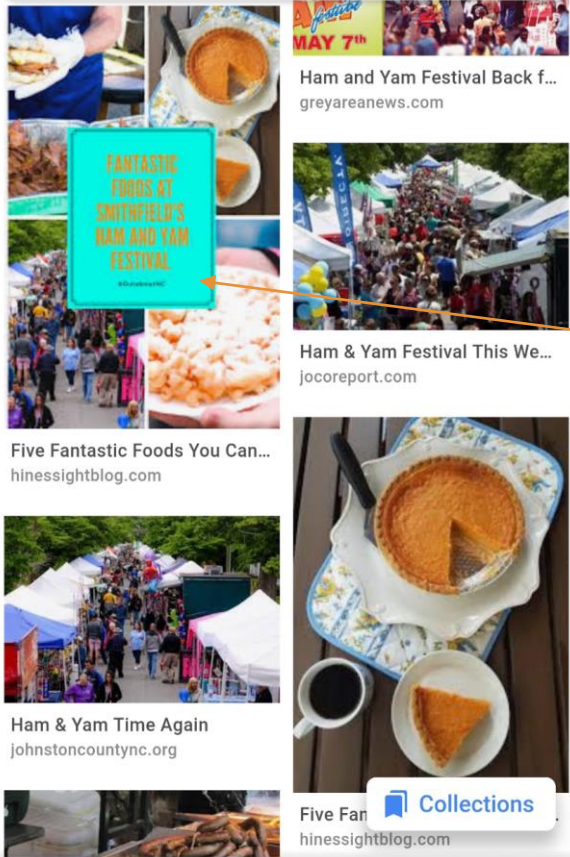
Bloggers provide more value for your money than InstaInfluencers only. Website Owners/Bloggers provide long-term SEO marketing and brand awareness for your brand. This is why PR firms go after traditional digital media because if they can get a story online, it creates longevity for the brand unlike a social media platform.

A lot of InstaInfluencers today like to influence on a social media platform only because in reality, it less work.Many do not even have websites or write stories. Many are photographers by trade, and many just sell a lifestyle and courses on how to live like them. Most InstaInfluencers are under the age of 35.

People will google a search engine (especially those 35 and up) before they google a hashtag on social media. On IG, your photos will be replaced by the next person who used the hashtag most recently. Sure, your beer photo is still there, but it may be like a needle in a haystack to find again.

But...let's examine the next slide

foods at ham and yam festival



Ham and Yam Festival Back f...
greyareanews.com



Ham & Yam Festival This We...
jocoreport.com

Five Fantastic Foods You Can...
hinessightblog.com



Ham & Yam Time Again
johnstoncountync.org



Five Fan...
hinessightblog.com

Collections

foods at ham and yam festival

Browse Top Search Results Now. Explore The Best Answers & Discover Trending Suggestions. Search Smart with Netfind. Find Festival Foods...

Five Fantastic Foods You Cannot Miss at the Ham and Yam Festival in Smithfield ...
<https://www.hinessightblog.com> · 2018/04

Apr 29, 2018 · The first Saturday in May, Smithfield, NC celebrates the Ham and Yam Festival. Food is a highlight at the festival.

Smithfield Ham and Yam Festival | NC Weekend | KQED
KQED · video · nc-weekend-smithfield-...



POSTED:
Apr 30, 2014

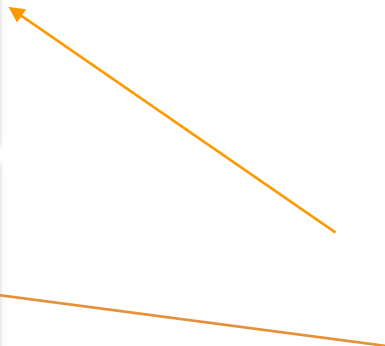
Ham to Ham Combat: The Tale of Two Smithfields - Southern Foodways Alliance
Southern Foodways Alliance · ham-to-ha...

... documents, studies, and celebrates the diverse food cultures of the changing American South...
Sausage Company— launched the Smithfield (North Carolina) Ham & Yam ...

Smithfield Ham and Yam Festival | NC Weekend | PBS
PBS · video · nc-weekend-smithfield-ha...



POSTED:
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Deciding who Fits Your Brand Best

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Look at the Influencer's followers. Are private accounts following this person or is it just other influencers?

Let's get Real: Influencing other Influencers is not doing anything for your marketing plan. Influencers need to reach the average person down the street, a community member or another business owner that is not in the same influencer marketing business.

On the flip side, many influencers do rely on other influencers (especially bloggers) to share their work on social media so you also can not overlook those type of followers either. But, there needs to be a good balance of people.

Are people engaging on the influencer's account? Does an influencer have 5,000 followers, but only 10 people are liking their photo in the feed. If so, something is not right about that those stats.

Rates and Payment

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Rates vary. The bigger an influencer or blogger, the higher the pay. Rates are also fluid as stats change frequently and an influencer's audience grows.

Micro, Power and Macro Influencers

Micro and Power Influencers are the most cost-effective

By influencer marketing definition: Under 10,000 followers is a Micro Influencer, Over 10,000 to 250K is a Power Influencer and Macro is celebrity-status with over 250K followers.

Macro equals \$\$\$\$\$ (starting at \$1,000 and up for just ONE Instagram Photo)

Power equals \$\$\$\$ to \$\$

Micro equals \$\$\$ to \$

Make sure there is a proposal of work, and never pay in advance.

Best Practices with your Business Instagram Accounts

Engage, Engage, Engage!

Listen to your Followers!

Respond to your Followers!

And Remember, people like to feel special even behind a social media platform.

Contact

— — —

Leigh Powell Hines

hinessightblog@gmail.com

<https://www.hinessightblog.com>

**@LeighPowellHines on
Instagram**

@OutaboutNC on Instagram

@HinesSightBlog on Twitter

@OutaboutNC on Facebook

@HinesSightBlog on Facebook

@LeighPowellHines on YouTube

