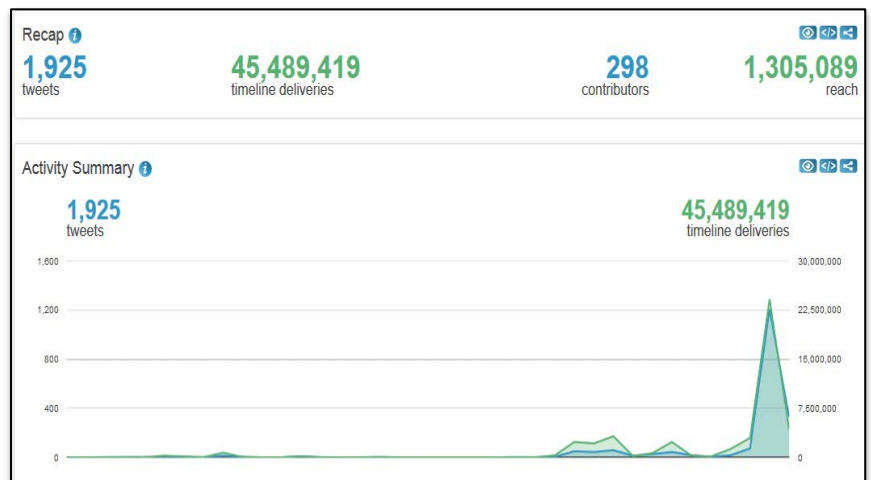


chelsea TWITTER CHAT ONE SHEET

Why Work With Chelsea?

Chelsea has been hosting #MillennialTalk Twitter Chat since 2012. Her first Twitter Chat generated 18 million impressions and has only continued to grow. Today, #MillennialTalk chat generates between 40-50 million impressions per one-hour chat. The Upstart Business Journal has coined Chelsea, "The Twitter Chat Queen." Chelsea has created customized Twitter Chats and influencer alignment for brands like MasterCard, Intel, Vitaminwater, Suave, Kyocera, Kotex The International Rotary, IBM, TurboTax, and others to amplify brand messaging and meet specific objectives.





TWITTER CHAT ONE SHEET

How Twitter Chats Are Beneficial To A Brand!

- A Twitter Chat is an hour -long social media focus group that crowd sources information by engaging a targeted audience.
- Bring brand awareness/loyalty to a company, product, campaign, event, drive app downloads.
- Provides Real-time consumer feedback for brands
- Allows for trend forecasting so that brand has leading edge
- More cost affective than traditional focus groups.

What Is Included In Standard Twitter Chat Services:

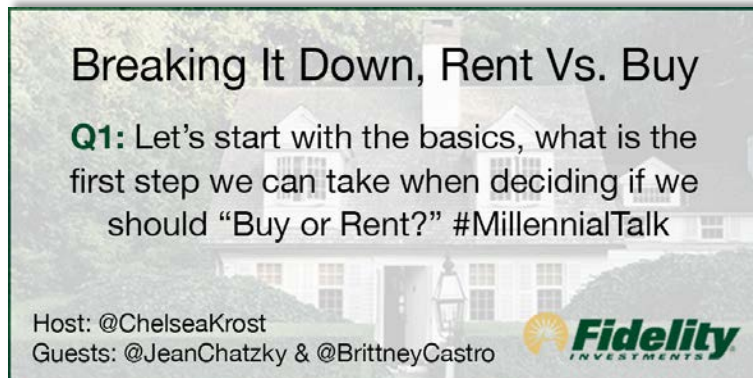
Standard Twitter Chat:

- The creation of the Twitter Chat topic, title, script
- Creation of Promotional asset: Promotional Blog Post, Social Promo Banner, and Question Graphics.
- Extensive promotion across @ChelseaKrost channels: Twitter, FB, Instagram, Pinterest, LinkedIn.

Example of custom promo banner, base off brand specifications



Example of question graphic



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Additional Services

- Influencer alignment (between 2 and 3 influencers to activate during chat): We **HIGHLY** recommend influencer alignment for all sponsored chats. We take charge of finding the right influencers for the chat and making sure they activate/promote throughout the entire hour.
- Blab Live Video during Twitter Chat: see example here: http://chelseakrost.com/twitter_party/how-to-save-like-money-like-a-millennial-theyre-breaking-all-the-old-rules/
- Additional Hashtag used throughout promotion/Twitter Chat:
- Chat featured in weekly Newsletter sent out to 14,000 subscribers:



- **Social Media Ad placement:** We customize and create a media buy that targets your audience, objectives, and location to promote the chat on a larger scale and ultimately gain more participants and engagement throughout the Twitter Chat.



TWITTER CHAT ONE SHEET

Additional Services

- **In Depth Re-Cap Report:** This will provide you a detailed analysis on all engagement during the chat. Below is a list of all the provided information.
 - Tweets
 - Timeline Deliveries
 - Number of participants
 - Trending Buzzwords
 - Most Engaged Tweeters
 - Trending Hashtags
 - Trending hashtags
 - Tweeter Platforms: Desktop vs. Mobile
 - Most Retweeted Tweeters

