



INFLUENCER CAMPAIGNS FOR AGENCIES MADE EFFECTIVE

CURRENT **INFLUENCER CAMPAIGNS** ARE

**TIME  
CONSUMING**

Leading to  
campaign  
execution being

**LESS  
EFFICIENT**

THE

# 3 KEY PROBLEMS

AGENCIES FACE DURING

# INFLUENCER CAMPAIGN

# EXECUTION



## INFLUENCER DISCOVERY

Finding the right influencers as per the brand requirements have always been time consuming and less efficient



## CAMPAIGN MANAGEMENT

The campaigns are managed and executed through Excel sheets which takes extra effort for compilation. Influencer outreach also has been observed to be time consuming.



## CAMPAIGN/BRAND MONITORING

Majority of the ORM/Listening tools stress more on content analytics and less on influencer analytics making it more difficult to evaluate influencer's performance



Campaign  
Analytics

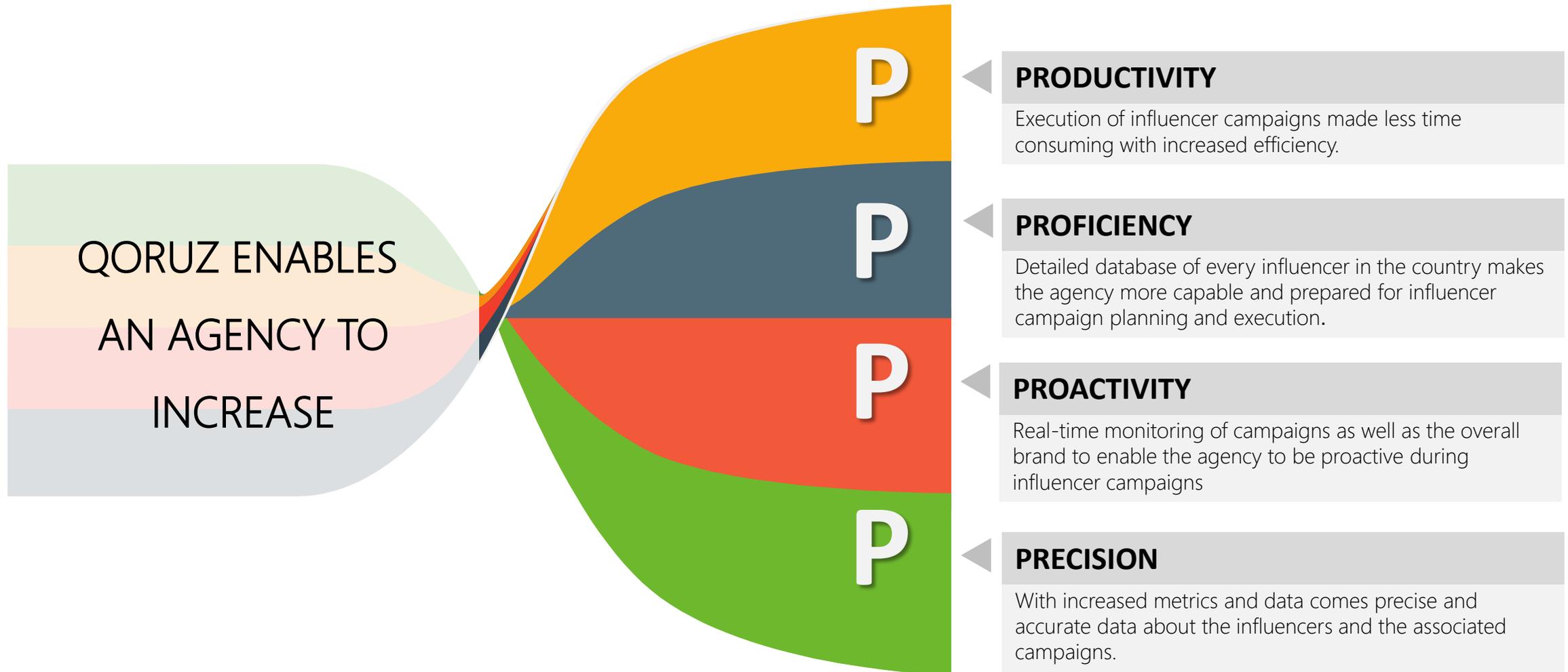
Influencer  
Analytics

Campaign  
Management

REDEFINE YOUR  
INFLUENCER  
CAMPAIGN EXECUTION  
WITH QORUZ

# THE QORUZ ADVANTAGE IN 4 P's

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# P PRODUCTIVITY



Influencer campaigns made less  
**TIME CONSUMING**



Campaign Execution made more  
**EFFICIENT**

## CHALLENGES

How do I find the best influencers for my campaign?

How do I benchmark and compare influencers?

How can I execute campaigns in a faster and easier manner?

How do I best optimize campaign budgets?

How do I deliver high-engagement social campaigns?

## HOW QORUZ HELPS

Discover influencers from a database of 6 million+ with relevant filters

Standardized scores based on real-time metrics

In-built features like list management, one-click outreach,

Remove commission costs by directly collaborating with influencers

Real time campaign tracking and course correction

# PROFICIENCY



Makes the agency more  
**CAPABLE FOR  
INFLUENCER CAMPAIGNS**



Enables the agency to  
**WIN KEY INFLUENCER  
CAMPAIGN PITCHES**

## CHALLENGES

How capable are we to run influencer campaigns?

How can I win pitches for Influencer campaigns?

How good are my tools from discovery to measurement?

How detailed are our per profile influencer details?

How many influencers can I approach for campaigns?

## HOW QORUZ HELPS

Integrated end to end solution for influencer campaigns

Possession of a tool entirely devoted to influencer marketing

Single SaaS Offering with dashboards from Discovery to Measurement

Profile Analytics with Follower demographics and Sphere of Influence

Platform to reach out to each influencer through Mail/DM

# P ROACTIVITY



With Relevant metrics comes better  
**INFLUENCER CAMPAIGN  
MONITORING**



Assess influencers and competition with  
**DEDICATED  
BRAND MONITOR**

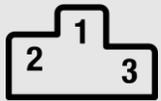
## CHALLENGES

- How do I analyze which influencers are suitable for the brand?
- How efficient is a brand's competitors in influencer campaigns?
- How to identify top content and influencers mentioning a brand?
- How can I assess the key influencer segments mentioning a brand?
- How efficiently can I assess the microtrends?

## HOW QORUZ HELPS

- Advanced content/bio/mention/category/platform influencer searches
- Real-time benchmarking with metrics specific to influencer campaigns
- Real-time stream of content and influencers mentioning the brand
- Segmentation of influencers across 40+ categories
- Real-time dashboard with top content and key microtrends

# P PRECISION



Influencer qualification made accurate with  
**QORUZ INFLUENCER  
SCORES & METRICS**



Quantify campaign analysis with  
**REAL-TIME CAMPAIGN  
EFFECTIVENESS ANALYSIS**

## CHALLENGES

How can I compare influencers?

How effective are my influencers?

How effective are my brand's influencer campaigns?

How accurate can I predict a particular influencer's performance?

How can I reach desired target segment with the right influencers?

## HOW QORUZ HELPS

Unique Qoruz Score qualifying the influencers on a scale of 1-10

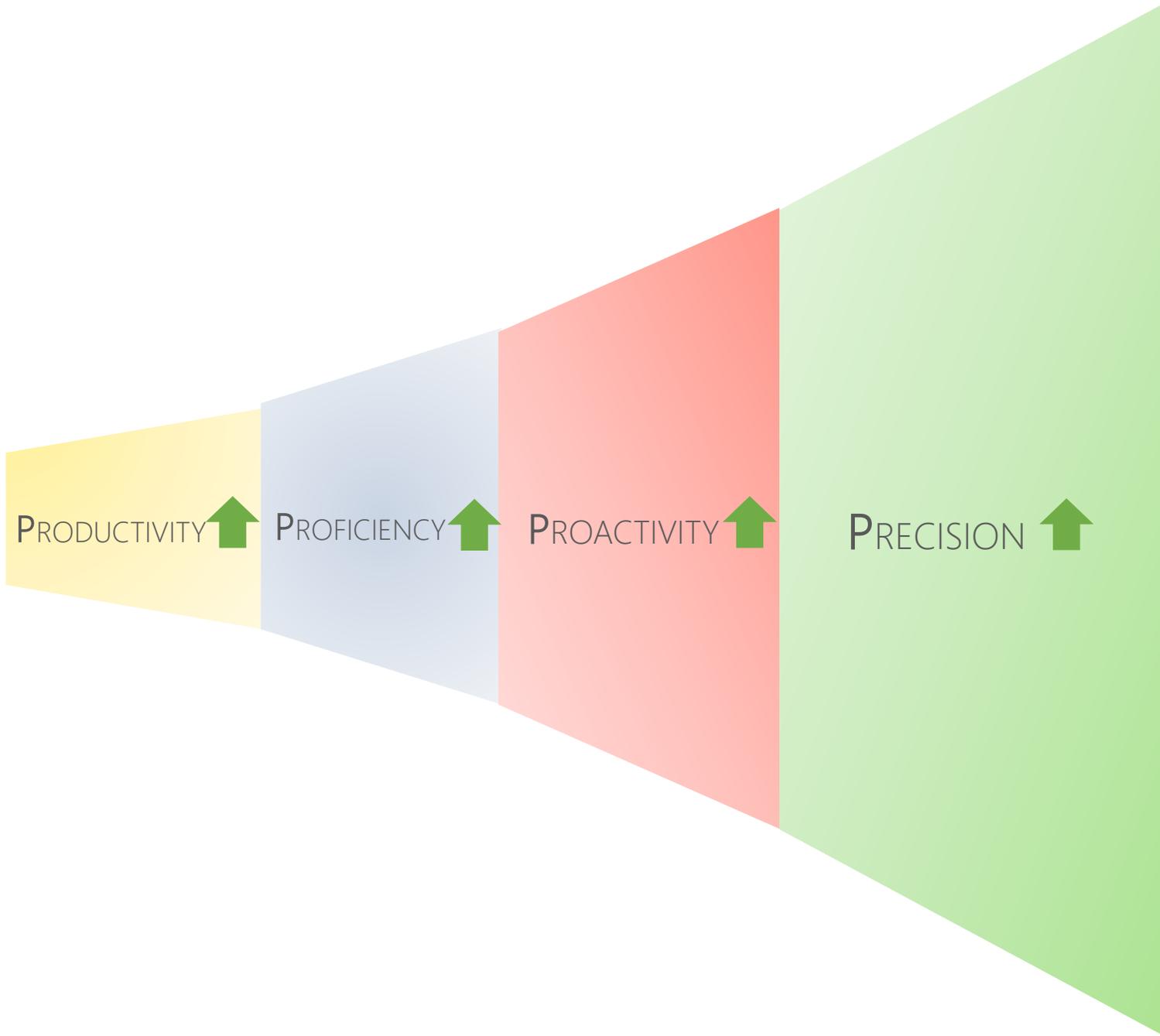
Real time brand monitor listing out the key influencer categories based on engagement

Effectiveness matrix to find whether your brand is doing influencer campaigns the right way

Per-Profile Influencer metrics with prime focus on post engagement

Follower Demographics per Influencer to find out the true impact

AGENCY  
USING  
QORUZ



EFFICIENT AND  
EASIER  
INFLUENCER  
CAMPAIGN  
EXECUTION

DISCOVER,  
BENCHMARK AND  
TRACK SOCIAL  
INFLUENCERS  
WITH **Qoruz**

**6 MILLION+** INFLUENCER PROFILES

**40+**  
CATEGORIES

**100 MILLION+** SOCIAL PROFILES  
ANALYSED

**1 BILLION+** CONTENT PIECES PROCESSED