



# Digital Springboard

**We enable brands to activate audiences and grow their brand in the digital landscape.**

Digital Springboard enables brands to activate existing audiences in order to reach these audiences' networks. We create personal attachment between content and individuals in a brand's audience to create an authentic connection to the brand. By activating these audiences, the brand is able reach its secondary networks in an organic and personal way. Our tools are based on broadly accepted influencer marketing models.

Influencer marketing is continuously gaining popularity in today's advertising landscape. Agencies used to push huge sums of money to a few people with large followings and hope for an ROI. Now, the average strategy is to activate micro influencers with smaller audiences (10,000-100,000 followers) at a more reasonable price-point. The goal in activating smaller influencers is to achieve higher engagement rates. We take this one huge step further. Instead of pursuing only people with large followings, we activate everyone. We run on the principle that everyone is an influencer. Average audience members are much easier to engage than large influencers. Our tools allow brands to activate people through exchanges of social validation instead of dollars.

Activating thousands of average audience members who each have a few hundred followers is much more efficient and impactful than paying to activate large influencers.

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Traditional digital advertising does not have the same effect that it once did. Customers are now used to seeing advertisements everyday on almost every page they visit online. As soon as they see #sponsored or a promotion indicator, they stop viewing. People are really good at ignoring advertisements. To make the landscape even more challenging, over 35% of U.S. adults have ad-blockers installed. The clickthrough rate on video advertisements is only .35%. The money being spent on most digital ads isn't providing the results that could be achieved using more effective avenues.

Digital Springboard aims to fix this problem. Our tools create a natural avenue to expand your brand's reach. People on social media care about content that their peers appear in. We help these brands reach audiences through people they care about without appearing as a paid promotion. We make audience members feel appreciated and turn ordinary customers into direct advocates. Through our tools, brands of all types can dramatically increase their reach, engagement, and the end results they care about.



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