

2025 CONTENT CREATOR  
360 STRATEGY

**SOFIE PAVITT FACE**



2025 BRAND CAMPAIGN PILLARS

**GO FOR DISTANCE**



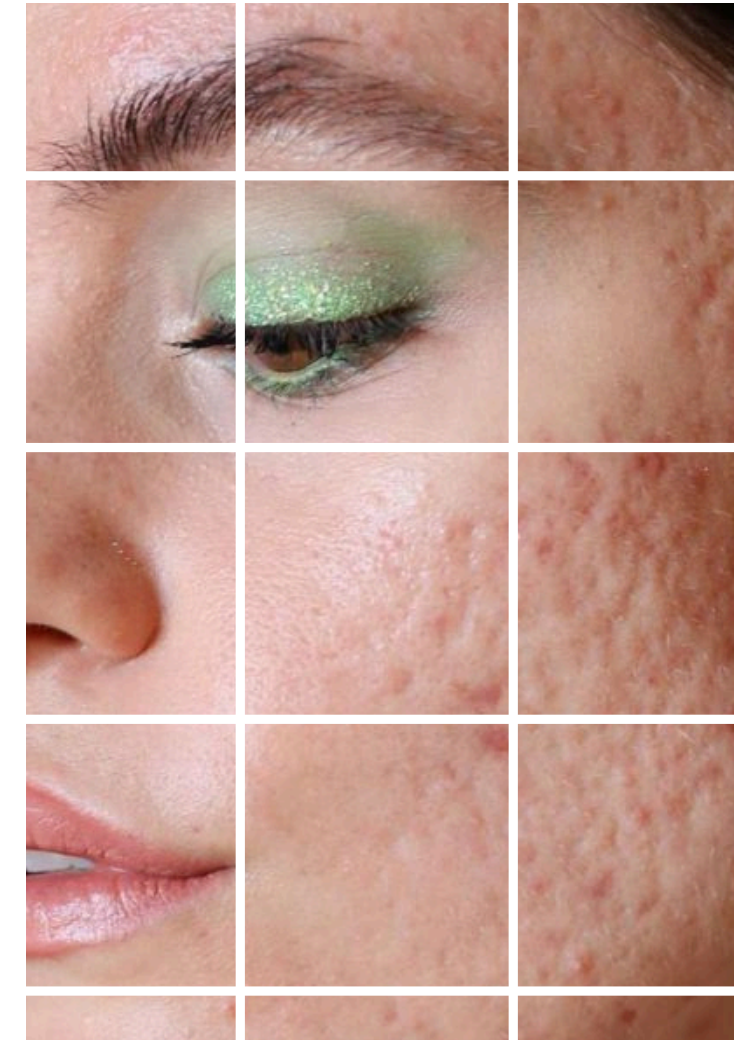
Expand across the US market beyond New York City, going for the globe.

**TELL OUR STORY**



Share Sofie's story with the world through creators eyes and ideas, measuring up to 360 messaging.

**OWN ACNE.**



Continue to lead in innovation within the acne skincare space. Sharing our science based knowledge to provide solutions to acne, while embracing flaws.



## INFLUENCER STRATEGY GUARDRAILS & RECOMMENDATIONS



- 1 Launch 2025 **AMBASSADOR PROGRAM** to leverage long term partnerships and foster strong brand love, building into 2026 affiliate program layer
- 2 Execute strong **UGC AND SEEDING CAMPAIGNS** surrounding 2025 new product launches, **with built in localization**
- 3 Work with network of creators to develop robust product **REVIEWS AND TESTIMONIALS**
- 4 Host influencer **EVENT PARTNERSHIPS** across key US market demographics, with **strategic content plans** in place

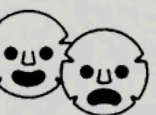


## KEY GOALS

- Foster authentic, ongoing conversations about Sofie Pavitt Face products.
- Drive product trial and conversions through influencer-led recommendations.
- Build a network of knowledgeable advocates who reflect the brand's values.

### Target Outcomes

- Sustainable, long-term relationships with reputable skincare enthusiasts.
  - Consistent brand mentions, high-quality user-generated content, and improved online engagement.



# 2025 CONTENT CREATOR STRATEGY | OPERATIONAL BUDGET

AMBASSADOR  
PROGRAM

\$90,000

(30%)

PAID  
PARTNERSHIPS

\$75,000

(25%)

SEEDING  
CAMPAIGNS

\$30,000

(10%)

AFFILIATE  
MARKETING

\$30,000

(10%)

GOAL: EXECUTE END TO END THROUGH EACH AND EVERY CONSUMER POINT OF CONTACT.

INFLUENCER  
HOSTED  
GIVEAWAYS

\$15,000

(5%)

INFLUENCER  
EVENTS

\$30,000

(10%)

PAID MEDIA  
AMPLIFICATION

\$30,000

(10%)

**\$300,000**

2025

**TOTAL INFLUENCER  
BUDGET**



# 2025 CONTENT CREATOR STRATEGY | TARGET KPI TRACKING

IMPRESSIONS  
AND REACH

5-10 MILLION

Tracked through  
platform analytics  
and influencer  
reports

FOLLOWER  
GROWTH

10-20% INCREASE

Track growth B/A  
campaign  
checkpoints

INFLUENCER  
LINK REVENUE

\$100,000 SALES  
GENERATED

Track growth  
through discount  
code

ROI

3-5X TOTAL  
SPEND

Total sales attributed  
to influ. activity  
compared to total  
campaign cost

\*Analytics to be tracked over one year period for 2025 (Q1-Q4)\*

INFLUENCER  
CONTENT  
ENGAGEMENT

15-25%

ENGAGEMENT RATE

Monitor analytics for  
each post

BRAND MENTIONS

40K

Tracked across key  
platforms

Google search  
volumes for  
"Sofie Pavitt"  
in US

>50 'interest  
over time'  
score

est 5-10  
million.

2025

TOTAL CONSUMER  
REACH



# 2025 CONTENT CREATOR STRATEGY | QUARTERLY BREAKDOWN

Q1			Q2			Q3			Q4		
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
POWER IN PROOF											
FRESH FACE			BRIGHT LIGHT			REBUILD BARRIER, REVEAL RADIANCE			HOLIDAY		



Launch ambassador program and macro-influencer collaborations. Begin initial round of gifting to nano-influencers surrounding "Cell Renew" skin cell serum launch, pushing "new year, new skin, fresh face" messaging.



Execute influencer seeding and UGC campaigns surrounding 360 brand campaign. Host first Ambassador owned launch event for new red light therapy mask.



Share short-form video campaigns on TikTok & Reels. Continue ambassador and science-driven skincare knowledge content. Track mid-year KPIs.



Ramp up holiday kit push with macro and micro-influencer holiday gift guides, boosted with repurposed content and promotional codes.



2025 CONTENT CREATOR STRATEGY | INFLUENCER CRITERIA

1 STRONG KNOWLEDGE

2 SKINCARE ENTHUSIAST

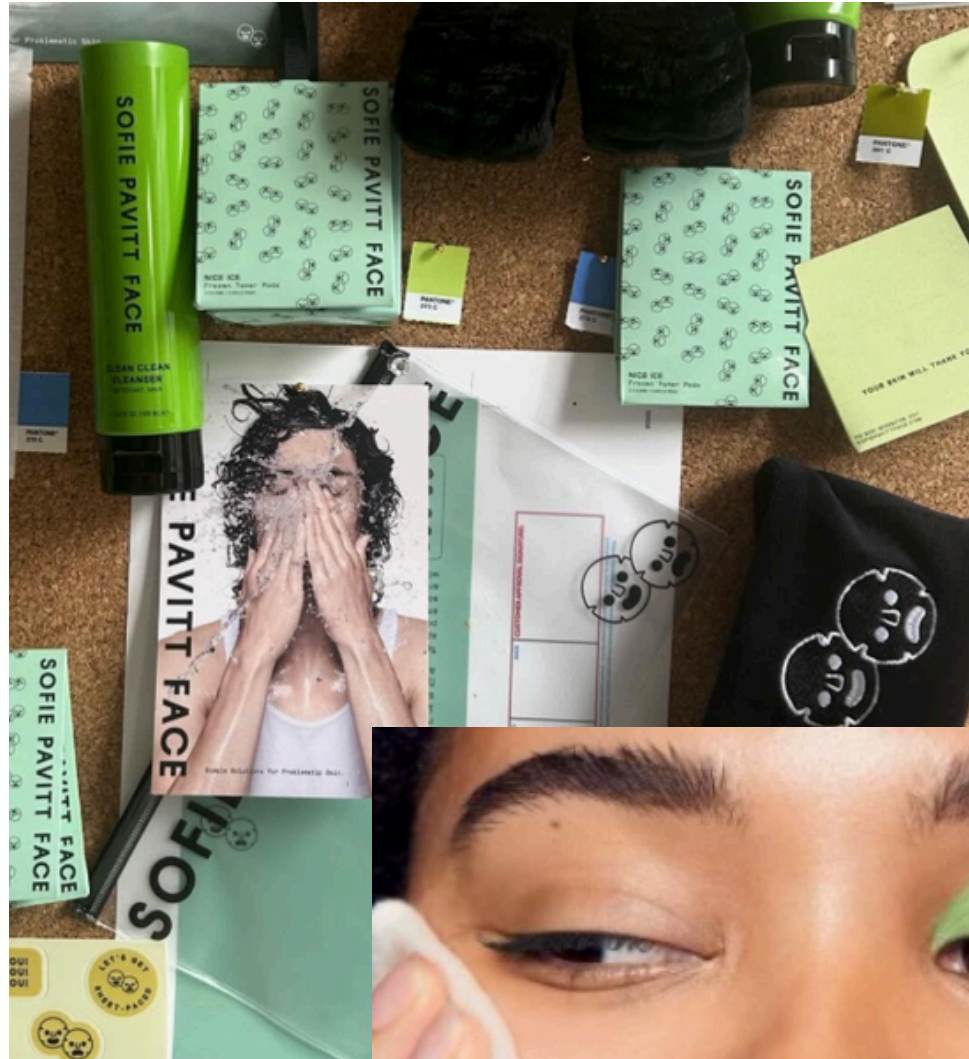
3 AUTHENTIC + UNIQUE

4 TRUE SOFIE PAVITT FAN

5 LOYAL PERSONAL FAN BASE

6 CREATIVE + INNOVATIVE IDEALS





## “FRESH FACES”

How Does It Work?

1. Join The Crew  
Apply now and claim your spot!
2. Receive Product  
We'll keep you in the loop on everything new and exciting at Sofie Pavitt Face.
3. Post & Share  
Tell your community why you love our product!
4. Get Rewarded  
Make 10% commission on each sale you drive.





## FRESH FACES

### BRAND EDUCATION

- Virtual webinar or workshop introducing ambassadors to the Sofie Pavitt Face brand story, philosophy, and hero products
- Product knowledge guides outlining product ingredients, formulation benefits, usage instructions, and clinical backing
- Access to a brand style guide detailing visual and messaging guidelines, hashtag strategies, and brand tone



## Ambassador Tiers

1

Key Opinion Leaders (KOLs) / Macro-Influencers  
Larger following to drive broad awareness

2

Micro-Influencers / Creators with Niche Expertise  
Smaller but loyal followings for authenticity and deeper engagement

3

Nano-Influencers / Brand Fans  
Passionate community members who can generate user-generated content and  
relatable testimonials

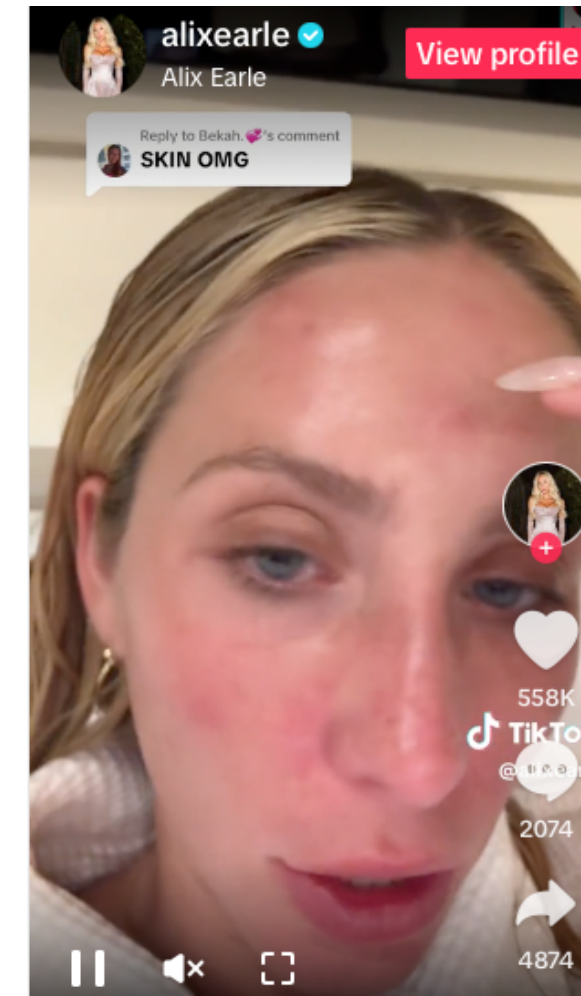


# 2025 CONTENT CREATOR STRATEGY | AMBASSADOR SUGGETIONS

Alix Earle (@alixearle on TikTok, @alix\_earle on Instagram)

## AUTHENTIC + UNIQUE

Alix is known for her Get Ready With Me style videos and has become an advocate for acne awareness online, sharing her own personal struggle with acne.



3.7 M IG  
7.1 M TT



2025 CONTENT CREATOR STRATEGY | AMBASSADOR SUGGETIONS

Liz Claire (@prettyprogress23 on TikTok and Instagram)

**SKINCARE ENTHUSIAST**

Claire's content focus is on confidence. She encourages followers to understand it takes work and shares her skincare tips for feeling good in your own skin.



111 K IG  
26.5 K TT

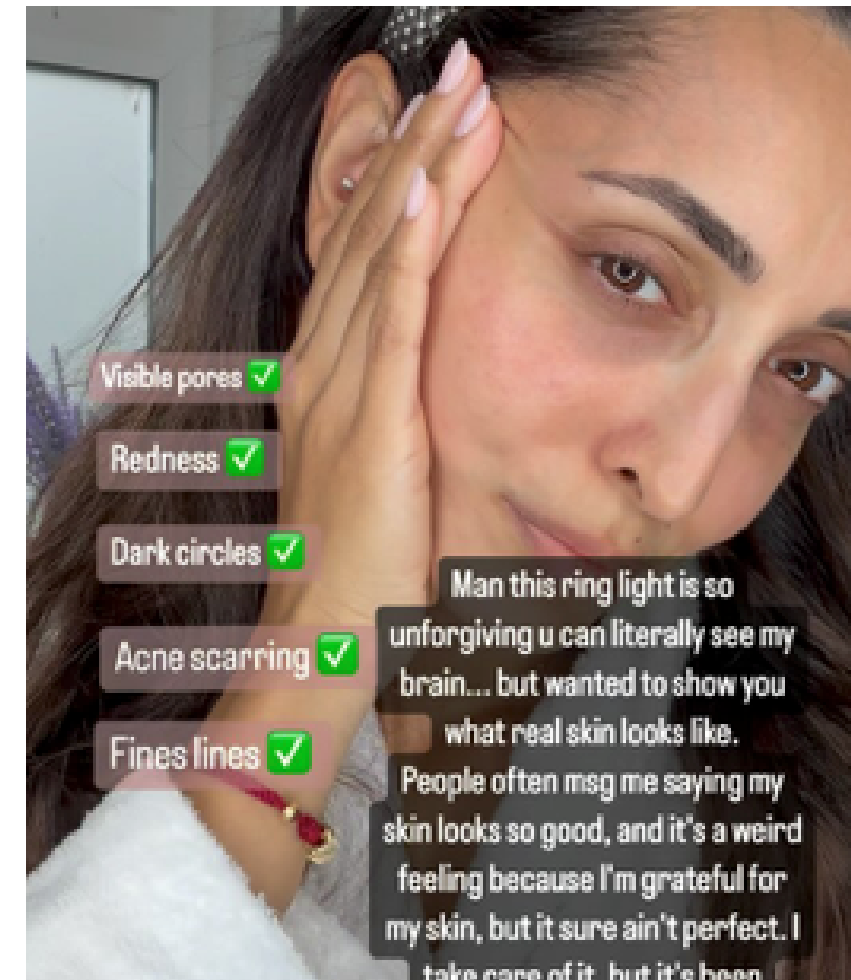
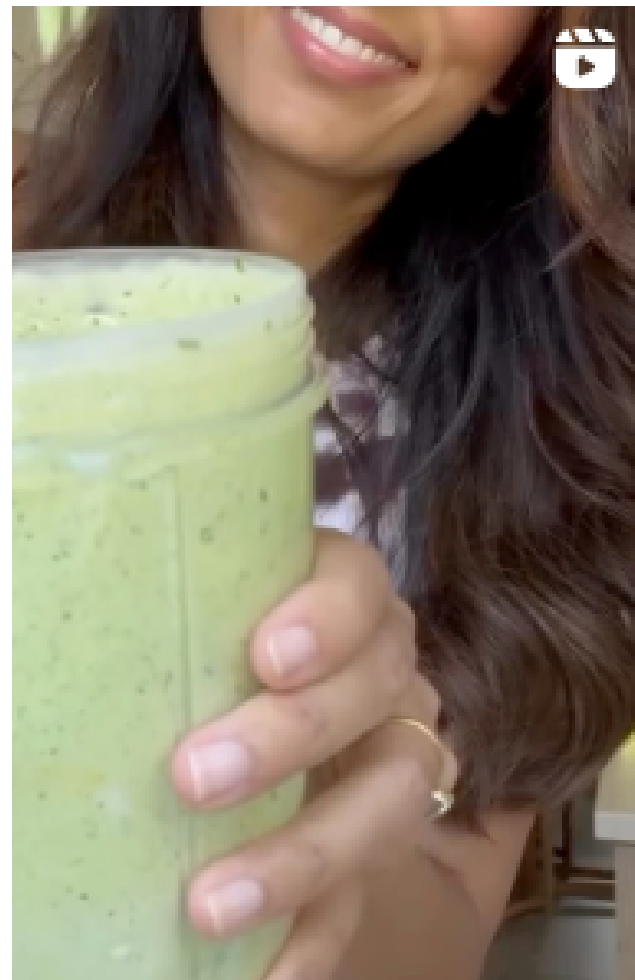


## 2025 CONTENT CREATOR STRATEGY | AMBASSADOR SUGGETIONS

Pyal Patel (@drpyal Instagram and @theblushingdoc on TikTok)

### STRONG KNOWLEDGE

Pyal is a Dermatologist GP doctor. She shares her skincare knowledge on social and teaches that skincare results can be supported through diet - which is highly supported by Sofie Pavitt ideals.



253 K IG  
32.5 K TT



# 2025 CONTENT CREATOR STRATEGY | INFLUENCER SEEDING STRATEGY

**Prior to all 2025 Sofie Pavitt product launches and brand campaign start dates, a strategic influencer seeding plan will be drafted and shared under these guidelines..**

## CONCEPT

Brand identity in-depth  
Launch concept/campaign outlined  
Key goals outlined

## DELIVERABLES

Specific deliverables outlined - What we want to see from the influencer!  
Be sure to describe what their content should highlight and provide specific platform and post requirements relevant to the product launch/brand campaign messaging

## POST GUIDELINES

Keep content original and creative. Use storytelling to engage your followers and encourage conversation.

Capture your content in an environment natural to you and your interests, and make sure the background is on brand and not cluttered.

Ensure content is captured in high quality, with no beauty filters.

Use trending formats and transitions to elevate your content.

Use copyright free sounds from the commercial library on IG and TT

## CAPTION GUIDANCE

Ask influencers to include the required relevant tags

Provide the goal of the caption and ask creators to make it authentic to their channel while staying relevant. All captions will need to be approved prior to go-live date.

## NEXT STEPS OUTLINED

Share a clear timeline for receiving your products, Content creation, Content review and going live

Provide a clear brand point of contact for any questions

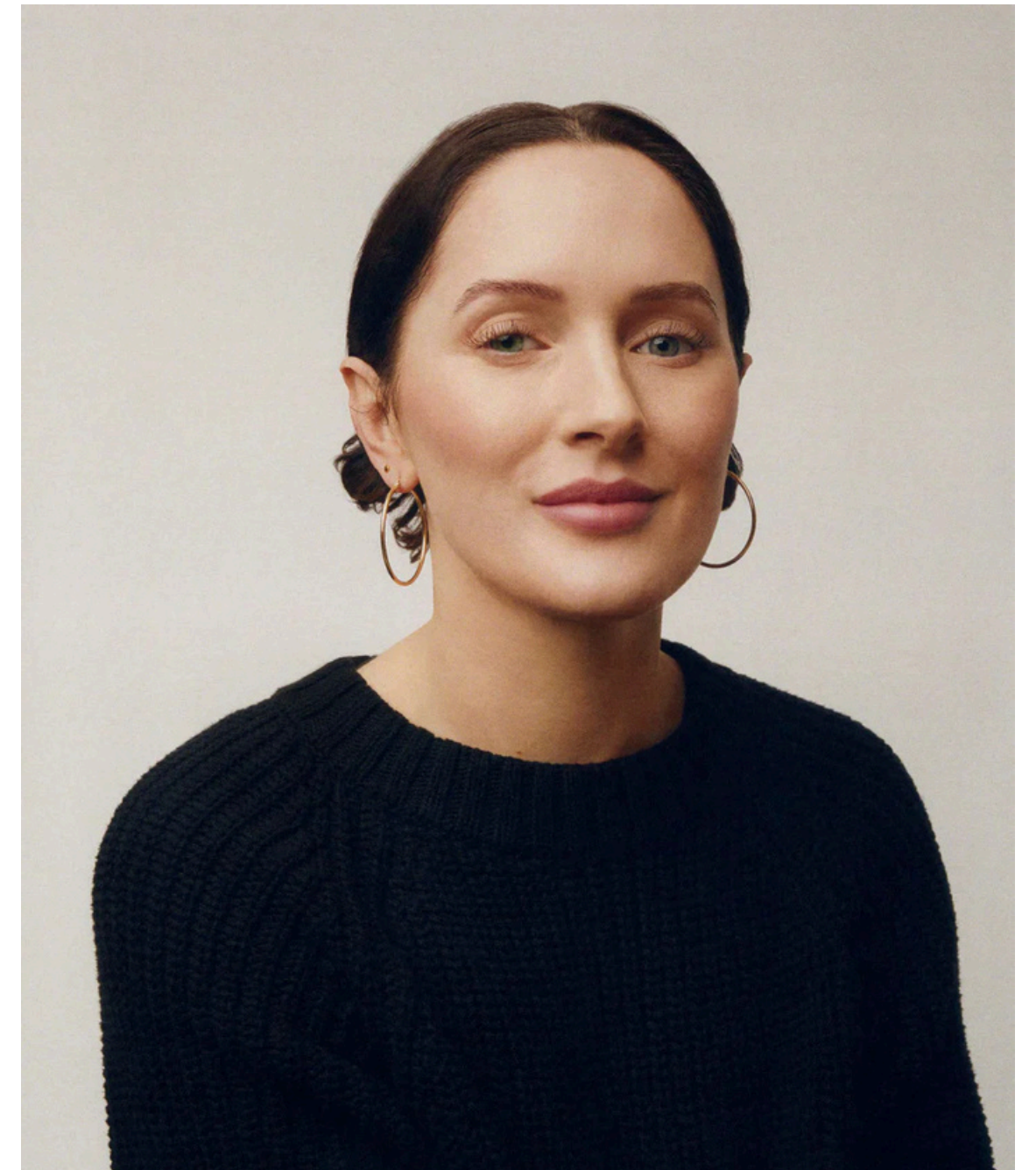




### OUR PHILOSOPHY

Sofie Pavitt is a New York-based skincare expert and licensed esthetician rethinking the way to care for problematic skin.

Sofie Pavitt Face is Sofie's bespoke line of skincare products that brings her customized approach out of the studio and onto top shelves. The collection is an intentional edit of products designed to minimize needless steps and maximize real results.



# 2025 CONTENT CREATOR STRATEGY | EVENT INFLUENCER STRATEGY

Prior to all 2025 Sofie Pavitt branded events, a strategic influencer content plan will be drafted under these guidelines..



## Dedicated Content Creation Zones

Visually appealing backdrops, product demonstration stations, and interactive installations where creators can capture photos, TikToks, Reels, and Stories

Well-lit areas for product close-ups, and offer props or styling elements aligned with campaign/product launch

## Live Content Opportunities

Live Q&A session with founder Sofie Pavitt and key ambassadors - Encouraging creators to livestream or post in real-time

Host mini-workshops or product tutorials that creators can film and share immediately or as stories

## Branded Hashtags & AR Filters

Custom AR filter or lens for Instagram/Snapchat that creators and attendees can use, aligning the product's theme

Specific launch hashtag across signage and materials to unify event coverage

## Creative Freedom With Framework

Providing creators with a mood board or style guide for visual consistency and encouraging them to bring their unique storytelling angle

Suggesting content types: unboxing, product application demos, behind-the-scenes views, interviews, reaction videos, and "day-in-the-life" event recaps



# 2025 CONTENT CREATOR STRATEGY | EVENT INFLUENCER STRATEGY

## **Team Support**

On-site representatives assisting creators in handing products, providing talking points, and coordinating interviews

## **Follow-Up Content Releases**

Encourage creators to post deeper reviews or testimonials after the event once they've had time to test the product further

Provide attendees with professional event photography

## **IGTV/YouTube Recaps & Blog Features**

Partner with select influencers to create longer-form content such as a YouTube review, an IGTV skincare routine featuring the new product

## **Share UGC on Brand Channel**

Curate the best creator content to feature on the brand's Instagram Stories, website, or newsletters

Tag creators when resharing to drive further engagement

## **Analytics Setup**

Provide each creator with unique tracking links or discount codes to measure direct conversions

Use social listening tools to monitor brand mentions, sentiment, and the launch hashtag performance

## **Post-Campaign Review**

Compile metrics: top-performing posts, engagement spikes, referral traffic, conversions  
Gather feedback from creators

## **Maintain Creator Relationships**

Send thank-you notes and possibly a small gift to show appreciation for their coverage

Consider adding top-performing creators into a longer-term ambassador program, offering early access to future launches or exclusive brand experiences



## KEY LEARNINGS

### AUTHENTICITY IS KEY

The importance of choosing to work with influencers that align with brand values ultimately pays off. Outlined brand values and influencer traits should always measure up to final goals.

### LESS CAN BE MORE

When planning, decide what will be most influential in achieving final year goals. Smaller campaigns, events, etc. can often go a long way and even do more for your brand in the long run. The same theory applies to influencers with small followings. Pay attention to passionate people who truly care for your brand. This resonates, especially with a Gen Z audience.

### CLASS IS IN SESSION

Emsure to equip influencers with as much detail and knowledge as possible on product and brand. The more they can understand, the better chances consumers will resonate with our story to build loyalty.

