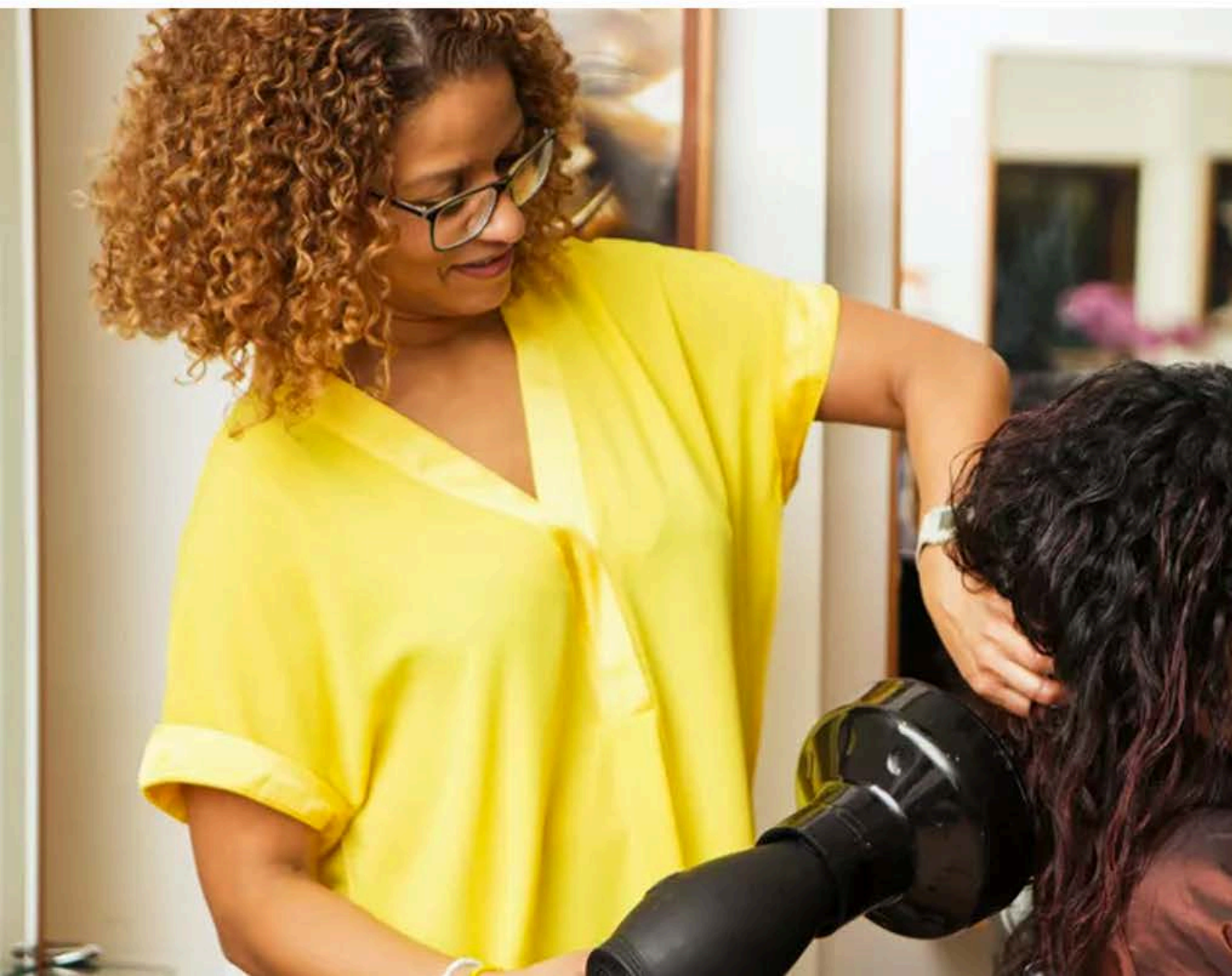




Micro-Influencer
Media Package
Beauty Salon &
Barbershop
Network
2020



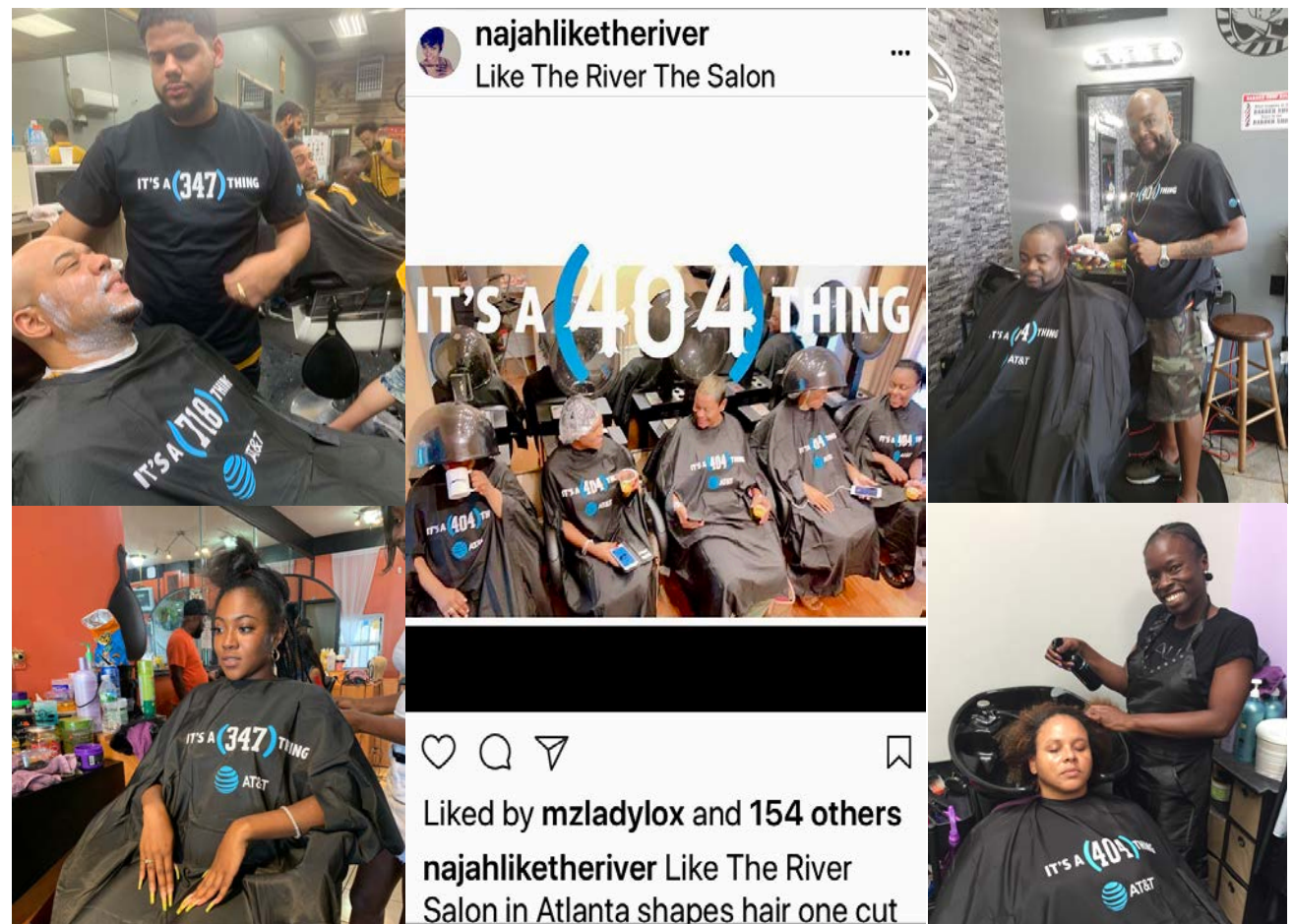


Micro-Influencer Media Package Beauty Salon & Barbershop NETWORK

WE CREATE
ROBUST
BARBERSHOP
AND BEAUTY
SHOP-DRIVEN
CONTENT AND
SOCIAL
ACTIVATIONS
THAT WORK
WITH YOUR
BRAND.

Wil Power Integrated Marketing is a network of 10,000 salon and barbershop micro-influencers created to connect your brand with the African American consumer.

Through our carefully curated content, we have created a niche in the beauty industry that is often overlooked. Since our influencer network launch in 2015, we have had the pleasure to partner with entertainment companies, global brands, beauty brands and feature celebrity stylists and barbers in our campaigns.



AT&T Codes of Culture Salon & Barbershop Activation | Summer 2019





Micro-Influencer
Media Package
Beauty Salon &
Barbershop
NETWORK

ADVERTISING OPPORTUNITIES





Micro-Influencer Media Package Beauty Salon & Barbershop NETWORK

INCREASE
YOUR
PRODUCT
EXPOSURE
AND
BRAND
REVENUE.

By leveraging our unique social media and brand content publishing model. Our organic approach to brand advertising helps build an authentic and credible connection between your brand/product and the consumers you want to reach.



Columbia Pictures Superfly AA Barbershop Activation | Spring 2018



Sony Pictures Equalizer 2 AA Barbershop Activation | Summer 2018





Through our micro influencers, you can effectively reach your most viable audience because WPIM's curated hair & beauty network allow brands to effectively target specific audiences.





Micro-Influencer
Media Package
Beauty Salon &
Barbershop
NETWORK

BRANDING COLLABORATIONS

- AT&T
- COMEDY CENTRAL
- DISNEY | ABC
- FOX
- KINETIC
- NBC
- RCA
- TBS
- TNT
- UNIVERSAL PICTURES
- WGN





Micro-Influencer
Media Package
Beauty Salon &
Barbershop
NETWORK

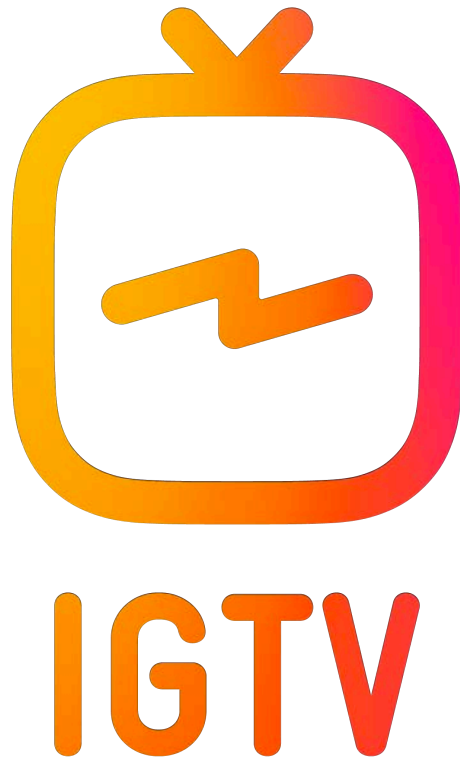
ADVERTISING
RATES





Micro-Influencer
Media Package
Beauty Salon &
Barbershop
NETWORK

CONNECT
TO YOUR
AUDIENCE
WITH
PREMIUM
VIDEO
CONTENT



WPIM IG TV Advertising includes full video production of filming, editing, advertising and product placement. Script writing and travel accommodations are not included



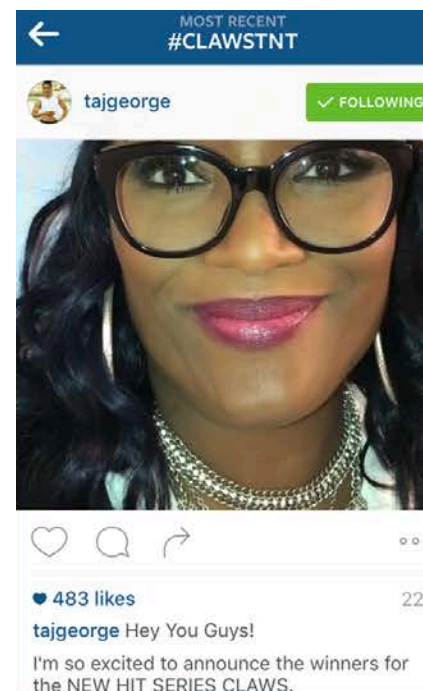
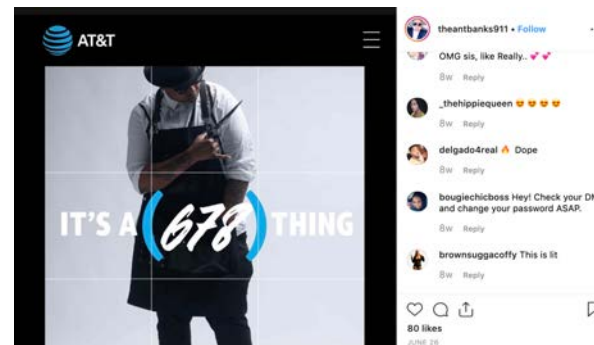
AT&T Codes of Culture Activation | Summer 2019





Micro-Influencer Media Package Beauty Salon & Barbershop NETWORK

CONNECT
TO YOUR
AUDIENCE
WITH
PREMIUM
VIDEO
CONTENT





Micro-Influencer
Media Package
Beauty Salon &
Barbershop
NETWORK

CAMPAIGNS
AND
ADVERTISING
THAT
FIT
ANY
BUDGET



Instagram Rates:

SERVICE OFFERED	FEE STRUCTURE
Instagram Ad	From minimum \$200-\$1,000.00 per post depending on reach
Instagram Content/Product Giveaway	\$1,750.00 + product. Includes 2 promotional posts, customized hashtag & recap of impressions
Instagram Takeover: Half Day (4 Hours)	\$2,500.00. Includes 2 pre- takeover promotional posts, a minimum of 3 posts, unlimited Instagram story posts, customized hashtag & recap of impressions
Instagram Takeover: Full Day (8 Hours)	From minimum \$1,000.00-\$5,000.00. Includes 2 pre- takeover promotional posts, unlimited Instagram story posts, a minimum of 4 Instagram page posts, customized hashtag & recap of impressions





Micro-Influencer
Media Package
Beauty Salon &
Barbershop
NETWORK

NEXT STEPS

Enable your success with Wil Power Integrated Marketing

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CEO & Founder

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www.wilpowerent.net

562.396.2165

