

Unicity Influencer Program

**Unicity Influencer Goals, Compensation,
Outreach and Recommendations**

Marketing Goals

- Increase Revenue
- Increase Brand Awareness & Exposure
- Increase Engagement & Following
- Main Target Group: Millennials , ages 18-35 2nd target group 35+

Programs

- Affiliate Marketing
- Brand Ambassadors
- Product Reviews
- Unicity Product of the Month
- Adopt a Product
- Adopt a Cause
- Influencer Product Innovation
- Hashtag Unicity
- Unicity Recipes

Affiliate Marketing

- **Programs Details**

- Influencers have a personified link where people can purchase a product from, influencer receives a percentage (TBD) of product revenue coming from that link.
- We will recommend a product for the influencer, they can also choose one that may be befitting with their brand.
- We will invite future insight on their audience preferences and needs to collaborate a product that may be befitting to increase interest, long term relationship and revenue.

- **Candidates**

- Macro Influences that align with brand or product benefits

- **Terms & Conditions**

- Quarterly or Bi-monthly posting that consists of the following:
- Content can include product features, unboxing videos of taking out a product and using it, how-to or explainer videos or blog posts, sponsored product posts or a live stream.

- **Main Goals**

- Increase Revenue
- Increase Product Awareness
- Increase Brand Awareness

Brand Ambassadors

- **Program Details**

- Lump Sum or Stipend or free products (TBD) in exchange for specific number of posts per year.
- Brand Ambassadors will connect more on a distributor and promotional brand side. They will promote making life better, easy way of life, flexibility, free time, values of unicity, etc. This can be done by itself or alongside product promotion.

- **Candidates**

- Top Distributors with competitive following, niches or hobbies.
- Macro Influencers that fall in line with the brand.
- Micro Influencers with great engagement and interaction with followers.

- **Terms & Conditions**

- Quarterly or Bi-monthly posting that consists of the following:
- Content can include product features, unboxing videos of taking out a product and using it, how-to or explainer videos, blog posts, sponsored product posts, interaction with Unicity Team, future Unicity causes we may support.

- **Main Goals**

- Increase Brand Awareness
- Increase Brand Exposure
- Increase Distributor Interest & Revenue
- Increase Product Interest & Revenue

Product Reviews

- **Program Details**

- Free products in exchange for product reviews.
- Candidates for Unicity Product of the month program or can have a different product frequency.
- This program is tailored to products that need to have a longer time frame to see great results like our stronger glucose support products, bios 7 or multiple products.
- This would be a great program to implement testing or studies with where we test levels before use, after use and periodically. We would collaborate with Unicity Science.

- **Candidates**

- Social Media superstars that have a specific disability that we create products for.
- Diabetics, obese people, skin or bone conditions, etc.

- **Terms & Conditions**

- Influencers will be required to post a before post, in between post, and after product use post.
- Post content images, and formats can be flexible and collaborative between influencer and unicity and must benefit the product being reviewed.
- * will be collaborative with Unicity Science for research and development and influencer will fill out before and after surveys on products

- **Main Goals**

- Increase Product Revenue & Awareness
- Increase Brand awareness and engagement

Unicity Recipes

- **Program Details**

- Offer one free product per product needed for recipe / per month in exchange for sharing a low carb keto meal recipe.
- Recipes can be created by Unicity or Influence, must use at least 1 Unicity Product.

- **Candidates**

- Macro or micro influencers that have brands that fit in with multiple products.
- Unicity super fans with great engagement, unique niches we can expand too and great influence.
- Nutritionist, health and Wellness, trendy keto cooks that share recipes

- **Terms & Conditions**

- One Recipe Post per month
- Influencer may post more frequently about the product but it is not required, (we may create an incentive for posting more than once like an extra bottle of product or discount)
- Posts can be sponsored content, video, how to recipe, preferred simple mixture video
- Posts must be posted on influencer channel and Unicity channel and repurposed content may be approved by both parties.

- **Main Goals**

- Increase Brand Exposure and Awareness
- Increase Product Revenue and Awareness
- Increase following and Engagement

Unicity Product of the Month

- **Program Details**

- Offer one free product per month in exchange for product review.
- This is a faster product review influencer program.
- Influencer will be able to try every product in the unicity market and pending we don't have any new products by the time they get to the end, they can end their contract, start over, or revisit products they enjoyed.
- They can also transition into one of our other programs with a product they enjoy like adopt a product, affiliate marketing, etc.

- **Candidates**

- Macro or micro influencers that have brands that fit in with multiple products.
- Unicity super fans with great engagement ,unique niches we can expand too and great influence.
- Mommy product bloggers, trendy enjoy life promoters

- **Terms & Conditions**

- At the start of influencer partnership, influencer will introduce relationship with unicity and monthly product reviews to audience and brand.
- Monthly product reviews after a consistent 30 days of use on a product. Influencer may post more frequently about the product but it is not required, (we may create an incentive for posting more then once like an extra bottle of product or discount)
- Posts can be sponsored content, video, blog post, content with links, must include product features, changes in health and overall feelings. (collaboration required)
- Posts must be posted on influencer channel and Unicity channel and repurposed content may be approved by both parties.

- **Main Goals**

- Increase Brand Exposure and Awareness
- Increase Product Revenue and Awareness
- Increase following and Engagement

Adopt a Product

- **Program Details**

- Free Product in Combination with Affiliate Marketing (% of Sales purchased from affiliate link)
- Offer Influencer 30-60 day supply of the products they may want to adopt (if new to product).
- Once they have been sold on the benefits and performance of the product, promotion begins, they receive their link and receive a free 30 day supply each month.

- **Candidates**

- Superfans of a specific product
- Macro Influencers that support the Unicity Brand or the health concern behind a specific product.
- Trendy health food and snack fanatics with great following and engagement

- **Terms & Conditions**

- Quarterly or Bi-monthly posting that consists of the following:
- Content can include product features, unboxing videos of taking out a product and using it, how-to or explainer videos, blog posts
- At least one-2 sponsored video promoting the product and its benefits for the influencer per year
- Quarterly Analytic Reviews to go over sales and Influencer Metrics: how to increase sales, how posts are performing, needs, concerns, etc.

- **Main Goals**

- Increase product Revenue and Awareness
- Increase Brand Exposure and Following

Unicity Product Innovation

- **Program Details**

- Free Product in Combination with Affiliate Marketing (% of Sales purchased from affiliate link)
- This program is tailored to influencers that products are currently being designed for or have not yet been designed for but are aligned with the Unicity Brand
- We will reach out to the influencer that we can support their problem, their lifestyle dilemma, enhance their health skin or that of their audience or platform and then have them promote that product that is being specialized for them.
- Offer Influencer 30-60 day supply of the products they may want to adopt (if new to product).
- Once they have been sold on the benefits and performance of the product, promotion begins, they receive their link and receive a free 30 day supply each month.

- **Candidates**

- Macro or Micro Influencer who have engaged followings about specific health or lifestyle issues where we can be of assistance.

- **Terms & Conditions**

- Quarterly or Bi-monthly posting that consists of the following:
- Content can include product features, unboxing videos of taking out a product and using it, how-to or explainer videos, blog posts
- At least one-2 sponsored video promoting the product and its benefits for the influencer per year
- Quarterly Analytic Reviews to go over sales and Influencer Metrics: how to increase sales, how posts are performing, needs, concerns, etc.
- Posts can incorporate reviews

- **Main Goals**

- Increase Revenue
- Product Innovation
- Increase Brand Awareness and Exposure

Hashtag Unicity

- **Program Details**

- Free Products on a monthly basis or small stipend in exchange for including unicity in hashtags on posts.
- Each free product equates to one hashtag per month, so if the influencer is an athlete and wants to have unimate, lc snap, and meal replacements they will be required to include unicity hashtags on at least 3 posts per month and all sponsored related posts.
- Small compensation influencer program

- **Candidates**

- Macro and Micro Influencers who benefit from products and sponsorships
- Athletes, health and beauty influencers and lines, healthy eating and lifestyle bloggers

- **Terms & Conditions**

- Unicity hashtags on the equivalent to the number of free unicity products you receive per month.
- Content can include product features, unboxing videos of taking out a product and using it, how-to or explainer videos, blog posts, sponsored events, success or benchmark posts.
- #unicity #unicityinternational #(name of product) #(popularhashtag)

- **Main Goals**

- Increase Brand Awareness and Exposure
- Increase Product Awareness and Exposure

Adopt a Cause-Future Idea

- **Program Details**

- Free Product in Combination with Affiliate Marketing (% of Sales purchased from affiliate link)
- Donation Based Cause: Example, if we were to support breast cancer, we would create a product to support breast cancer health or one of our existing products. The donations would allow people to buy a bottle to donate to someone with breast cancer or donate money to a breast cancer organization. The influencer would promote the breast cancer product and donations for the product.
- Offer Influencer 30-60 day supply of the products pertaining to the cause they may want to adopt (if new to product).
- Once they have been sold on the benefits and performance of the product, promotion begins, they receive their link and receive a free 30 day supply each month.

- **Candidates**

- Macro or Micro Influencers affected by specific worldwide or international causes that we have products for or will be creating products for in the near future.

- **Terms & Conditions**

- Quarterly or Bi-monthly posting that consists of the following:
- Content can include product features, unboxing videos of taking out a product and using it, how-to or explainer videos, blog posts
- At least 1-2 sponsored video promoting the product and its benefits and the cause per year
- Quarterly Analytic Reviews to go over sales and Influencer Metrics: how to increase sales, how posts are performing, needs, concerns, etc.

- **Main Goals**

- Increase product Revenue and Awareness
- Increase Brand Exposure and Following

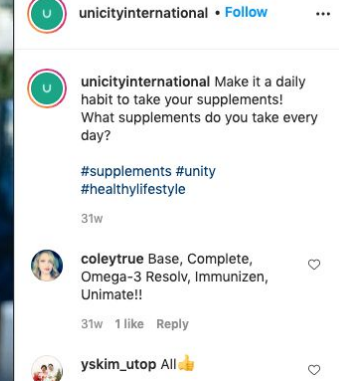
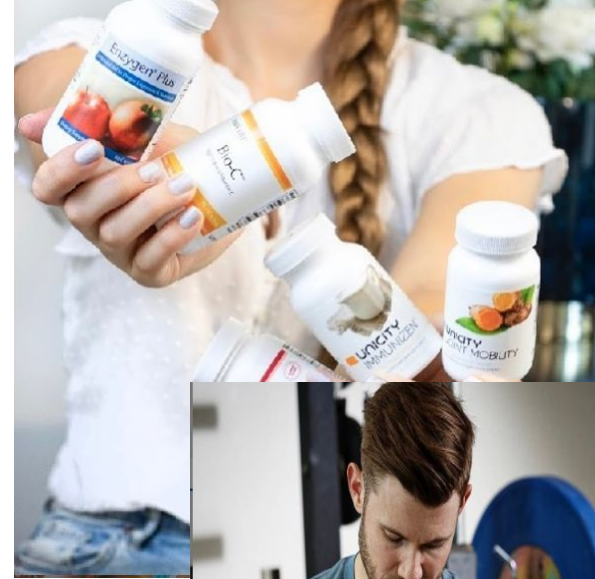
- **\$\$ Per Post**
- **Free Products or Services**
- **Lump Sum or Stipend over a period of time or contract**
- **Percentage Revenue from affiliate links**
- **Combination**

Incentive Summary

Post Type Examples

Product Features/ Sponsored Content

- Posts with influencer face and products
- CholeXHalle Neutrogena Video Example
 - Sponsored content
 - https://www.instagram.com/p/CMPIsVEAKcm/?utm_source=ig_web_copy_link



Unboxing Posts/Videos

- Showing Product when it first arrives, our analytics show distributors for our brand like to see the product mixed up or a visual
- Videos of [product packaging](#) and what comes in the set, then [mixing or shaking it up in a Unicity Shaker Bottle](#), or blending it up things like that can make it more personable for influencers and easier for them to relate to their personal audiences and increase engagement.
 - <https://www.youtube.com/watch?v=XXMxqvOvSPHY>



How-To or Explainer Videos

- JLO Beauty How To face wash Video
 - Very personal and interactive
 - Influence can be live and connect with their audience while explainer how the product is used and benefits
 - Link:
https://www.instagram.com/tv/CJjYD6XJ9Aw/?utm_source=ig_web_copy_link
- How to Recipes Videos
 - Repurpose for influencers
 - Give influencers recipes to try and they can post videos of them making the foods with our products with the health stats
 - They do well for our brand already and can add touch for specific influencer
 - We can also make this a program
 - https://www.instagram.com/p/CH8ZsjvhGJj/?utm_source=ig_web_copy_link

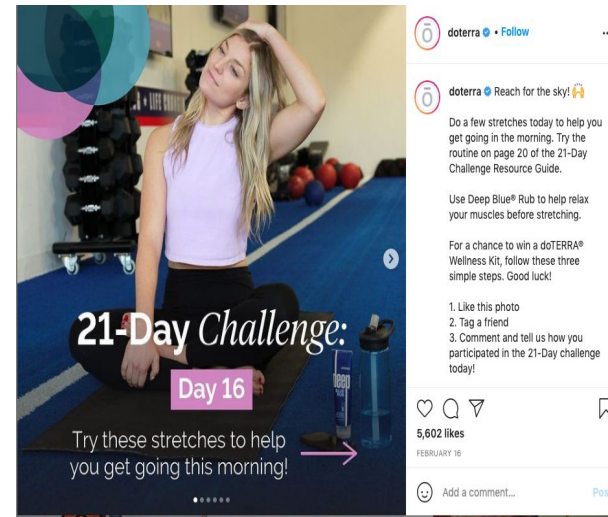
Sponsored Product Posts

- Usana Face Oil feature
 - https://www.instagram.com/p/CLRyjbjQ55/?utm_source=ig_web_copy_link
- Product of the Month Posts for Unicity and Influencers



Challenges

- Challenges with and influencer promoting a product



Blog Posts

- Usana athlete influencer Travis Ganong
 - <https://whatsupusana.com/2021/02/travis-ganong-balancing-competition-and-health/>
- USANA Mindfulness Video Series with Becca Peters psychologist
 - <https://whatsupusana.com/2021/01/mindfulness-video-series/>
- Blog Posts that review a product

Product Reviews

- We can post a [short review summary](#) on ularity website or product profiles and create an instagram highlight bubble.
 - We will include [links to the long ended review](#) to the review which will be a blog post, or social post , or social media video from the influencers platform.
 - We can [repurpose content](#) as we see fit and use the content in a youtube product reviews section as well.



"There's no need to be intimidated by online marketing. SEO for Growth is the perfect guide to help you learn how to use the internet to successfully grow your business."

Mike McDerment

Co-Founder & CEO, FreshBooks



"I recommend SEO For Growth to anyone who needs a no-nonsense, cutting-edge approach to their search marketing efforts."

Kelsey Jones

Executive Editor, Search Engine Journal



"If you simply apply what you learn from this book and commit to SEO for the long haul, you will generate more business and more leads, period."

Brian Clark

CEO, Rainmaker Digital

Influencer Outreach Notes & CopyRight Examples

Outreach Efforts and Templates

1. Determine Marketing Goal
2. Determine Product(s) you want to market
3. Research Categories of Influencers befitting for the Goal
4. Once Influencers are Found
5. Construct Influencer Outreach Email, Private Message, etc.
6. Set up Initial Collaboration Meeting
7. Review Influencer needs or wants with Unicity
8. Set up 2nd Collaboration Meeting
9. Initiate contract and Begin

Things to Remember

- Outreach Email Must Include
 - Details about Unicity Brand
 - Influencer Set Apart
 - Influencer Ask
 - Compensation Details
 - FTC Guidelines
 - Strict Unicity Policies
 - Collaboration Efforts
- Initial Meeting should be smaller and more personable.
 - Get to know influencer brand
 - Collaborate on how we can help each other out
 - Why are we good for them?
- 2nd Collaboration Meeting
 - including or after review of all parties involved needed to make terms of contract successful
 - Legal, financial, unicity science, creative, social team, product managers, etc.

The Unicity Brand CR Example

- **The Unicity Brand:** Unicity cultivates communities of people who aren't just living, but living well. We implement products that tackle key health and beauty concerns worldwide, and utilize science that solve those issues at its core. With our proven products we inspire people to take responsibility for health and enable them to take back control of their health and quality of life. We seek to make life better in every aspect.

Influencer Set Apart CR Examples

- We have been following your brand for some time now and we love what it represents. (details on what we like specifically about the brand) We believe one of our prestigious products _____ , falls right in line with what you stand for and we would like the opportunity for you to try it out and develop an ongoing relationship with us.
- *Set apart will need the most research and editing for outreach

Influencer Asks CR Examples

- We would like you to post sponsored content with a (product of your choosing or unicity itself) on a quarterly basis. The content can include product features, unboxing videos of taking out a product and using it, how-to or explainer videos or blog posts, sponsored product posts or a live stream. These posts will be posted on your social media channels and must also include the hashtags mentioned below. #unicity #unicityinternational #(productname).
- We would be delighted to have you join our new Unicity Product of Month. You will be able to choose a new product to try every month. You would be expected to keep a journal and record the impact of the product every Friday of the month. There will be 2 social media posts required each month, one when you receive your new product, this can be an infographic, unboxing video, tagged post of your drinking or using the product. The second would be a product review, this would be a video post, a live stream, social media take over or blog article where you review the product. This can feature before and after photos depending on product, insight to your journal entries, etc.

Compensation Method CR Examples

- Compensation Method: In exchange for your partnership and collaboration we will be happy to offer (\$\$ per post), (lump sum per year), (% per affiliate link sales), (free product per post).

FTC Guidelines CR Example

- FTC Guidelines: According to the FTC guidelines all partnership relationships must be disclosed, please note you are a unicity affiliate, brand ambassador, posting sponsored content for unicity. (insert phrase required to include in posts)

Collaboration CR Example

- Unicity values your partnership and collaboration, While some things are strict, we are open to discuss how we can both make a great fit with each other's brands. we are looking forward to your response, concerns, questions and ideas and compensation wants. We are here to help you grow as we grow and help make life better for the people around us.

Where do we start?

Short, Mid & Long Term Actions

Programs

- Short Term Programs
 - Product Reviews
 - Hashtag Unicity
 - Unicity Product of the Month
 - Unicity Recipes
- Mid Term Programs
 - Brand Ambassadors
 - Adopt a Product
 - Unicity Recipes
- Long Term Programs
 - Adopt a Cause
 - Influencer Product Innovation

Influencer Recommendations

Rav Malik

- Programs
 - Hashtag unicity
 - Product of the month
 - Unicity recipes
- Pros
 - Good Following Micro Influencer
 - Doesn't always get the most likes
 - A lot of videos have good comments compared to likes
 - New niche
 - Creative
 - Already uses our products like Unimate
 - Likely a lower cost influencer
- Post Example
 - https://www.instagram.com/p/CJ120bSApL8/?utm_source=ig_web_copy_link
- IG Name:
 -

Chayanne

- Programs
 - Hashtag unicity
 - Adopt a Product: Matcha
 - Affiliate Marketing
 - Adopt a cause
 - Pros
 - Great Following Micro Influencer
 - Very big on likes and comments
 - A lot of videos have good comments compared to likes
 - New niche
 - Good sponsored video commercial opportunity
 - Already thinks our match is the best in the market
 - Higher cost influencer
 - Might be interested in free product as well as affiliate marketing and his influence may drive sales
- Post Examples
 - Adopt a cause :
https://www.instagram.com/p/CIRE9EqDmZK/?utm_source=ig_web_copy_link
 - https://www.instagram.com/p/Bv99FtmHTFx/?utm_source=ig_web_copy_link
 - IG Name:
 - Chayanne_Fans_Brasil
 - Chayanne
 - Brand Connections
 - Promotes cherishing family and living life to the fullest
 - Leisure time and healthy living

Heyketomama

- Program
 - Unicity Recipes
 - Unicity Product of the month
 - Product Reviews
 - Pros
 - Great Following
 - Good engagement
 - Blog Poster
 - Mid cost influencer
- Post Examples
 - Keto recipes
 - https://www.instagram.com/p/CAamxyEJOVm/?utm_source=ig_web_copy_link
 - <https://www.heyketomama.com/blog/>
 - IG Name
 - heyketomama
 - Brand Connections