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From Chaos to Real Results:

The **smarter way** to run influencer campaigns.
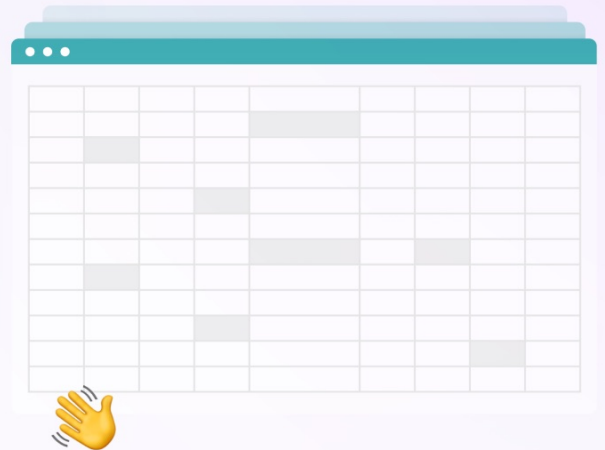
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1. Messy workflows kill performance

Don't do this to your team.

You're not just wasting time. You're leaving performance on the table.

Sticky notes, spreadsheets, scattered WhatsApp threads, and copy-pasting briefs between tools?

If that's your workflow, you're not alone. But you are holding your team and your results back.

Influencer marketing isn't a side hustle anymore. It's a performance channel.

No longer just a party for brand ambassadors — it's about numbers, data, and results.

And without the right system, you're burning time, budget, and brainpower. Fast.

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2. Influencer Marketing Today = A Performance Game

Since 2016, influencer marketing has transformed — completely.
By 2025, it's projected to become a $24 billion+ global industry.
And it's still growing.

Influencer Marketing Hub, 2024

> " Pretty doesn't pay the bills anymore "

But here's the real shift:

Clients no longer care about just pretty pictures. They want performance. Results. Preferably now. And yet...

85%	**61%**	**43%**
of brands ran at least one influencer campaign in 2024	of marketers say influencer content outperforms branded content.	of teams still manage it all via spreadsheets and email.

HubSpot State of Marketing Report 2024; Statista & CreatorIQ Reports, 2024

That gap is costing time, clarity, and results. Brands and agencies need a platform that helps them work smarter — not messier.

No chaos. No copy-pasting. No compromises.

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Take Lafluence, for example.

They used to manage campaigns in Excel, send briefs via email, and manually compile reports from multiple sources. After switching to Trendin:

- ✓ Campaign planning time dropped by 60%

- ✓ Reports are now auto-generated and client-ready (designer-quality)

- ✓ The team spends less time chasing files — and more time delivering results

Lafluence isn't alone. Dozens of agencies have made the same shift — from chaos to clarity

3. How to Know You Need a Platform

You're still juggling campaigns in spreadsheets, emails, and meetings.

Finding the right creators takes weeks — and you're still second-guessing.

The team spends more time syncing than executing.

Reporting means logging into 4 tools and stitching data together

Sound familiar?
Then this guide — and the right platform — is exactly what you need.

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4. Why Most Tools Only Solve Half the Problem

Some platforms help you find influencers.
Others help you report on results.
A few offer basic campaign tracking.

But almost none cover the entire workflow — end to end.

And fewer still make it simple, fast, and actually usable from day one.

Trendin was built because we were done settling for half-solutions.

5. What You Actually Need

- ✓ Find the **right influencers** with live data, not gut feeling.

- ✓ Run campaigns with **clarity.** Briefs, timelines, and roles in one place.

- ✓ **Deliver reports** clients love: clear, visual, and ready in minutes.

- ✓ **Automate** the boring stuff - save hours every single week-

- ✓ A tool your team will actually love using - fast, friendly, **frustration-free**

6. 7 Questions to Ask Before Choosing a Platform

1

Does it support Instagram, TikTok, YouTube — and beyond?

2

Does it use live data or just update once a week?

3

Can you run entire campaigns from one place, start to finish?

4

Is it so intuitive even a new hire can figure it out?

5

Can you export reports that look great — without extra formatting?

6

Does it include influencer relationship management (IRM) features?

7

Will you get real human support, or just a chatbot and a Help Center?

7. Features That Save You Time (Every. Single. Day.)

Smart Influencer Search

Access 300M+ creators across Instagram, TikTok, and YouTube. Filter by engagement, audience quality, demographics, and brand affinity. Find the perfect fit in minutes — no guesswork.
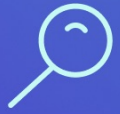
Advanced Research Tools

Use Overlap Analysis, Competitive Benchmarking, and Audience Insights. Make smarter campaign decisions — based on real data, not assumptions.

Casting & Campaign Workflow

Build shortlists, assign tasks, track posts, and approve content — all in one place. From selection to execution, stay fast, clear, and in sync.

Results & Reporting

Track reach, engagement, EMV, CPM, and more across all content. Export beautifully designed, client-ready reports in a single click.

Human Support & Fast Onboarding

No bots. No tickets. Just real people ready to help. Get your team up and running in an afternoon.

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8. Agency Checklist:
Do You Have a System — Or Are You Just Winging It?

Give yourself 1 point for every check:

- ✓ We know exactly which creators we've worked with — and when.

- ✓ Reporting takes an hour or less.

- ✓ We track both campaign costs and ROI.

- ✓ We can find and vet new creators in under 15 minutes.

- ✓ Clients regularly praise our clarity and structure.

Your score

👑

5–6

points

Great foundation, but there's still room to automate.

🙃

3–4

points

You've got the chaos under control... but it's costing you a lot of effort.

🙊

0–2

points

Time to stop winging it.

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9. Why Trendin?

Because it actually does what modern teams need — without the chaos.

- ✓ **Smart Search**
  Find the right creators in minutes

- ✓ **Campaign automation**
  No more manual copying or version chaos

- ✓ **Client-ready reporting**
  Polished, exportable, and effortless

- ✓ **Clear workflows**
  From first brief to final post, all in one place

- ✓ **Live data, updated daily**
  Stay sharp, stay current

@itsdavid
David Martinez

300M+
Profiles

1.2 M
followers

♂ 77 %
men
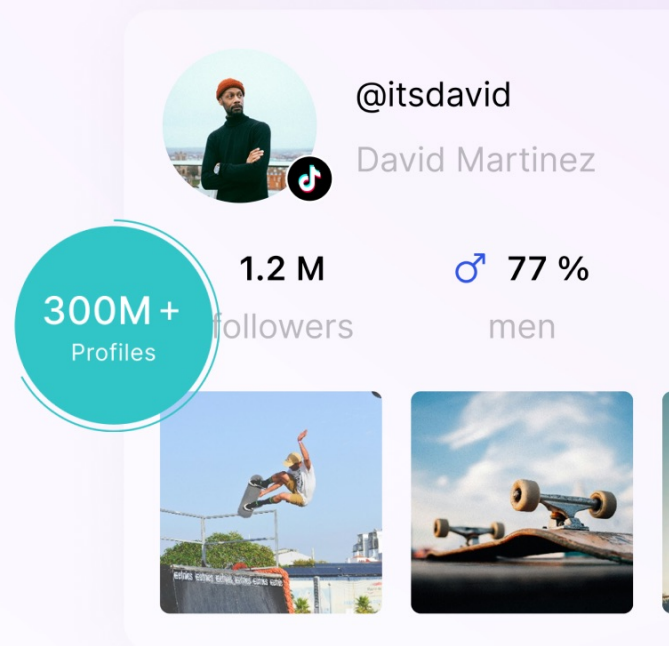
The agency LCG New Media used to juggle four different tools — one for finding influencers, one for contracts, one for exports, and one for tracking.

After switching to Trendin:

Internal tools went from 4 to 1

Reporting time dropped
from 90 to just 7 mins

The team now spends 30% more time on creative work

Trendin helps teams cut complexity, move faster, and focus on what really matters — results.

10. What Others Are Saying

"Trendin has been a **game-changer**—helping us win 6 new clients, cut campaign setup time in half, and consistently deliver **results that impress**. It's streamlined, smart, and seriously effective."

Martin Kyncl   Managing Director at Lafluence Agency

"Trendin significantly **simplifies our daily work** in influencer marketing, especially when researching and selecting the right creators. I actively use the influencer database to easily check audience demographics, engagement rate, and brand affinity. A **major benefit** is also the overlap analysis—we can see unique followers across influencers, which helps us **plan campaigns more efficiently** and avoid unnecessary audience overlap"

Linda Patočková   Senior Influencer Marketing Specialist at GroupM

"Working with the Trendin platform has been very pleasant right from the start, with the **team willingly explaining** how to use it. Throughout our usage, consultation was available to help us achieve the **best results** and make the most of the features Trendin offers."

Anna Honsová   Senior Brand Manager at Savencia

"We've tried several tools over the years, but Trendin is the first one that truly covers all our needs. Trendin brought structure and speed into our influencer marketing. Our team feels more organized and can focus on creativity and performance. For any agency that takes influencer marketing seriously, this tool is a must-have.."

Pavlína Pospíšilová   Head of Project Management, LCG New Media

11. From Chaos to Campaigns That Actually Work

Influencer marketing doesn't have to be messy. With the right platform, your team moves faster, stays aligned, and delivers better results — with less effort.

More clarity.

Less copy-pasting.

More time for strategy.

Less time chasing updates.

Trendin gives your team **superpowers** — cape optional.

Add to Campaign

90%
Real followers

Reach per post
6M - 8M
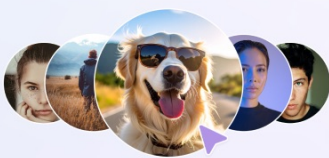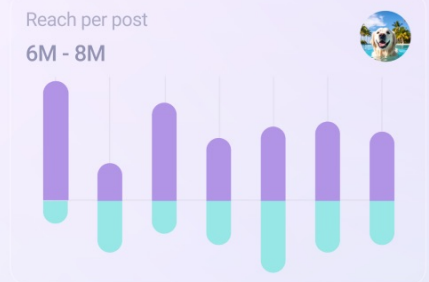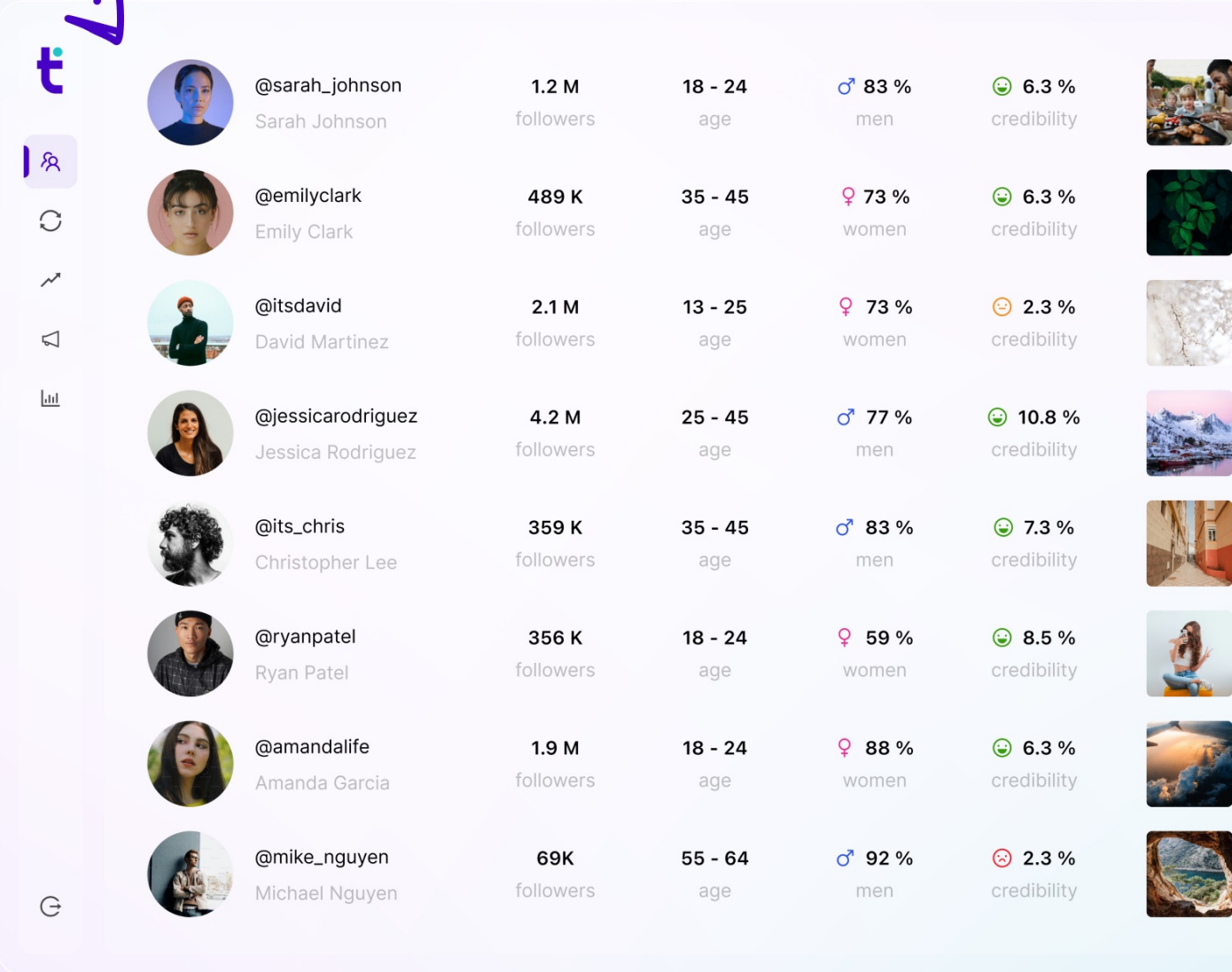
Trendin isn't just a tool. It's the way forward for agencies and brands who take influencer performance seriously.

Want to see Trendin **in action?**

Contact us at **sales@trendin.io** to book a 15 min free live demo to see how Trendin can turn your next campaign into real results.

		followers	age		credibility	
@sarah_johnson	Sarah Johnson	1.2 M	18 - 24	♂ 83 % men	😊 6.3 %	
@emilyclark	Emily Clark	489 K	35 - 45	♀ 73 % women	😊 6.3 %	
@itsdavid	David Martinez	2.1 M	13 - 25	♀ 73 % women	😐 2.3 %	
@jessicarodriguez	Jessica Rodriguez	4.2 M	25 - 45	♂ 77 % men	😄 10.8 %	
@its_chris	Christopher Lee	359 K	35 - 45	♂ 83 % men	😊 7.3 %	
@ryanpatel	Ryan Patel	356 K	18 - 24	♀ 59 % women	😊 8.5 %	
@amandalife	Amanda Garcia	1.9 M	18 - 24	♀ 88 % women	😊 6.3 %	
@mike_nguyen	Michael Nguyen	69K	55 - 64	♂ 92 % men	☹ 2.3 %	