



## CHELSEA KROST | Twitter Guide

Millennial voice. Media presence. Brand connector.

### How do you gain millennial loyalty...through interaction!

Twitter is an essential tool to use for networking, promoting, and building your brand. The Millennial Generation is extremely tech savvy and love interacting with brands that they see value in. Interaction and collaboration is key to engage in this demographic. Millennials' customize their world, and brands need to continue to let them participate.

Creating a Twitter party is an effective way to allow your followers to get involved by creating and sharing a campaign. In the year 2014 we will see more mobile interaction, more video content, user generated content, and more collaborations between brands. Use Twitter as a vehicle to think outside the box and get more interactive and engaging with your followers to create a buzz.

### Why work with Chelsea?

Chelsea has worked with brands like Kotex, MasterCard, Intel, The Rotary, and Resumebear to create, host, and promote twitter parties as well as other campaigns with great success. Chelsea's large social media following, constant twitter interaction, radio show, and blog are great assets to take advantage of when promoting your event. Chelsea is dedicated to bridge the gap between the millennial consumer and brands.

### Services:

#### 1. Brainstorm Session

During the brainstorm session we will clearly define the creative, the message, the expert, the dialogue, the hash tag, and the execution.

#### 2. Create Give Away, Campaign, or Contest

This adds a great incentive for Tweeps to participate and share the event with their friends and followers. Fifty-seven percent of millennial follow brands on social media exclusively for competitions and free stuff.

#### 3. Create Twitter Party Rundown

The rundown is key to having a smooth and informative Twitter Party. Prior to the event the host and guest twitter handles need to be established. The dialogue between each handle will be created before hand.

#### 4. The Promotion

Promotion is Key. Promotion includes strategic tweets, picture posts, short video clips, and blogs to create excitement leading up to the Twitter Party date. The promotion will not only entice people to interact but it will clearly explain to a Tweep how they can join the party. We will also enlist the help of Tweeters that are aligned with your message to interact and promote.

#### 5. @ChelseaKrost

The @chelseakrost handle will engage throughout the Twitter Party as well as promote the event using her blog, radio show, and social media handles.



### Start Something

Begin working with Chelsea Krost today, and become a part of the vibrant community of young, involved adults rising the ranks and taking the world by storm. To discuss opportunities, please contact Robyn Stevens at PR Media: [prmedia@live.com](mailto:prmedia@live.com) 856-885-0913.