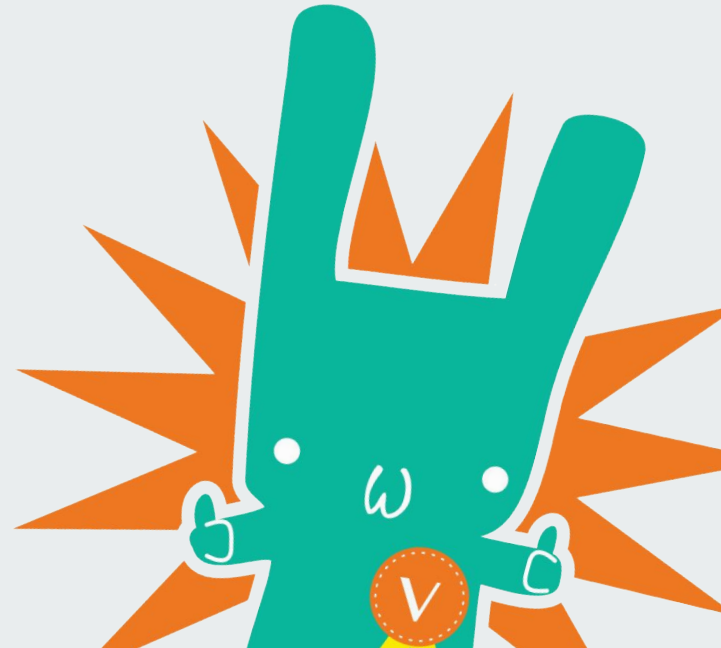

Wali Influencer Program

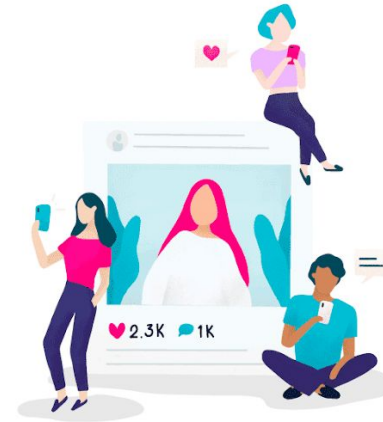
Take your online presence to the next level by leveraging social media channels

Maximize the return on your marketing budget



Put effective social media marketing on autopilot

- Wali's technology streamlines your online marketing programs
- Your staff stays focused on the guest experience



WALI INFLUENCER PROGRAM



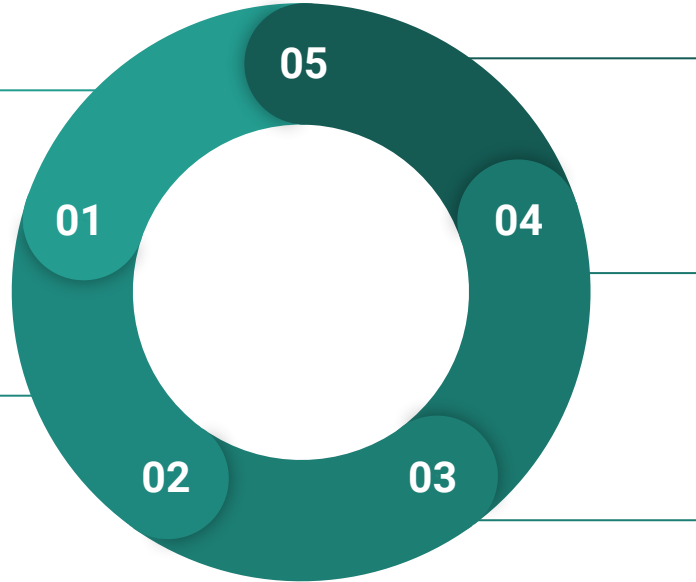
How it works

Define campaign goal and key measurements

Our marketing specialists will align the WIP plan with executive goals via learning business' pain points and expectation.

Filter and match influencer

Wali utilizes our search engine boosted by machine learning to precisely position the fitting KOL with target reach.



Review and calibrate

Wali monitors the deliverables from the influencers. We analyze and improve our algorithm of the filter to enhance the accuracy and effectiveness of WIP.

Influencer social contents creation and publication

After Influencers' experience delivered, they start to prepare and edit their contents and share to the public.

Assign and invite influencer

Wali facilitates the assignment of influencers to the business / the organization of the tasting event.



Important numbers

63%

Repeating
Customers

300+

Partnered
Influencers

220K

Followers from
Our Influencers



Flexible and budget-wise

- Choose **Individual Campaign** or **Tasting Event** to fulfill your marketing need in different business cycle
- **Individual Campaign** - one influencer at a time with no extra labor cost
 - Minimal marketing efforts yet effective
 - Find out your best brand representative through single shout out
- **Tasting Event** - Multiple influencers at a time, some arrangements in advance
 - Bulk exposure with hype
 - Exponential growth in organic reach to more potential customers

WIP - Individual Campaign

Slow growth | Labor Intensive | No Buzz

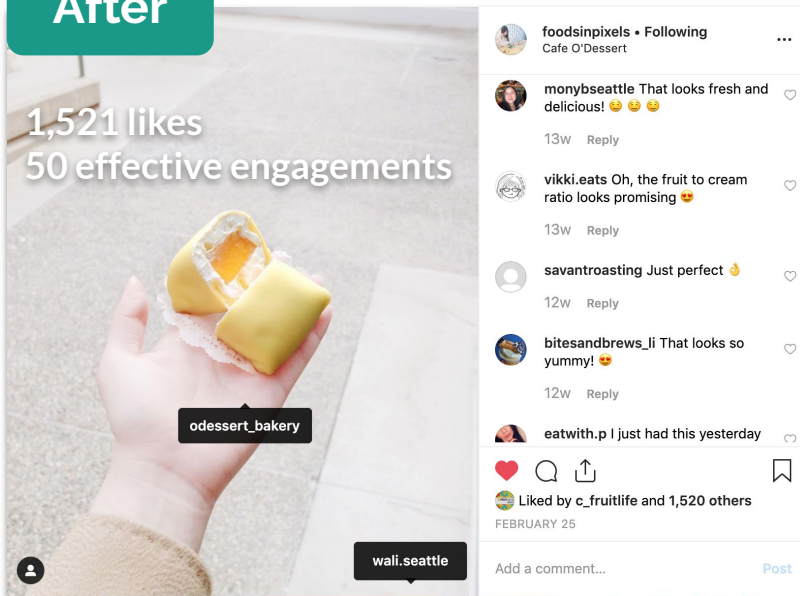
Before



VS.

Automated Growth | Labor Free | You're Trending!

After



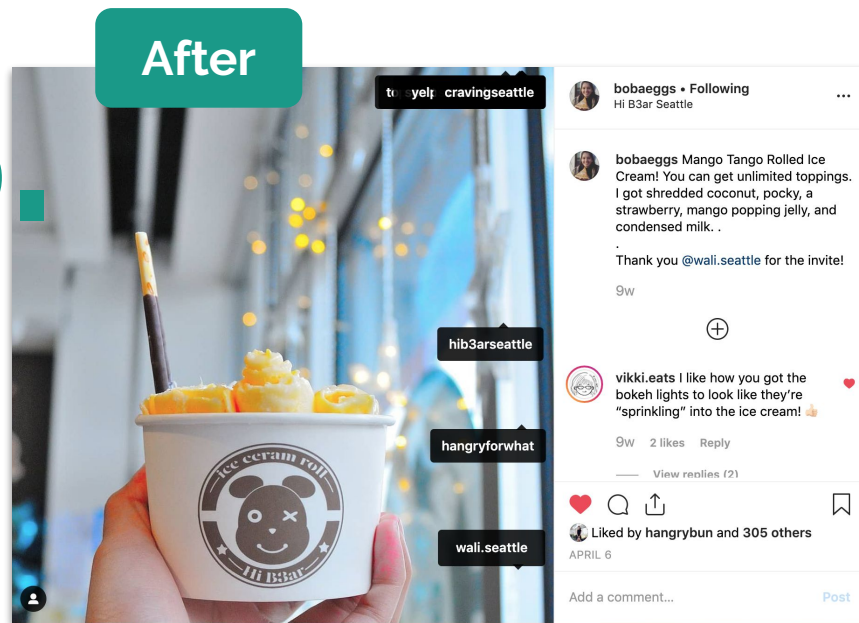
WIP - Individual Campaign

Most local business owners find it hard to grow their follower base and generate enough awareness on social media, especially when with limited resources.



VS

With the Wali Influencer Program, simply witness your business grow organic reach and audience. We smartly leverage the power of influencers in your marketing efforts.



WIP - Tasting Event



snorlax911 • Following
Cafe O'Dessert

snorlax911 🍌 I lva this Mango Pomelo Lava Cake 🍌 and Matcha Lava Cake. They also offer a strawberry version as well 🍌 which I wasn't a fan of. The soft cake base complimented the rich liquid lava on top so well (Ikk what to call the filling on top) so liquid lava it is 🍌

The best part is releasing the plastic and watching the lava pour over the cake. Go check them out :)

Swipe ← for a before shot

Liked by missunshinepauli and 149 others

MAY 31



snorlax911 • Following
Cafe O'Dessert

from LAVA CAKE TO MATCHA CREPES TO GROUP OF FOODIES! Honestly, we took so long taking pics that a lot of the desserts melted 😭 but my top choices were the mango/matcha souffle lava cake or the matcha crepes 🍌

1w

TY to Wall & O Dessert Bakery for hosting this event and for being so patient while we take our pictures 🍌

Liked by missunshinepauli and 134 others

MAY 27



wokwithus • Following
Cafe O'Dessert

wokwithus Be a visionary leader and change the world... with dessert for dinner! 🍌 What an amazing feast at @odessert_bakery! Thank you to @wall.seattle for hosting this delicious tasting. 🍌 The mango pomelo lava cake, steamed milk, and red bean mochi and herbal jelly were some of our favorite unique items. What are your favorites?

2w

wokwithus #Cafe #Dessert #Crepe #Mum #yum #Seattlefood #Seattle #yummi #Seattlefood #foodie #buzzfeed #foodgram #rester #102gram #ishousewife #wlooseattle #Seattletribe

Liked by missunshinepauli and 192 others

MAY 28

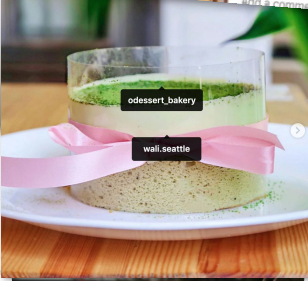


litemiss_escapades • Following
Cafe O'Dessert

litemiss_escapades «lava cakes+matcha+mango pomelo+strawberry» 🍌 O'Dessert Bakery, Liquid! The @wall.seattle tasting event last week at @odessert_bakery was 🍌 All the desserts were just superb, but the "choco stopper" were these lava cakes 🍌 The matcha one was slightly strong for me but still tasted so good. The other two were delicious too, not too sweet yet yum! super foodies! If you don't already, follow them - @odessert_bakery @seattle @seam eats

Liked by missunshinepauli and 138 others

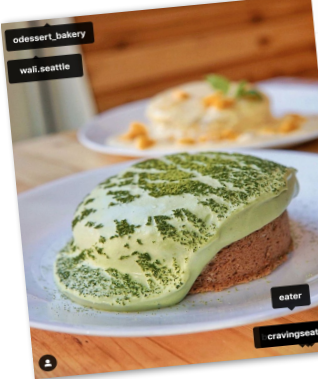
MAY 28



litemiss_escapades «lava cakes+matcha+mango pomelo+strawberry» 🍌 O'Dessert Bakery, Liquid! The @wall.seattle tasting event last week at @odessert_bakery was 🍌 All the desserts were just superb, but the "choco stopper" were these lava cakes 🍌 The matcha one was slightly strong for me but still tasted so good. The other two were delicious too, not too sweet yet yum! super foodies! If you don't already, follow them - @odessert_bakery @seattle @seam eats

Liked by missunshinepauli and 138 others

MAY 28



bozo.eats • Following
Cafe O'Dessert

foodiefollowings Wow omg some

1w Reply

thecahyhu This for me drooling bookmarked!

1w Reply

msgivegan This looks too good... wish they had some in China!

1w Reply

hanstylecoking 🍌🍌🍌

4d Reply

Liked by missunshinepauli and 498 others

MAY 24



1w 2 likes Reply

eatsipsavor It melted but still looks good!

1w 1 like Reply

bonvoyagechloe 🍌

17h 1 like Reply

Liked by missunshinepauli and 173 others

MAY 27



missunshinepauli • Following
Cafe O'Dessert

The one I dislike are the durian desserts 🍌 but it's only my opinion. Durian = You will either love it or hate it, there is no in between.

🍌 Food: 7/10 (some of them I like it a cake, crepe cakes), but some of them taste a little bland or too sweet, or some of the ingredients don't match - bubble waffles with both... and simple design!

🍌 Service: 10/10

Thank you @wall.seattle @odessert_bakery for inviting me this sweet event! 🍌 I did enjoy it and great service!

2w

Liked by seam.eats and 148 others

MAY 29



Event Outcome

After the event, Bakery O'Dessert (dba "Cafe O'Dessert")

- Gained 83 new followers in 2 weeks
- Witnessed a 30% customer increase
- Received a total of 2,000+ likes for the single event + up to 20 sharable high-quality photos

VS.

- \$80 labor + material cost during slow hours

