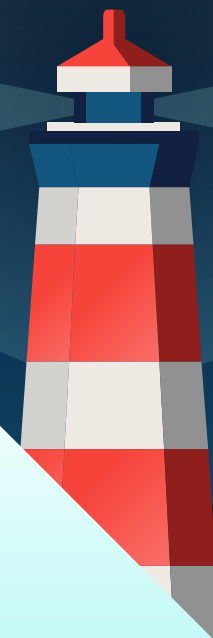
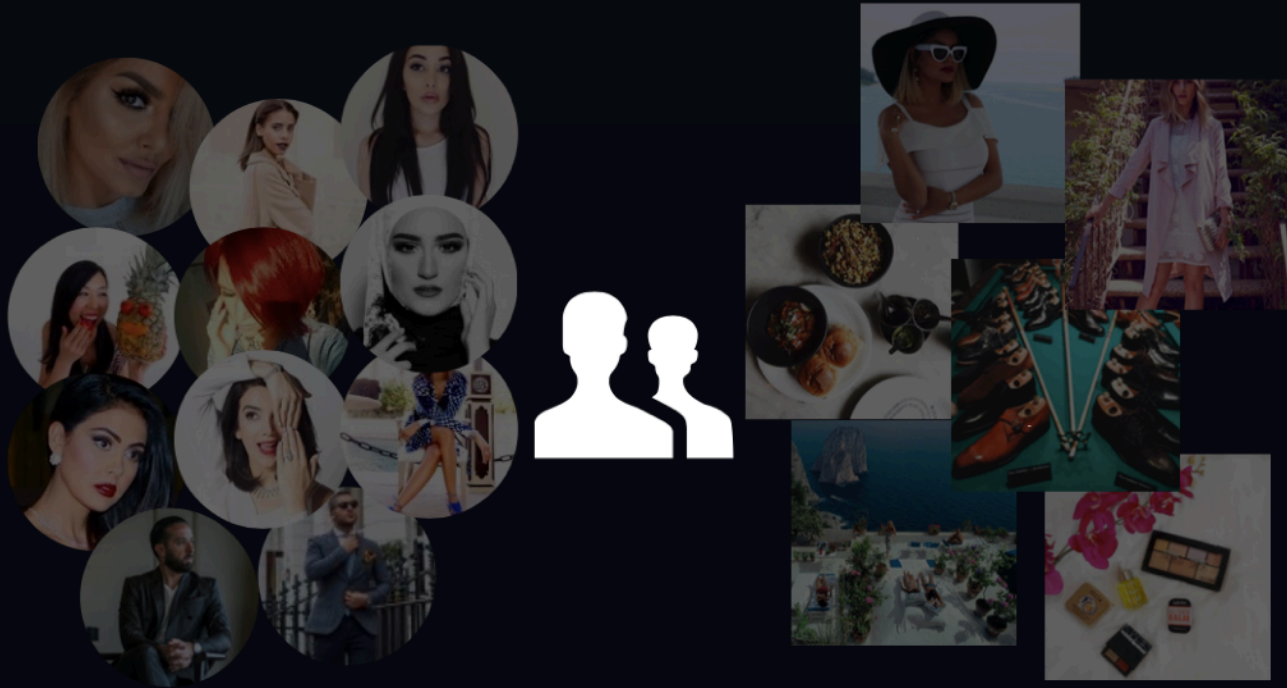


SUSURRUS

CONNECTING BRANDS WITH
INFLUENCERS



Why influencers?



Brands' stats

42%

HAVE GENERATED SALES
FROM
INFLUENCERS

sources: Twitter, Annalect



People don't trust ads;
they trust other people

92%

TRUST
INFLUENCERS

sources: Tomoson, McKinsey



It's really hot...

40%

of people say they've purchased an item online after seeing it used by an influencer

-Twitter, Annalect-

73%

of marketers say that they have allocated budget for influencer marketing

- Forrester -

20%

year on year growth in the influencer marketing

- eMarketer -

5000%

The number of online searches for "influencer marketing" is growing on a month rate

- Google Trends -



Influencer marketing by 2019

#1 trend

IN DIGITAL
MARKETING

sources: eMarketer, Strategy&



Benefits



**ADVERTISEMENT IN
TARGETED AUDIENCES**



**ADVERTISEMENT BY
OPINION-LEADERS**



CREATIVE CONTENT



SEO



BRAND AWARENESS



ROI ANALYTICS



What's the problem?

- ✗ FIND THE RIGHT INFLUENCERS
- ✗ ENGAGE WITH THEM
- ✗ MEASURE THE ROI





Solution

**BRANDS
&
AGENCIES**

SUSURRUS

INFLUENCERS



1 Target your audience 2 Find Influencers 3 Write your brief

Select the audience you want to target through influencers ⓘ

Gender* Female Male

Age* All ages 13-17
 45-54 55-64

Countries*

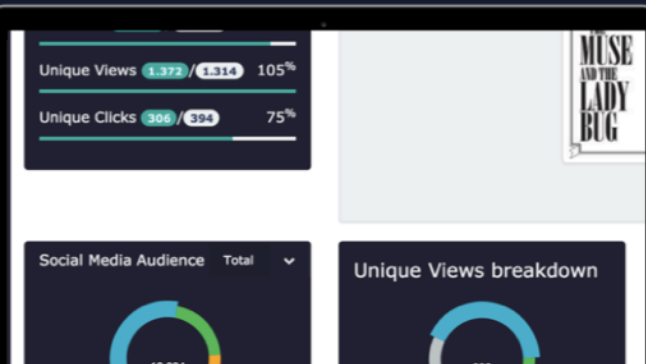
Cities

1. The brand targets its audience according to specific criteria (demographics, interests, budget etc) and Susurrus proposes a set of influencers that match them.

2. Influencers create and publish the sponsored posts on their blogs & social media.



3. Brands have real-time analytics of the ROI of their campaigns.






Our Influencers

1000
influencers

160M
audience

9
countries



Fash Squad

@Kellie Silva



1.3M FOLLOWERS

Maria Alia

@Maria Alia



350k FOLLOWERS

The Fierce Diaries

@Nadia Hasan



175k FOLLOWERS

Dalalid

@Dalal AlDoub



2M FOLLOWERS

Ascia AKF

@Ascia Al Faraj



2M FOLLOWERS

Fly with Haifa

@Haifa Beseisso



430k FOLLOWERS



SUSURRUS

THANK YOU!

Influencer campaigns made easily

georgesusurrus@gmail.com



"ALWAYS DELIVER MORE THAN EXPECTED"