



African American
Beauty
Micro-Influencer
Social Media
Strategy
2023





African American BEAUTY Micro-Influencer Social Media Strategy

WE CREATE
ROBUST
BARBERSHOP
AND BEAUTY
SHOP-DRIVEN
CONTENT AND
SOCIAL
ACTIVATIONS
THAT WORK
WITH YOUR
BRAND.

Wil Power Integrated Marketing is a network of 10,000 salon and barbershop micro-influencers created to connect your brand with the African American consumer.

Through our carefully curated content, we have created a niche in the beauty industry that is often overlooked. Since our influencer network launch in 2015, we have had the pleasure to partner with entertainment companies, global brands, beauty brands and feature celebrity stylists and barbers in our campaigns.



AT&T Codes of Culture Salon & Barbershop Activation | Summer 2019





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Our Micro-influencer solution is focused on **DRIVING RESULTS**



Strategy

We help you set the baseline for a successful and measurable micro-influencer campaign.



Micro-influencer Marketing

We cast micro-influencers that have a track record for performance.



Performance UGC

We create a content foundation for all of your marketing channels through high-quality UGC production & competitor research.



Paid media amplification

We amplify our top-performing micro-influencers through whitelisting to ensure that we maximize the results.



Reporting & analytics

We make sure that your success is measurable.





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MARKETING OPPORTUNITIES





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INCREASE
YOUR
MEDIA
EXPOSURE
AND
BRAND
REVENUE.

By leveraging our unique social media and brand content publishing model. Our organic approach to brand advertising helps build an authentic and credible connection between your artist's and the audience you want to reach.



FOX Our Kind of People AA Salon Activation | Fall 2021



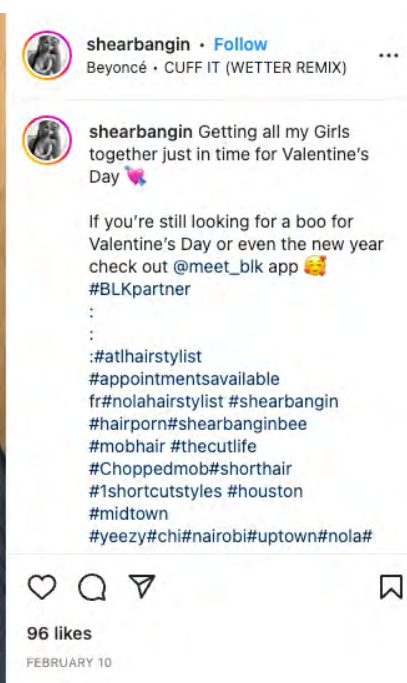
New Line Cinema House Party | Winter 2023



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INCREASE
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Through our micro influencers, you can effectively reach your most viable audience because WPIM's curated hair & beauty network allow brands to effectively target specific audiences.





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BRANDING COLLABORATIONS

- AT&T
- AMAZON
- BLK APP
- COMEDY CENTRAL
- DISNEY | ABC
- FOX
- KINETIC
- KCLICK HEALTH
- MOTOWN RECORDS
- NBC
- RCA
- TBS
- TNT
- UNIVERSAL PICTURES
- WGN





WPIM Reels Campaigns

With an emphasis on incentivizing followers to build early buzz and excitement for artists music.

- Build a hairstyle community that can act as marketers for your record labels new, current and legacy artist's catalogs.
- To maximize reach WPIM will work with our community influencers to develop creative concepts that feel authentic to your artists fanbase.
- Reach out to the WPIM barbershop social media followers to organically connect your artists with their target audience.
- Provide all digital assets. links to songs, key art, photos and other marketing collateral to our network barbershops and salons social media influencers.





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CONNECT
TO YOUR
AUDIENCE
USING
REELS
CONTENT

CASE STUDY

Coming To America

Client: Amazon Studios

Tasked with coordinating barbershop and salon social media, we developed a curated list of beauty salon and barbershop influencers with engaged fan bases that aligned with COMING 2 AMERICA'S target demographic. To maximize reach, we worked with barbershop/salon influencers to develop creative concepts that felt authentic to their fans.



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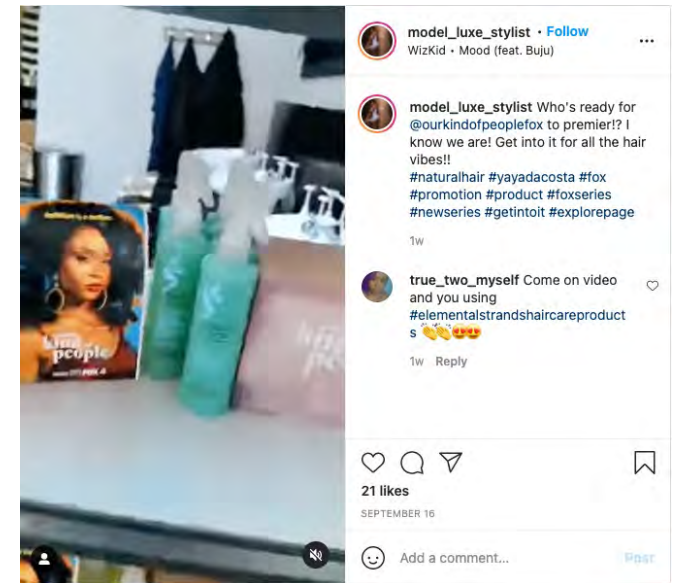
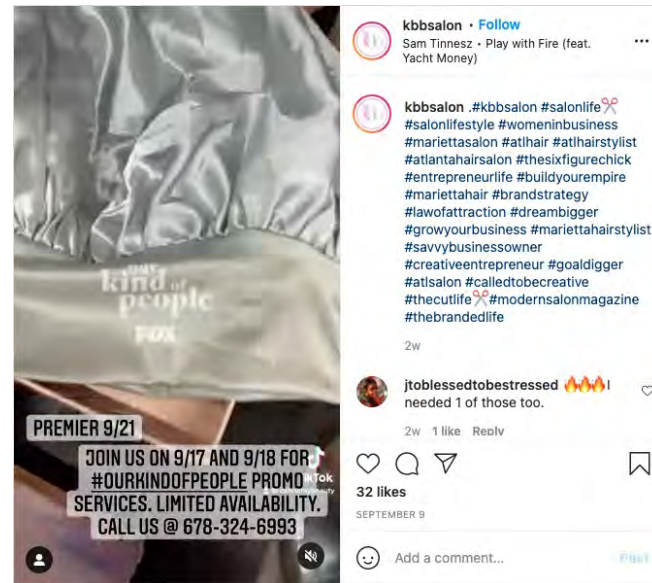
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CASE STUDY

Our Kind of People

Client: FOX

Tasked with coordinating salon social media, we developed a curated list of beauty salon and barbershop influencers with engaged fan bases that aligned with Our Kind of People's target demographic. To maximize reach, we worked with salon influencers to develop creative concepts that felt authentic to their fans.





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To execute a social media barbershop influencer activation to promote Motown Records artist Simno's record release (90 proof). Our social media influencers integrated the song into their hair transformation posts.

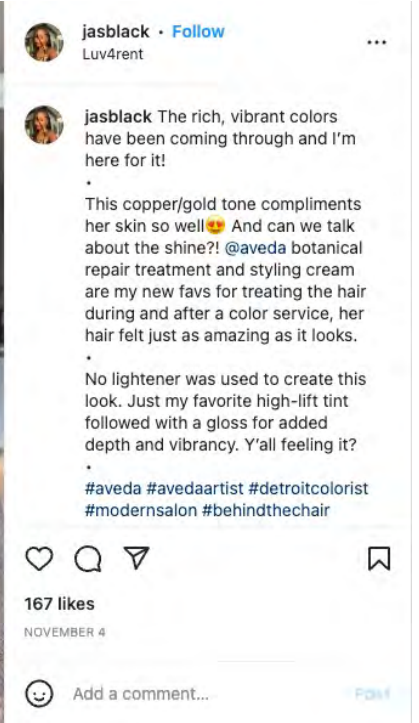
We created an awareness campaign using barbershop influencers engagement. Our barbershop social media influencers organically connected Simno's record with his target audience.

We delivered a targeted promotion that appeals to the core fan base and builds momentum for album downloads and sales.

CASE STUDY

Smino Record Launch

Client: Motown Records





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NEXT STEPS

Enable your success with Wil Power Integrated Marketing

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