



**Influence Nexus**

# Who We Are?

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- Influence Nexus began as a passionate creator community and has evolved into a full-scale influencer and creative agency shaping the future of digital storytelling. **With 4+ years of industry experience** and a dynamic Gen Z team, we blend strategic expertise with cultural insight to build campaigns that truly connect.
- We specialize in influencer marketing, covering everything from paid and performance-led collaborations to UGC ad videos, barter campaigns, celebrity partnerships, meme marketing, and regional brand activations. Our approach goes beyond reach; we craft campaigns that drive engagement, authenticity, and measurable impact.
- Beyond influencer work, Influence Nexus offers end-to-end digital and creative services, including social media management, content production, talent management, and personal branding. Backed by a network of 100,000+ creators across India and trusted by **10+ brands in beauty**, fashion, tech, lifestyle, and wellness, we help brands and creators tell stories that resonate, inspire, and convert.



# Why Us?

- **Pan-India Creator Network:** A community of 1,00,000+ influencers across Tier 1 to Tier 3 cities helping brands reach audiences in every corner of India.
- **Multilingual Reach:** English, Hindi, Tamil, Bengali, Marathi, and more, we ensure your brand communicates in the language your audience feels most connected to.
- **Creators Across Every Tier:** Whether it's nano and micro creators for authentic storytelling or macro and celebrity influencers for large-scale impact, we curate the perfect blend for every campaign.
- **Category Expertise:** Proven track record of over 10+ brand collaborations across beauty, fashion, lifestyle, tech, and wellness domains.
- **Performance-Led Strategy:** Each campaign is guided by data, insights, and measurable KPIs, built to maximize authentic engagement and conversions.
- **End-to-End Campaign Management:** From shortlist to strategy, approvals to reporting—we manage every step seamlessly to deliver measurable success.



# Our Services :

## CELEBRITY INFLUNCER MARKETING

- **High-Impact Celebrity Partnerships:** Strategic collaborations with top celebrities and leading public figures to instantly elevate brand visibility and credibility.
- **Complete Campaign Ownership:** End-to-end management including celebrity shortlisting, negotiations, contracts, briefing, and seamless on-ground and digital execution.
- **Co-Created Branded Content:** Premium photo, video, and endorsement content crafted in collaboration with talent, fully aligned with your brand's positioning and messaging.
- **Talent & Event Coordination:** Full coordination for launches, store openings, appearances, product reveals, and media-facing activities.
- **Performance & ROI Reporting:** Detailed post-campaign reporting on reach, engagement, sentiment, and ROI to measure true impact and guide future strategy.



## STORE VISITS & EXPERIENTIAL MARKETING

- **Curated Influencer Store Visits:** We handpick influencers to create authentic, immersive in-person brand experiences that engage audiences and boost footfall.
- **Experiential Activations:** From product launches and demos to workshops and live sessions, we design memorable events that connect your brand offline and online.
- **Influencer Content Coverage:** Influencers produce engaging Reels, stories, vlogs, and more that highlight their genuine in-store experience, driving curiosity and excitement among their followers.
- **Seamless Coordination:** We manage all logistics, brand styling, and influencer engagement to ensure smooth execution and impactful storytelling.
- **Integrated Online-Offline Buzz:** Our campaigns blend the power of online influence with real-world brand activation, creating lasting impressions and measurable results.



## REGIONAL INFLUENCER MARKETING

- **Hyper-Local Influencer Collaborations:** We partner with regional and vernacular influencers to authentically connect with audiences in Tier 2 and Tier 3 cities across India.
- **Culturally Relevant Storytelling:** Campaigns are tailored to regional languages, cultural nuances, and trending topics that resonate deeply at the local level.
- **Platform-Specific Reach:** Strategic campaigns run across YouTube, Instagram, Moj, Josh, ShareChat, and other popular regional platforms to maximize impact.
- **End-to-End Campaign Management:** From influencer outreach and contracting to content reviews and detailed analytics, we handle every step for seamless execution.
- **Data-Driven Performance:** We provide comprehensive reporting to measure regional audience reach, engagement, and campaign ROI, ensuring optimized outcomes.



## UGC VIDEO PRODUCTION

- **Authentic, Creator-Led Content:** We produce real, relatable short-form videos that build genuine trust by showcasing product use and customer testimonials through the eyes of actual users and creators.
- **Script Guidance with Organic Style:** Our creative direction balances brand messaging with the influencer's unique voice to maintain authenticity and natural connection with audiences.
- **End-to-End Production:** From sourcing the right creators and briefing them to managing filming, edits, and final delivery, Sociomate handles the entire process seamlessly.
- **Content Rights & Licensing:** We ensure brands receive full usage rights for reusing content across paid ads, social media, and other marketing channels.
- **Proven Impact on Conversions:** UGC videos offer powerful social proof, enhance relatability, and drive higher engagement and sales by vividly demonstrating products in real-life contexts.



## PR & NEWS ARTICLES

- **Strategic Media Relations:** Targeted outreach to relevant journalists, editors, and digital publications to secure high-impact press coverage for brand stories, launches, and campaigns.
- **End-to-End PR Management:** From narrative building and press note drafting to media pitching, follow-ups, and coverage tracking, every stage is handled seamlessly.
- **Story-Led Content Creation:** Development of engaging press releases, founder stories, brand features, and thought-leadership articles aligned with your positioning and communication goals.
- **Launch & Announcement Support:** PR for product launches, funding announcements, partnerships, events, and milestones to maximize visibility and credibility.
- **Media Coordination & Bytes:** Management of media interactions, interview coordination, talking points, and press kits for founders, CXOs, and brand ambassadors.
- **Performance Reporting:** Detailed reports on media pickups, publication quality, reach, and sentiment to measure PR impact and inform future communication strategy.



## PODCAST SHOOT COLLABORATIONS

- **Multi-Channel Podcast Production:** We partner with leading podcast platforms, YouTube channels, and audio networks to produce high-quality podcast episodes featuring brands, creators, and industry experts.
- **End-to-End Management:** From conceptualizing the episode format and guest bookings to script guidance, recording, post-production, and publishing across platforms, we handle all stages seamlessly.
- **Cross-Promotion & Syndication:** Amplify reach through cross-channel promotion, guest sharing, and syndication on popular podcast apps and social media.
- **Branded Content Integration:** Seamlessly weave branded messaging, interviews, and sponsored segments into engaging, authentic conversations that resonate with target audiences.
- **Technical Excellence:** Use of professional audio-visual equipment and editing tools for clean sound, captivating visuals, and impactful storytelling.



# SOCIAL MEDIA MANAGEMENT

- **Comprehensive Account Handling:** Managing brand social media profiles across platforms like Instagram, Facebook, LinkedIn, Twitter, and emerging regional apps to build and maintain a strong online presence.
- **Content Strategy & Creation:** Crafting platform-specific content calendars, engaging posts, reels, stories, and graphics aligned with brand voice and marketing goals.
- **Community Engagement:** Proactive interaction with followers, timely response to comments and messages, and nurturing brand loyalty and trust.
- **Performance Monitoring:** Regular tracking of content performance, follower growth, engagement rates, and sentiment analysis using advanced analytics tools.
- **Paid Campaign Execution:** Designing and managing targeted social ads to boost reach, conversions, and audience growth while optimizing ad spend for maximum ROI.
- **Trend & Competitor Analysis:** Keeping brands ahead with insights on social trends, competitor activities, and algorithm changes to adapt strategies swiftly.
- **Monthly Reporting & Insights:** Transparent reporting with actionable recommendations to continuously refine social media efforts and maximize impact.



## PRODUCT PHOTO SHOOTS

- **Creative Visual Storytelling:** Capturing high-quality, aesthetically striking product images that showcase your brand's identity and highlight key features.
- **Full-Service Production:** From concept development, styling, and set design to professional photography, lighting, and post-production editing—we handle it all.
- **Multi-Platform Ready:** Photos optimized for e-commerce listings, social media, websites, catalogs, and advertising campaigns to maximize visual impact across channels.
- **Diverse Formats:** Product stills, lifestyle imagery, 360-degree views, and creative flat lays tailored to your marketing needs.
- **Collaborative Process:** Close coordination with your marketing and creative teams to align shoots with branding, campaign themes, and launch timelines.
- **Quick Turnaround:** Efficient workflows to ensure prompt delivery without compromising on quality or creativity.



# Our Clients :



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AngelOne™


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# Thank You

