



OCD-STUDIOS DESIGN

MEASUREMENT Plan

INFLUENCER & BRAND AMBASSADOR PROGRAM
PUSHING CREATIVE BOUNDARIES. NO RULES. NO LIMITS

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Welcome / Narrative

Hello, my name is Charles Spady, founder of OCD-STUDIOS DESIGN.

Our mission is simple but powerful: Pushing Creative Boundaries. No Rules. No Limits.

Today, I'll be presenting a measurement plan for our Influencer and Brand Ambassador Program, showing how we'll track, optimize, and scale impact directly tied to business growth.

This presentation covers the full journey: from broader business goals to specific SMART marketing objectives, the audiences we're targeting, the program's timeline, optimization strategies, tracking tools, KPIs, and finally, the budget and next steps.

Why This Matters:

OCD-STUDIOS DESIGN is presenting a plan that transforms influencer outreach into a measurable growth engine. By tying creativity directly to metrics, the program ensures that campaigns are not just visually engaging but also accountable to ROI. This builds confidence with executives that every initiative has a clear, trackable purpose.

Broader Business Goals (Exec-Level)

- Grow revenue by acquiring 25 new clients and securing 3–5 retainers.
- Lower CAC by shifting from expensive paid ads to performance-driven word of mouth.
- Increase qualified demand — raise site traffic by 50% and improve CVR from 2.5% → 5%.
- Strengthen brand equity and awareness in Las Vegas and adjacent markets.

Why This Matters:

These goals anchor the entire program. Revenue growth ensures sustainability, lower CAC proves efficiency, increased demand validates brand resonance, and stronger equity positions OCD-STUDIOS as a creative leader in Vegas and beyond.

SMART Goals (Marketing-Focused)

- Drive a 20% lift in sessions from influencer/ambassador links within 6 months.
- Generate 500 qualified leads (emails, SMS opt-ins, RSVPs) within 9 months.
- Achieve a 12% average engagement rate on creator posts by end of Q3.
- Deliver \$25,000 in tracked revenue from unique ambassador codes within 12 months.

Why This Matters:

Each SMART goal is measurable and time-bound. Traffic fuels awareness, leads capture interest, engagement validates message-market fit, and tracked revenue ties influencer activity directly to ROI.

Audience Definition

- Primary Audience: Vegas small business owners, entrepreneurs, and professionals (28–45).
- Secondary Audience: Young professionals, socially conscious consumers (22–35).
- Key Platforms: LinkedIn for credibility, Instagram for visual storytelling, TikTok for cultural relevance.

Why This Matters:

Clear audience targeting prevents wasted spend. The primary group connects directly to client acquisition, while the secondary group builds long-term cultural reach. Aligning platform choice ensures OCD-STUDIOS meets audiences where they are most active.



Program Timeline (18 Months)

- Months 1–2: Recruit and contract 10–15 micro-influencers.
- Months 3–6: Launch campaigns, track engagement, and optimize content.
- Months 7–12: Renew partnerships, repurpose top-performing content, expand platforms.
- Months 13–18: Scale through evergreen assets and long-term partnerships.

Solutions:

This phased rollout proves discipline and adaptability. Early phases test and validate, mid-phases optimize and expand, and later phases scale. Executives see the program is structured for longevity, not one-off results.

Optimization Strategies

- **SEO & Content:** Creator case studies, backlink growth.
- **Paid Media:** Retargeting + geo-targeting top-performing posts.
- **Social Media Consistency:** Reels, TikTok, branded templates.
- **Funnel Optimization:** A/B testing, strong CTAs, email drip campaigns.

Solutions:

This multi-pronged approach ensures campaigns are always improving. SEO builds long-term visibility, paid media ensures immediate lift, social consistency strengthens engagement, and funnel testing increases conversions.

Measurement Tools (Tracking Stack)

- **Google Analytics 4:** Traffic and conversions.
- **Mailchimp:** Email growth, CTR, segmentation.
- **Hootsuite:** Engagement tracking, scheduling, sentiment.
- **WordPress + Salesforce:** Landing pages, promo codes, coupon redemptions.

Why This Matters:

Executives want accountability. Together, these tools provide full-funnel visibility, from first click to final purchase. No blind spots, no guesswork.

KPI Dashboard

Metrics Shown:

- **Sessions +50%**
- **Avg. session duration → 3.5 minutes**
- **Lead forms ↑ 35%**
- **Retainers: 3–5 clients**

Why This Matters:

Dashboards turn raw data into executive clarity. This KPI board avoids vanity metrics and focuses on growth signals: longer sessions, more leads, and retainer wins.

Budget Overview (\$60,000)

- **50% Paid Media:** Only on proven-performing content.
- **25% SEO & Content:** Long-term brand equity.
- **16.7% Social & Motion:** Consistent creative output.
- **8.3% Analytics:** Tracking tools for accountability.

Why This Matters:

The budget proves fiscal discipline. Each dollar is assigned to areas with measurable ROI, balancing short-term results with long-term growth equity.



Capital Stage Alignment

This program aligns directly with the customer journey:

- Influencers drive awareness and build trust.
- Storytelling and UGC spark consideration.
- Promo codes and CTAs fuel conversions.
- Evergreen content and partnerships drive retention.

Solutions:

By mapping influencer efforts to each funnel stage, OCD-STUDIOS ensures influencers generate more than impressions — they generate lifetime customer value.

Conclusion & Next Steps

This plan delivers three strengths:

1. **Aligned Impact:** Creators tied directly to revenue, CAC reduction, and brand equity.
2. **Clear Metrics:** Every SMART goal linked to measurable KPIs.
3. **Scalability:** Weekly, monthly, and quarterly cadence ensures agility.

Next Steps:

- Finalize contracts in Q3 2025.
- Launch pilot in Q4 2025.
- Scale program in 2026 with ROI-driven creators.

Why This Matters:

Executives can trust this program is structured for growth, measurable in its impact, and adaptable over time.

Final Statement

Our marketing plan positions us for success with our clients at OCD-STUDIOS DESIGN.

“Pushing Creative Boundaries. No Rules. No Limits.”

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