

# INFLUENCER REVIEW

[@NormanOneEyedCat](#)

**Presented on:**

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## ABOUT:

Norman had a rough street life until he was rescued in 2017. He has some battle scars, a divo personality, and travels with his owners wherever they go.

**\*\*NOTE THAT THIS IS A SAMPLE AND ALL DATA IS FAKE.\*\***

## HOMEBASE:

Lethbridge, AB

### HMI General Comments

Norman is kind of a badass, so a partnership should be considered carefully to ensure his content is on-brand. If so, then we highly recommend working with him. His audience is devoted, authentic, and he has a lot of influence across a diverse audience.

Norman is strong across many platforms, but most notably on Instagram, Twitter, and his blog. He also frequently goes viral on Facebook, as everyone loves to share cat videos there.

### BLOG

<b>Domain Authority:</b>	25
<b>Monthly Unique Visitors:</b>	50,000
<b>Monthly Pageviews</b>	75,000
<b>Top 3 Countries of Followers:</b>	Canada (80%), USA (20%)
<b>Top 3 Ages of Followers:</b>	18-24 (50%), 55-64 (25%), 25-34 (10%)
<b>General Comments:</b>	Big focus on catnip (do you want to work with a cat that is high all the time?)

## INSTAGRAM

<b>Handle:</b>	<a href="#">@NormanOneEyedCat</a>
<b>Followers:</b>	75,000
<b>Top 3 Countries of Followers:</b>	Canada 60%, USA 25%, UK 5%
<b>Top 3 Cities of Followers:</b>	Lethbridge 60%, Calgary 10%, Edmonton 3%
<b>% of Followers "Real People":</b>	65%
<b>% Male Followers:</b>	50%
<b>% Female Followers:</b>	50%
<b>Top 3 Age Groups:</b>	18-24 (50%), 55-64 (25%), 25-34 (10%)
<b>Audience Authenticity:</b>	Good
<b>Growth Analysis:</b>	No inauthentic activity detected.
<b>Engagement Rate:</b>	6.52% (Good)
<b>Comment Authenticity:</b>	Good
<b>Post Frequency:</b>	3 posts/week
<b>General Comments:</b>	Again, focuses a lot on catnip. Also, a few too many selfies.

## YOUTUBE

<b>Handle:</b>	-
<b>Subscribers:</b>	-
<b>Total Watch Time (minutes):</b>	-
<b>Total Views (last 28 days):</b>	-
<b>Average View Duration:</b>	-
<b>Top 3 Countries of Followers:</b>	-
<b>% Male Followers:</b>	-
<b>% Female Followers:</b>	-
<b>Top 3 Age Groups:</b>	-
<b>General Comments:</b>	Norman does not have a Youtube account.

## FACEBOOK

<b>Handle:</b>	<a href="#">@NormanOneEyedCat</a>
<b>Fans:</b>	12,000
<b>Average Engagement Rate:</b>	10%
<b>Top 3 Countries of Followers:</b>	Canada (44%), USA (18%), UK (9%)
<b>Top 3 Cities of Followers:</b>	Calgary (15%), Edmonton (10%), London (4%)
<b>% Male:</b>	30%
<b>% Female:</b>	70%
<b>Top 3 Age Demographics:</b>	55-64 (65%), 25-34 (10%), 18-24 (10%)
<b>General Comments:</b>	Posts a few times a week, with some significantly viral posts (everyone loves cat videos).

## TWITTER

<b>Handle:</b>	<a href="#">@NormanOneEyedCat</a>
<b>Followers:</b>	10,000
<b>Average Engagement/Post:</b>	75
<b>Tweet Impressions (last 28 days):</b>	35,000
<b>Top 3 Countries of Followers:</b>	Canada (47%), USA (17%), UK (3%)
<b>% Male Followers:</b>	50%
<b>% Female Followers:</b>	50%
<b>General Comments:</b>	Norman's sass plays well on Twitter, and his followers are devoted and often amplifying his tweets.

## PINTEREST

**Handle:** -

**Monthly Viewers:** -

**Top 3 Countries of Followers:** -

**% Male Followers:** -

**% Female Followers:** -

**Top 3 Age Groups:** -

**General Comments:** Norman does not have a Pinterest account.

## EXPECTED DELIVERABLES

Typically, per day of travel, Norman would produce:

- 3 posts to Twitter
- 1 post to Facebook
- 1 Instagram post
- Daily Instagram Stories
- 1 blog post

## OTHER SERVICES OFFERED

Norman loves to do social media takeovers, and does so at a rate of \$200/account/day.

# GLOSSARY OF TERMS

## **BLOG**

*Domain Authority:* A search engine ranking score that predicts how well a website will rank in Google search results. A Domain Authority score ranges from one to 100, with higher scores corresponding to a greater ability to rank. (In terms of travel blogs, anything above 40 is considered very good.)

## **FACEBOOK**

*Average Engagement Rate:* Average engagement is calculated over the most recent twenty posts, and then divided by the number of Facebook fans.

## **INSTAGRAM**

*“Real People”:* As calculated by Hype Auditor, it represents the percentage of followers that are not recognized as other influencers, mass followers, or otherwise suspicious accounts.

*Engagement Rate:* The engagement divided by the follower count and the number of posts for the given period. Hype Auditor uses the last 12 posts to calculate Engagement Rate.

*Audience and Comment Authenticity:* As determined by Hype Auditor, this assessment is based on how much engagement comes from 'Real people' and Influencers per post. Regarding *Comment Authenticity*, the legend is below:

**Good:** Authentic comments

**Average:** Some comments are inauthentic

**Could be improved:** Most comments are inauthentic (likely in a comment pod)

**Few comments:** Not enough comments to make a statistical conclusion

**Not calculable:** Not enough posts

## **TWITTER**

*Average Engagement per Post:* Average engagement is calculated over the most recent twenty posts on Twitter.



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