



Chelsea Productions, LLC

MILLENNIAL MARKETING/BRAND STRATEGIST  
CONSULTANT · KEYNOTE SPEAKER  
MEDIA PERSONALITY · INFLUENCER  
#MILLENNIALTALK TV AND RADIO SHOW HOST

## CHELSEA KROST

has had a passion for empowering Millennials since she was just 16. Today, Chelsea is one of America's leading Millennial influencers, Millennial marketing and brand strategists, a sought-after keynote speaker, media personality, and the #MillennialTalk chat host. Her passion for empowering the Millennial generation has shaped her brand and business. Chelsea's influence reaches everywhere, shaping marketing strategies of not only small businesses but Fortune 500 corporations. Chelsea offers LIVE Coaching and DIY programs to Entrepreneurs and Businesses of all sizes. She specializes in those who are looking to gain a deeper understanding of Millennial mindset, zero in on what to do on social media, explain how to use influencer marketing, streamline digital marketing strategies, and reveal how to build a loyal and engaged online community.



**Twitter:** Over 134,000  
Followers Verified  
@ChelseaKrost



**Instagram:** Over 15,000  
Followers Verified,  
@ChelseaKrost



**Facebook:** Over 11,00  
Followers Verified,  
Chelsea Krost Fan Page



**Pinterest:** Over 7,000  
Followers Chelsea Krost



**LinkedIn:** Over 5,000  
Connections Chelsea Krost

# SOCIAL REACH & RECOGNITION

*"One of today's Leading Influencer, Chelsea Krost"* -  
**Forbes**

Rated one of LinkedIn *"Top Millennial Marketer"* -  
**LinkedIn**

*"Woman Influencing the New Generation of  
Entrepreneurs, Chelsea Krost"* -  
**INC.**

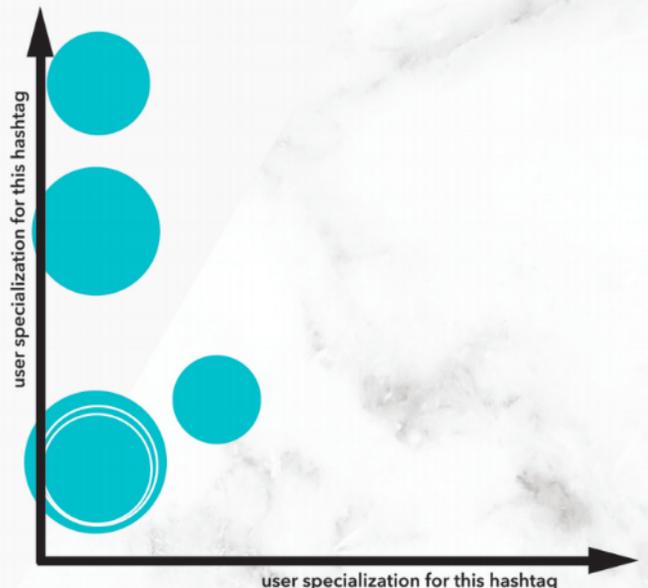
Seventeen Magazine voted, *"Mini-Mogul."* -  
**Seventeen Magazine**

*"Must Follow Facebook Page"* -  
**Post Planner.**

Coined, *"Twitter Chat Queen."* -  
**Upstart Business Journal**

## All-time Top 6 Influencers for #Millennials

1. felberjosh
2. RealTonyRocha
3. **ChelseaKrost**
4. CNNEE
5. CNNMoney
6. manuel\_c

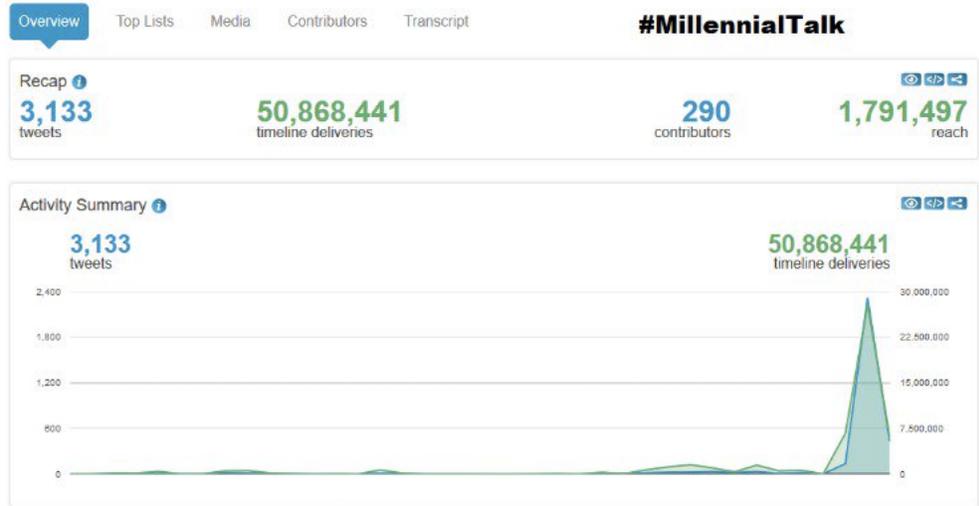


# #MILLENNIALTALK

## TWITTER CHAT

### Why work with Chelsea?

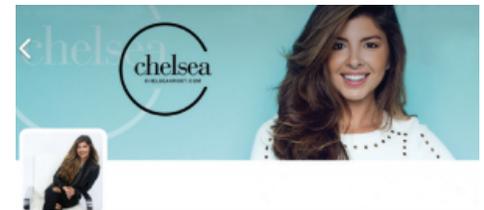
Chelsea is the founder of #Millennialtalk Twitter Chat and was a pioneer in this activation for brands, businesses, start-ups, apps, and campaigns. Over three years ago Chelsea hosted the first #Millennialtalk Twitter Chat, which generated 18 million impressions and today her chats generate between 40-50 million impressions. Chelsea has a built in audience of over 130,000 Twitter followers and aligns key influencers to each chat to bring more credibility to the topic at hand, which ultimately expands awareness, increases engagement, and generates more traffic throughout the hour activation. The Upstart Business Journal has coined Chelsea, "The Twitter Chat Queen." Chelsea and her team have customized and curated chats for brands like MasterCard, Intel, Vitaminwater, Suave, George W. Bush Presidential Center, Capital One, TurboTax, and many others to amplify brand messaging and meet specific objectives.



### How Twitter chats are beneficial to a Brand

\*A Twitter Chat is an hour long social media focus group that crowdsources information while sharing branded insight to an engaged and targeted audience. Twitter Chats are a wonderful experiential opportunity to engage and learn from your target audience. Twitter Chats are used to kick off campaigns, showcase new insight from surveys and studies, increase app downloads and more. Twitter Chats are a great activation to bring awareness and drive heavy traffic to a campaign hashtag and align your cause with strategic influencers in your space.\*

- #Millennialtalk Chat currently generates on average 25 million impressions per chat.
- Bring brand awareness/loyalty to a company or product
- Provide consumer blueprint for advertisers, marketers, and publicists
- Real-time consumer feedback
- More cost effective than traditional focus group
- STELLAR Influencer Marketing Opportunity



**Chelsea Krost**

@ChelseaKrost

Millennial Spokesperson/Brand Consultant. Media Personality.Key Note Speaker.Linkedin Top #Millennial Marketer. #MillennialTalk Chat Host-Tues 8PM EST.

Los Angeles/NYC chelseakrost.com

100.4K FOLLOWING 127.8K FOLLOWERS

Trends - Change

#BurgerLovin

Promoted by McDonald's

#SOTU

#POTUS

#DescribeYourSexLifeWithABand

#MakeHistoryCute

John Boehner

#millennialtalk

Super Bowl

President

London



# A LA CARTE SERVICE OPTIONS

## Content

- Chelsea to draft original blog/vlog post(s) to live on chelseakrost.com blog
- Chelsea to draft original blog/vlog post(s) to live on client assets
- Insert Client messaging into Chelsea's weekly newsletter

## Social Media

- Chelsea to share all blog/vlog posts via: Twitter, FB, Instagram, Pinterest, SnapChat
- Chelsea to create custom social media "bundle package." A set amount of posts shared via: Twitter, FB, Instagram, Pinterest, SnapChat
- Sponsored #MillennialTalk Twitter Chat, Tuesdays 8pm EST, generates up to 50 million impressions for sponsored chats.
- Host FB Live via @chelseakrost or @clientpage
- Host Sponsored LIVE Stream Event
- Do you have an event, campaign, or product roll out that needs a social strategy Chelsea can help!

## Media

- Spokesperson for client Media Tour (Print, Radio, Digital, Broadcast)
- Spokesperson/Brand Ambassador to partake in Press Event(s)
- Host SMT (TV & RADIO)

## Speaker/Host

- Keynote speaker
- Panelist
- Panel Moderator
- Custom LIVE Event Breakout sessions
- Event Host
- Digital Series Host

## Influencer Network

- Chelsea has the ability to tap her robust internal Influencer Network to activate on behalf of client activation(s).
- Align Influencer Marketing creative and campaign (Twitter Chats, Blogs, Vlogs, Micro-videos, Single Posts, etc)

## Consultant/Coaching

- Over the past 10 years Chelsea has consulted clients on understanding Millennial Mindset, Consumer Behavior, Marketing to Millennials, Social Media, Influencer Marketing, Branding, and Millennial Employee Loyalty/Retention.



# TESTIMONIALS

Chelsea is a true expert at what she does – engaging her fans in an authentic and organic way. She’s professional, on-time and easy to work with. Her #MillennialTalk chats are great at reaching a highly coveted target audience for brands, naturally weaving in brand messaging with salient and conversational discussion points.



**- Agency, Taylor Strategy**

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“Chelsea was a delight of a guest. She not only provided useful and insightful information for our audience of business decision makers desperate to understand the millennial mindset, but she also delivered it well for a TV audience. The feedback we got following her segment was a testimony to how much our viewers learned from her.”

**- JJ" Ramberg, host of MSNBC's business program Your Business**

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“I had the opportunity to work with Chelsea on a couple different occasions as an inspirational and informative speaker on life in the millennial world. Chelsea is truly a consummate professional and delivers a compelling story about life in the world from a different point of view, a different age and completely different mindset. She teaches her audience about the differences we face in our ages and in our approaches to problem solving. I know in both instances the a-ha moments were many and the audience was unaware of how to truly connect with this generation.

She does her homework! Planning calls and research on the companies I represent were all part of her scope before taking to the stage. When she was talking to the audience she acted as if she was speaking to them with the knowledge of what they “represent” and the struggles they face when going to market. I just loved that about her. It made my client very happy to know she was making it personal to their brand and not about her. She truly recognizes the value she brings sharing the knowledge of this generation to others.

Not to mention she is just so fun to work with and has a smile on her face every step of the way!”

**- Michelle Johnson, Owner, The Anchor Group, llc**

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“Chelsea Krost hit the nail squarely on the head with the marketing analysis and recommendations she made to Burger 21 International.....accurate, cogent, and forward thinking. She (or your firm) provided mission clarity and a specific plan to achieve the marketing objectives. I would describe Chelsea as highly effective. Without question, she is an American superstar and will reach iconic status in her career.”

**- Ken DePasquale, Business Consultant & Restaurateur**

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