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Introducing Find Your Influence

New platform unlocks the power of influencer marketing for businesses of all sizes

Phoenix, Ariz. (April 22, 2014) – In today’s crowded media space, engaging with online influencers has never been more appealing. With stronger, authentic and independent voices, advertisers long to engage with these powerful online personalities to help build awareness and shape consumer preferences. Yet the market desperately needs a solution to aid in reaching those influencers. Enter Find Your Influence (FYI), a cloud-based, online platform that does just that: seamlessly connects brands and businesses with online influencers.

“We built FYI on a simple premise,” said Jamie Reardon Sims, who co-founded FYI with Cristine Vieira after working together on influencer campaigns. “Influencers generate great content about products, services and websites they love and should be financially rewarded for it by brands. It’s really best case scenario for both parties.”

FYI streamlines the campaign management process. Users are guided on how to identify, create, launch, manage and monitor successful influencer campaigns. Even better, each aspect of a campaign, including payment and results, is managed from start to finish within the platform.

“As former marketers, we know all too well the challenges and hassles of influencer marketing,” added Vieira. “Our goal was to create a solution for advertisers, agencies and businesses of all sizes to easily execute seamless campaigns.”

Quantifying online influence has always been a bit of an enigma and FYI has started to solve that riddle. Using a proprietary algorithm, the platform ranks influencers based off a variety of factors, including audience and advocacy. In closed beta since summer 2013, FYI already has more than 1,000 influencers in the growing database. Then in February 2014, FYI opened the online platform to a select group of advertisers, including notable brands in the retail, technology, and financial and small business space.



About Find Your Influence

Find Your Influence (FYI) is a cloud-based, web application that enables advertisers, agencies and influencers to efficiently manage campaigns from start to finish using one product interface. Created by a team of digital marketers with over 30 years of experience, Find Your Influence provides a single interface to identify and connect with influencers, create and distribute content, manage campaigns, measure their effectiveness, and process payments. The pre-determined pricing structure takes the guesswork out of budgeting, allowing advertisers and agencies to allocate a portion out of their media spend towards influencer campaigns. For more information, visit <http://findyourinfluence.com>.

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