



INFLUENCER ATTENDED ONLINE ONLY TWITTER CHAT

#FOODIECHATS TWITTER CHAT DELIVERABLES & STATS

#Foodiechats Twitter Chat Average Numbers: Please note; the more engaging the Brand is with our audience the bigger the overall reach.

#Foodiechats Twitter Chat Average Impressions: 15 -25 Million Impressions

#Foodiechats Twitter Chat Average Reach: 1.2 to 2.5 Million Reach

Tweets / @ Mentions: Brands can receive 400 - 900 @ Mentions

Participants: 150-350 People (Potential Customers) attend our Twitter Chats every week

ReTweets: Brands can receive 50 - 200 ReTweets: The more active and organically engaging the brand is, the more ReTweets a brand can gain. If the brand is Tweeting out just answers to the Twitter Chat questions, and doesn't engage organically, the ReTweets will be low.

Number of Total Tweets: Averages 1000 - 1200

- 1. The marketing will begins Monday morning of your Twitter Chat Date with inviting your targeted audience to join the conversation.**
- 2. Marketing Tweets: 8 marketing Tweets will be utilized on Twitter as a lead in to the actual Twitter Chat where we tag and invite the target audience to join us for the conversation with @Pranayums**
- 3. Each brands has Ten Twitter Chat questions that will engage our #Foodiechats Community where they can learn about your product. The Twitter Chat is from 8 PM ET - 9 PM ET.**
- 4. #Foodiechats will send your product to ten of our #Foodiechats Influencers who will share on Social Media as an additional amplification.**