

Slate Influencer Results





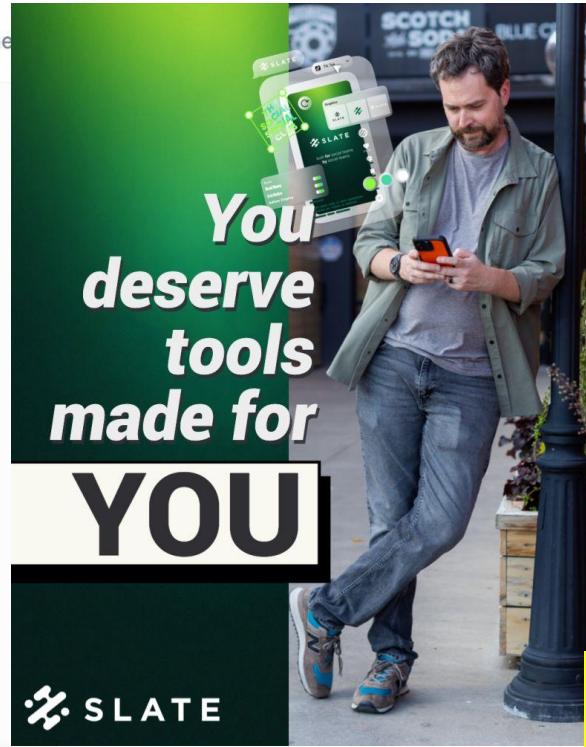
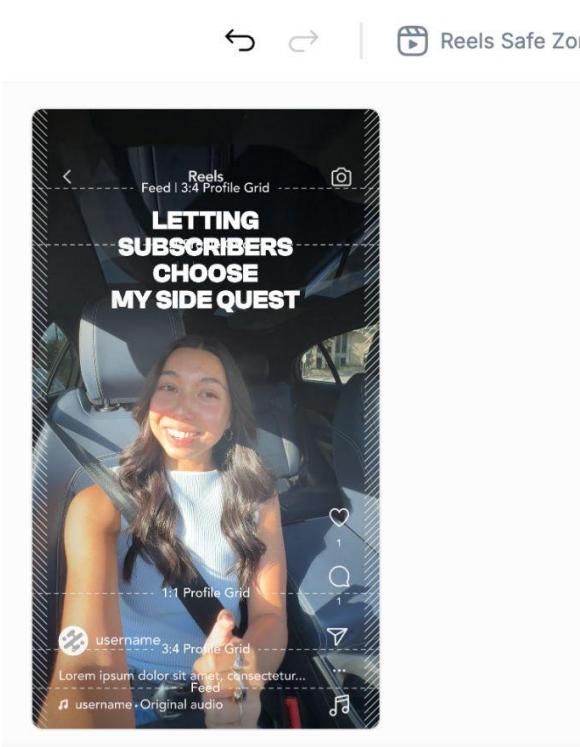
Recap

- Previously known for Sports Marketing, but looking to increase awareness with B2B Social Media Marketers.
- Social Media day on September 17 wanting to activate (Faces behind your most loved brands, surprise and delight)



August: General Awareness

Creators introduced their audience to *Slate* and the pain point it solves for SMM compared to Capcut, Canva, Adobe Express, etc.



217,648 total views



September: Gifting Campaign

Sent to Social Media Marketing Managers and got lots of people talking about it!



Christine Göös · 1st
Director of Marketing, US @Croud | Podcast Host @House of Content | B2B ...
1mo · 18 posts

To whomever is running **Slate's** B2B influencer campaigns: can we talk because I want to take notes?! 😍👏

You and 88 others

20 comments · 4 reposts



217,700 total views



September (continued): Organic coverage

You reach virality when people make posts about the campaign unprompted

Isabelle Hasslund • 1st
Social-First Content & Growth Marketing Manager | I help B2B, B2C, SaaS...
1mo • Edited • 5

If influencer marketing is "dead," **Slate** and **Creatorbuzz** are rewriting the B2B influencer marketing playbook. ...more

Enara Roy • 1st
Brand partnership • Social Media @ Sweet Loren's
2d • 5

Ok **Slate** I seeeee youuuu 🌸

Hooking up social media managers with all the essentials for a (much needed) digital detox 🌸

A candle, notebook, teabags & even a **Brick**? Super excited to try this out bc the amount of times I hit ignore on time-restricted apps is getting out of hand 🤦

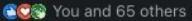
The best part? **Slate** wants to celebrate other social media managers by giving YOU a chance to win a box too 🎉

Tag an SMM who deserves a break in the comments and nominate them to win a box of their own 🌸

#slatepartner #socialmedia



21 comments • 1 repost



Safaniya Stevenson • 2nd
Brand Marketing Consultant | Cultural Analyst | 2024 Marketer to Watch | SX...
1mo • 5

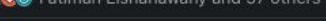
will never forgive **Slate** and **Creatorbuzz** for their influencer boxes influencing e. ...more

Annie-Mai Hodge • 2nd
Brand partnership • Founder of Girl Power Marketing 🌸 social media ...
2d • 5

is the best PR for a social media manager ever? 🌸

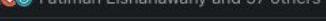
been working with the folks over at **Slate** for a while now, and not only ...more





Fatimah Elshanawany and 57 others

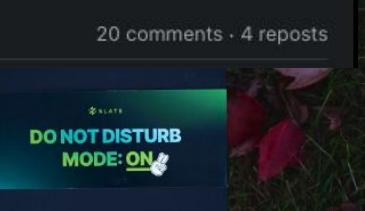
12 comments • 1 repost



Greg Rokisky • 1st
Award-winning Social + Influencer/Creator Marketing Strategist | Workpl...
1w • 5

en's the last time you touched grass?

be not literally, but also maybe literally. Ferris Bueller said life moves fast... he didn't even exist amidst social media and the construct of all in which we



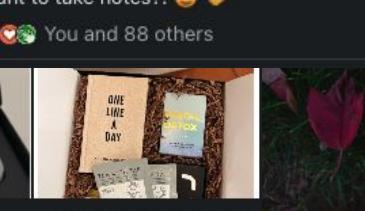
sincerely grateful for this box from **Slate** to ring in my new gig with **Calendly** cause, while I'm pretty good about boundaries, working in the world of social ins time feels the most like a construct. Before I know it, two months have sed and I don't really know if I was moving through time or time moved me.

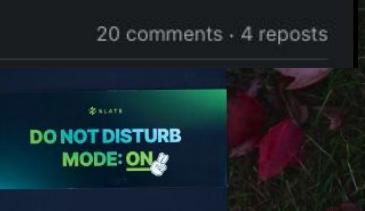
excited to give my **Brick** a try and see how I do at the **One Line A Day** journal I know I love a physical pen touching physical paper.

Christine Goös • 1st
Director of Marketing, US @Croud | Podcast Host @House of Content | B2B ...
1mo • 5

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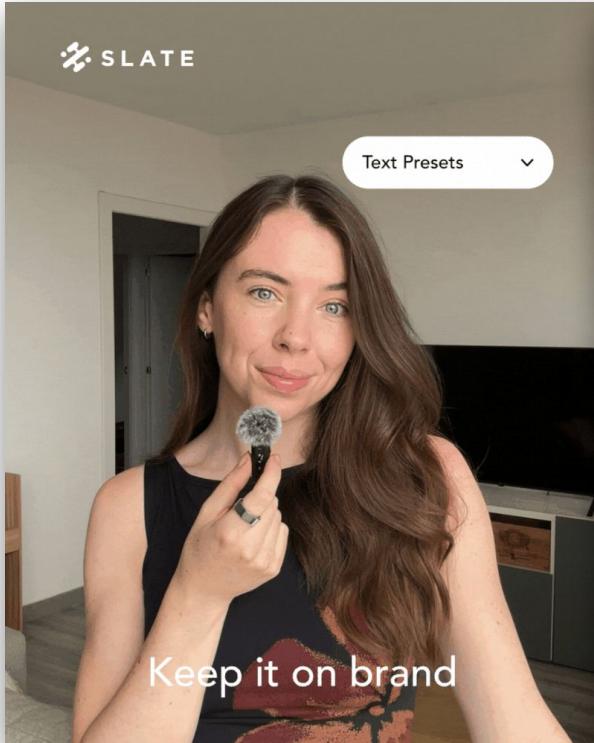






October: Text Presets

Creators were given animations to include over top of their posts to promote new feature



89,819 total views



Top Performing Content



Zaria Parvez · Following
Brand partnership · Head of Social @ View my newsletter
1mo · Edited · 3

People say the hardest part of social is get

Nah. It's wearing 47 hats. Ideating, writing all while drowning in UNTITLED32_FINAL 1 And most tools for content creation... suck

So when **Slate** asked me to try their tool, I a new platform, overhauling my process? I

But after trying it out, here's what I appre

- Everything is in one place (instead of 3+ content creation.

- They have built-in safe zones which mean chopped off. I can focus on making content emailed with "just put it on social."

- Mobile + desktop are equally strong, so I toggling between screens.

To sweeten the deal: there are shared libraries that help with an expansive repertoire of content. I have that one asset from 2023 without the

I don't recommend anything I wouldn't use in a social media manager's solve.

check it out here: <https://hubs.li/Q03B1fP>

#Slatepartner

You and 1,680 others



Zaria Parvez · Following
Head of Social @ DoorDash | Ex-@duolingo on TikTok | Forbes 30Under30...
View my newsletter
1mo · 1

MY SHAYLAAAAA

I love getting snail mail and it means even more when it's a little treat!

Slate is the ultimate plug to unplug. My screen time sometimes hits up to 8 hours a day and I know other social managers are in the same boat. ☠

This gift box from **Slate** forces me to write, to shut off and not fight with a 9:16 video. Truly my love language.

They even included a **Brick** - a physical device that temporarily removes distracting apps & notifications from your phone!

To sweeten the deal, we're spreading the love. Feel free to tag another SMM that deserves a lot of love so we can send them these goodies too :)



Annie-Mai Hodge · 1st
Brand partnership · Founder of Girl Power Marketing 💜 so...
1mo · 1

Is this the best PR for a social media manager ever? 🤪👏

I've been working with the folks over at **Slate** for a while now, they have a great tool, they're absolutely wonderful folks too.

And this little package completely solidifies that.

- Self-care with candles and herbal tea
- Actionable digital detoxing with a one line a day journal, an take time away from your tech
- A **Brick** (!!) which is a little device that temporarily removes notifications from your phone.

It's things like this, where brands go a bit above and beyond I that make me glad that I'm so selective with who I work with.

Fancy receiving your own box from **Slate**? Nominate a social media manager you think deserves one, and why they are appreciated, in the comments.

(Nominations for SMMs must be based in North America for this contest, because I'm running a little giveaway myself too, so everyone.)

Reminder: If you think posting on LinkedIn is cringe, just remember that it's cringe in someone else's mind, than caged in your own."

LinkedIn has absolutely changed the trajectory of my career - a couple of years and it's all because I decided to Just Do The (it's been a while) and start posting.

#Ad #SlatePartner



Enara Roy · 1st
Brand partnership · Social Media @ Sweet Loren's 🍪...
1mo · 1

Ok **Slate** I seeeee youuuu 😊✨

Hooking up social media managers with all the essentials for a (much needed!) digital detox ❤️

A candle, notebook, teabags & even a **Brick**? Super excited to try this out bc the amount of times I hit ignore on time-restricted apps is getting out of hand 😂

The best part? **Slate** wants to celebrate other social media managers by giving YOU a chance to win a box too 🎉

Tag an SMM who deserves a break in the comments and nominate them to win a box of their own 🎉

#slatepartner #socialmedia



with Eric Stark and 5 others

You and 484 others

183 comments · 3 reposts



Partnership Performance

43

Posts

1.35M

Impressions

\$35

CPM

5,836

Likes

1,494

Comments

57

Reposts



Notable Comments



Alexis Gilmore · 2nd
Social @ Tractor Supply

If I fully wasn't convinced already... this has done it for me

Like · 1 | Reply



Jenny Jacoby, MBA · 2nd

I help multi-location eyecare practices train, retain & certify their staff ...

1mo ...

I may need to check Slate out wondering how it'll connect with our HubSpot

Like | Reply · 6 replies



Dylan Redekop · 2nd

Newsletters & Community || Growth In Reverse || Growth Curr

I haven't heard of Slate until this post. **#win!**



Sam Wells · 2nd
Director of Social @ C4 Energy, Cellucor, XTEND | Social Media Guy in...

2mo ...

love **Slate!** It's been a game changer for me and highly recommend it for all social media teams. They also have an awesome team that offers great support and helps set you up for success. Shoutout to the GOAT **Carter Kennedy!**

Like · 6 | Reply · 3 replies



Tucker Sholtes · 2nd
(edited) 1mo ...
CEO @ Infonancial | PE Operations | Board Member | MBAe | D...

If it's good enough for **Zaria Parvez**, we should look into it **Laura Pontelli!**
Demo scheduled for next month.

Like · 4 | Reply · 3 replies



Ruzeth D. · 2nd
Marketing Strategist & Social Media Manager @ Rocketsled Studios ...
2mo ...

I literally had to start doing much more video editing this week and just posted about that, haha. I'll take a look at **Slate**

Like · 2 | Reply



Christine Goös · 1st

Director of Marketing, US @Croud | Podcast Host @House of Content | B2B ...
1mo ·

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Engagement from companies like

Full list [here](#)

