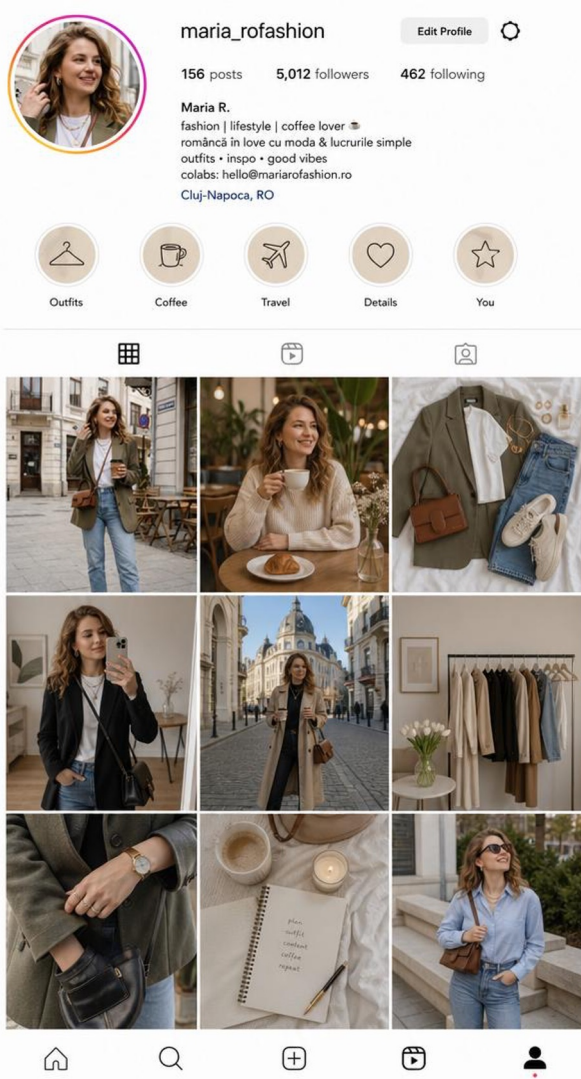





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# **From Social to Everywhere:** The New Playbook for Influencer Marketing






# This is Maria







maria\_rofashion Edit Profile 






156 posts 5,012 followers 462 following

Maria R.  
fashion | lifestyle | coffee lover ☕  
româncă în love cu moda & lucrurile simple  
outfits • inspo • good vibes  
colabs: hello@mariarofashion.ro  
Cluj-Napoca, RO

 Outfits  Coffee  Travel  Details  You

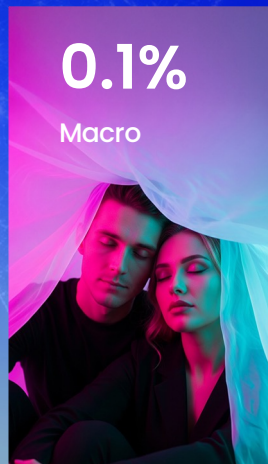
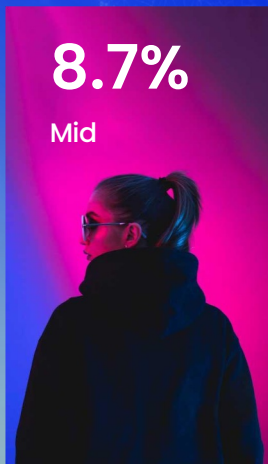
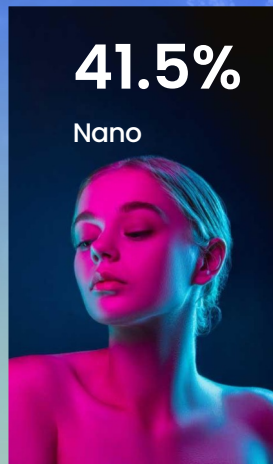
  





# She is a micro- influencer



**20.1K**

Romania

**53K+**  
Global Influencers

# Attention Span



**20 min**



**1-2 sec**



**1-2 sec**

## Maria has what any brand wants



Trust







Attention





Authenticity


# Maria gets a campaign.





**Campaign**  11k  5.9k  1.0k  2.2k


 **Maria Rofashion**  
fashion | lifestyle | coffee lover

 **52K**  
Reach

 **19K**  
Likes



 **27K**  
Comments

 **89K**  
Impressions

# 24 HOURS LEFT



**The End.**

**What if Maria wasn't the end...  
but the beginning?**

**What if her content wasn't just a post...  
but a media asset?**

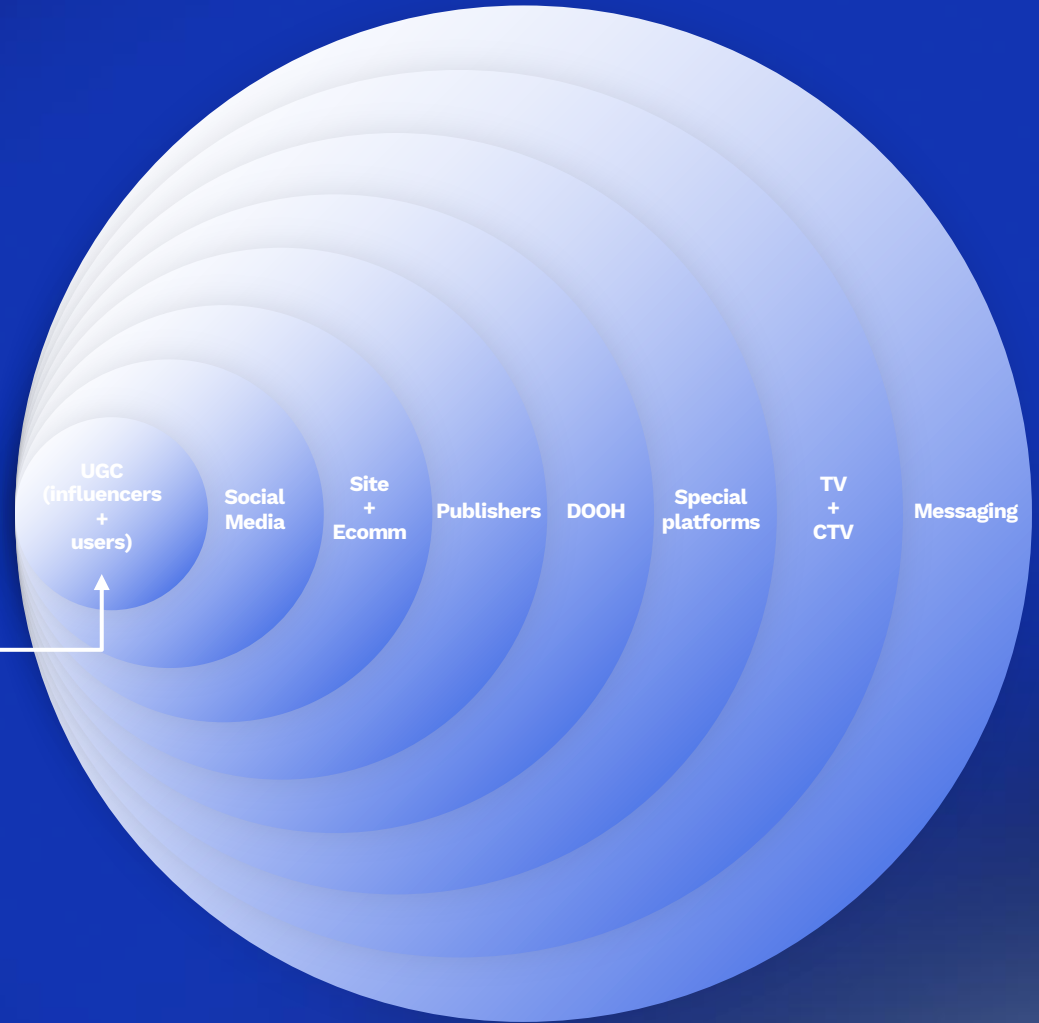


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# Maria's media asset is seen everywhere

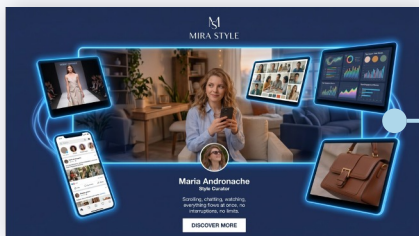


**Most brands  
stop here**



# Maria's content is seen everywhere

## Integrate within DOOH



## Integrate into Retail



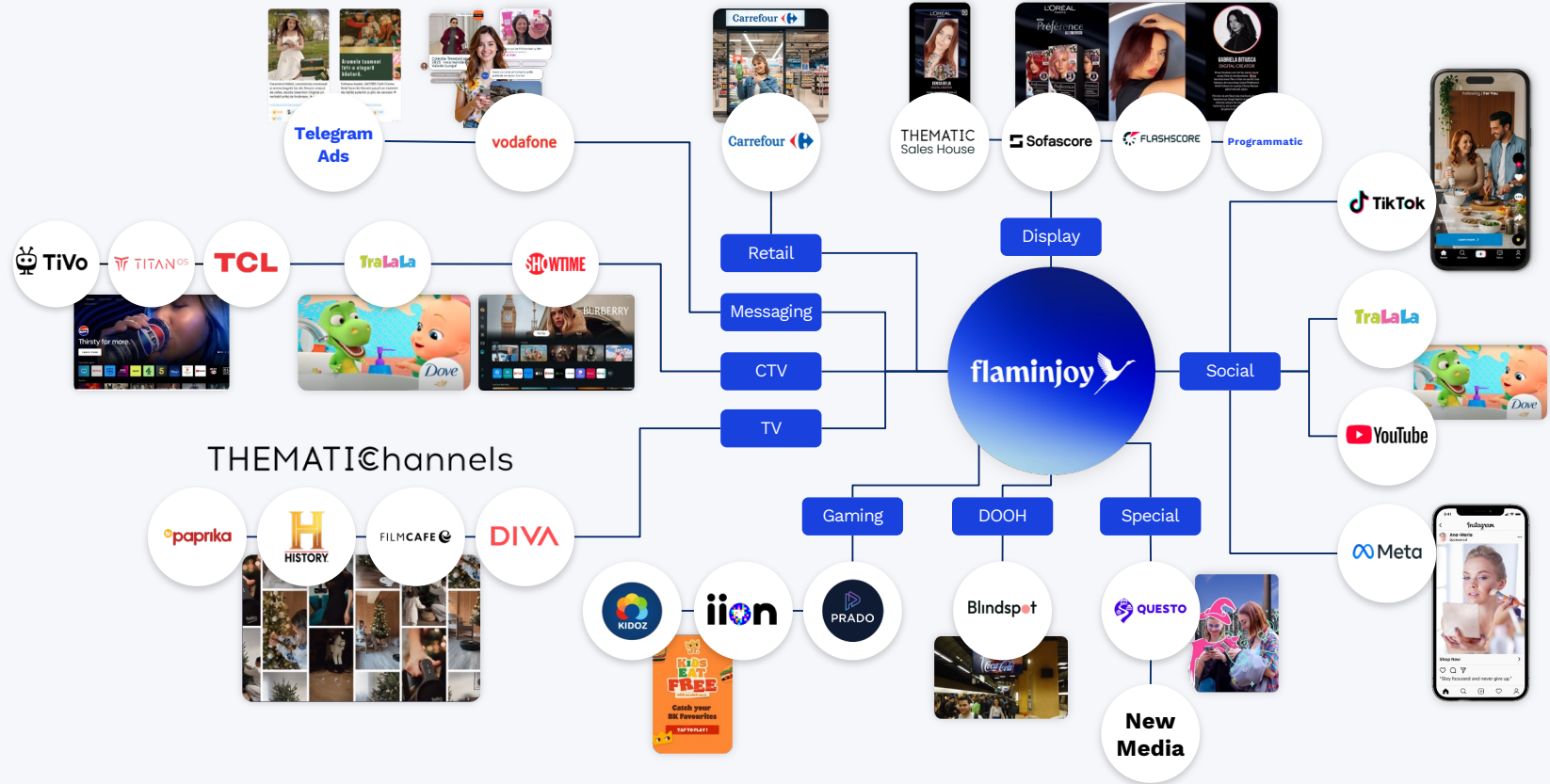
## Integrate within TV



## Integrate into Display



# In all field & Networks





Maria's content has  
been **seen even on TV**

**DEU  
K'AT**



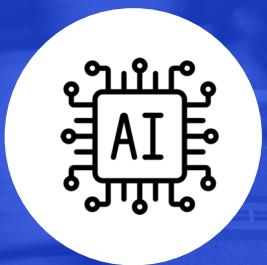
# From 5K followers ... to millions



Create



Test



Amplify



Scale



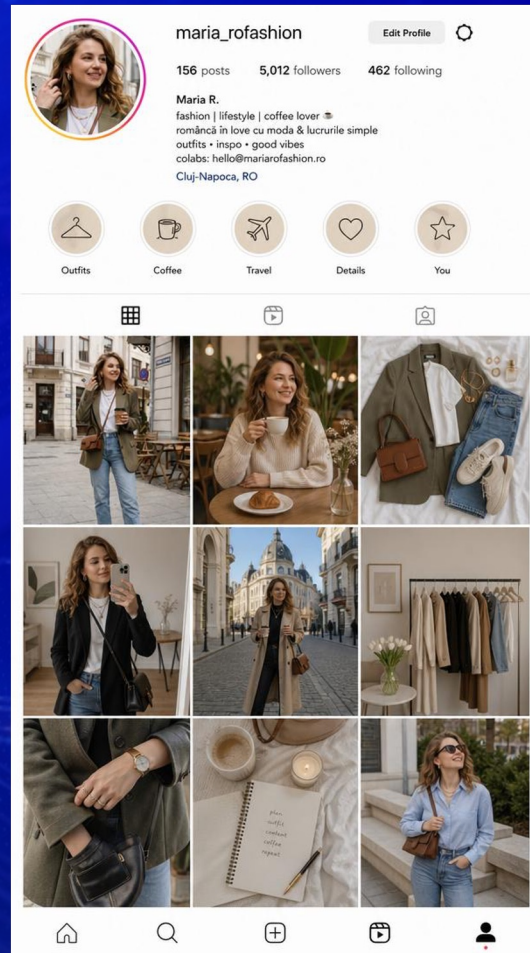
Reuse

# Maria's content has evolved





And Maria itself has evolved.  
**Into FULL AI.**



## Now imagine 100's of Maria's



Real Creator



UGC



Special Content



Full AI

**This is not influencer marketing anymore.**

**This is a new media model.**

## Results

**92%**

**more trust**

**4X**

**higher CTR**

**50X**

**More scale**



Does all of this  
**seem impossible?**



# 100s of different influencers



**1000s of  
amplifications spots**



...or is it  
**actually possible?**



# POWER THE POSSIBILITY