



COURTNEY BRENNAN

# ***The Power of Influence***

Using influencers for killer social media campaigns!

# ***What is an "influencer?"***

AN INFLUENCER IS SOMEONE WITH A HIGHLY ENGAGED AND DEDICATED FOLLOWING. SHE HAS THE PRIVILEGE OF USING HER PLATFORM TO SHINE A LIGHT ON ISSUES AND SHOWCASE PRODUCTS AND SERVICES SHE THINKS WILL BE VALUABLE TO HER FOLLOWERS!





# ***How an influencer connects her audience to your products***

## **SPONSORED POSTS THAT READ LIKE A DIRECT AD**

These are posts that are directly selling your product to followers. The influencer loves your product and is direct about the partnership.

## **SPONSORED POSTS THAT FEEL LESS "SALES-Y"**

These posts are a more "soft sell" where the influencer incorporates your product into their life in a very natural way and showcases it to her followers.

## **SPONSORED POSTS THAT SHOW THE JOURNEY**

These work best if your product/service is an "experience" and the influencer tries it out and takes her followers along every step of the way.



*Courtney Brennan*

EMMY AWARD WINNING JOURNALIST, TV HOST, WRITER & SPEAKER

## About Courtney

Courtney's fresh and funny take on #MomLife has galvanized a HUGE online community behind her! A tell-it-like-is woman with no patience for BS, Courtney's audience loves that she KEEPS IT REAL while creating and sharing content in the fashion, fitness and lifestyle space. Never shying away from more serious issues that affect moms and families, Courtney's message is always crafted with the female sensibility in mind and an overarching theme of "family" throughout her photos, videos and blogs.

## Feeds and blog

A storyteller by trade, Courtney has an engagement rate of more than 6% and all of her followers and reach are ORGANIC. The content on her social media feeds and blog uplifts and inspires her 60,000 followers! With an average of 52,000 monthly page views on her blog, Courtney's audience is truly connected to her and trusts the advice, suggestions and tips she gives!

## Statistics



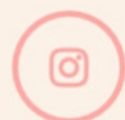
35,962

@Courtney BrennanTV



16,400

@CourtBrennanTV



9,450

@itscourtneybrennan

# Media Kit

Number of followers,  
demographics of  
audience, engagement  
rate, themes and personal  
brand of influencer

## Audience & Reach

My following is HYPER local with 50% of the audience on Facebook, Instagram and Twitter in Pittsburgh and the surrounding areas. 60% of the audience is female and 40% is male with the majority in the 18-44 age range.

My average Facebook post reaches 15,000 people and my average Instagram post and Instagram story reaches 11,000. All of that is organic and not paid.



## Collaborations

### Social media posts

I love to do 3 month or longer social media campaigns that include photos and videos where I'm using and talking about your product or service. A 3 month campaign really signals to the audience that what I'm showing them is truly worthwhile.

### Customized packages

I also do commercial shoots for television and online advertisements, in-person hosting and emceeing live events!



## Past Campaigns

Tesla, McDonalds,  
Anthropologie, GetGo, Model  
Cleaners, Henne Jewelers,  
Pittsburgh Magazine,  
Pittsburgh Parent, NEXT  
Pittsburgh, AHN/Highmark,  
Big Brothers Big Sisters,  
Athleta, Sweaty Betty



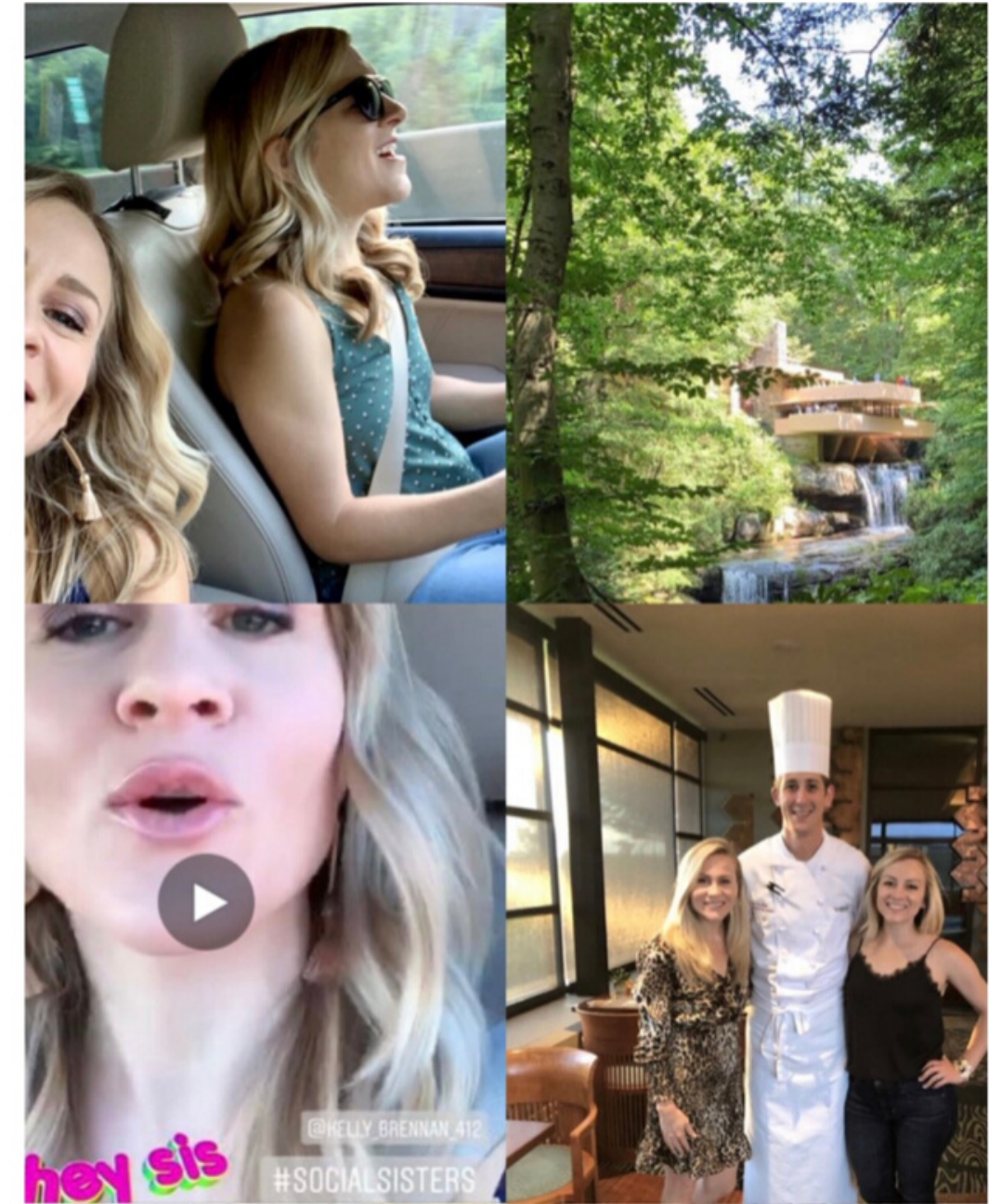


# ***Reach & Engagement for Visit Laurel Highlands***

## OVERNIGHT EXPERIENCE CAMPAIGN

Why it worked: Audiences love to follow along on a trip especially if the influencer is being active and doing fun things that translate easily on social media.

VISIT LAUREL HIGHLANDS




TOTAL REACH: 148,400 PEOPLE  
INSTAGRAM (48 STORIES): 120,000 TOTAL IMPRESSIONS (2500 IMPRESSIONS PER STORY)  
FACEBOOK (4 POSTS): 28,400 PEOPLE REACHED, 1,785 LIKES, 285 COMMENTS, 16 SHARES  
\*POSTS PERFORMED 75% BETTER THAN OTHER POSTS ON PAGE

# ***Reach & Engagement for Tesla***


3 DAY CAMPAIGN DURING  
BACK-TO-SCHOOL TIME

Why it worked: The content was FUN  
& JOYFUL! This has a lot to do with my  
personal brand and life philosophy, but  
I find the more fun, uplifting and REAL  
the content is, the better it does!

TESLA

 **Courtney Brennan**  
September 9 at 2:28 PM · 🌐

Doing a partnership with **Tesla** this week...OMG, this car is a spaceship!!! It puts on a Christmas show with music and lights and the doors go up and down! Soooo funny! Follow along on my IG Stories: <https://www.instagram.com/itscourtneybrennan/>



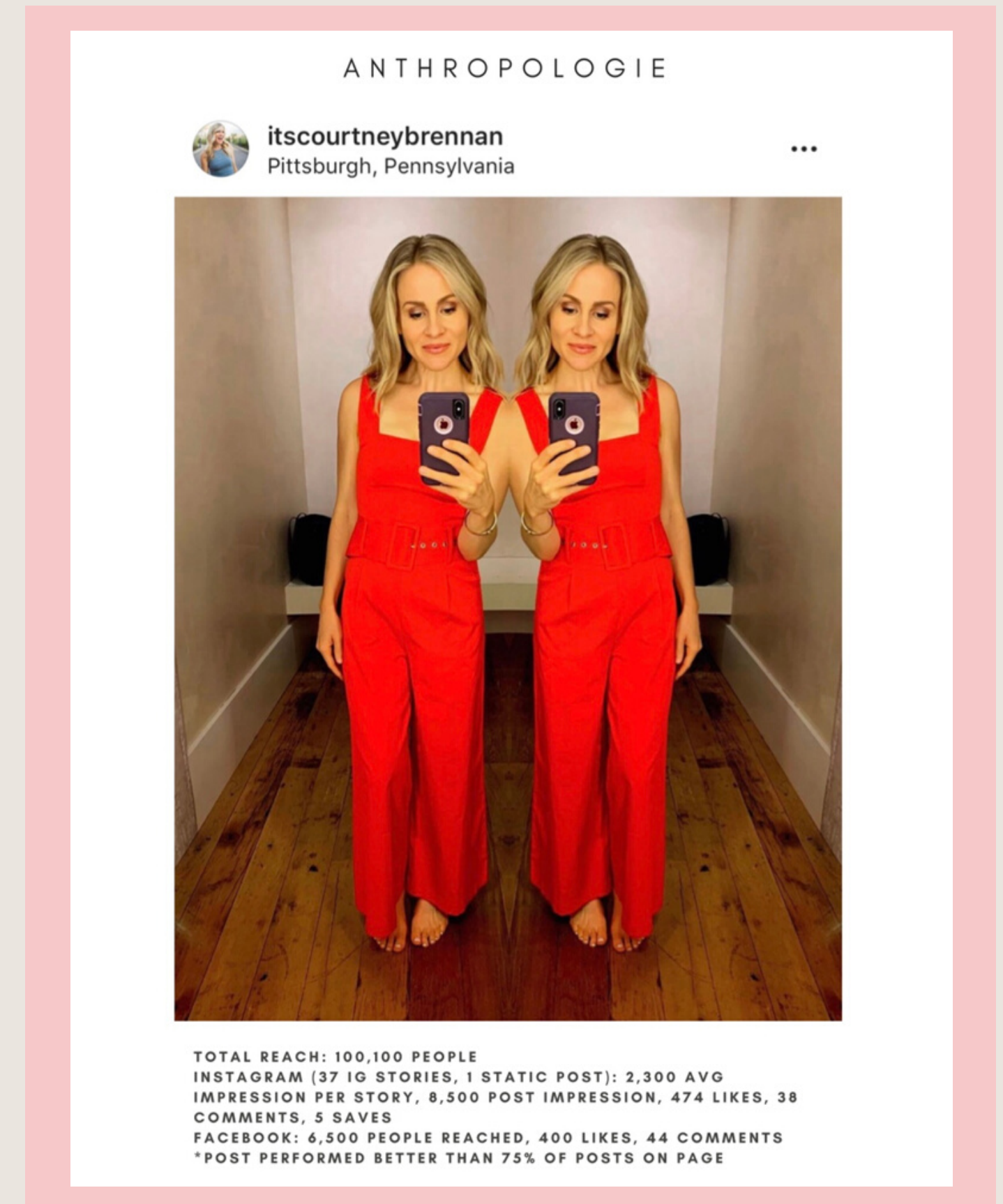
TOTAL REACH: 46,914 PEOPLE  
INSTAGRAM (18 IG STORIES): 2,372 AVG IMPRESSION PER STORY  
FACEBOOK: 4,200 PEOPLE REACHED, 2,800 VIDEO VIEWS, 202 LIKES, 51 COMMENTS



# ***Reach & Engagement for Anthropologie***

MONTH LONG CAMPAIGN  
CONSISTING OF POSTS AND  
IN-PERSON EMCEE DUTIES

Why it worked: My Instagram audience is 62% female and heavily into fashion, lifestyle and beauty. The audience also shops at stores like Anthropologie and so they were interested in seeing their clothes, learning about the new fall launch and the new opening of Anthropologie Home Outlet.



# ***Reach & Engagement for McDonald's & Uber Eats***

ONE DAY CAMPAIGN  
CONSISTING OF ONE POST

Why it worked: My kid loves McDonald's fries and milkshakes and is super freaking cute. A short 45 second video shot in the moment on our front steps was perfect. Everything "in the moment" is better. Don't overthink it. Just do it and post it.

MCDONALDS

 **Courtney Brennan** Thursday at 9:52 AM · 🌐

We love milkshakes!! Partnered with **McDonald's** and **UberEats** for **#McDelivery** Night In where we hung out at home and indulged in some comfort food. You gotta watch til the end for the Big Mac socks...I mean, too good. 😊



TOTAL REACH: 19,128 PEOPLE  
INSTAGRAM (4 IG STORIES): 2,032 AVG IMPRESSION PER STORY  
FACEBOOK: 11,000 PEOPLE REACHED, 5,500 VIDEO VIEWS, 310  
LIKES, 49 COMMENTS, 1 SHARE  
\*POST PERFORMED BETTER THAN 80% OF POSTS ON PAGE



# ***Reach & Engagement for Henne Jewelers***

3 MONTH CAMPAIGN  
CONSISTING OF A JEWELRY  
LINE AND ACTIVE AND  
PASSIVE POSTS

Current stats: The #HJxCB collection reached 50,000 people the first night it launched. It's the most visited page on the Henne website second only to bridal, and we sold thousands of dollars in fine jewelry in the first 10 days!

HENNE JEWELERS



TOTAL REACH: 33,612 PEOPLE  
\*POST PERFORMED BETTER THAN 90% OF POSTS ON PAGE\*

INSTAGRAM (4 IG STORIES, 1 STATIC POST): 10,412 POST IMPRESSIONS,  
2,200 AVG IMPRESSIONS PER STORY, 709 LIKES, 100 COMMENTS, 9  
SHARES, 6 SAVES

FACEBOOK: 14,300 PEOPLE REACHED, 1,237 LIKES, 245 COMMENTS, 9  
SHARES





# ***Things to watch out for!***

LARGE NUMBER OF FOLLOWERS  
BUT LOW NUMBER OF LIKES AND  
COMMENTS

LOW ENGAGEMENT RATE

IF THEY AREN'T RESPONSIVE  
AND DON'T TREAT IT LIKE A  
REAL JOB



# ***Helpful tips***

GIVE THEM LOTS OF LEEWAY!

USE ONLINE ENGAGEMENT  
CALCULATOR BEFORE  
REACHING OUT

THINK OF IT AS THE NEW  
"WORD OF MOUTH"







***FOLLOW ME!***

FACEBOOK: @CourtneyBrennanTV

INSTAGRAM: @itscourtneybrennan

TWITTER: @CourtBrennanTV