

INFLUENCER MARKETING MANAGEMENT



Hi, I am Diana Zavzeatii and I combine 15 years of marketing experience in the UAE with a strong belief in the power of Influencer Marketing.

For the past 2 years I play a central role in providing Influencer Marketing Services to major FMCG brands and F&B industry players, and not only. I do it either directly or via agencies.

As an influencer myself (find me on Instagram as @busyavocado), I collaborated with many FMCG & F&B companies in the UAE and I have a clear understanding of what type of content is required to convey clients' message for impactful results.

I am proud to be connected to a large group of influential and professional content creators on the UAE market and I am confident that I can provide profiles that best suit your purpose.

SCOPE OF WORK

Depending of the campaign requirements, my scope consist of, but not limited to:

- Building the strategy for the Influencer Campaign in line with brand's/company's requirements
- Building the influencers list: selecting influencers that are the right fit for the campaign; scouting & screening
- Messaging Building: campaign details, key messages, deliverables, payment terms (if any), timelines.
- Influencers coordination: deliverables, timelines, insights.
- Report Collation: detailed information on performance of the campaign with insights and generated content.
- Q&A Center or Influencers' Guide & other specific materials



EXAMPLES OF MY WORK

BARILLA

SCOPE: CONTENT CREATION WITH PRODUCT USAGE
15 INFLUENCERS
2021 FULL YEAR MONTHLY CONTENT



#EXPRESSYOURSELFWITHBLU

SCOPE: AWARENESS FOR THE SUMMER
CAMPAIGN BY BLU, AN NFPC GROUP BRAND
DEVELOPED A DIGITAL TRADE GAME / COMPETITION
6 INFLUENCERS
2 MONTHS CAMPAIGN



HEALTH IS MY WEALTH PROGRAM

SCOPE: AWARENESS FOR DUBAI MUNICIPALITY
SUPPORTED PROGRAM IN COLLABORATION WITH
PARTNER BRANDS
15 INFLUENCERS
3 MONTHS CAMPAIGN



@EATATEXPO2020

SCOPE: AWARENESS FOR THE FOOD VENUES
AT EXPO 2020
8-12 INFLUENCERS PER MONTH
3 MONTHS CAMPAIGN



"ZAHIRAH MARTY"
at Expo 2020 Dubai



HOW CAN I HELP YOU?



Influencer marketing is a strategy that identifies people who have a strong influence on a brand's industry or target audience. More brands and businesses are including this type of marketing into their marketing plans and locking budgets for it.

It is a great opportunity for agencies, but also a challenge, as this requires allocating & training resources or hiring new talents.

I offer you a simple, efficient and headache-free solution: outsourcing your influencer campaigns on project basis to a freelance influencer campaign manager. With my expertise as a seasoned marketer, as well as my unique set of skills and access to a solid network of the best influencers available and screening and tracking softwares, you will be able to deliver excellent results to your clients.

HOW WILL IT WORK?

Consider me part of your team!

In order to ensure confidentiality we can sign a NDA.

This is an example of how we could work together:

Step 1: I receive a brief from you - what does your client want to achieve through this campaign, desired influencers' profile, expected results. If the client is unsure, I can assist with the strategy, including budget.

Step 2: I build a proposal, with suitable influencers' profiles, list of deliverables, budget breakdown: influencers' fees (if applicable), my fee for coordination.

Step 3: After approval, I get to work - lock the influencers, create briefs for them, coordinate the execution of the project.

Step 4: I will collect the insights, build a detailed report and share it together with all the media created by the influencers.

Step 5: I will be in charge of paying the influencers, which makes it very easy for your accounting.



SO LET'S CONNECT AND TAKE IT FURTHER:

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