



# HOPE SCHWINNING

**6 MONTH INFLUENCER GROWTH PLAN | KOBE TURANGAN**  
**NEXT STEP TALENT | AUGUST 2021**

# MAIN GOAL:

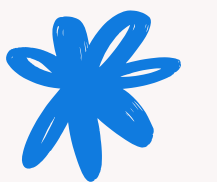
# MAINTAIN & ENGAGE



- **BRANDING**
- **LEVEL OUT FOLLOWERS ACROSS ALL PLATFORMS**
- **COMMUNICATION AND RELATIONSHIPS WITH FANS**

# MERCHANDISE

- NEW LOGO DESIGN
- RELEASE MERCHANDISE



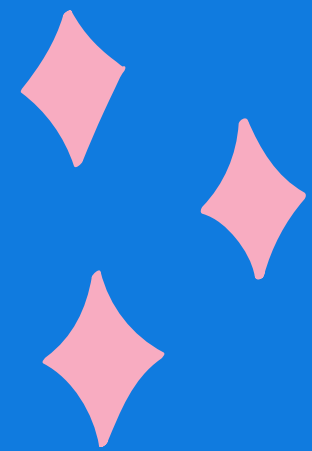
# ECOMMERCE



- **Showcase her niche comedy style with brands that fit**
  - **HBO Max, Amazon Prime, SeatGeek, Honey, Princess Polly**
- **Or work on making content that is of niche but incorporates her brand**
  - **ex. Cooking with Hope Sponsored by Hello Fresh**



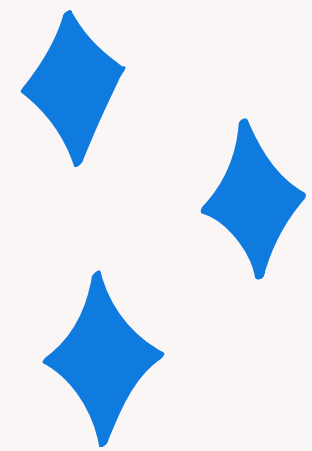
# CONTENT



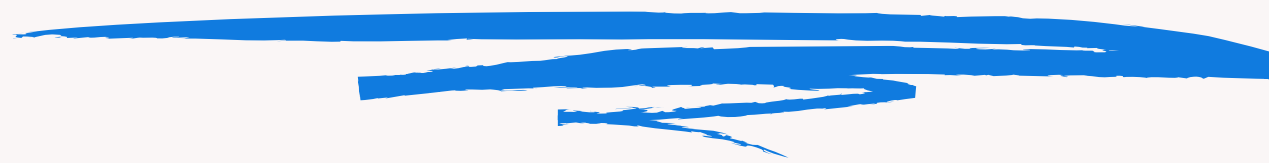
- **ESTABLISH RELATIONSHIPS WITH FANS**
  - **RESPOND TO COMMENTS (VIDEO, TEXT, ETC)**
  - **"EXCLUSIVE CONTENT" ("SPAM ACCOUNTS" OR SNAPCHAT"**
- **PODCAST, DAY IN THE LIFE, "TRYING \_\_\_ FOR THE FIRST TIME," MORE PERSONAL VLOG TIKTOKS**



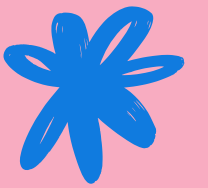
# CONTENT



- **LEVELING OUT PLATFORMS**
  - **ESTABLISH CONTENT AND YOUTUBE SCHEDULE**
  - **DUPLICATE TIKTOKS ON YOUTUBE SHORTS, AND IG REELS**
  - **ACTIVITY ON INSTAGRAM (PHOTOSHOOTS, VIDEO CONTENT)**
  - **EXCLUSIVE/ MORE PERSONAL CONTENT: SNAPCHAT, "SPAM" ACCOUNTS, IG STORIES**



# MEET & GREET FAN EVENTS



- **IN-PERSON ENGAGEMENT (POST COVID)**
  - **MEET-UPS AT BRAND LOCATIONS (ETC. MALLS, FESTIVALS)**
  - **VIDCON, ETC**
  - **LAUNCH EVENT (MERCH) WITH FANS**
  - **CAMEO**
  - **ZOOM PARTIES**



# **MAIN GOAL:** **MAINTAIN & ENGAGE**



- **BRANDING**
  - **LOGO, MERCH, ASSETS FOR SOCIAL MEDIA**
- **LEVEL OUT FOLLOWERS ACROSS ALL PLATFORMS**
  - **MORE YOUTUBE, IG REELS AND YOUTUBE SHORTS, EXCLUSIVE / MORE PERSONAL CONTENT**
- **COMMUNICATION AND RELATIONSHIPS WITH FANS**
  - **FAN EVENTS, MEET-UPS, INFLUENCER CONVENTIONS**