



Julius Marketing Plan 2016

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Executive Summary

Influencer marketing is described as one of the best new marketing strategies in this time. Julius is taking a part of this new model by creating one of the, if not, best SaaS platforms to connect influencers to businesses. A businesses aim is to create and retain customers, by connecting like minded influencers to those businesses, Julius is creating meaningful partnerships that helps create the needed relationships to build better business.

Through the efforts of the Fall 2016 Media, Marketing, and Communications class, we were able to devise and form an in depth marketing plan to ensure that Julius is not left behind in the expanding influencer marketing world. Students have worked for several weeks in various groups such as, Branding, Client Acquisition, Competitive Analysis, and Market research to ensure that as much information could be gathered to create a comprehensive plan to make Julius an influencer amongst influencers.

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Introduction

The following report reflects the ideas developed by the Fall 2016 Media, Marketing, and Communication class to make Julius a top influencer marketing company. We live in a media driven culture where news is exposed to us on so many different channels that it seems difficult to stay up to date; even when we have so many means to access it. But with all these channels, it presents businesses with new opportunities to reach consumers.

Social media has spun traditional paradigms of marketing and advertising in a whole new direction. Researchers have seen precisely how easy it is to connect with consumers in a way that is exactly tailored to spark their interests. The key to this is influencer marketing. Creating a connection between a product and an idea is common and has been done, this new wave takes it a step further connecting both the product and idea with an individual. Influencer marketing has been seen to yield better results than traditional marketing, and it makes sense. People trust people. It's a fact and the basis of the whole idea. Julius is influencer marketing company matching businesses with people for people.

Overview of Key Recommendations

Overall, the key marketing strategy for Julius can be broken down into two main facets: rebranding and the acquisition of new clients. In order for Julius to succeed in being the best platform for businesses to enable influencer marketing, their brand must be clearly defined. With a clear distinction of superiority in the marketplace, Julius will utilize marketing tactics to acquire new clients.

The Market

Market Research - The Survey

Objective

The objective of our survey was to learn more about what professions use brand influencers, the awareness of brand influencer search engines, and how interested a company would be in starting to use a brand influencer. The survey was designed to help bring the behaviors of potential clients to light.

Methods

The survey was created by coming up with sixty potential questions and then narrowing them down to the top sixteen. The team then used Qualtrics.com to create and distribute the survey.

After the survey was finalized on Qualtrics.com, the link was given to every member of the class to distribute. From October 30 - November 6, the survey generated 108 responses. The group had set a goal of 100 responses, and this surpassed the goal. The survey was only offered to professionals in the Marketing, Public Relations or Advertising industries. The class reached out to alumni associations, companies with in-house PR departments, their internships, Public Relations agencies, and professional LinkedIn groups. The survey contained multiple choice questions and some of those warranted an open-ended explanation.

Results

The overall results of the survey were very promising for Julius. We found that many companies are interested in using brand influencers. Also, we found that these companies would be willing to try a new brand influencer search engine. In fact, most find influencers through in-house research, so they would be in the market for a new, more efficient search engine because they are not currently tied down to a different contract.

However, many of the answers indicated that the only way they had heard about search engines was through the company they already worked for. This means that many search engines are not properly marketing themselves, and Julius has to make sure not to fall into this trap.

Analysis

The questions in the survey were broken down into the following five sections: background questions, general and influencer marketing questions, the process of obtaining influencers, cost of influencer marketing, and questions related to Julius.

Background Questions

For the first part of the survey, we wanted to identify who exactly was taking the survey. According to the results, the survey was correctly distributed to potential Julius clients. Most of our participants work in either PR or Marketing, and about 60% of them are responsible for seeking influencers. This shows that with right marketing strategy, Julius could be a very real option for them.

Figure 1 - In what industry do you currently work?

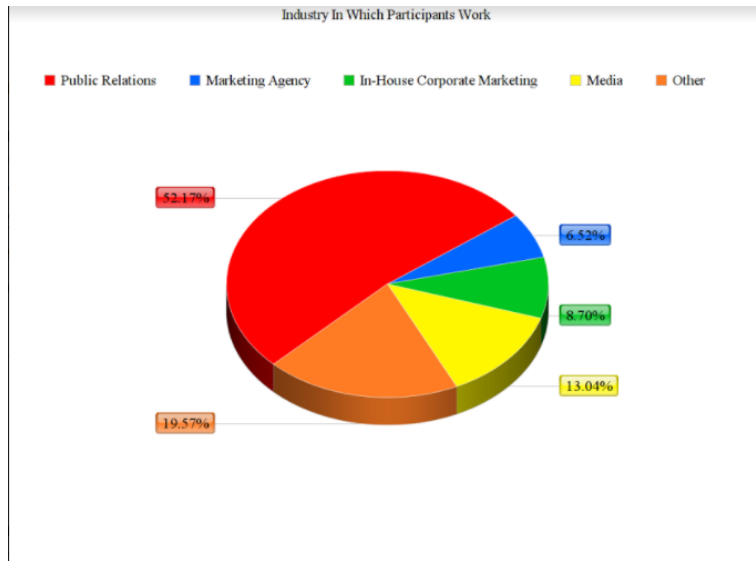
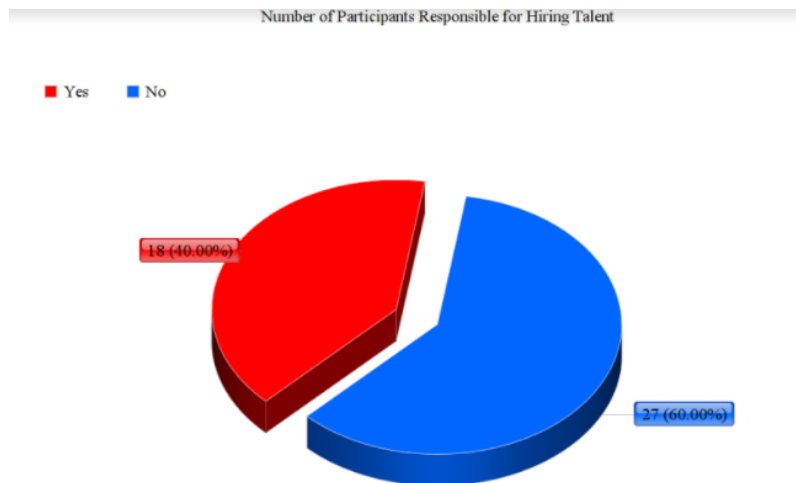


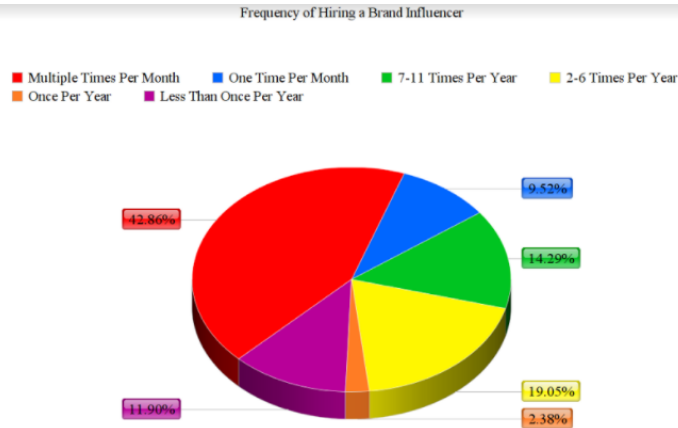
Figure 2 - Within your job duties, are you responsible for seeking professional talent, brand influencers or celebrities?



General and Influencer Marketing Questions

The second part of the survey aimed to learn more about how these companies use influencers and how they find them. Questions here started with, "Have you ever used an influencer?" For people who choose "Yes" they would be sent to the question "What has your company used these influencers for? (Select all that apply)". The result shows that influencers could be used across all kinds of channels. However, social media is still the main platform companies use with their influencers. In fact, over 40% of the influencers are used in social media.

Figure 3 - How often does your company hire brand influencers?

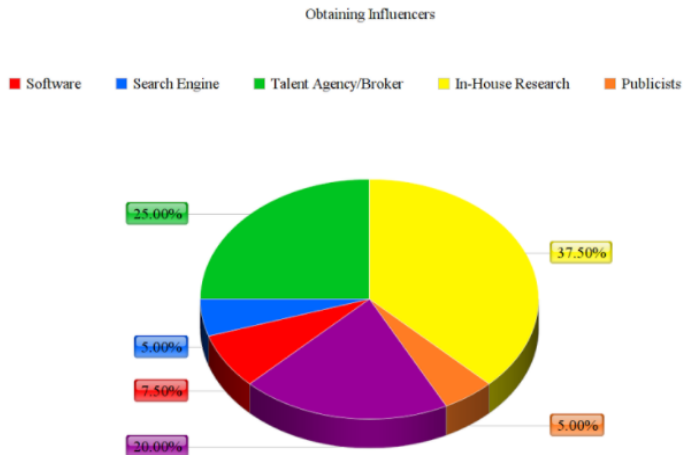


As for the companies who haven't used influencers before, over 60% said that they were willing to try it. Three of those not willing to try influencers had very specific reasons. Their answers were, "Very strict corporate rules regarding media," "Current clients don't need one," and "Not the type of industry a lot of people would consider getting into." The next question asked, "How often does your company hire brand influencers." Over 40% of the participants use influencers multiple times per month, which means influencers are a necessary part of their marketing strategy. At the same time, 14% of the participants answered that they use influencers once or less than once a year. If Julius only offered a yearly subscription, these potential clients may not choose Julius.

Process of Obtaining Influencers

When all the results were gathered, participants disclosed the methods that their companies used to find brand influencers when needed. Thirty-eight percent said that their companies used in-house research, twenty-two percent used either a talent agency or broker, eleven percent said that they did not use influencers and eighteen percent did not specify a specific method. Only eleven percent of the responses said that they used a search engine.

Figure 4 - Method Used to Obtain Influencer

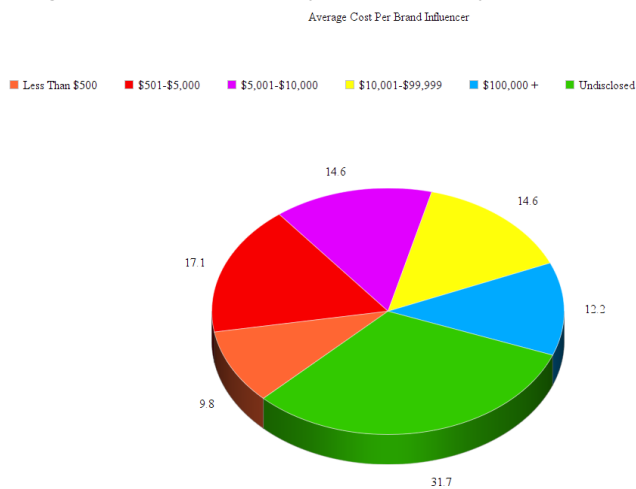


The survey went on to ask why or why not a company used a search engine. Thirty-four percent of the responses said that the only reason that a company used a specific search engine was because the company had a contract with the engine. However, a large percentage of the respondents said that they were not even familiar with most of the major search engine available. Those that were familiar also mostly said that the engines were easy to use, with only about a third stating that they had difficulty using the search engine they were familiar with.

Costs of Influencer Marketing

The survey indicated that different companies had a wide variety of budgets when it came to hiring a brand influencer. Of the answers, most indicated \$501-5,000, but some spent upwards of \$100,000.

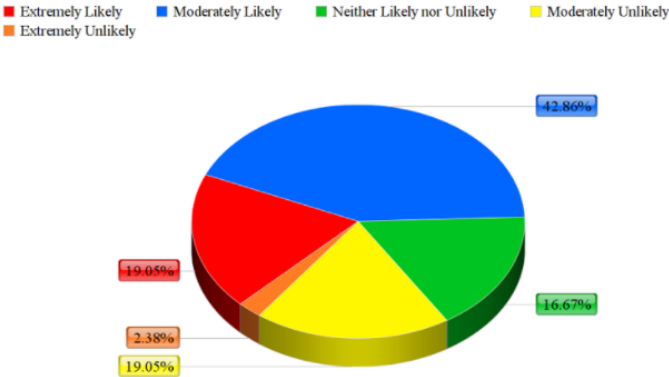
Figure 5 - On average, how much does your company spend when hiring a brand influencer



Julius-Related Questions

This section of the survey gave us an idea about the variables that would impact Julius’s usage as a search engine. One of the survey questions provided a short description of what Julius was, and asked if how likely it would be for the respondent’s company to use it. Nineteen percent said that they would be extremely likely, forty-three percent said they would be moderately likely, seventeen percent said they were equally likely and unlikely, and nineteen percent said they were moderately unlikely to use it. Only one response was extremely unlikely.

Figure 6 - How Likely a Company is to Use Julius

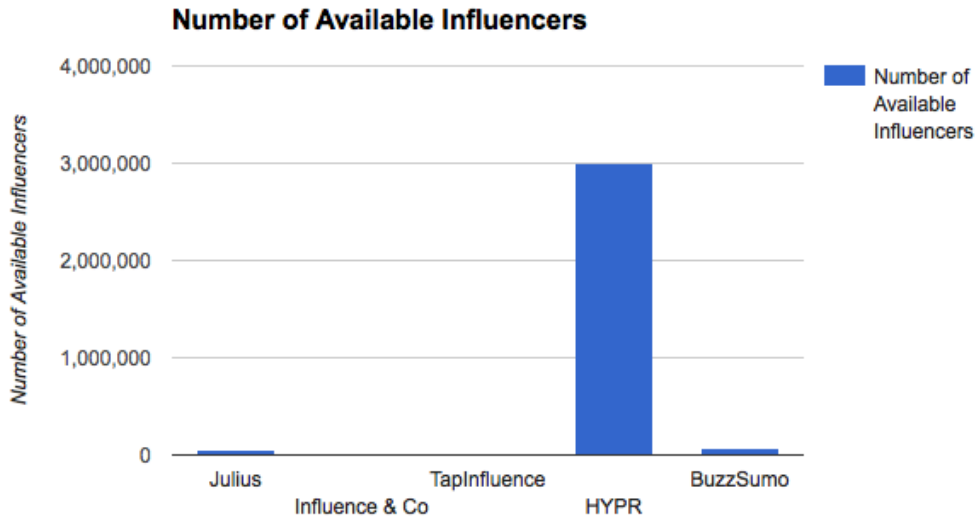


The Competition

We [Julius] guide businesses through the evolving landscape of influencers, celebrities and branded content. Our platform, Julius, helps brands leverage influencer marketing to connect with customers in ways that traditional media simple doesn’t allow. And we provide the tools, data and ease of use that ensure a smooth process from research and strategy to execution.

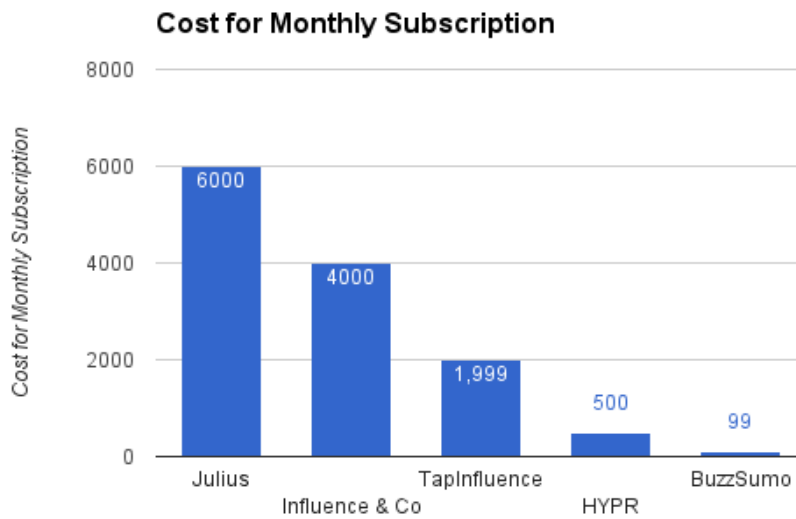
The following analysis describes the competitive landscape that Julius is entering.

Figure 7 Number of Available Influencers



From research data collected from various competitor websites it was found that HYPR had far exceeded all other influencer marketing companies analyzed in regards to the number of influencers available to its subscribers. This data has been taken from company websites or employees and is subject to change since its reporting.

Figure 8 Cost for Monthly Subscription



In comparison to other companies Julius stands to be one of the more pricey options. This data is based off of monthly subscriptions, however the amount of logins per company varies

resulting in vary drastic price differences. This data has been taken from company websites or employees and is subject to change since its reporting.

Competitors

HYPR

HYPR markets themselves as an influencer marketplace with over 3 million influencers across a multitude of social channels. They claim to have the largest influencer database in the world. Their services require at least \$500 up front, depending on the package you select, and will then charge you based on which influencer is selected. HYPR's target audience are large companies and organizations looking for the appropriate influencer to assist in their marketing endeavors, opposed to the individual.

In terms of advertising tactics, HYPR emphasizes their analytical tools which help cater the perfect influencer for their clients. They showcase the insights they provide during the process of finding the right influencer. HYPR promotes the easy process of filtering between demographics such as influencer interests, location, age, social platforms, etc. Lastly, they advertise the companies they have done business with such as Pepsi, Microsoft, and the NBA to show website visitors the legitimacy and quality of their service.

A strong social media presence and a content marketing strategy are also implemented into their plans to market themselves to the public. Through social media, this creates more channels to get their brand more publicity. HYPR is active on Facebook, Twitter, and Instagram. The blogs they write are intended to give more insight on what they have to offer and the benefits of finding an influencer for your business.

Influence & Co

Influence & Co. do not act as a content mill or a platform for crafting content at high volume. In their process, the teams builds complete, comprehensive content marketing strategies and then builds each piece of content (by-lined op-ed piece for publication, PR mention, blog or LinkedIn post, whitepaper, infographic, etc.) in accordance to with strategy. Their goal is to help key leaders at companies leverage their industry knowledge and experiences and turn those into content that is resourceful and educational to their audiences.

Their services are chiefly used by clients as a means to fuel brand awareness, to be seen as thought leaders in their industry, or to build an inbound strategy for lead capture. Influence & Co. utilizes a technology component; a custom proprietary software, ico.core, built by the founders of the startup out to help teams communicate with their clients and track analytics on performance.

Influence & Co. has just under 300 clients across a number of verticals: SaaS, Healthcare IT, Cybersecurity, health + fitness, drones, finance, real estate, marketing and advertising, etc.

Clients have access to network of more than 1,500 editor-level relationships at 800+ leading publications in more than 16 industry verticals. In 2015 Influence & Co. published 2,136 articles generating 1.84M social shares for clients. Influence & Co. featured in Forbes articles & other prolific business publications which they feature on their website. Their target audience is CMOs, marketing directors, etc. at B2B companies. They also work with many CEOs, co-founders and entrepreneurs as well. They hyper targeting niche publications combined with marquee like Forbes and INC, we get a lot of qualified leads (meaning the exact target we want--decision makers in marketing positions) who read those publications. Those leads then visit the company website and it's optimized to invite them to read other sources that are helpful--they fill out contact forms or otherwise ask to be contacted. We also have referrals from our clients and the leads we're meeting at conferences and speaking events. We have both an outside and inside sales team for those efforts. Influence & Co. also uses a blog (linked on website), twitter, and linked in as well as various live chat features on website to which a team member emails the user back within ten minutes of the inquiry. Pricing is customized based on a client's needs and goals. The basic clients are spends approximately \$4,000 monthly and Influence & Co.'s biggest clients paying upward of \$20k monthly. (and more) depending on their package.

BuzzSumo

BuzzSumo takes content discovery to a new level using social search. A Buzzsumo search will find the most shared content across all the main social networks, filtering out the content that resonates with audiences. BuzzSumo makes it easy to filter out which articles are worth reading, and the service allows you to filter your search to the direct needs of what you are looking for. BuzzSumo also provides a summary of social shares for each individual article on the service. The data provided can be rearranged and sorted by channel, which can then be exported to a spreadsheet.

With 72,000 influencers available to over 160,000 subscribers, BuzzSumo aims to fulfill the needs of hundreds of brands, publishers and agencies. The BuzzSumo service ranges from \$99 a month to \$699 a month depending on which plan works the best for the subscriber. This website is based off of social media accounts such as Facebook, Twitter, Instagram, Pinterest and LinkedIn. BuzzSumo is advertised through these social media platforms and news articles.

TapInfluence

TapInfluence was founded in 2009 to facilitate real conversations between people and brands. TapInfluence helps brands increase market share and grow revenue. They market themselves as the industry's leading SaaS platform that empowers consumers to make better purchasing decisions. Through Influencer Marketing Automation TapInfluence help brands put authenticity into their messaging and communications by connecting them with trusted voices in their industry.

The standard cost per subscription is 1,999 a month. TapInfluence's target audience is partnered with hundreds of top brands and agencies, most often in the Consumer Packaged

Goods space. In terms of advertising tactics, TapInfluence focuses on being featured in news articles. Their consumers are leading brands, such as Kraft, Horizon Organics and P&G, and agencies such as Golin, RhythmOne and Ignite Social Media. They are also active on Instagram, Facebook, Pinterest, Twitter, YouTube, and blogs. Tapinfluence also has a marketplace for social media called TapExchange with a total market reach of 1,518,749,053, their average reach is 51,000, and their total engagement is 39,417,000. TapExchange is a proprietary marketplace where brands and influencers can come together and make connections with consumers. Their social media helps promote the company and get consumers familiar with company.

SWOT Analysis

Strengths

Julius offers an aspect of more authenticity and transparency compared to other competitors we have researched. This allows potential clients to feel more at ease when searching for an influencer. Finding the right influencer is important because it is time consuming and pricey, so a sense legitimacy and customer service goes a long way when creating loyalty. The service of Julius is also a strength because of the amount of influencers offered and the information on each influencer. The availability to see the insights makes the process very convenient. These insights which help clients find the right match range from influencer social media accounts, their followers, profession, etc.

Weaknesses

While Julius is in the stage of brand awareness, the lack of advertising could hinder that process. Obviously, word of mouth and an active social media presence can be effective, but spending ad dollars to promote the company can make a huge difference in the launch of the service. Finding the appropriate resources to focus on advertising can always be a concern. However, we believe an appropriate allocation of time on promotion can give Julius a positive outcome when entering the influencer marketing space.

Opportunities

Julius has a target audience of solely companies and organizations. A possible opportunity could be tapping into the market of individuals who have the resources in order to afford an influencer. We are aware Julius is looking to be the bridge between influencers and legitimate enterprises, but there are certain individuals who have ventures worthy of an influencer. In the influencer marketing market, many of Julius' competitors have the same audience. Constructing another target market toward high-income people could help Julius bring in new business.

Threats

Julius has a tremendous platform offered to clients. However, there can be other ways people can get in-touch with the influencers. People can reach influencers without this specific service,

which can take significant business away from Julius. This is true in the context of our digital society. With majority of influencers having social media accounts, they often have an email promoted on their pages for management and business inquiries. Many people who have become famous through their social media usage, often respond to people reaching out to them through a social platform. This way is a threat because of its ease of access (no subscription) and it is a cheaper alternative.

Branding

The Six Key Features

Six Key Features of Brand Meaning

It is important for the public to be aware of Julius' new brand and be immersed in the brand experience. To obtain Julius' goals of becoming a leader in the influencer industry, they must utilize an authentic brand. To build this platform, a successful brand should be based on six key features: user, values, culture, benefits, attributes, and personality. In the following section, you will find an in-depth explanation of each key feature of branding, as well as its application to the development of Julius.

User

In order to create a brand that is appealing to a customer, a company must have an accurate idea of exactly who the consumer currently is and will be. By nature Julius' main goal is to provide the proper influencer for business leaders, sales professionals, or marketing and public relation specialists within a company. Ultimately, every brand and company should be utilizing some form of influencer marketing. As a result, the Julius software is branded in a manner that is easily understandable and accessible for all audiences. The software provides a search bar for the user to specify exactly which type of influencer they are looking for, as well as provides their hiring price and amount of reach that a particular influencer obtains on social media sites. By continuing to cater to these target demographics, Julius will continue to retain clients as well as rise to the top as the thought leader in the influencer marketing space.

Attributes

Brand attributes are the functional and emotional associations, which are assigned to a brand by its customers and prospects. The name Julius is a reference to the historically infamous source of knowledge known as Julius Caesar. The "J" icon is a distinctive, bold graphic formed by a maze, representing the complex world that Julius guides its clients through. The Julius wordmark is the same confident name inspired by one of the most influential people in history. The entire Julius logo is a combination of the icon and wordmark that can be separated when needed, but is primarily presented in a stacked format. Julius' primary colors are turquoise and navy. Turquoise is refreshing, uplifting, creative, and cheerful while at the same time being strand and independent. Navy is commonly associated with depth and stability. This color

represents the trust, loyalty, wisdom, and confidence that can be found in the Julius brand. Blue connotes a sense of calmness which one might feel when their questions are answered about which influencer is best suited for their goals. Julius embodies convenience, confident, authentic, collaborative, simplified, innovative, honest, transparency. The transparent nature of Julius allows for trust in the client utilizing the service that they are indeed gaining reliable information for their company.

Benefits

The biggest benefit of Julius, as a SaaS platform, is that it provides multiple tools companies and brands would need to be experts in influencer marketing. These tools include rich influencer data and advanced search capabilities. Over 50,000 influencer profiles can be filtered by demographics, social reach and engagement, strengths and interests, brand-work, and more. This makes the social media influencer search more efficient, which saves time and resources on organizing a successful influencer marketing strategy. It also helps brands to find the best talent match for their specific campaign objectives. Another benefit of Julius is that its features allow to initiate and track a conversation with an influencer or their representative, by staying organized with campaign labeling, notes, archiving, and conversation notifications. In addition to rich data source with automated statistics, a layer of human intelligence is added into the workflow for the sharpest results. Julius' employees work with the clients throughout transactions to ensure seamless work process.

Personality

Brand Values: Confident, Authentic, Collaborative, Simplified, Innovative and Honest
Julius aspires to be known as the instrument that agencies and brands need to carve out their success. The indispensable tool with which the chef creates a masterpiece. Julius is not the chef it is the chef's knife. We're not pretentious and "all about us," but rather all about clients and how Julius can do better for them.

Our work-hard-play hard culture built on a mutual commitment to making this company a leader and sharing that success. "We are a family. People matter here. Be kind. Be fun. Be open minded. Be accountable. Be hungry."

Values

At Julius, we value our subscribers. Our top priority is to provide the most outstanding customer service. We offer high quality and professional service by delivering the very best search experience available to brands and agencies seeking celebrities or influencers for their marketing campaigns. We value our expertise; we go above and beyond to help our subscribers spend their branded content dollars wisely and efficiently. We value customer convenience and efficiency. Julius connects brands and agencies with more than 50,000 influencers and celebrities; we're also able to simultaneously access data across all major social networks, enhancing the subscriber's workflow functionality. We value our reliability, precision, and accuracy. Julius' laser-precision search engine zeros in on the best partners quickly. Our search function covers a network of 50,000 digital influencers and celebrities, combining machine

learning with human intelligence for the richest search filters and most accurate talent profiles on the market. These important core values that we hold allow us to be the best and most elite social influencer search engine out there.

Culture

The culture of Julius represents a hard-working environment, with a global reach and the best in-class navigation system in the influencer market. Julius strives to be the crucial instrument agencies need to gain success through influencers. The main focus of the company is to consistently be on the edge of innovation, adapting to the changes in the marketplace, and working hard to be a leader in the industry, all while providing great service for clients. Julius is a “work-hard-play-hard” company, driven by their commitment to provide the best for their clients, through their collaborative and authentic working environment.

The Mission Statement

“To enable agencies and brands to be experts in influencer marketing.”

- Connect businesses to the most authentic influencers for their brands
 - Provide a bridge to the influencers that are genuinely interested in what your company is promoting
- Help them spend branded content dollars wisely and efficiently
- Simplify the process of finding the right talent for a given brand and objective
- helps brands leverage influencer marketing to connect with customers in ways that traditional media simple doesn't allow.

Branding Strategy

Telling the story of Julius and how the company transitioned from Thuzio to its new brand.

Branding Tactics

Transitioning Video

In order to effectively tell the story about the company's transition from Thuzio to Julius, Julius should create a video that would incorporate that story, as well as include all the six key features of their brand's meaning. To engage viewers, the video should also feature existing customers (brands) and the influencers that those brands are working with. This would create a testimonial effect, which would help convince potential clients about the benefits of membership with Julius and the company's credibility.

Events

A great way to introduce Julius to the public would be for the company to host an event. An invitation to the event will be sent out to all current Thuzio subscribers, major brands, bloggers, and social media influencers. At the event, representatives of Julius will talk about the transition into Julius; the updated software, new influencers they represent, new website improvements, etc. The video as mentioned previously will be played at the event as well. Social media presence is really important in promoting a brand. At the event, attendees will use a designated hashtag for all social media posts about the event and Julius in general.

Position Julius Over Social Media

Julius must have a consistent tone of positioning throughout all channels. Social media has become one of the main tools companies utilize for marketing. Building a social media presence is crucial to positioning Julius in its new brand identity. With social media, Julius will be more capable of reaching business-to-business clients and show them why influencer marketing is crucial. Many examples of effective influencer marketing can be seen on social media sites such as Twitter and Instagram. It is important for Julius to put its stamp on their connection to the success stories of influencer marketing over social media because these are accolades that attribute to their credibility.

News Letter

Using the existing mailing list, Julius should send out a newsletter to existing Thuzio clients. The newsletter would also incorporate the transitioning story and the link to the video. This would help generate interest in the new platform, and encourage businesses to renew their memberships with Julius, and encourage to spread the word about Julius.

Press Release

One of the most important tactics Julius will employ to tell its story is conducting a Press Release to build awareness and provide information on the new and improved company. Having a discussion with the media alongside the public will begin to maintain credibility that the company built as Thuzio, as well as positioning Julius in a light that stands out from its competitors. This press release will also give Julius the opportunity to demonstrate that every company and brand should be using some form of influencer marketing. Giving an overview of the marketing strategy will be the first solid step in involvement of the new and improved Julius brand and their targeted audiences.

Client Acquisition

Strategy

The second marketing strategy for Julius is to acquire more clients and retain current clients. Through the use of research, we will segment the current market based on demographics, psychographics, usage of these platforms, and how the current market uses influencer marketing in general. Client acquisition can be achieved by reaching consumers through various types of media, both traditional and social. Julius will be promoted through the use of earned media on different platforms, and will maintain and continue to attract new clients through strategic methods of promotion.

As part of the strategy, it is important to identify what Julius will achieve in the current market. To do this we have identified customer segments and how the usage of these types of platforms for influencer marketing vary, so Julius can meet the particular needs of their consumers. Along with segmenting the marketing to identify whom to serve, Julius needs to target more specific users, which is accomplished by analyzing the main consumers of influencer marketing.

Segmenting

Demographics: Julius is a service created to satisfy the needs of specific business-to-business industries, segmenting by profession is necessary. These demographic characteristics play an important part of the persona of Julius. The main demographics of users would be business-people with experience in some type of marketing. These would be people with knowledge about marketing and how influencer marketing works.

Psychographics: While we have a clear distinction of who uses Julius, we also want to tap into “why” they use Julius. The psychographics of Julius users entail social influencer users, marketers, brand advocates, and business-to-business companies.

Targeting

The targeting of consumers is directly correlated to the segments of the market. After analyzing the research, the main targets of Julius’s marketing efforts should be Public Relations professionals. These professionals should be people that have used influencer marketing before, and know the value in hiring them for the promotion of their clients. Julius needs to target the top marketing and public relations firms in all major cities (see appendix). Through research it is evident that there is little awareness that platforms such as Julius exist. Firms that currently do not use any influencer marketing platforms or do not know these platforms exist are a top priority for targeting.

Positioning

We are aware that people use influencer marketing, and that there are other platforms out there. Julius needs to position itself as a way to make the lives of these Public Relations professionals easier. A majority of the respondents indicated that they find influencers through in-house research. By positioning itself as a way to do their job for them they can attract these new clients. Offering best in class navigation and authenticity, Julius has many competitors, yet no one can quite compare. With well over 50,000 influencers and more being added everyday, Julius is like the Kayak of the influencer network. This easy to use search engine uses both data points and human intelligence, which is unique compared to their competitors. Not only is Julius a search engine they are also a SaaS product and take much pride in that.

Tactics

Earned Media/Public Relations

One of Julius' tactics is to focus on generating awareness by reaching out to consumers through both traditional and social media. *Julius* will gain the attention from their new, respective clients by releasing a press release dedicated to laying out the detailed plan of the overall marketing strategy (see appendix). Social media such as Twitter, Instagram, and LinkedIn will be beneficial in encouraging discussion amongst the brand and clientele of *Julius*. These consumers include but are not limited to public relations firms and marketing agencies such as *Edelman* and *Racepoint Global* for example. Also, since various media outlets generate large followings through dedicated consumers, pitching *Julius* will allow for a trustworthy connection between the brand and client. Ultimately, these pitches will relay information about *Julius* through television, blogs, employee newsletters, and newspapers just to name a few.

A pitch letter is written with the purpose of getting media coverage or spreading brand awareness about a company's product or services. Unlike press releases, pitch letters are written for specific people rather than for the media as a whole. Pitches are an effective tactic to use for companies with smaller marketing budgets because it can reach your targeted audience without costing the company anything.

For a startup company such as *Julius*, a pitch letter can increase the brand awareness with companies in the marketer influencer sphere by demonstrating the unique capabilities of the service. This tactic can also aid in client acquisition for the company, which is critical for a startup business. By reaching out to specific businesses and media outlets that would be interested in using the service or featuring it in their publication, the level of consumer awareness would rise in the hopes of garnering more clients.

User Testimonials/ Influencers

In our digital age, it is increasingly important to establish legitimacy, especially in our business-to-business marketplace. Julius should expand on the already existing user testimonials listed on their website. Julius should reach out to established, dedicated clients that are willing to

speak on behalf of the Julius search engine. In these testimonials, clients can emphasize how the software doesn't end after the search, and that real employees at Julius are there to assist in hiring an influencer for clients. User testimonials will help establish validity and trust in Julius. Potential clients just visiting the website will see the testimonials and hopefully be persuaded into testing out the software.

It is important for these user testimonials to be well established PR Firms or individuals established within the marketing, PR, or advertising world. Potential clients can look at these testimonials and hopefully choose Julius, because they will see it works. Smaller PR firms or freelancers will be persuaded because they know their sales will increase when using this influencer marketing. Influencer marketing is becoming popular and a norm of right now in marketing, all PR firms are looking to hire influencers and Julius is the right platform to make this easy and accessible. Right now, Julius needs testimonials from already existing clients to make the software buyable.

Also, Julius should take on a spokesperson for their brand. They can have an influencer for their influencer site. This would be a celebrity of some sort that is also a successful business owner that has used or could use Julius for influencer marketing.

Newsletters

Julius should add in a monthly newsletter on their website. This newsletter will include new updates, features and new influencers added to the search engine. The newsletter will be on the website as well as emailed out to every client individually, to make sure they know what is new with Julius. Julius is still a new site and will have a few bumps in the road, this newsletter will offer live help and suggestions in-case clients are confused or need assistance with new features. Similar PR software such as Cision has a similar newsletter, to help gain trust and acquisition of clients. A newsletter shows clients that Julius is serious about client retention and understands that each client has different needs from the site, but needs all of the information to get started.

For new clients, a welcome newsletter can be sent out with all of the important information regarding the software and Julius as a brand itself. The initial newsletter will be the longest and the most full of information.

The newsletter each month can be addressed from the influence that Julius has as their spokesperson. This can be a letter from the influencer to the users of Julius. This will make clients more willing to read it, as well as keep clients engaged month after month. Julius needs to start using influencer marketing to their advantage.

Sales Promotions

Pricing has always been a significant factor of the marketing mix. The price that customers are willing to pay for a product is highly depends on the value that they perceived.

Sales promotion is a great marketing strategy for *Julius* in this case due to its capability to generate a significant growth of its subscribers without increasing the cost, and more importantly, it also helps customers to understand the value that *Julius* is selling. As *Julius* has positioned itself as a high-end vision among all influencer-searching engines, its competitors, like *TapInfluence* and *HYPR*, have an advantage with regards to pricing. Therefore, a temporary price-deducted promotion will help *Julius* to attract potential customers from its competitors and allow customers to experience *Julius's* proficient value that exceed others searching engines.

A free or price deducted initial trial can be an incentive that *Julius* uses on client acquisition. *Julius* can send out trail invitation emails to their target customers, inviting them to try out *Julius* before becoming a subscriber.

Referral promotion is also recommended to *Julius* to generate increase on subscribers. *Julius* can ask their subscribers to refer *Julius* to its potential customers. For every new subscriber that an old subscriber brings in, both of them can enjoy a deduction on their annual bills. This promotion is very effective to increase users in limited time.

Further, instead of charging similar prices for all customers, *Julius* can also offer a basic account and a premium account like its competitors do. There are four significant benefits of having basic and premium accounts. First of all, it is easier for customers to try a product when it has an approachable price. With a basic account to start with, customers can experience part of the services before they look for more complete services. Secondly, basic and premium account settings are a gradual selling process. Basic accounts help build up customers' reliance on *Julius* and generate their willingness to spend more money for complete services. Thirdly, these two account settings help expand *Julius's* market share. For the \$6,000-\$8,000 that *Julius* is charging now, the target market might be limited to large enterprises due to the relatively high fee. However, a basic account can offer an approachable price, companies like start-ups and other medium-size companies can also become subscribers of *Julius*. Last but not least, subscribers might be happier because the account setting generates control for them. Subscribers can choose freely between basic and premium accounts according to their needs and the price they are willing to pay.

Social Media

Social media is now a major marketing tool for most of today's companies. Users now have the power to pick and choose what kind of ads they want and do not want to see on these social media apps. *Julius* needs to improve on their social media presence. *Julius* should make sure that when the public thinks of *Julius* that they think of a platform that allows them to take their company to a new level with influencer marketing. It's key for *Julius's* clients to see the business-to-business culture not only their website but their social media sites as well.

Instagram is one of the top social media applications right now. It is a picture and video based platform that allows you to like, comment, tag, repost, and share content with your followers. With this platform *Julius* can be more interactive with followers/clients. They can share updates about the site, share promotions that are happening, and share client events on their page. A

feature of Instagram that is important is the hashtag, this feature allows people to search a word and see all of the pictures that were tagged with that word. Julius can use this feature to their advantage, by recommending a hashtag (i.e. #Juliusworks) to be used in captions for pictures of events and influencers was used and attained by using Julius. By doing this people can click on the hashtag and see all of the events and the influencers that were attained by companies who use Julius. With this Julius can gain more of a following and have a better presence on this platform.

Twitter is another major social media platform. It is a text based platform that allows users to “tweet” messages that cannot exceed 140 characters. With this app users can retweet, like, hashtag, share pictures and videos, and directly tweet to other people. For Julius, the uses of this site can be the same as Instagram in the way they interact with clients, share information about the website, share promotional incentives, share client events, and use the hashtag. A feature that is unique to twitter is being able to tweet directly to a company. It has happened before where Twitter users tweet a question and the company replies back. With this, clients of Julius can tweet at them asking questions about the site, seeking help with how to use the site, or even say thank you to Julius for making influencer marketing easier for them. This allows Julius to be more engaged with clients, and followers of both the client and Julius can see that Julius is helpful, successful, interactive, and personable with their clients.

LinkedIn is a more recent social media platform that is specifically for professional use. Users can update their profiles on what is happening in their professional lives. The uses of LinkedIn would be really beneficial for Julius, it would emphasize the business-to-business aspect of the company and can even be a tool to gain more clients. Along with being able to keep clients updated on what is going on with the company, website, etc.

Overview of Key Recommendations

Overall, the key marketing strategy for Julius can be broken down into two main facets: rebranding and the acquisition of new clients. In order for Julius to succeed in being the best platform for businesses to enable influencer marketing, their brand must be clearly defined. With a clear distinction of superiority in the marketplace, Julius will utilize marketing tactics to acquire new clients.

Guiding Strategy

Conclusion

Julius provides businesses with all the tools necessary for a successful social influencer campaign. As a brand, Julius is there to help connect brands with influencers, not take the credit for it. It is critical that Julius place itself as a leader in the industry, and by branding themselves

correctly and reaching the correct audiences, they will be able to show users why they should be the platform to use.

By taking into consideration the extensive market research, research about target audiences, and suggestions for branding and client acquisition, Julius will show clients which influencer search engine all marketing and public relations professionals should be using.

Appendix

I. Example Pitch

Hi X,

I hope this email finds you well.

Are you looking for a better way to find influencers to enhance your marketing campaigns? Stop searching and subscribe to Julius, the best in-class navigator that provides an easy and convenient solution to all your influencer-related problems.

Julius is an influencer search engine that allows users to connect with over 45,000 influencers and celebrities. This unique platform makes searching for an influencer easier than ever, with over 13,000 qualitative tags, 20+ filters, and additional information on social media reach and demographics, helping each brand authentically connect with their target audience. The combination of human intelligence and data analytics will help businesses spend their money in the best way possible. Julius will provide the latest information and keep users on top of trends in the marketplace, making it the go-to-tool for any influencer marketing needs.

If you are interested in hearing about any additional information regarding Julius or would like a free 1-month trial, I would love to speak with you one-on-one. Hope to hear from you soon.

Best,
X

II. Example Press Release



114 W 26th St
New York, NY 10001
Contact: Mariah Novo
908-333-1234
mariahново@julius.com

Julius Makes Influencer Marketing Easy

New capabilities put Julius as a top competitor in Influencer Marketing Platforms

New York, NY: Julius reveals itself as a new brand under parent company Thuzio, revealing new and extensive capabilities for connecting businesses to influencers. Enhancements like complete workflow functionality now enable subscribers to execute influencer marketing campaigns from A to Z. Julius offers 50,000+ influencers in the celebrity network, with data across all social media networks.

“Julius’ goal is to connect businesses to the most authentic influences for their brands while simplifying the process of finding the right talent for any given brand or objective.” said Julius founder Tiki Barber, “We are thrilled with the rebranding process and are excited to show our new clients all the new capabilities that they loved in Thuzio, but that are now expanded and improved upon in Julius.”

Julius is a powerful influencer marketing SaaS solution that connects brands and agencies with influencers and celebrities. Julius promises precision search engine technology that connects users with rich data. Transparency on pricing and contact information is a priority along with excellent campaign management functions.

About Julius

Thuzio is an influencer business - empowering brands and businesses to grow by leveraging influential people. Thuzio has two products; Julius, and Thuzio Executive Club. Julius is an influencer marketing software solution for brands and agencies. Thuzio Executive Club is membership organization providing access to business entertainment events featuring influencers. Thuzio was co-founded by Mark Gerson and Tiki Barber in 2012.

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III. Sample Outlets to Target For Earned Media:

Outlet	Media Type	Contact
AdAge	Print/Online	Ken Wheaton- <i>kwheaton@adage.com</i>
PR News Daily	Online-Newsletter	Beki Winchell- <i>bekiw@ragan.com</i>
MediaPost	Online-Newsletter	Joe Mandese-Editor In Chief
AdWeek	Print/Online	<i>info@adweek.com</i>
Forbes	Print/Online	<i>ideas@forbes.com</i>

IV. Sample Firms to Target for Client Acquisition

Company	Location	Contact
Ruder Finn	New York, NY	<i>Rachel Spielman</i> spielmanr@ruderfinn.com
Coyne	Parsippany, NJ	<i>Shana Reyes</i> sreyes@coynepr.com
Finn Partners	New York, NY	<i>Richard Funness</i> richard.funness@finnpartners.com
5W PR	New York, NY	Email: info@5wpr.com
Edelman	Los Angeles, CA	<i>Simon Temperley,</i> simon.temperley@edelman.com
Gold PR	Corona, CA	<i>Sara Record</i> srecord@goldpr.com
Davies	Los Angeles, CA	info@daviespublicaffairs.com
Cerrell Associates	Los Angeles, CA	<i>Alan Caldwell</i> alan@cerrell.com
SSPR	Chicago, IL	<i>Brad Rawls</i> brad@sspr.com
KSA	Chicago, IL	smart@ksapr.com
Regan Communication Group	Boston, MA	<i>George Regan, Jr.</i> gregan@regancomm.com

PAN Communication	Boston, MA	<i>Jennifer Bonney</i> Jennifer@pancomm.com
Buchanan PR	Philadelphia, PA	<i>Amanda Mueller</i> Amanda@buchanan.com
Devine + Partners	Philadelphia, PA	<i>Brianna Taylor</i> Brianna@devinepr.com
Quinn PR	Miami, FL	<i>Kristie Deptula</i> kdeptula@quinn.pr
Porter Novelli	Seattle, WA	<i>Erin Osher</i> erin@porterpr.com
Revolution PR	Seattle, WA	<i>Alex Duffy</i> Alex@revolutionpr.com