

RAD⁺

INFLUENCER FAQ'S



Microsoft
for Startups

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Q - HOW DO I SET UP AN ACCOUNT?

A - Login with your Facebook profile on the Rad Influencer platform. Creating your account is free.

Q – HOW DO I PROJECT HOW MUCH MONEY I MADE?

A - We report on real time impressions which are viewable on your unique Rad dashboard.

Q - HOW DO I GET PAID?

A - During our Beta period, influencers will get paid **WEEKLY**, assuming they have over \$25 in earnings.

Q - HOW DO I COLLECT MONEY?

A - Influencers are paid automatically through the platform via PayPal.

Q - PROJECTED MONEY AN INFLUENCER CAN MAKE MONTHLY AND WHY?

A - \$500 - \$4000 depending on you fan base, and frequency of shares.

Q – HOW CAN I BE SURE MY PERSONAL BRAND IS PROTECTED?

A - You control what you share and the reasons why... If you want to remove a post from your feed, then you can do so at anytime. Keep in mind the post impressions get counted while they are live; once the posts are removed, you will no longer get paid for that post/share.

Q – HOW MANY IMPRESSIONS/CLICKS CAN AN INFLUENCER SERVE EACH MONTH?

A - The average across all influencers is 240,000 impressions OR 6700 clicks each month.

Q - WHAT IS THE DIFFERENCE BETWEEN BRANDED CONTENT AND PUBLISHER CONTENT?

A - Examples of branded content are eCommerce businesses, ie: fashion, health, beauty & technology, Publishers content typically are websites like Latin X, EveryDay Health, Tech Crunch, Huffington Post and NY Times.

Q - HOW MUCH MONEY WILL I MAKE FOR SHARING PUBLISHER CONTENT?

A - The average CPM publishers will pay for sharing their content is \$2.50. However, the CPM publishers offer is ultimately their choice.

Q - HOW MUCH MONEY WILL I MAKE FOR SHARING BRANDED CONTENT?

A - The average CPM publishers will pay for sharing their content is \$25.00. However, the CPM BRANDS offer is ultimately their choice.

FAQ INFLUENCER | GETTING STARTED

Q - DO I NEED TO CREATE ANY CUSTOM CONTENT FOR THE BRAND OR PUBLISHER?

A - No, you will only be sharing content the brand or publisher has already produced and made available through their RSS feed.

FAQ INFLUENCER | GENERAL QUESTIONS

Q - WHAT IS THE BEST BLEND OF PUBLISHER AND BRANDED CONTENT TO GET OPTIMAL RESULTS?

A - Best practices suggest a 10-1 ratio of publisher to branded content. The actual ratio/blend is at the control of the influencer.

Q - HOW MANY SHARES EACH MONTH DO ACTIVE INFLUENCERS MAKE?

A - 61 shares of original content per month is the average, but we've seen influencers shares as many as 335 times a month.

Q - HOW MANY IMPRESSIONS CAN AN INFLUENCER PRODUCE EACH MONTH OF BRANDED CONTENT?

A - 60,000 impressions per month of branded content per influencer on average. Some influencers have produced as many as 150,000 branded impressions.

Q - PROJECTED NUMBER OF TOTAL IMPRESSIONS AN INFLUENCER CAN PRODUCE EACH MONTH OF PUBLISHER CONTENT?

A - Roughly 240,000 impressions of publisher content per month for each influencer. We've had influencers produce over 1,000,000 impressions in a months period several times.

Q - WHAT CAN I DO TO ENSURE MY SHARES GET A HIGH ENGAGEMENT?

A - We recommend engaging & commenting on each shared post to maximize your audience's interest.

Q - DOES ANYONE HAVE MY PERSONAL AND/OR PRIVATE INFORMATION?

A - No, nothing is available to brands and publishers that isn't readily available on Facebook with your permission.



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