



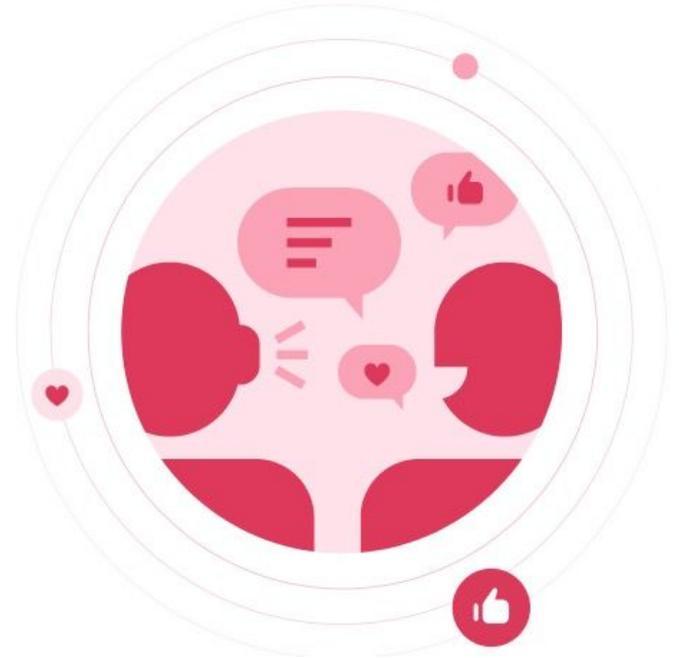
Online Word of Mouth for

Businesses & Brands

MEDIA KIT

Overview

- The best form of advertising is when a friend tells another friend about your business and through MIA you can now do this multiple times per day.
- YouAreMIA allows your business or brand to connect with every day social media users targeted by interests, region, age and gender in order for them to share your campaign posts.
- Now your business message becomes a word of mouth connection every time it is read by their friends on their social media and that leads to better engagement and consumer response.



Benefits of Advertising with YouAreMIA versus other platform alternatives

Traditional Influencer Marketing

- Campaigns read by an influencers follower not friend and that is a less powerful interaction
- Unable to target as detailed as MIA which can target by regions, age, gender and interests

Web Banner or Sponsored Post

- It relies on interrupting consumers and lacks engagement
- Campaign not in line of sight for consumers, unlike MIA which is a message shared by users friends

Advertorial

- It is clear this is an advertisement and so consumers more sceptical
- MIA on the other hand is a campaign shared by customers friends and so demands more attention

Great engagement in advertising
is more important than reach as
this drives consumer action





Identify matched social
media users for your business



Automated and controlled
campaigns



Full data-driven review of
each campaign

Easy and Simple to set up great
campaigns on YouAreMIA.com

Simple process to set up your campaign on MIA

STEP 1

Let's Get Started

Please select the social media platforms you want users to share your campaign message to.

Campaign Name
Campaign 99

Social media to use
Select all

- Facebook
- LinkedIn
- Twitter
- VK

[Next Step](#)

STEP 2

Who should share your message?

Influencer age
27 - 65

Gender
Select all

- Female
- Male
- Unspecified

Region
Bangkok, Thailand x Type Locations

Describe your business target (select a maximum of 4 options)

Restaurants

Language
Thai x

[Next Step](#)

STEP 3

Set Your Budget & Campaign Dates.

Overview

AGE: 27 - 65
GENDERS: Male, Female, Unspecified
SOCIAL MEDIA: Facebook
INTERESTS: Restaurants
REGION: Bangkok, Thailand
LANGUAGE: Thai

INFLUENCERS MATCHED
120

Influencer Type

- All Influencers
- Only Top Influencers

Total Budget
฿ 4543

Start date: 18 June 2021
Duration: 3 Days

Message for influencers
Social media users will see this message when reviewing your campaign post before deciding to share it.

[Next Step](#)

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Add campaign details

Image Upload or use our default

Headline
Get more customers with YouAreMIA

Link
https://www.youaremia.com

Supporting Text - Option 1
Low cost per click rates

[Add Another Option](#)

[Save Changes](#)

How your post will look

OPIONS 1

Influencer Name

Image Upload or use our default

Headline
Get more customers with YouAreMIA

Link
https://www.youaremia.com

Supporting Text - Option 1
Low cost per click rates

2 Comments

[Click for help setting up your campaign](#)

Just 4 steps needed to set up each campaign on YouAreMIA.com



We will connect your campaign with the right social media users

And if they like the campaign they will share it on their social media



How Your Business will Benefit with MIA

Low Cost per Click rates

- Every campaign post web clicks counted
- Every click comes with the added influence from the user who shared the post for their friends to read!

Engaged Messages

- Your campaign post is shared by social media users and that drives added engagement
- Your message part of friend to friend online interactions

Cost Effective

- Your message does not need to fight for attention as users want to read what their friends post on social media
- It means improved consumer responses and leads generated

High Consumer Response

- High trust in your campaign message as shared among friends on social media
- Targeted campaigns mean the right audience read your posts

The Team



Dan Cheeseman, CEO

Experienced marketer and media leader having set up and worked across online, influencer and television channels



Ben Davis-Hughes, CTO

Heads up MIA development team and hugely experienced in tech developments



Khuanthip Paengmai, Marketing

Over 10 years media and marketing experience across Thailand and biggest joker in the MIA team!



Nina Patthama, Online marketing

Over 8 years working within social and newsletter campaign management