



# 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 6 years ago Chelsea hosted the first #MillennialTalk Twitter Chat which generated 18 million impressions and today her chats generate between 35-50 million impressions. Chelsea has a built-in audience of over 135,000 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 over 250 chats for brands like **MasterCard, Intel, IBM, Vitaminwater, Suave, Skype, Capital One, TurboTax, Self Magazine, TLC series GirlStarter**, and many others to amplify brand messaging and meet specific objectives.

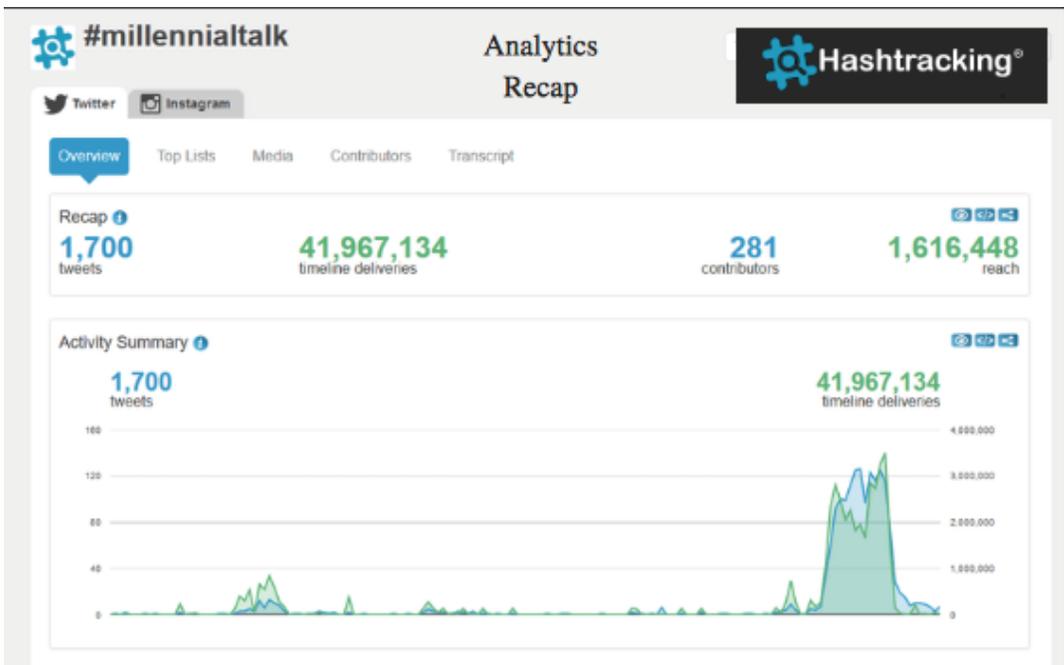


**Chelsea Krost** @ChelseaKrost

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   
@pjervis, @iAMMelissaD and 35 more are Tweeting about this
- #DareToBe  
@JKatzaman and @chevd80 are Tweeting about this





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## How Twitter Chats Are Beneficial To A Brand!

**Twitter Chats are a wonderful experiential opportunity to engage with and learn from your consumers.** 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 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 35-50 million impressions per chat
- Allows brands 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 a traditional focus group
- STELLAR Influencer Marketing Opportunity

98% of participants felt more inclined to purchase a product when they participated in an experiential campaign.

-Factor360

## What's Included In A Sponsored Twitter Chat:

- A total of (1) #MillennialTalk chat hosted by @ChelseaKrost scheduled to coincide with Client campaign, Event, Rollout (60 min **or** 30 minute chat)
- The creation of the Twitter Chat topic, title, script.
- Extensive promotion across @ChelseaKrost channels: Twitter, FB, Instagram and LinkedIn.
- 10 promotional social media posts starting 3 days prior to the chat across @ChelseaKrost channels: Twitter, FB, Instagram, and LinkedIn.
- Content creation: (Promotional Graphics & Video used for the 10 social media posts)
- 1 #Millennialtalk RECAP blog post, see example here: <https://bit.ly/2W3i2DT>
- 2 Influencers selected and scheduled to participate in the chat (*influencer fee varies depending on influencer, sponsor is expected to submit compensation to influencer directly*)



Example of custom promo banner,  
base off brand specifications

Example of question graphic



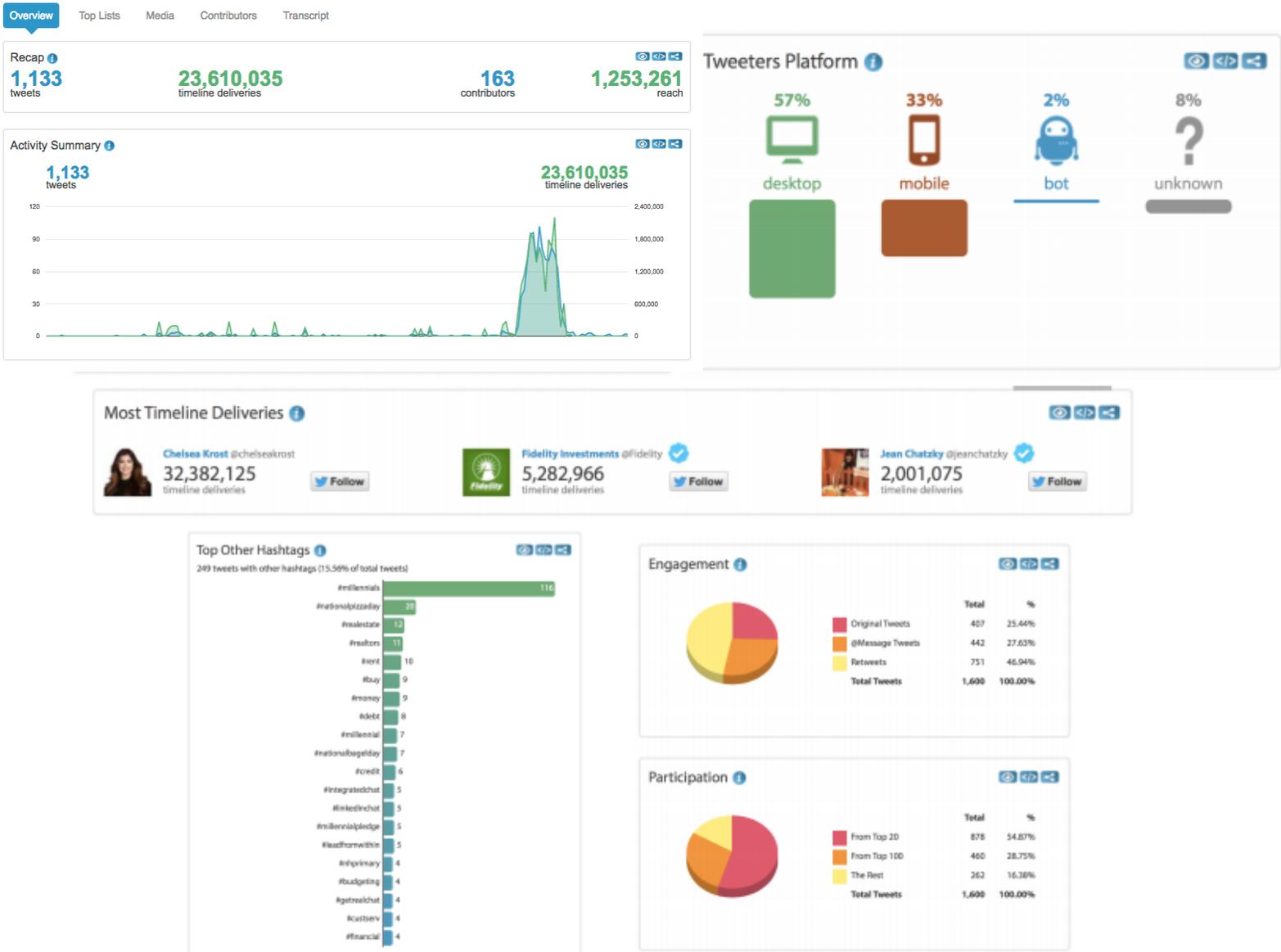


# #MillennialTalk

## Analytics Recap

• **Analytics Re-Cap Report:** This report will provide the analysis of all the engagement during the chat. Below is a list of the information that will be generated post sponsored chat.

- Tweets
- Timeline Deliveries
- Number of participants
- Trending Buzzwords
- Most Engaged Tweeters
- Trending hashtags
- Tweeter Platforms: Desktop vs. Mobile
- Most Retweeted Tweeters





# #MillennialTalk

## Client Praise

### **Taylor Strategy Agency**

“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.”

### **Meagan Bickerstaff**

#### **Founder at INKWAVE | Influencer Marketing & Content**

Chelsea was an absolute pleasure to work with on the Fin campaign, she was creative, efficient and very personable. The #MillennialTalk Twitter Chat was the most impressive aspect of the campaign as it delivered fantastic results for our client in under one week! I would highly recommend Chelsea as an influencer and/or consultant for social strategy!

### **SoFi**

“We saw our daily Twitter impressions spike 4x our daily average during the 24 hour timeframe of our #MillennialTalk – thanks to the promotion, chat itself and the residual engagement that came after as well.”

### **David Villa: President/CEO at IPD | Amazon Best Selling Author | Forbes Contributor**

“Chelsea is hands down one of the top authorities on Millennials! She has a genuine passion for not just empowering an entire generation of Millennials, but in also empowering companies in their efforts to create Millennial-focus Marketing and Brand strategies. It’s always a pleasure joining her on her #MillennialTalk chat! If you haven’t had the opportunity to check it out or partner with her, you should definitely do so!”

### **Robyn Stevens: Influencer & Brand Publicist**

“As a publicist, it’s rare to meet such true standout talent as Chelsea Krost. I have known Chelsea for over five years and I continue to be constantly impressed by her ability to not only handle TV media but also her ability to engage with an audience. Whether Chelsea is on “live” TV or hosting her #Millennialtalk Twitter Chat- Chelsea is excellent at understanding her audience and tying in sponsored brand messaging seamlessly! Chelsea is authentic and passionate about everything she does. I will always recommend Chelsea as talent and strategist to my clients.”