



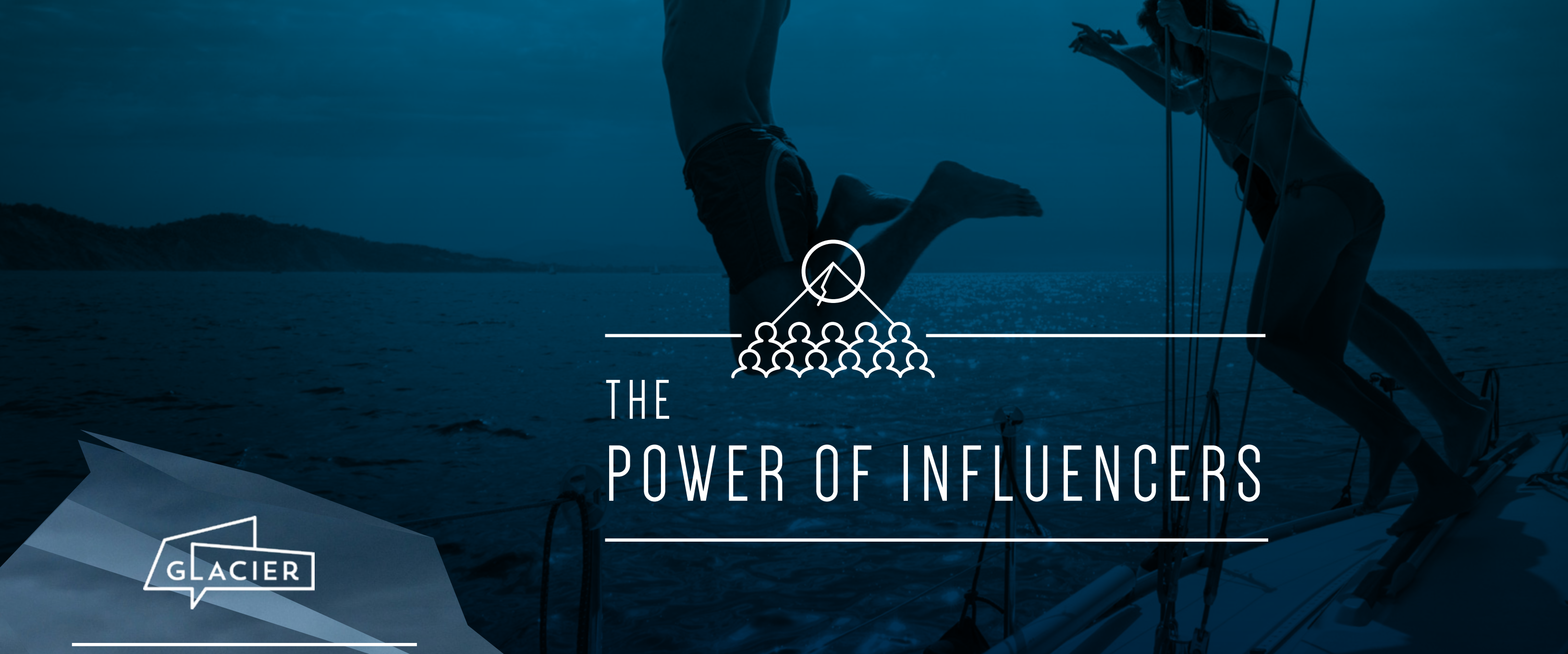
GLACIER

MICRO-INFLUENCER
NETWORK

THE GLACIER MICRO-INFLUENCER NETWORK:

The Glacier Micro-Influencer network is a revolutionary way for you to market to Generation Z's. With our network of the most influential Gen Z's in grades 9-12, we give you the unique ability to promote your brand directly to their social circles in person and online. Welcome to the new era of influencer marketing.

WE ARE GLACIER.

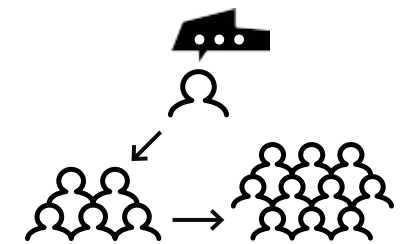


THE POWER OF INFLUENCERS



INFLUENCE IS ABOUT **AUTHENTICITY, PERSONAL RELATIONSHIPS, AND THE DRIVE TO EMPOWER OTHERS.**

More so than any other demographic, teens are most likely to have their buying decisions influenced by their peers. Over 92% of teens make their buying decisions based on local influencers. For every 1 dollar invested in peer influencer marketing you get a \$10 return. For every \$1 spent on traditional advertising, you get a \$2 return.

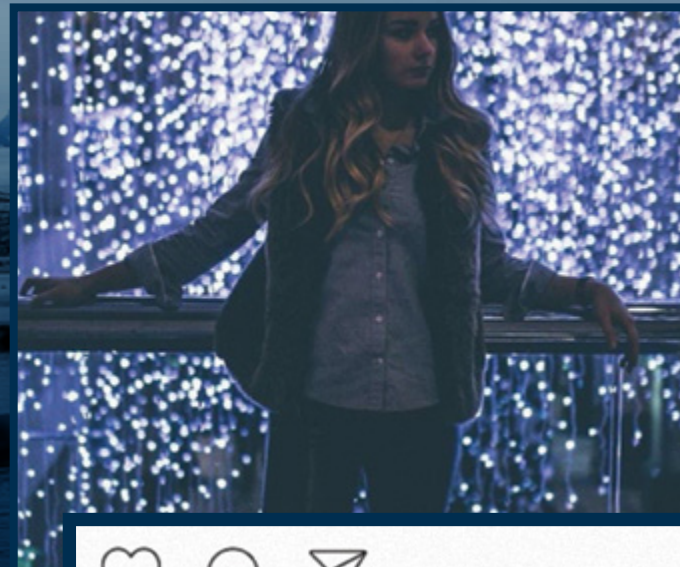


83%

Per a study by Nielsen, 83% of consumers trust the recommendations of friends and family when making a purchase.

HOW IT WORKS:

We specifically select micro influencers from our network that relate directly to your marketing goals. Whether you are looking to engage high school students with new programs, events, or general brand awareness, our influencers will be your in high school and social media ambassadors. They won't just post pictures, they will portray a compelling story to tell through all their social media channels and make a direct impact to the most sought after market in the industry.




♡ 💬 📍

♡ [Profile Picture] and 711 others

[Profile Picture] Just thinking about getting my @ulethbridge application in by December 15! #EarlyAdmission #ULEth


ST. FRANCIS



61 posts 1,357 followers 762 following

Follow

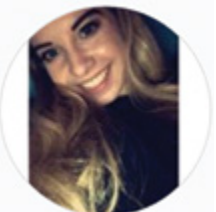
SIR WINSTON CHURCHILL



48 posts 1,150 followers 925 following

Follow


BOWNESS



22 posts 1,434 followers 795 following

Follow


ROBERT THRISK



97 posts 2,361 followers 803 following

Follow

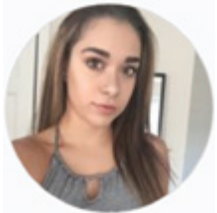
ERNEST MANNING



44 posts 802 followers 707 following

Follow

WILLIAM ABERHART



111 posts 1,283 followers 934 following

Follow



OUR PROCESS

Proposal Acceptance

Glacier solidifies budget and concept.



01. Influencer Selection

Based on your demographic, we select the best influencers for your brand.



02. Creative

Our creative team generates custom content for your campaign.



03. Content Distribution

Our influencers distribute the content to their audience.



Phase 2

With the information from your campaign report, we prepare your next campaign.



05. Campaign Report

You will receive a case study and detailed performance report.



04. Measure Growth

Campaigns are fully measurable with insider analytics.



ENROLL WITH US

CONNECT:

hello@weareglacier.org | 403-805-2447

GLACIER IS AN
EDUCATIONAL MARKETING POWERHOUSE
THAT EXISTS TO PROVIDE POSITIVE
MESSAGING TO HIGH SCHOOL
STUDENTS TO HELP THEM MAKE
THE BEST LIFE DECISIONS POSSIBLE.

