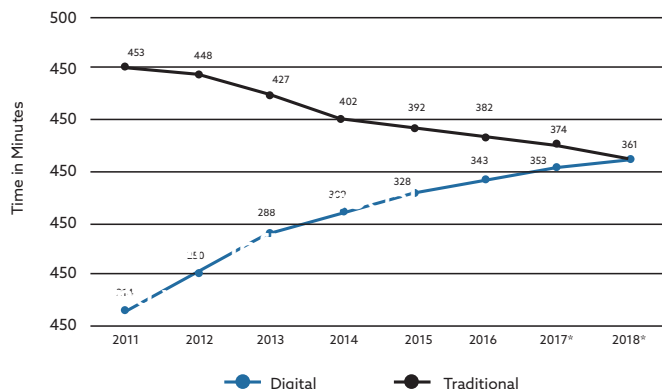


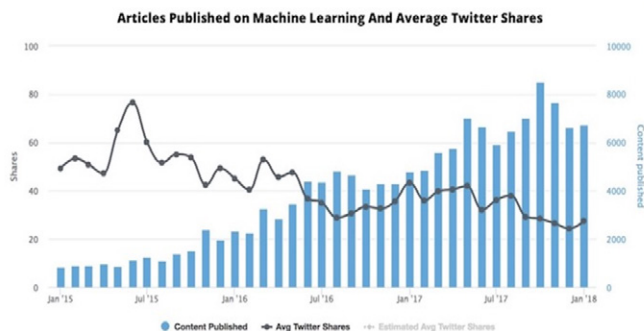
# INFLUENCE NAVIGATOR PLAN

Why do you need a social networking plan to build influence and visibility for you and your business?

People are spending less time consuming traditional media and more time with digital media. Traditional marketing and PR won't help you reach the coveted online audience.



People are sharing less on social media, while content available for sharing has grown exponentially. More awesome content alone won't solve your attention problem.



Organic reach is declining as social networks monetize their audiences. Sure, you can buy ads, but you can't buy hearts and minds with advertising.

The Influence Navigator Plan empowers you to overcome these challenges by building your visibility and credibility among social media influencers in your industry. It tells you who to target, what content to share, and how to build thought leadership for your business and brand.

Deliverables include:

-  Listing of hundreds of top social media influencers in your industry
-  Optimization of your social network profiles
-  Customized content strategy and editorial calendar
-  Sample curated content for you to share in social networks
-  Step-by-step outreach and engagement plan

Influence Navigator Plans are a joint offering by Fintech Growth Syndicate and Jay Palter Social Advisory.

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