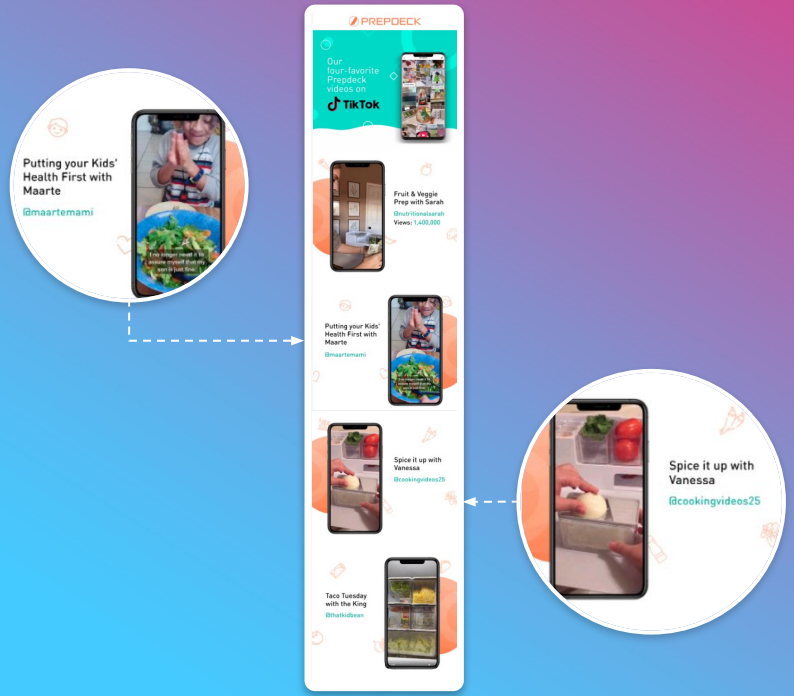
HOW ELSE CAN **BRANDS** USE **INFLUENCER CONTENT?**

Omni Reposting: Repost Influencer Content Everywhere

1. USE RAD INFLUENCERS TO CREATE TIKTOK CONTENT
2. REPOST THE BEST CONTENT TO INSTAGRAM & FACEBOOK
3. CROSS PROMOTE ALL SOCIAL CHANNELS WHILE SHARING NEW CONTENT TYPES ACROSS DIFFERENT PLATFORMS

Email Drips: TikTok Influencers



- USE RAD INFLUENCER TO CREATE CONTENT
- INTEGRATE THAT CONTENT INTO EMAIL DRIP CAMPAIGNS
- CREATE SOCIAL PROOF BY CONNECTING YOUR CUSTOMER ACROSS EVERY DIGITAL CHANNEL

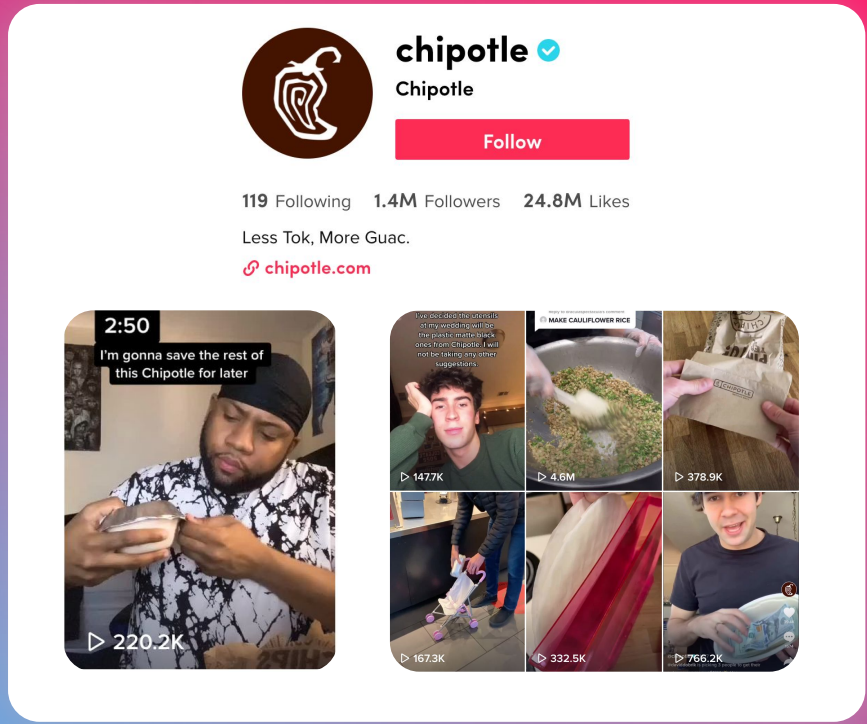
Social Proof: TikTok Social Pages

1. TIKTOK USERS POST CONTENT ABOUT CHIPOTLE

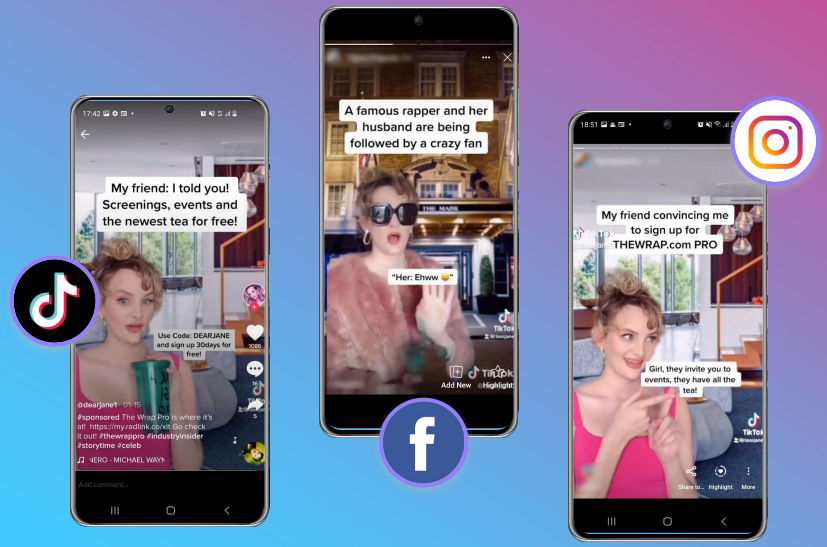
2. CHIPOTLE REPOSTS THE BEST CONTENT TO THEIR TIKTOK PAGE

3. CHIPOTLE CREATES A FAST-GROWING, ENGAGING PRESENCE ON TIKTOK WITHOUT NEEDING TO CREATE THEIR OWN CONTENT

4. CHIPOTLE REWARDS THE CONTENT CREATOR WITH EXPOSURE BY TAGGING THEIR ACCOUNT IN THE CAPTION



Digital Ads: Paid Media on Facebook, Instagram & TikTok



1. **RAD INFLUENCERS CREATE CONTENT THAT IS EITHER:**
   1) EXCEPTIONALLY ENGAGING, AND/OR
   2) GOES VIRAL

2. **BRANDS CAN REPURPOSE THIS CONTENT INTO PAID MEDIA CREATIVE ASSETS**

3. **BRANDS GET TO CREATE ADS USING ASSETS THAT HAVE ALREADY GARNERED SOCIAL PROOF & VALIDITY**