

people first *express*

Real people are a brand's best channel

People First Express restrictions: Brand and non-profit messaging only, not politics or C4 campaigns. Single statewide targeting minimum; organizing surcharge may apply to single-state targets with fewer than 2,000,000. No pharmaceutical, restricted categories, or heavily regulated industries; we serve these industries via People First, email info@peoplefirst.cc to learn more.

People First

is a **microinfluencer pioneer** that has rapidly recruited over 50,000 creators for major brands and organizations over the past four years through our unique combination of technology and digital organizing.

What is a Microinfluencer?

Microinfluencers are **engaged** and **trusted** members of their communities who typically have relationships with their following.

Many of their followers are family members, friends, and neighbors, leading to content that is often more personal, relatable, and engaging than content from brands or celebrity influencers.



Now, through **People First Express**, small and medium-sized people-facing brands and organizations can elevate their digital campaigns with People First's award-winning microinfluencer content trusted by industry leaders.

TOMMY  HILFIGER



Walmart 

usbank.

 **NASCAR**



PEANUTS



**FLOOR
DECOR** 



Johnson & Johnson

eMed[®]

THE
HARTFORD



Culturelle



people first *express*

is available exclusively to **small-and medium-sized businesses and nonprofits** who want the highest quality microinfluencer content at speed and scale.

People First Express delivers agency-quality peer-to-peer content (P2P) at SaaS prices to organizations who want to streamline their user-generated content (UGC) and influencer marketing.



With People First *Express*, there is:

No

- Endless back and forth with creators.
- High monthly subscription to a creator platform you need to manage.
- Negotiating rates and content rights.
- Navigating cumbersome payment systems or tax implications.

We **streamline and manage** all your Instagram and TikTok creator content needs.

You

- Tell us what kind of content your brand needs.
- Provide feedback and approve all content.
- Own the rights to use the content anywhere you want.

People First's microinfluencer content has generated more engagement for brands and causes than traditional campaign content:



6.4% average engagement rate compared to 1.42% industry average



2.77% average click through rate compared to 0.9% industry average



\$0.41 average cost per engagement compared to \$0.70 industry average

People Trust Each Other

| 83%

trust messages from
people over brands
community members are
the best brand storytellers

Our Approach

We turn **real people** into your brand **advocates**, sales force and creative team at unprecedented scale:

- Neighbors
- Prospects
- Patients
- Employees
- Customers
- Friends



Step One

| Share Your Campaign Details

Get started with People First Express by providing us with some background information on your organization, the messages you want to share, and who the ideal messengers are.

Share your campaign details

[Your Information](#) [The Message](#)

[The Call To Action](#) [Creative Direction](#)

[Images and Video](#) [The Ideal Creators](#)

In one or two sentences, what is the main goal you're looking to accomplish through the microinfluencer content? Think along the lines of short, action-driven statements, such as "We aim to destigmatize accessing mental health resources," or "We are looking to generate awareness for a newly launched product [X] that [does X]."

Upload a horizontal image at least 1400px wide that can be used to promote the opportunity to creators. Do not include an image with text or logos, but rather an image that relates to the specific messages you're looking to share.

Select Files

Complete The Onboarding Questionnaire

Step Two

| Review & Approve Your Creative Brief

We'll turn your submission into a creative brief for the campaign and share with you via your secure client portal before we meet for feedback and discussion. Coming out of that, we'll make any edits and share the brief for final approval.

Creative Briefs

Creative Briefs are the guidance we send participating creators to kickoff the collaboration. Designed to leave room for creativity, each brief outlines the concept and other details required to draft a post.

Each brief contains a concept, a call-to-action, and sometimes #hashtags.

| CREATIVE BRIEF

We Have The Power To Advocate For What We Deserve

| THEME

National Women's Health Week starts on May 9th, and it's the perfect time for Black women to vocalize the heightened health challenges we face while reminding one another to advocate for our health.

For Black women, lack of information, implicit bias and medical guidelines that don't take our specific differences into account can impact the type of breast cancer prevention care we receive.

Did you know that the density of your breast tissue can play a role in detecting cancer? And that some Black women tend to have more dense breasts which means having access to better technology like a 3D mammogram or a breast ultrasound could be key?

More of our sisters need to know that when we step into the medical exam room, we have to be prepared to advocate for our needs and ask the questions that will get us the care we deserve!

| CREATIVE DIRECTION

SHARE YOUR STORY: We're looking for Black American creators ages 35-50 who can help spread awareness around the need for Black women to be prepared to advocate for information and access to the type of mammogram they need. Tell us:

- Why is National Women's Health Week a good time to advocate for better access to advanced technology for Black women's breast health? Why is it important for us to be vocal about the disparities we face within the healthcare system?
- Do you have a personal story relating to breast cancer, as a survivor or as someone who was close to another woman in their fight against breast cancer?
- How would having access to more comprehensive testing, such as a 3D mammogram, make your experience any different? Why do you believe Black women have to be prepared to advocate for their health with a knowledge of our particular needs?

-Start a discussion leading up to National Women's Health Week! Tag 5 friends and family members and remind them to book important health screenings, especially their annual mammogram!

| CONTENT TYPE

Image

| SOCIAL CHANNELS

Instagram

| HASHTAGS

#We11

Approve

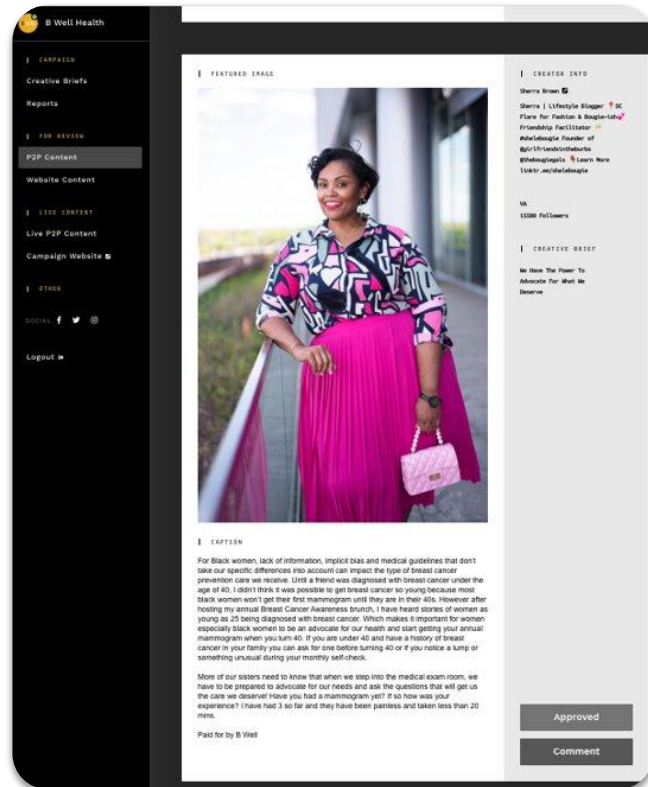
Edit Comment

Example creative brief in our secure client portal

Step Three

| **Approve** and provide feedback on draft content in your secure client portal.

Our team of creator organizers collaborate with targeted creators to produce the content for your campaign. You'll receive three to five batch deliveries of content to review and approve on your client portal.



Sample draft content in client portal

Step Four

| Your Content Starts Going Live!

Your approved content starts to go live on the creators' channels! You own all the content rights, so the assets are immediately available for you to repurpose on your brand channels or via paid media.

People First Express offers paid media services at highly competitive rates.



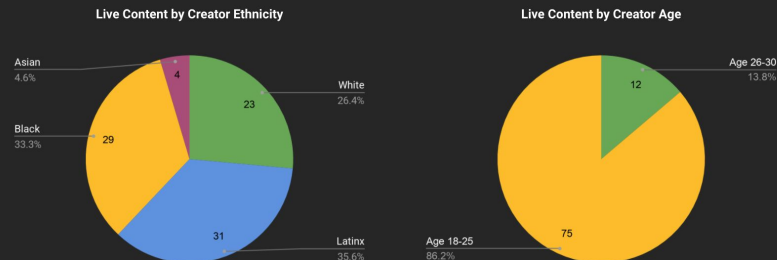
Example “whitelisted” social ad that earned 12X clickthrough rate than industry average

Step Five

Measure persuasion and performance.

Once the campaign wraps, People First will meet with your team to deliver a final campaign report with recommendations.

Young, Diverse Creators



Organic Performance by Influencer Type

Influencer Type	# Content	Impressions	Likes/Views	Comments	Eng. Rate
Micro-Influencer	47	703,396	45,963	1,076	8.55%
Macro-Influencer	2	411,000	10,096	146	2.89%
Celebrity	2	27,200,000	524,000	1,232	1.78%
Total	51	28,314,396	580,059	2,454	8.19%

Monthly P2P Packages Start at **\$5,000**

The Instagram and TikTok content you want from real people: microinfluencers with an average of 5,000 followers.

\$5k for 5 pieces of content

\$10k for 12 pieces

\$15k for 20 pieces

\$20k for 30 pieces

5% off 6 month subscriptions

10% off yearly subscription

Paid Media Packages Start at **\$5,000**

Paid Media:

Our highly experienced P2P-boosting paid media team can plan and manage your paid media for **as little as \$5,000.**

20% Fee - \$5k - \$9k Spend

18% Fee - \$10k - \$19

15% Fee - \$20k+

We offer discount on commissions for 6 month and yearly subscriptions

Get started @

peoplefirst.cc/connect/express-form/

Contact



Ryan Davis
Chief Operations Officer
ryan.davis@peoplefirst.cc



Colin Stewart
Chief Revenue Officer
colin@peoplefirst.cc