

# Influencer & Content Strategy

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By: Lila Albright



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# Topics of Discussion

- I. Instagram Influencers
- II. TikTok Influencers
- III. Content Ideas
- IV. Trends & Insights

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# Instagram Influencers

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# Alex Jean Glover - Instagram Influencer



## Handles

Instagram: [@alexjeannnn](https://www.instagram.com/alexjeannnn)

TikTok: [@alexjeannnn](https://www.tiktok.com/@alexjeannnn)

Age	22
University	SMU Volleyball '24
Occupation	Social Media Freelancer
Location	Dallas, TX
Instagram/TikTok Followers	54.6k/63.6k
Avg. Instagram Engagement Rate	3.01%
Avg. Likes	1,948 likes
Avg. Comments	59 comments

## Existing Partnerships



## Content Focus



Volleyball



Lifestyle



Beauty

## Content Examples



## Value Proposition

- ✓ Former collegiate level athlete with a platform that focuses on health and wellness
- ✓ Partners with local spa and wellness destinations in Dallas for recovery and relaxation

\* Link to influencer's page is embedded in Instagram and TikTok handles  
 \* Click on the content example images or arrows to view the embedded videos

# Ashlynn Neumayer - Instagram Influencer



## Handles

Instagram: [@ashneufit](#)

TikTok: [@ashneufit](#)

Age	24
University	Texas Tech University '22
Occupation	Social Media Specialist
Location	Dallas, TX
Instagram/TikTok Followers	27.5k/42.8k
Avg. Instagram Engagement Rate	4.62%
Avg. Likes	1,262 likes
Avg. Comments	29 comments

## Partnerships



## Content Focus



Recipes



Satire



Fitness

## Content Examples



## Value Proposition

- ✓ Creates content that resonates with the Gen-Z audience
- ✓ Existing fitness, health, and food partnerships in the Dallas area

\* Link to influencer's page is embedded in Instagram and TikTok handles  
 \* Click on the content example images or arrows to view the embedded videos

# Christian Trahan - Instagram Influencer



## Handles

Instagram: [@christiantrahan](#)

TikTok: [@christiantrahan](#)

Age	22
University	Southern Methodist University '24
Occupation	Cheer and Pom Team
Location	Dallas, TX
Instagram/TikTok Followers	33.3k/74.8k
Avg. Instagram Engagement Rate	5.40%
Avg. Likes	1,785 likes
Avg. Comments	18 comments

## Partnerships

VACAY  
SWIMWEAR



## Content Focus



Cheerleading



Fashion

## Content Examples



## Value Proposition

- ✓ Reaches a niche crowd in the Dallas area
- ✓ Former collegiate level athlete with a platform that focuses on cheerleading
- ✓ Currently partnered with only a few brands; potential for WorldSprings to be his primary focus

\* Link to influencer's page is embedded in Instagram and TikTok handles

\* Click on the content example images or arrows to view the embedded videos

# Makayla Lacy - Instagram Influencer



## Handles

Instagram: [@Makaylala](#),  
[@makingmakayla](#)

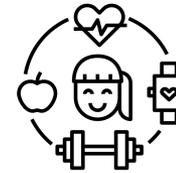
TikTok: [@makaylamnl](#)

Age	20
University	The University of Texas at Dallas
Occupation	Podcast Host of 'Making Makayla'
Location	Dallas, TX
Instagram/TikTok Followers	16.3k/23.4k
Avg. Instagram Engagement Rate	0.19%
Avg. Likes	N/A
Avg. Comments	33 comments

## Existing Partnerships



## Content Focus



Lifestyle



Wellness

## Content Examples



## Value Proposition

- ✓ Strong presence in the Dallas market, through her podcast with local influencers and health experts
- ✓ Experience in hosting wellness events like Balance & Bloom

\* Link to influencer's page is embedded in Instagram and TikTok handles

\* Click on the content example images or arrows to view the embedded videos

# Preston Stone - Instagram Influencer



## Handles

Instagram: [@preston\\_stone](https://www.instagram.com/preston_stone)

Age	22
University	Southern Methodist University
Occupation	SMU Football Quarterback
Location	Dallas, TX
Instagram Followers	15k
Avg. Instagram Engagement Rate	10.80%
Avg. Likes	1,804 likes
Avg. Comments	40 comments

## Existing Partnerships

**POWERADE**



**CHAMPIONS FOR LITERACY**



**STEVE MADDEN**

Content Focus



Football



Fashion

Content Examples



Value Proposition

- ✓ Audience includes athletes in the Dallas area and beyond
- ✓ Very involved in the Dallas community (i.e. Champions for Literacy to host a Skills Camp for Dallas youth)

\* Link to influencer's page is embedded in Instagram handle

\* Click on the content example images or arrows to view the embedded videos

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# TikTok Influencers

I. Instagram Influencers

**II. TikTok Influencers**

III. Content Ideas

IV. Trends & Insights

# Katelyn Shankle - TikTok Influencer



## Handles

TikTok: [@katelynshankle](https://www.tiktok.com/@katelynshankle)

Instagram: [@katelynshankle](https://www.instagram.com/katelynshankle)

Age	23
University	Texas A&M '23
Occupation	Development Director
Location	Dallas, TX
TikTok/Instagram Followers	21k/2.6k
Avg. TikTok Engagement Rate	21.25%
Avg. Likes	250.7 likes
Avg. Comments	8.2 comments

## Existing Partnerships



PRINCESS POLLY

## Content Focus



Food Reviews

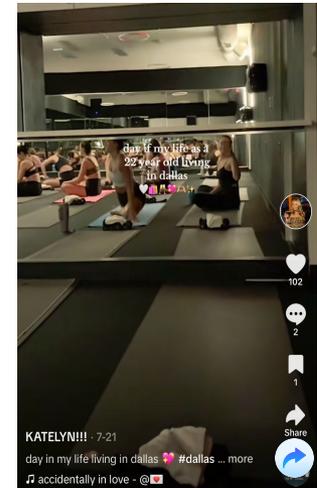


Lifestyle



Fashion

## Content Examples



## Value Proposition

- ✓ Shopping haul and food review content that fosters a genuine connection with her audience
- ✓ Highlights trending Dallas restaurants and lifestyle, appealing to a trend-focused audience

\* Link to influencer's page is embedded in Instagram and TikTok handles

\* Click on the content example images or arrows to view the embedded videos

# Haleigh Weaver - TikTok Influencer

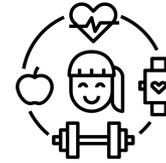


## Handles

TikTok: [@haleighweaver5](https://www.tiktok.com/@haleighweaver5)

Instagram: [@haleigh\\_weaver](https://www.instagram.com/haleigh_weaver)

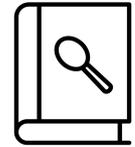
## Content Focus



Lifestyle



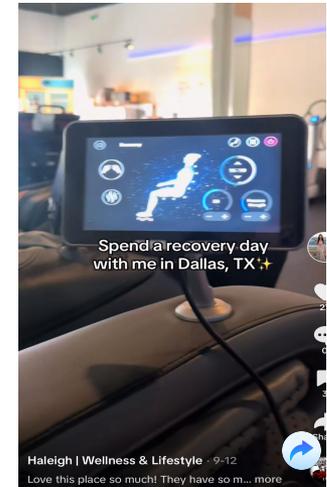
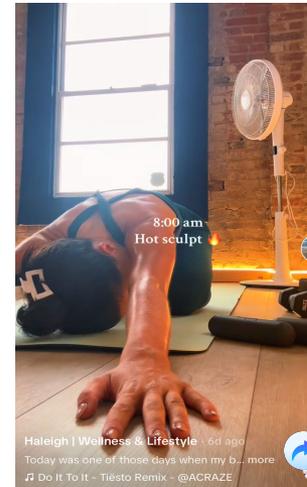
Wellness



Recipes

Age	23
University	University of Oklahoma '23
Occupation	LTK (LIKEtoKNOW.it) Influencer
Location	Dallas, TX
TikTok/Instagram Followers	38.3k/11.9k
Avg. TikTok Engagement Rate	1.08%
Avg. Likes	59.6 likes
Avg. Comments	2 comments

## Content Examples



## Existing Partnerships



## Value Proposition

- ✓ Content centers on her wellness journey featuring her meals and workout classes
- ✓ “Day in my life” vlog-style content that is relatable and engages the audience
- ✓ Partners with wellness spas in the Dallas area

\* Link to influencer's page is embedded in Instagram and TikTok handles  
 \* Click on the content example images or arrows to view the embedded videos

# Spencer Hogan - TikTok Influencer



## Handles

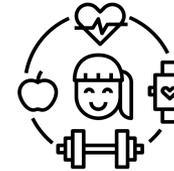
TikTok: [@spencerhogan5](#)

Instagram: [@spencer.hogan.photos](#)

Age	21
University	Southern Methodist University '25
Occupation	Creative Designer for SMU Football
Location	Dallas, TX
TikTok/Instagram Followers	7.9k/15.5k
Avg. TikTok Engagement Rate	97.88%
Avg. Likes	24.5 likes
Avg. Comments	1 comment per video

Existing Partnerships

Content Focus

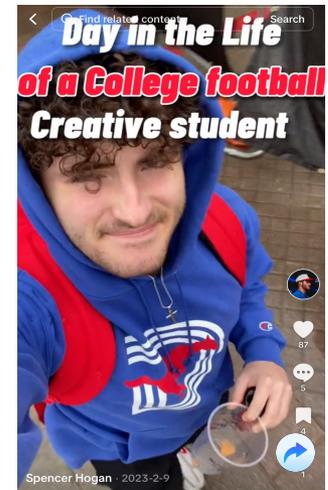


Lifestyle



Graphic Design

Content Examples



Value Proposition

- ✓ Lifestyle content motivates and inspires his audience
- ✓ Specializing in sports graphic design has positioned him as a niche influencer in the Dallas area

\* Link to influencer's page is embedded in Instagram and TikTok handles  
\* Click on the content example images or arrows to view the embedded videos

# Caroline Alvarado - TikTok Influencer

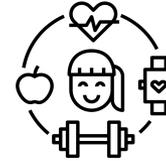


## Handles

TikTok: [@\\_carolinealvarado](#)

Instagram: [@\\_carolinealvarado](#)

Content  
Focus



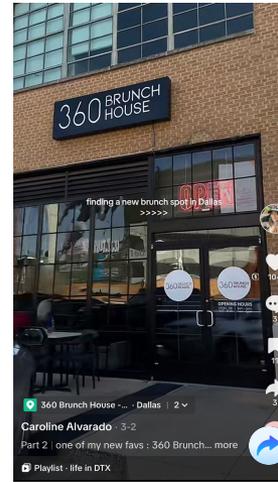
Lifestyle



Beauty

Age	24
University	University of Alabama '22
Occupation	Head of Creative at UGC Factory
Location	Dallas, TX
TikTok/Instagram Followers	90.8k/73.3k
Avg. TikTok Engagement Rate	8.62%
Avg. Likes	189.3 likes
Avg. Comments	2.4 comments

Content  
Examples



Existing Partnerships

L'ORÉAL  
LUXE

KÉRASTASE  
PARIS

Value  
Proposition

- ✓ Strong TikTok presence, with a broad reach within the Dallas community
- ✓ Established her authenticity by creating inspirational and relatable content for career-minded young women

\* Link to influencer's page is embedded in Instagram and TikTok handles  
\* Click on the content example images or arrows to view the embedded videos

# Kate Latkovic - TikTok Influencer



## Handles

TikTok: [@kateglatkovic](https://www.tiktok.com/@kateglatkovic)

Instagram: [@katelatkovic](https://www.instagram.com/katelatkovic)

Age	23
University	Texas Christian University '24
Occupation	Client Success Associate at Gartner
Location	Dallas, TX
TikTok/Instagram Followers	47.5k/5.4k
Avg. TikTok Engagement Rate	18.80%
Avg. Likes	2.7K likes
Avg. Comments	12.3 comments

## Existing Partnerships

backhouse  
FRAGRANCES

MACAJE

## Content Focus

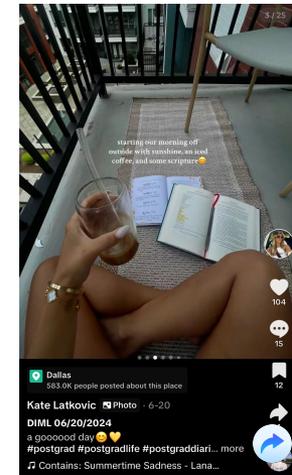


Lifestyle



Faith

## Content Examples



## Value Proposition

- ✓ Content focuses on faith and wellness, supporting a holistic approach to well-being
- ✓ “Day in my life” videos tailored for college graduates, increasing her influence on them

\* Link to influencer’s page is embedded in Instagram and TikTok handles  
\* Click on the content example images or arrows to view the embedded videos

# Sloan Wilson - TikTok Influencer

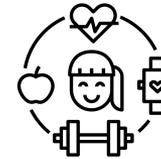


## Handles

TikTok: [@sloanylondon](https://www.tiktok.com/@sloanylondon)

Instagram: [@sloanlondonn](https://www.instagram.com/sloanlondonn)

Content  
Focus



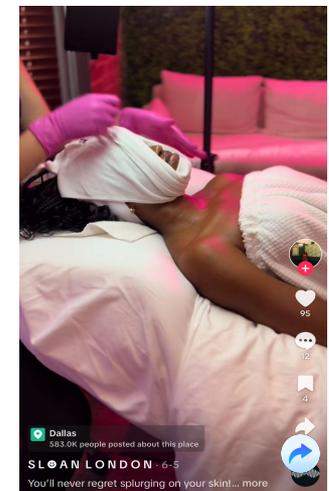
Lifestyle



Beauty

Age	24
University	Southern Methodist University '22
Occupation	Marketing and PR Assistant
Location	Dallas, TX
TikTok/Instagram Followers	22.1k/3.1k
Avg. TikTok Engagement Rate	25.86%
Avg. Likes	87.7 likes
Avg. Comments	5.3 comments

Content  
Examples



## Existing Partnerships

L'ORÉAL  
PARIS

ANASTASIA  
BEVERLY HILLS



KENDRA  
SCOTT

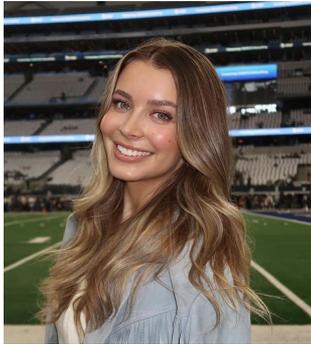
Value  
Proposition

- ✓ Uses a catchy introduction, "Hello, good people and bad people," to create an engaging and memorable persona
- ✓ Partners with spas and retailers in the Dallas area

\* Link to influencer's page is embedded in Instagram and TikTok handles

\* Click on the content example images or arrows to view the embedded videos

# Alexa Field - TikTok Influencer



## Handles

TikTok: [@alexafieldd](#)

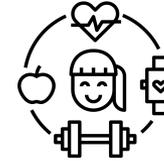
Instagram: [@alexafield](#)

Age	23
University	Southern Methodist University '23
Occupation	Brand Platform Consultant at LTK
Location	Dallas, TX
TikTok/Instagram Followers	145.1k/19.3k
Avg. TikTok Engagement Rate	2.76%
Avg. Likes	3.7k likes
Avg. Comments	24 comments

## Existing Partnerships



## Content Focus



Lifestyle

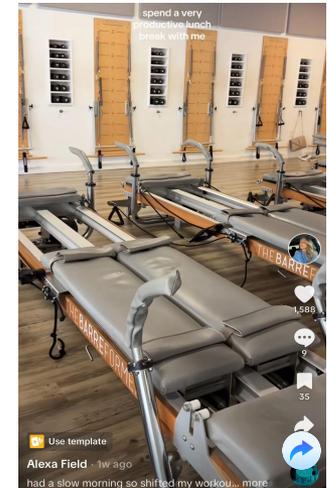


Beauty



Wellness

## Content Examples



## Value Proposition

- ✓ Strong presence in the Dallas area, making it suitable for promoting WorldSprings to the local audience
- ✓ "Day in my life" and "My 5-9 before my 9-5" content promotes morning productivity and healthy living

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 \* Click on the content example images or arrows to view the embedded videos

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# Content Ideas

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# Content Ideas: Events

Event	Date	Location	Influencer(s)	Marketing Idea
 <p><b>Dallas Marathon Health &amp; Fitness Expo</b></p>	Dec. 13 <sup>th</sup> - 14 <sup>th</sup> 2024	Dallas City Center	 <p>Alex Jean Glover</p>	<ul style="list-style-type: none"> <li>➤ Partner with the Dallas White Rock Marathon (nonprofit, fitness-oriented)</li> <li>➤ Sponsor a relaxation zone offering mini spa treatments and compression boot therapy</li> <li>➤ Organize raffle for attendees to win a three-hour soak pass and performance therapy</li> </ul>
			 <p>Preston Stone</p>	
 <p><b>Texas Bridal and Wedding Expo</b></p>	Dec. 8 <sup>th</sup> 2024	Fair Park, Dallas	 <p>Makayla Lacy</p>	<ul style="list-style-type: none"> <li>➤ Inquire about being an exhibitor at the Texas Bridal &amp; Wedding Expo</li> <li>➤ Target brides interested in booking bachelorette or bridal shower parties</li> </ul>
			 <p>Ashlynn Neumayer</p>	

# Content Ideas: Collabs/Partnerships

Brand Partnership	Location	Influencer(s)	Marketing Idea
 <p><b>The Shops at Park Lane</b></p>	<p>Dallas City Center</p>	 Sloan Wilson <hr/>  Alexa Field	<ul style="list-style-type: none"> <li>➤ Partner with The Shops at Park Lane and a lifestyle influencer for a shopping and spa day promotion</li> <li>➤ Collaborate with athleisure brands, e.g., Lululemon at The Shops at Park Lane, to offer discounted spa services for customers who spend a certain amount</li> </ul>
 <p><b>St. James Apartments</b></p>	<p>Uptown, Dallas</p>	 Kate Latkovic <hr/>  Caroline Alvarado	<ul style="list-style-type: none"> <li>➤ Partner with an apartment complex with many young adult residents, e.g., St. James, for discounted soaks on Wellness Wednesdays from 6-8 PM</li> <li>➤ Organize a raffle for residents to win additional discounts</li> </ul>
 <p><b>Dallas Running Club</b></p>	<p>White Rock Lake, Dallas</p>	 Alex Jean Glover <hr/>  Haleigh Weaver	<ul style="list-style-type: none"> <li>➤ Partner with Dallas Running Club for a Thursday night social run, followed by Dead Sea DJ Night</li> <li>➤ Collaborate with fitness influencers to promote the event</li> <li>➤ Offer Run Club members a discounted price for a three hour soak</li> </ul>

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# Trends & Insights

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# Trends & Insights



Trend	WS Relevance?	Dallas Relevance?	Observation
<b><i>Local Unique Experiences</i></b>			<ul style="list-style-type: none"><li>➤ Dallas influencers achieve higher engagement by showcasing the latest trendy spots</li><li>➤ Consumer focus is shifting towards experience-based activities instead of product consumption</li><li>➤ Underconsumption is a trending topic on social media</li></ul>
<b><i>Productive Morning Routines</i></b>			<ul style="list-style-type: none"><li>➤ Content like “My 5-9 Before My 9-5,” features wellness themes like yoga, cleaning, reading, and cooking before heading off to work</li><li>➤ Performs well because people are inspired by others' productivity and work-life balance</li></ul>
<b><i>Transparency and Authenticity</i></b>			<ul style="list-style-type: none"><li>➤ Authentic discussions on mental and physical health tends to perform well</li><li>➤ User preference for genuine, unfiltered content reflecting real-life experiences</li></ul>