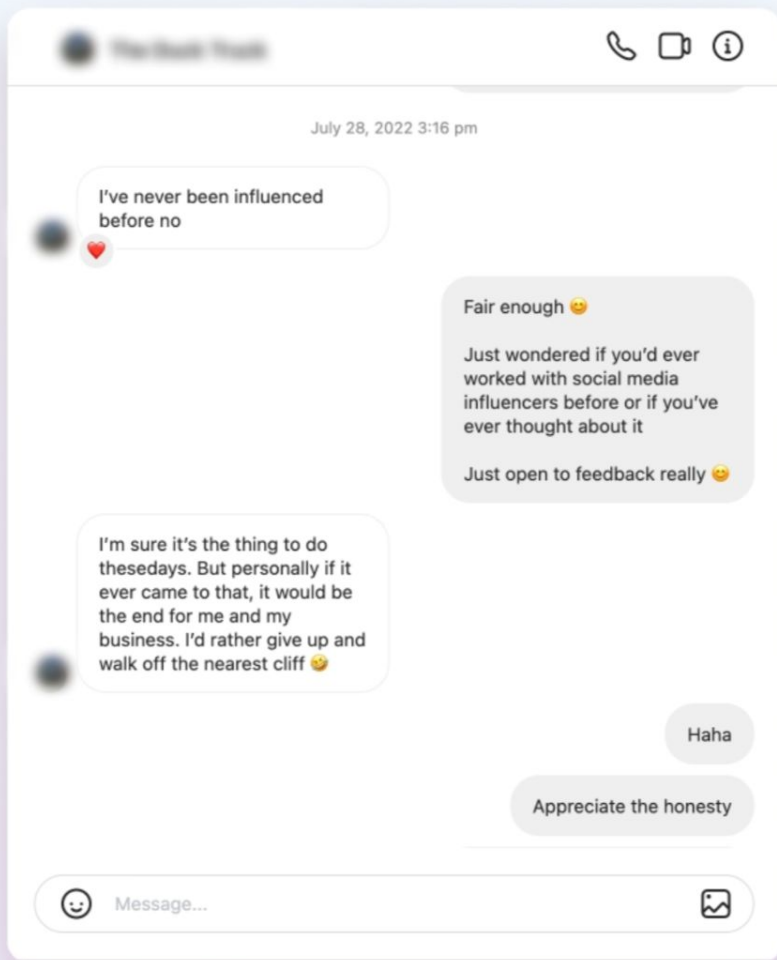


**Please welcome Michael Radley
from Nibble**

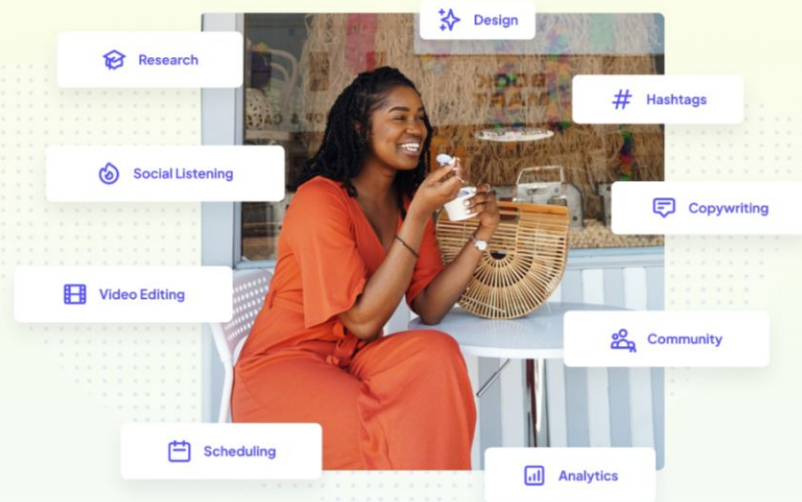




'Tis the season to be jolly

Why it's time to take influencers seriously

- Trusted recommendations
- Engaging content
- Large audience
- Great content takes time



Marketing ROI you can measure

81%

people have visited a restaurant
promoted by influencers they follow

[view source](#)

11x

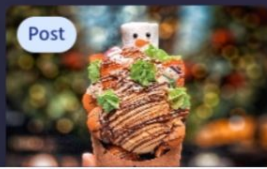
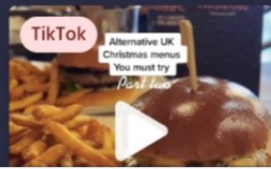
more effective than traditional
restaurant marketing channels.

[view source](#)

0.075p

per impression through influencer
networks

[view calculator](#)



Token' around the xmas tree

You've worked hard on everything that goes into your Christmas campaigns. Show it off.

Social media has become as much about the experience as it is about the food.

Let them tell reel-y good stories

But we noticed a problem..

Marketing teams are stretched. Budgets are tight.

Hours are wasted each week reaching out to influencers and following up. Agencies can help but it's an expensive manual process.

Return on investment is hard to measure.

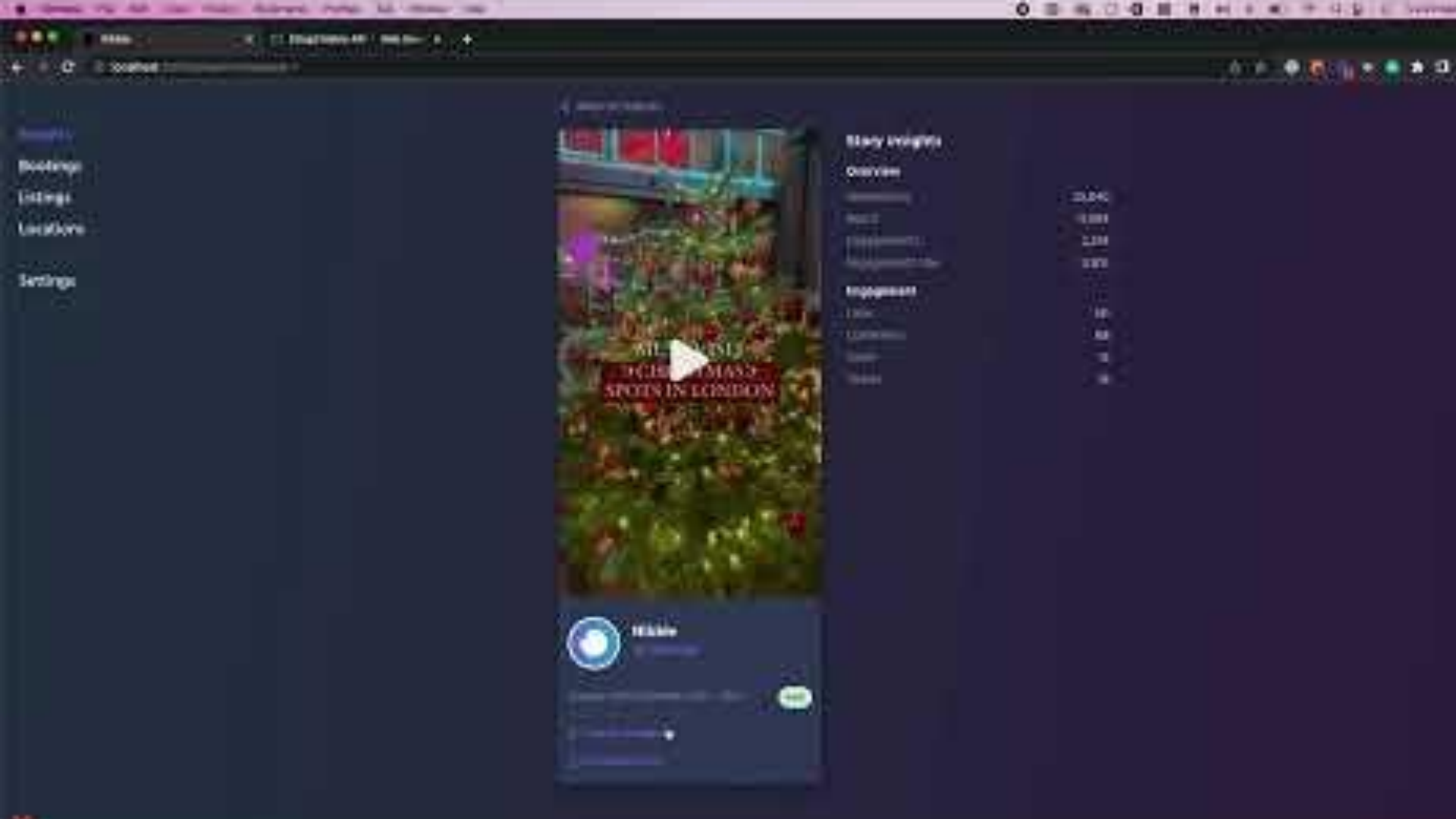
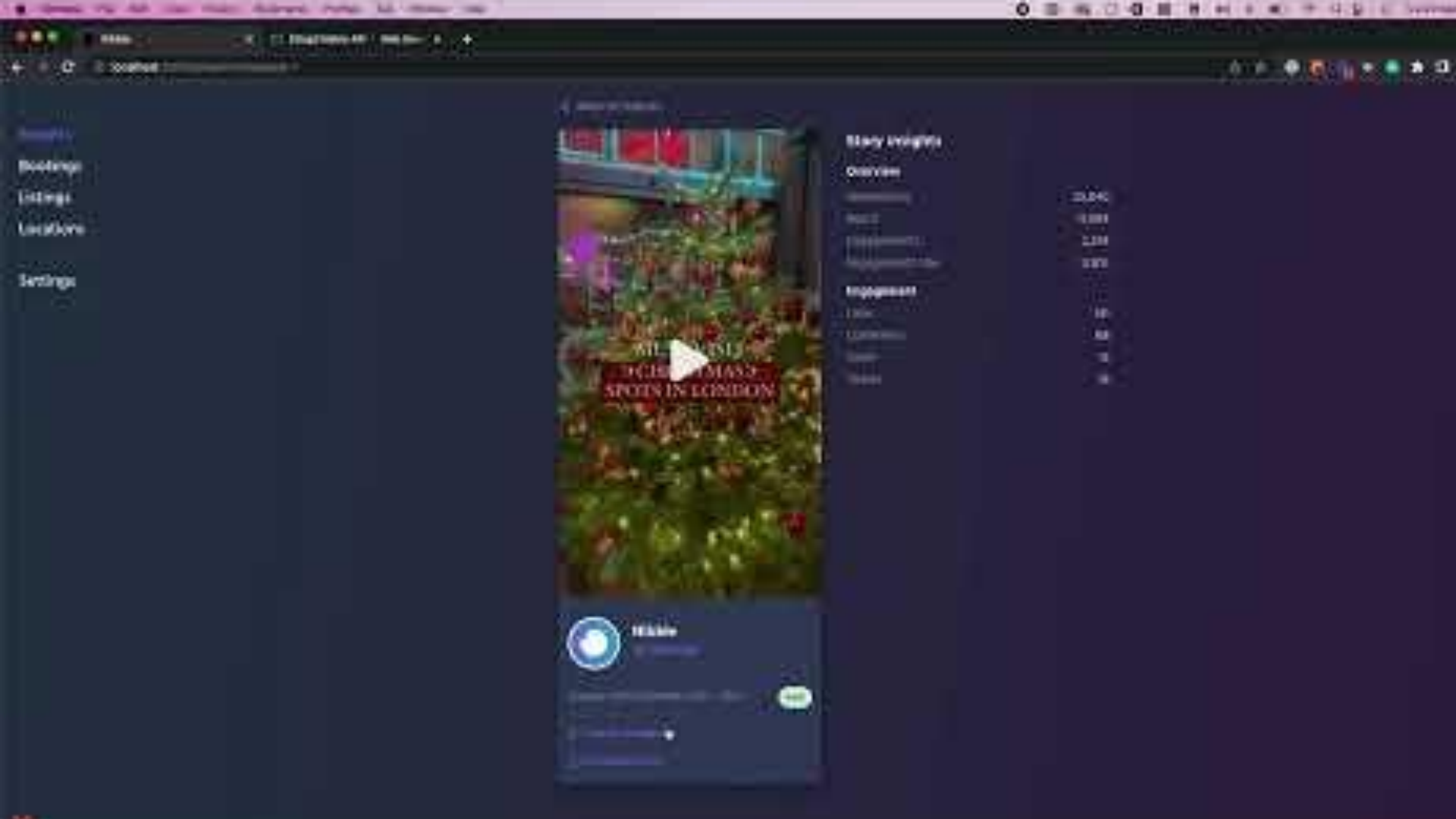


Hi Michael,

Thanks for getting back to me. Unfortunately we don't take weekend bookings and unfortunately they are short staffed so getting booked up more quickly than usual. Can you do w/c 9th August?

Best,

Hollie



Influencers aren't just for Christmas



Active

Oktoberfest

7	23	671,727
Locations	Bookings	Combined reach

Scheduled

Halloween

Starts in 18 days

7	-	-
Locations	Bookings	Combined reach

Scheduled

Christmas

Starts in 2 months

7	-	-
Locations	Bookings	Combined reach

Scheduled

Veganuary

Starts in 3 months

7	-	-
Locations	Bookings	Combined reach



www.nibbleapp.com