



TWITTER CHAT DECK

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 4 years ago Chelsea hosted the first #Millennialtalk Twitter Chat, which generated 18 million impressions and today her chats generate between 30-40 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, which ultimately expands reach, skyrockets engagement, and increases brand awareness for Sponsors. 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, IMB, Vitaminwater, Suave, George W. Bush Presidential Center, Capital One, TurboTax, Self Magazine, TLC series GirlStarter, and many others to amplify brand messaging and meet specific objectives.

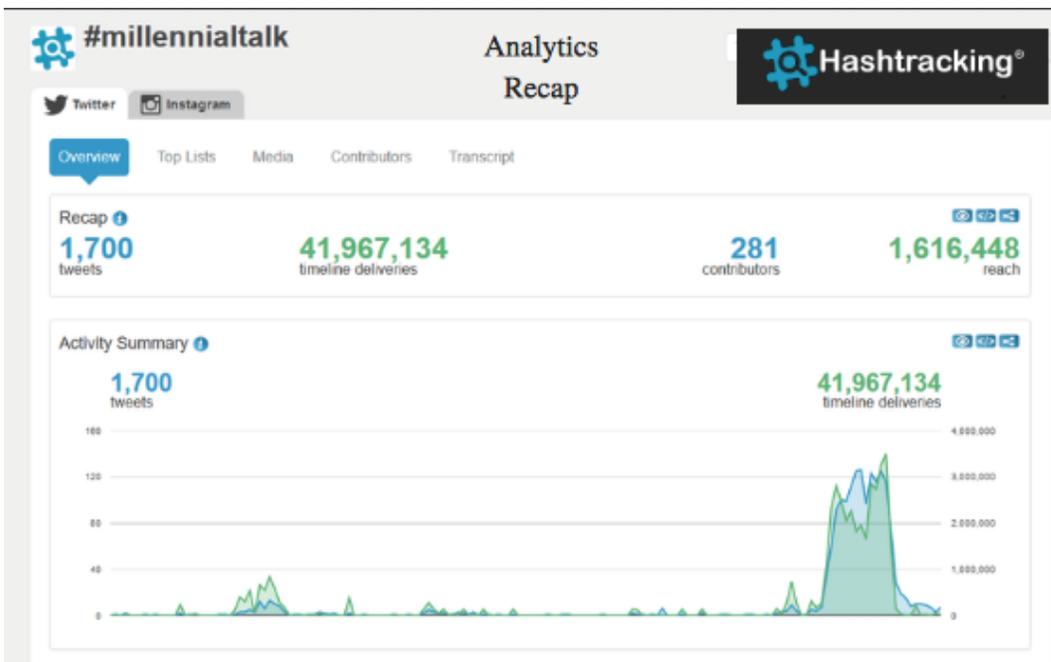


Chelsea Krost @ChelseaKrost

Tweets	Following	Followers
195K	105K	133K

Trends · Change

- #iOS10**
@pjervis, @cindymillet8 and 6 more are Tweeting about this
- #ThanksObama**
@tracysayswhat and @ClistonBrown are Tweeting about this
- #WeirdChildhoodFears**
@scottsavagelive and @NotAMBlog are Tweeting about this
- Ivanka Trump**
13.5K Tweets
- #AGTFinale**
@MargueriteTort is Tweeting about this
- Trump Foundation**
48.8K Tweets
- #MarketoABM**
1,170 Tweets
- #UnreportedMiracles**
4,469 Tweets
- #MillennialTalk** ← [Progress bar]
@pjervis, @iAMMelissaD and 35 more are Tweeting about this
- #DareToBe**
@JKatzaman and @chevd80 are Tweeting about this





TWITTER CHAT DECK

How Twitter Chats Are Beneficial To A Brand!

A Twitter Chat is an hour long social media focus group that crowd-sources information while sharing branded insight to an engaged and targeted audience. Twitter Chats are a wonderful experiential opportunity to engage with and learn from your consumers. Twitter Chats are used to kick off campaigns, showcase new insight from surveys, increase app downloads, create hype around an event, and much more. Twitter Chats are a great activation to tap influencers in your industry to participate in, which will drive heavy traffic to a campaign hashtag and expose your reach to a greater audience.

- #Millennialtalk Chat currently generates on average between 30-40 million impressions per chat.
- Allows brands to be transparent and build relationships with online consumers
- Bring brand awareness and loyalty to a company or product
- Provides consumer blueprint for advertisers, marketers, and publicists
- Real-time consumer feedback
- More cost effective than traditional focus group
- STELLAR Influencer Marketing Opportunity

What Is Included In Twitter Chat Services:

- 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





TWITTER CHAT DECK

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.
- **Live Streaming Element**
- **Additional Hashtag used throughout promotion/Twitter Chat:**
- **Chat featured in weekly Newsletter sent out to 14,000 subscribers:**

I could not be more excited to partner with [Stash](#) during Financial Literacy Month! This week we have a stellar [#MillennialTalk](#) Chat with [@Stash](#) and POWER influencers [@stefanieconnel](#), [@kwameinc](#), [@JohnHenryStyle](#), and [@MyFabFinance](#) .

Stash is a mobile-first investment platform that helps simplify investing through education and an intuitive user experience. Investors can customize their own portfolio starting with as little as \$5, and receive ongoing guidance through the Stash app.

- **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.

