



Influencer Marketing Platform Business Case for

fully

| Highlighting the Critical Business Issues

We're pleased to provide Fully with this overview to illustrate GRIN as your partner in driving influencer program growth while optimizing your existing marketing team's process.

CRITICAL BUSINESS ISSUES

- Improve efficiency within Marketing by moving manual processes to our organized workcenter with automation, enabling more influencers to be recruited, campaigns to be run, and ROI to be measured
- Reduce time spent on manual activities
- Identify, recruit influencers to meet 2020 marketing goals
- Tracking and collecting Influencer UGC for repurposing on IG and YouTube
- Lack of ability to track direct conversions on website

| Solution framework

PROPOSAL OUTLINE

1

Program
transformation

2

Projected
business impact
with GRIN

3

Basic-Plan
details

4

Mutual action plan
& implementation
timelines

5

GRIN customer
success services
overview

| Program transformation with GRIN

FROM: (current state today)

- Manual campaigns – time consuming to create, launch & manage
- Limited reporting & visibility – no insight on campaign impacts, direct web conversions, and what's working/not
- Manual process for recruiting new influencers and carefully selecting those who share like minded audiences



TO: (with GRIN)



- Organized campaign workflows allowing Fully to accelerate influencer campaign effectiveness.
- Create best-in-class relationships with the help of influencer audience demographic reporting for recruitment
- Campaign reporting dashboard for accurately track true revenue attribution, engagements and engagement rate
- Automatically track and store UGC within GRIN for easy repurposing

| Business impact with GRIN

PROJECTED BUSINESS IMPACT

- Double active creators from 10-15 per month to 20-30+ in 2020
- Gain critical visibility into ROI on creators
- Improve campaign effectiveness
- Streamlined recruiting workflows

Eliminate manual process associated with:

- Product seeding, tracking and creator accountability
- Program workflows
- Creator Recruiting
- Manage payments & contracts with analytics

Track direct web conversions

Campaigns & Partnerships

INVESTMENT RECOMMENDATION

GRIN Basic: (explained on next slide)

Option 1: \$1,918 - Monthly Billing

Option 2: \$1,758 - Quarterly Billing

Annual investment (based on above options):

Option 1: \$23,025.60

Option 2: \$21,106.80

Basic Onboarding - \$2,000

(one-time fee – overview in Appendix):




HelloSign Integration - Included

Basic Ongoing support: Included

1 user license - Included

Note: reducing users will bring program investment down

| Subscription breakdown

 PRICING	 PLAN	 SUPPORT
\$1,758 Per Month Quarterly Billing	Basic Plan Software Suite	Customer Success Manager
Onboarding \$2,000	1 User Login 500 Influencer CRM Capacity Unlimited Recruitment	Online & Email Support

AVAILABLE EXTRAS

Additional CRM Capacity
Additional User Logins
Recruitment Credits

Mutual Impact Plan

Date due (✓ = completed)	Action	Owner
✓	Follow-Up Recap Email	Grant (GRIN)
✓	Secondary demo with Jen	Grant (GRIN)
✓	Complete and provide - Business Justification Summary	Grant (GRIN)
Enter Date	Fully internal meeting to review business case	Jen (Fully)
TBD	Confirmation of timelines	Jen & Grant
TBD	PandaDoc/Grin order form completed	Jen (Fully)
Within 2 days	Provision GRIN account for Fully	GRIN Ops
Need Date	Implementation Date - commence on-boarding	Jen & GRIN CS
Within 5 days	Technical set-up, migration of existing influencers to GRIN	Jen & GRIN CS
Need Date	Go Live Date - complete onboarding	Jen & GRIN CS
Need Date	Launch first campaign	Jen

G R  N

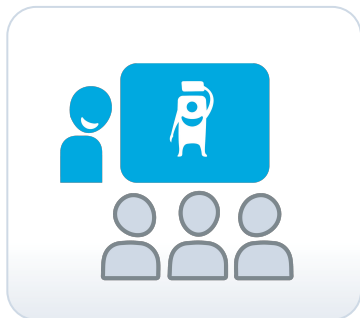
SUCCESS PROGRAM

| Success Program Overview



Success Manager Dedicated

Your partner at GRIN, an expert at influencer marketing with deep product knowledge.



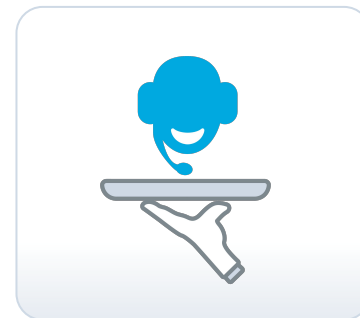
Software Training

Live, custom training for your entire team.



Easy & Secure Data Migration

GRIN's engineering team leads this process in conjunction with your team.



White Glove Support

Extremely fast help and feedback.

Success Program Timeline

PHASE 1

10-14 days*

- Kickoff call with your Customer Success Manager
- Review your timeline
- Setup your account & integrations
- Send influencer data to GRIN for the migration

PHASE 2

10-14 days*

- Walkthrough of the influencer lifecycle in GRIN from prospect to content
- Tips for finding the right influencers
- Managing inbound influencer requests
- Consultation on the campaign set up
- Activating & managing influencers
- Understanding and maximizing the campaign reporting
- Content organization & distribution

PHASE 3

1-2 days*

- Operations are now fully migrated to GRIN
- Send welcome emails to your influencers announcing your new, streamlined process & inviting them to their online portal if needed



Day 1

Configuration

Day 15

Team Training

Day 28

Launch

*These are typical ranges but your actual timeline may vary depending on your team size & each person's availability

| The Benefits

GRIN helps you and your team do more with less. Our software automates time-consuming tasks so you can focus on strategies and results. Here are just a few things GRIN's software can help you do.

**Recruit
New
Influencers**

**Manage
Influencers at
Scale**

**Drive
E-Commerce
Sales**

**Analyze
and
Track ROI**

**Leverage
Content**

**Monitor
Campaign
Progress**

| The Benefits

Recruit New Influencers

Choose from over 24 million pre-vetted influencers across 6 social networks, the largest database available on the market.

View advanced statistics and audience demographics.

Manage Influencers at Scale

Easily manage your influencer relationships at scale by automating emails and follow ups.

Streamline direct communication with our email integration.

Drive E-Commerce Sales

Save money with our zero commission affiliate links.

Track sales with automated discount codes.

Analyze and Track ROI

Learn which influencers drive the most revenue for your brand with our e-commerce integration.

Easily export ROI reports and view Influencer Media Value estimates.

Leverage Content

Easily view and organize campaign content.

Distribute or download your content to use in your next ad campaign.

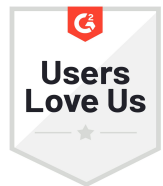
Analyze your campaign content data to better understand performance.

Monitor Campaign Progress

Manage unlimited campaigns from A-Z Send and approve proposals at scale.

Monitor product fulfillment, content creation, influencer payments, important campaign metrics and more.

Don't take our word for it



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GRIN

Review by Keri O.
★★★★★

2019-02-22

The Best Influencer Platform to Help You Grow Your Ecom Site

I am a big fan of having everything in one spot, emails, contracts, supporting documents, payments, conversion tracking, etc. It makes is

← ● ● ● ● →

[Read more grin reviews](#)

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GRIN

Review by Michael H.
★★★★★

2019-03-31

Best influencer management software on the market!

The integration to Shopify is top notch and the rate at which these guys add functionality shows me they care about the client experience like

← ● ● ● ● →

[Read more grin reviews](#)

Powered By G2

GRIN

Review by Ethan F.
★★★★★

2018-10-19

Miles ahead of any other Influencer Marketing software

Grin is by far the most comprehensive influencer marketing suite available today, and quite frankly warrants such praise due to the extensive natur...

← ● ● ● ● →

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