

**Come In!
We're
Awesome!**





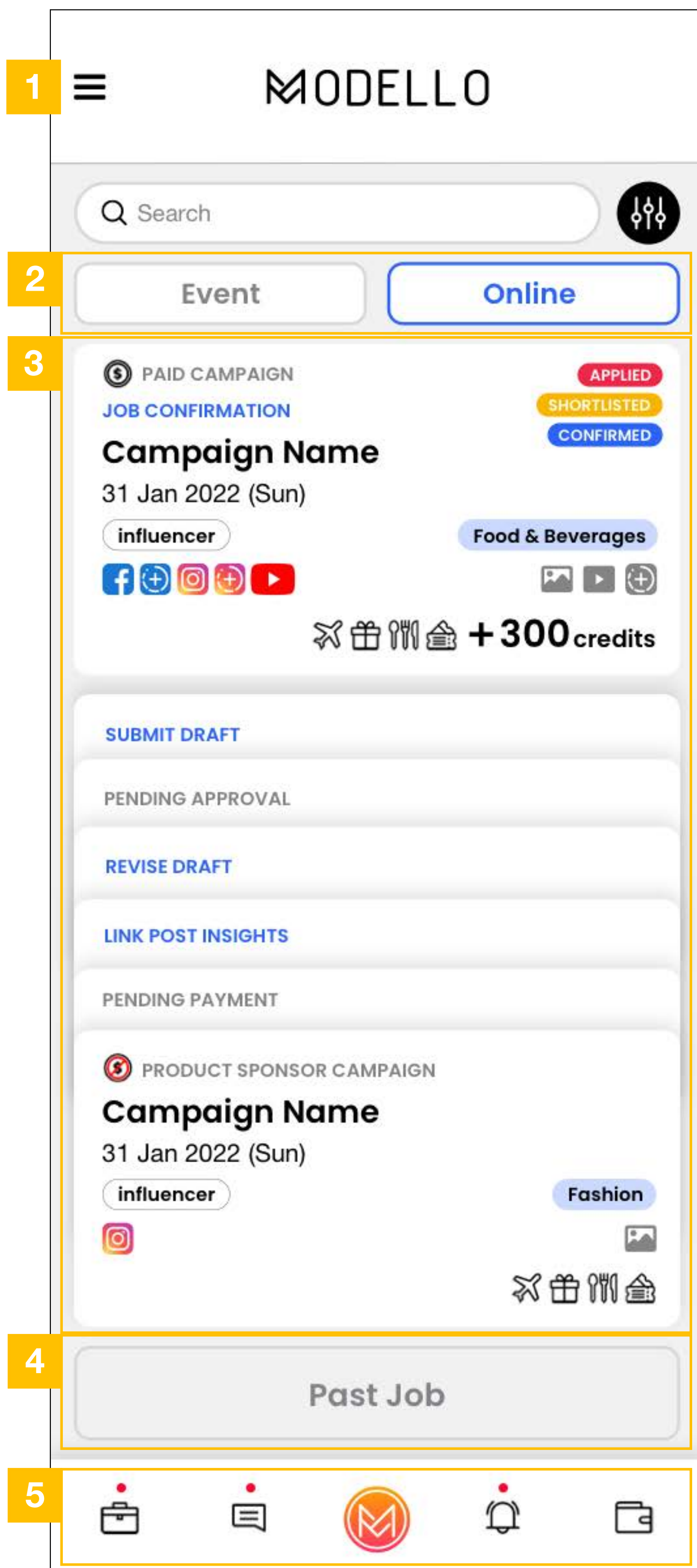
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(Always update the latest version recommended as product manual might vary to the current version)

User Manual



Main Menu



1

Menu

You may navigate to your profile, account, briefcase, reviews, inbox, notification, settings etc.

2

Job Tab

You may navigate between Event Job (which you need to attend physical) & Online Job (which you need to do social media posting)

3

Job Wall

You may view event job & online job here on the job wall.

4

Past Job (COMING SOON)

You may view past job here.

5

Bottom Navigation (COMING SOON)

Briefcase:

View your on-going job here.

Inbox:

Chat with your on-going job advertiser.


Notification:



Stay updated with job notification


Account:

View your account information.

Your Profile



Su-Ann Lee  

Reviews 


W 48kg H 170cm


B/W/H
34C/23/36


Race
Japanese


Language
English, Mandarin, Cantonese


Bio
I'm a content influencer
focus on lifestyle content. I
have collaborate with more
than 20 brands.




M+ Influence 


 75K

 68K

 9.8K



Su-Ann Lee

Reviews 

Overall Rating

Total Reviews


Job Worked

4.9

5

8

Quinton



Brand Tee In-Store Aware...

Good communication, very happy
working with Su-Ann.

Profile

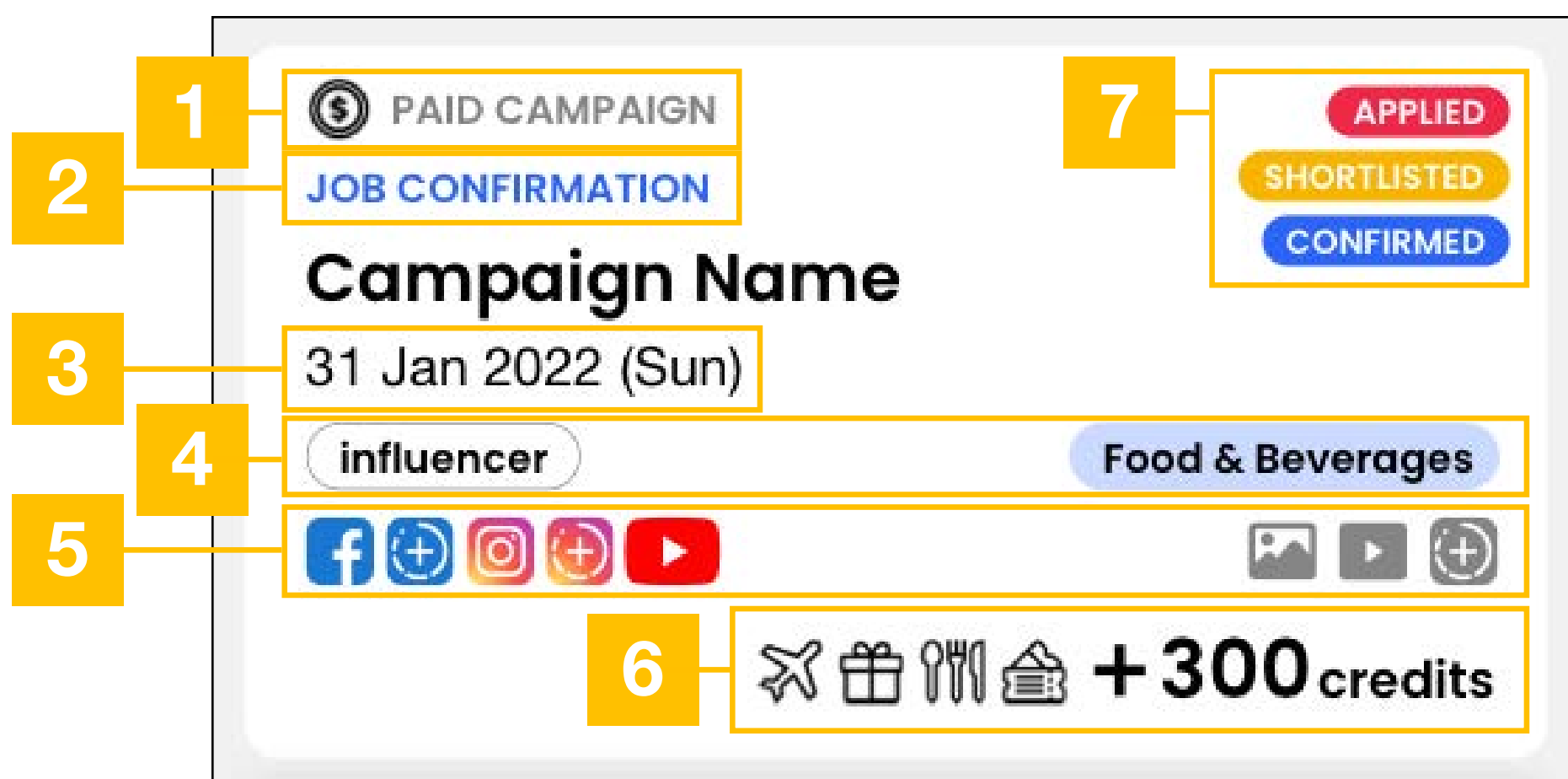
Your profile is like your comp card or resume, beautify it so that the advertiser know what to expect when they receive your application.

If you would like to apply for influencer posting campaign, do connect your social media (Facebook, Instagram & YouTube).

Reviews [\(COMING SOON\)](#)

Advertisers are able to view your ratings and reviews on your job worked. This is the credibility and social proof that you are the best talent for the advertisers.

Online Campaign Card



1

Campaign Type

There are two campaign types:

1. Paid Campaign:

Campaign pay after job completion (might sponsor product).

2. Product Sponsor Campaign:

Campaign only sponsor product.

2

Online Campaign Status

You are able to see the current status of your on-going job keeping you updated. (pg. 9)

3

Campaign Overview

You may get an idea from the campaign name and date to see if you are interested in it, if you wanted to know more just click the card.

4

Talent Category

You may see what's the talent category and content category which the advertiser required here.

5

Social Media Icons

This shows the required social media (Facebook, Instagram, YouTube, TikTok, XiaoHongShu etc) and media required Image, Video, Instant Story or LIVE.

6

Wages & Other Benefits

This shows the wages or other benefits you will get from the job.

Wages: (1 credit equivalent to RM1.00)
You need to complete the entire procedure to get paid.

Sometimes there are other benefits:

- Travel & Accommodation
- Food & Beverages
- Gifts & Vouchers
- Admission & Ticket

7

Application Status

Applied:

You had applied for the job, you DO NOT need to do anything yet.

Shortlisted:

You had shortlisted by the advertiser, you may confirm the job upon your availability.

Confirmed:

You had confirmed the job. You may now chat with the advertiser and start drafting your post.

Overview

Let’s Get Started!

This is how a campaign looks like.
Do you find yourself fit the requirement
of the campaign? Give yourself a go!

✕


Brand Tee In-Store Aw...

⋮

Overview

Job Brief

Submission



Followers


20K

Post

1

Media

1 Photo | 1 Video



Followers

20K





Post

2

Media

1 Photo | 1 Video | 1 Story

Other Benefits



Travel & AccomFlight Ticket

F&BComplimentary Lunch (RM30)

GiftsPromo code “ABC1234”

Admission & TicketPremiere Movie Ticket

CollectionBy Postal

300 credits

CategoryFashion Apparel & Accessories

GenderFemale

Age21 - 30


RaceChinese, Malay

NationalityAny

LanguageAny

RemarksUniform provided, own long jeans and sneaker or flat aggressive and punctual

This job needs talent to attend an event.



Plot 155, Jln Perindustrian Bukit Minyak 7, Bukit Minyak Industrial Estate, MK 13, S.P.T 14100 Bukit Mertajam, Penang, Malaysia

Location TypeShopping Mall

RemarksLobby 2B, Entrance 8

Job Closing15 Mar 2022

Draft Subm.15 Mar - 22 Mar 2022

Posting23 Mar - 29 Mar 2022

Read More

Kindly ensure you had read the job description thoroughly before application

✕

Brand Tee In-Store Aw...

⋮

Overview

Job Brief

Submission

About

ProductBrands Outlet

CategoryLifestyle • Apparels

Job BriefLorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehender.

To-Do

✓

Please use your own creative

✓

Wear appropriately (not too sexy)

✓

To be punctual on the posting time

Not-To-Do


—

Don’t submit images which is not capture by yourself

—

Don’t wear others brand apparels

Captions



• Get Yours Today @ BrandTee!

• The best attire in town for your new year!


• Shop today to enjoy extra 15% discount!


• Don’t miss this!


Hashtags & @ Mentions

#ootdmalaysia #mystyle #ss2021 @brandsoutletmalaysia

Material & References







You are able to use the images in your posting as additional material. (Please take note that these should not count as your post.)

Apply

Kindly ensure you had read the job description thoroughly before application

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Application Flow

Apply

You apply the campaign based on your requirement. You may **Apply** any job that suits you best.

Shortlist

The advertiser will have a list of applicants to **Shortlist** the most suitable talent for their campaign.

Confirm

After being shortlisted, you will need to **Double Confirm** that you are still available to take up the slot. (Sometime, talent might had took up too many campaign at the same time)

Submission Flow

Submit Draft

You need to **Submit** your creative based on the job requirements, always communicate with the advertiser if you are not sure.

Feedbacks

After your submission, the advertiser will **Approve** or **Feedbacks** to your draft.

Approve

Link Post Insights

After getting approval, kindly remember to **Link your Post Insights** (or upload insights screenshots) to get paid!



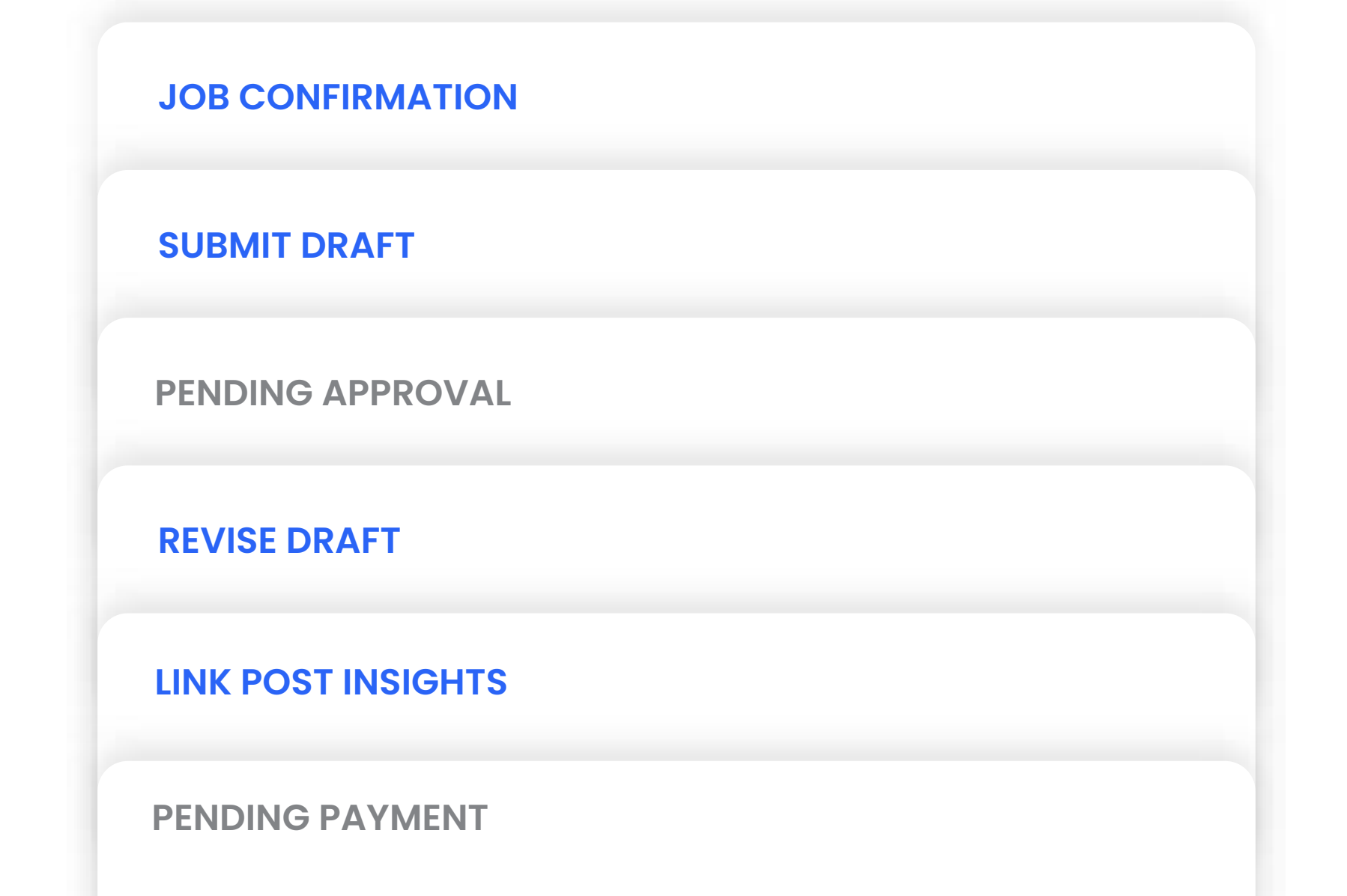
IMPORTANT NOTE:

Co-creation is a collaborative content which infuse your thoughts and ideas with the brand to help create an authentic and impactful campaign. We treasure User-Generated-Content as well as commercial Return on Investment.



(COMING SOON)

Online Campaign Status



● Action Needed

● No Action Needed

1

Job Confirmation

You are shortlisted among the other candidates, advertiser thinks that you are the right person to do this job! Confirm upon your availability.

2

Submit Draft

So you may now start to design your creative based on the job requirements. If your posting requires products/props from the advertiser. **(you are now able to chat with the advertiser)**

3

Pending Approval

After you had submitted your draft to the advertiser. They will receive a notification and will liaise with you if your creatives are aligned with their brand image. **(Kindly note that draft submission is NOT final, it may have revision or suggestion from the advertiser.)**

They are able to Approve' or 'Feedbacks' on your draft submission.

4

Revise Draft

If there is any feedbacks from the advertiser, you need to revise your creatives.

6

Link Post Insights

After your creatives had approved, you may then schedule it on your social media or post it on the campaign date or period.

Link your social media insights or upload insights screenshot at 'Submission > Post Insights'



IMPORTANT NOTE:

Remember to link your social media insights OR upload insights screenshot for advertisers and Modello to define job completion.

7

Pending Payment

Congratulations! You had completed and waiting for the fruitful moment.

Modello disburses your wages every 14th & 28th of every month.* (Delay may vary depending on your bank or e-Money payment providers.)

Influencer Marketing

“ 91% of 18–34 year olds trust influencer suggestions & online reviews as much as personal recommendations.”

Influencer marketing is usually defined as “the action of promoting and selling products or services through influencers who have the power in making an effect on the character of the brand”.

Despite influencer marketing being around for a few years, it has picked up traction and has

become an important piece of businesses’ marketing strategies. Engaging with infleuncers via social media is considered a top marketing trend for marketers. Today, influencer marketing is more accessible and measurable than ever before, and more marketers report finding it effective in achieving their goals.

Influencer Category

In order to understand influencer marketing, we need to understand influencers. A social influencer is someone who has built a loyal following through their online content creation.

There are 4 tiers of categories for influencers.

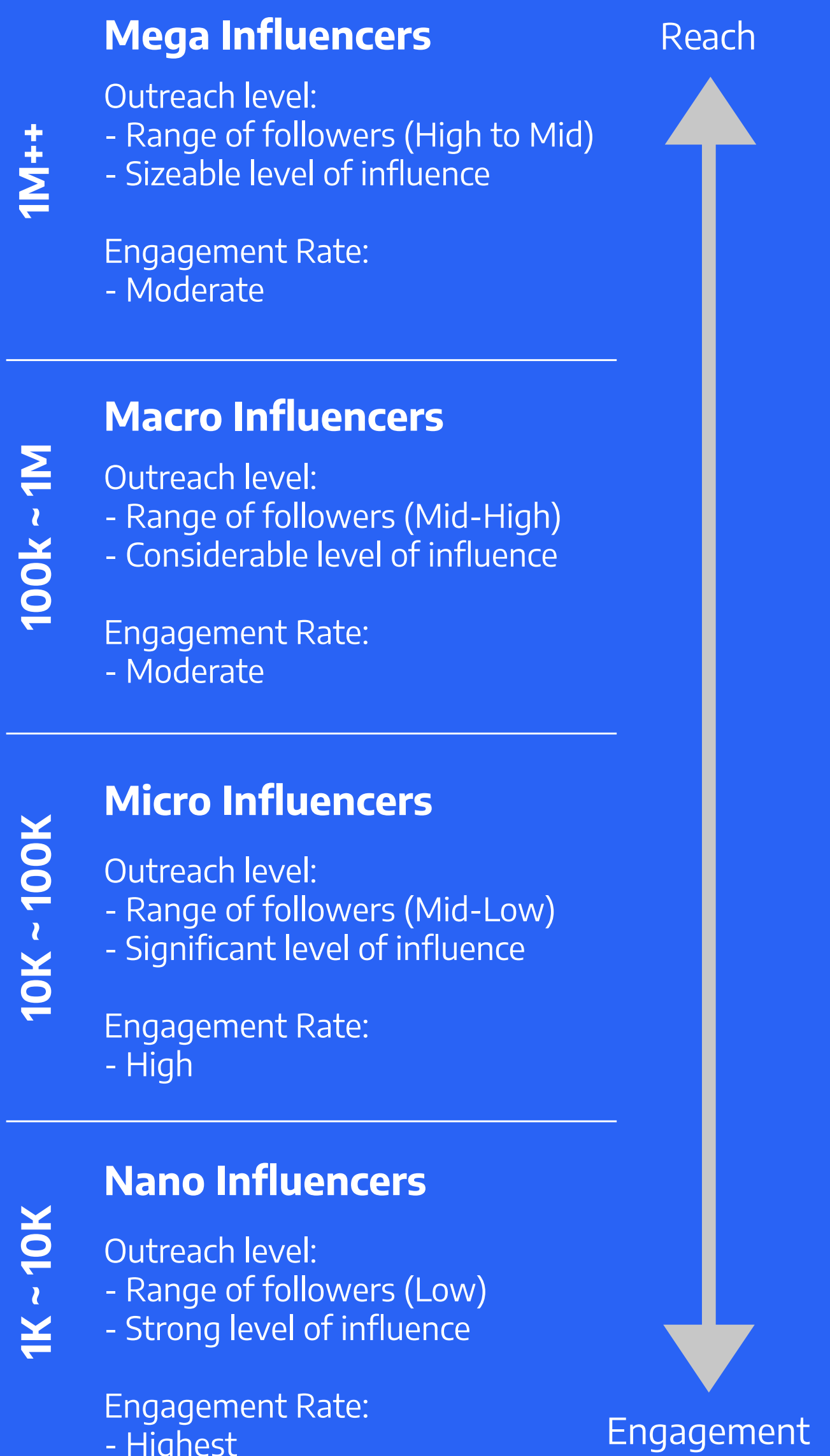
Mega influencers are celebrity influencers who are familiar with and command a high range of followers.

Macro influencers are social media stars with a sizeable number of followers.

Micro influencers have a smaller number of followers but they cultivate niche communities.

Nano influencers are the smallest in terms of follower count and their audiences are mainly formed up by friends and families.

For brand awareness, a higher outreach would be recommended but for brand loyalty a higher engagement will be a better choice.



Campaign Objective

“ Do you really know your audience?”

Anyone can create a campaign but not everyone is able to make a campaign successful.

Having a set of objective is the key and most fundamental part that anyone should take note of when

they are planning a campaign.

Every set of objectives has to be unique and authentic to itself, choose one main focus from these five choices to reach your ultimate objective.

AWARENESS

- Is this a new brand?
- Gain Awareness
- Outreach & Engagement measurement

BRANDING & POSITIONING

- Associated to attributes & values
- Work with niche (high engagement) influencers
- Build long-term relationships

CONVERSION

- Bring Sales Leads / Traffic resulted from posting
- Discount code / CTA / Download count

Content Co-Creation

“Let’s work it out together.”

Co-creation is not just about you paying influencers to post a scripted piece of content. It is collaborative and it invites influencers to exchange their thoughts and ideas with you to help create an **Authentic & Impactful** campaign.

People prefer User-Generated-Content (UGC), it is more realistic and you will gain genuine shoppers.

Co-creating with an influencer allows you to receive a fresh, outside perspective on your brand. Also, authentic influencers know their audiences well.

USER EXPERIENCE

Have influencers to use the product/ service and share their experience with their followers.

CHALLENGE & CONTEST

Have the influencers to create a challenge for their followers.
People love challenges.

ACTIVITY & EVENT

Get influencers to attend your event. Their presences will bring credibility to your branding.

GIVEAWAY & DISCOUNTS

Engage the followers with a giveaway for attention.
Everyone loves free stuffs.

Image Angle

**More Commercial? Or More Authentic?
There's no right answer.**



Hold & Pose

PROS

Straight to the point! Apparently an ad sponsored post.

CONS

Too hard selling as followers prefer authenticity and real user experience on products rather than a commercial ad.



Blend In

PROS

Experiential and storytelling allow influencers the freedom to show their creativity and authenticity.

CONS

Intensive influencer management & followers might get distracted or not noticed the product.



If you are still facing challenges,
please contact our friendly customer service.
we'll be happy to assist.

