

This “Offshore IA” model is helping ecommerce brands get influencers posting about them for 1/10th the cost

While everyone is stuck because it “takes too much time” you simply automate your influencer efforts without huge agency fees or in-house hiring

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Who is this for?

Building an ecommerce brand from the ground-up is not easy. You have too much on your plate right now.

Plus, paid marketing is getting expensive.

Your CAC on Facebook ads keeps shooting up 

It's hard to get a decent ROAS.

You wonder how this scales and takes you to the level you want to be at.

Paying for ad space is like building your home on rented land. You are subject to the whims of big-tech.

And then you see all your favorite ecom thought leaders, operators, and other successful founders say how influencer marketing is a “must have” channel for 2024.

This sounds good but...

With everything else going on, **you just don't have the time, the team, or the expertise needed to build an influencer program** in your business.

Hiring in-house is expensive, especially without testing if influencers will even work for you.

Your only option seems to be agencies that cost \$7500 per month, minimum! 😬

You can maybe afford it but it's not the most wise investment.

So what now?

Well... that's exactly why we came up with this **Automate Program**.

If you want to get influencers and know the impact they can have on your brand, then the Automate program is just the fuel you need to put into your brand to win.

How? Keep reading...

After having worked with 250+ brands and helping them scale their programs to 100's of influencers each, we know what works and what doesn't with influencer marketing.

The 3 keys to crack for success

 **ICP** → Who is the ideal influencer specifically for your brand?

 **Compelling Creator Offer** → What do you offer them so they can't refuse?

 **Predictable Process** → How does this process repeat itself week after week?

Once you figure these 3 fundamentals, there is nothing stopping you from scaling your influencer program and getting dozens of influencers posting about you each month!

What would 10 influencer posts every week by influencers who your customers follow mean for your brand?

The Problem with agencies:

- The main value with agencies is the expertise they have managing campaigns for multiple brands.
- This expertise helps initially, but you never build it into your company.
- You keep paying a 5-figure monthly retainer, for no enterprise value or knowledge added to your brand.

The Problem with hiring in-house:

- If influencers aren't a proven channel yet, it doesn't make sense to hire a full-time US-based manager to run it.
- If you hand it off to someone on your team who doesn't have experience with influencers, they might not be able to do the best practices that would make this program work for you.

This Automate Program combines the best of both worlds:

- You get access to our expertise having worked with 200+ brands on their influencer programs.
- You get to work with an offshore experienced influencer marketer who already has worked with similar brands before.
- You don't have to spend your time training, onboarding, and checking progress - we do that for you!

Sounds good? [Book your spot here >>](#)

( If the link says "Invalid", that means the 4 spots for this month have run out. Message us directly to be added to the waitlist for next month)

We only do this for 4 brands each month right now given our internal bandwidth.

Want to talk before you invest? [Request a meeting >>](#)

If you see how SARAL Automate is the smartest way right now to build an influencer program from scratch, here's exactly what you get:

💖 What do I get with this Accelerate program?

- \$500 off on [SARAL](#)! (otherwise \$4500/qtr)
- A **ready-made system** for influencer marketing placed into your brand without any effort
- A list of **500 curated “ICP” (Ideal Creator Profile) influencers** for your brand
- A **“Compelling Creator Offer”** that motivates your ICP to work with you over competitors (for commission-only)
- **Multi-Touch Outreach Sequence** that makes influencers respond to your outreach
- A no-brainer **repeatable system** to get products in the hands of influencers
- A **content follow-up automation flow** that makes sure influencers post about you
- We’ll **find, hire, and train an offshore Influencer Assistant** for you who will manage this program for you
- A **weekly reporting system** so you can stay on top of the key KPIs every week
- **Slack consulting access** to the SARAL team for unlimited ongoing consulting.

TLDR: We’ll set up everything you need to succeed with influencers AND set up a process that the manager (whom we find, train, and coach) can run in a few hours every week.

👁️ Who else has this worked for?

17 brands, of varying sizes, have gone through our process over the last ~4 months. They have set up a recurring, semi-automated process to get influencers talking about them. Some of them are linked below (we’ll let the tagged posts do the talking)

Some of them include [Motiv8](#), [Cooloo](#), [Surreal](#), [FreshPickle](#), [Corvive](#), and more...

What results should I expect, by when?

- It takes two weeks for us to implement this system for you (find, hire, place a manager, find influencers, etc.)
- Start sending products to influencers in 2-3 weeks
- Get your first few posts inside the first month!
- Your IA (Influencer Assistant) keeps running the process weekly
- Shortlist good UGC from influencers and re-use on ads and organic social
- Generate your first \$500+ in affiliate sales within ~45-60 days.
- Higher awareness levels for your products, people just “happen to know” you
- Lower CPA on your Facebook and TikTok ads starts. Your ROAS looks better.

How much does this cost?

With this being a recurring value to your brand, we wanted to make this a recurring fee. But staying true to our mission to be the most brand-friendly influencer software company in the market,

The SARAL Automate program is a **one-time investment of \$2500** into your business.

You pay your influencer manager separately (usually around ~\$400 per month), we don't take a % off that.

That means, you invest \$2500 one-time to jumpstart this, followed by a personnel fee of \$400/mo and software fee after that.

Agencies would charge \$7500/mo or higher for the same outcome, you get it for \$2500 (once) + \$900/mo.

This is by far the most cost-effective way to build your influencer marketing program.

If that sounds good, [**book your spot here >>**](#)

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👉 PS: We do slack consulting and set up **weekly reporting** with your SARAL Influencer Assistant to ensure you make progress. So you pay one-time but reap benefits forever!

⚡ Manager Guarantee: If your IA doesn't work out for some reason in the first 45 days, we have a **100% replacement guarantee**. We'll place another person for no-cost!

What exactly happens once I pay?

1. Once you book, we'll tap into our talent pools and vetted network to find the perfect people for you
2. We'll do the vetting and interviews for you.
3. You hop on 10 minute calls with the top 2-3 candidates to do a final check
4. We'll onboard them, train them on SARAL, and set up a weekly reporting cadence for you
5. We start the process of getting you influencers!

Some FAQs:

1. How much will it cost?

The SARAL Automate program is a *one-time investment* of \$2500 into your business for hiring, training, and onboarding an influencer expert. Followed by ongoing consulting! (for the same value as \$10,000/mo agency retainers)

2. How much will I have to pay them?

A good influencer marketer whom we place would cost you \$300 - \$500 per month.

3. How much will you be involved after this?

Very much! We'll share insights and learnings from our work with other brands + my previous agency experience. This will give your influencer expert the proper direction to execute and actually get results.

We'll be monitoring weekly metrics and doing monthly progress check-ins too!

4. What if the person doesn't work?

We've never had to replace anyone. But we offer a 100% replacement guarantee on the placement. If they don't work out for you, we'll get someone else for you at no-cost!

If avoiding 10's of \$1000's per month in agency retainers, getting an unfair edge with overseas talent to build an in-house influencer program sounds good, let's work together:

[Book your spot here >>](#)

If you want to speak with us before proceeding, [request a meeting here >>](#)