

Recruiting social media influencers  
to grow your business.

Uber is to transportation what Metarank is to social media, reviews & influencer-marketing.

Uber = On call chauffeur.

Metarank = On call social media influencers.

“A deciding factor on where to dine is **recommendations.**” - QSR Magazine

“**92% of consumers read online reviews before making a purchase (2015).**  
Therefore, **9 out of 10 customers** visiting your restaurant (for the first time) likely **checked Yelp first.**” - Womply

“The **most common** platform for restaurant **advertising** in 2017 is **social media** and is utilized by 75% of restaurateurs. When it comes to social media, **restaurants** are most likely to **use Facebook (92% of restaurants).**” - Toast

“**A Facebook fan is worth \$174** to a brand” - Mashable

Today is Election Day What's this? • close



Find your polling place on the U.S. Politics Page and click the "I Voted" button to tell your friends you voted.

**I Voted**

01155376  
People on Facebook Voted

“In 2010, during midterm elections, Facebook conducted an experiment on 61 million people.

Two ads were shown and the ad with pictures of friends who voted brought in 340,000 more voters.

The ad was only shown once.” - TED Talk

Today is Election Day What's this? • close



Find your polling place on the U.S. Politics Page and click the "I Voted" button to tell your friends you voted.

**I Voted**

01155376  
People on Facebook Voted



**f** Jaime Settle, Jason Jones, and 18 other friends have voted.



Hans Hassell and 7 other friends are voters.

**It's Election Day**  
Tell friends you're voting in the 2012 Election and find out where to vote.



“In 2012 Facebook repeated the same experiment and the ad with pictures of your friends brought out an additional 270,000 voters and also only shown once.” - TED Talk



It's Election Day ×

**It's Election Day**  
Tell friends you're voting in the 2012 Election and find out where to vote.



[I'm Voting](#) [Find My Polling Place](#)



Laura, Hans and 6 others are voters in this election.

"...the 2016 presidential election was decided by about 100,000 votes."

**TED** Ideas worth spreading

Zeynep Tufekci from TED talk, *"We're building a dystopia just to make people click on ads"*

[www.ted.com/talks/zeynep\\_tufekci\\_we\\_re\\_building\\_a\\_dystopia\\_just\\_to\\_make\\_people\\_click\\_on\\_ads](http://www.ted.com/talks/zeynep_tufekci_we_re_building_a_dystopia_just_to_make_people_click_on_ads)

# What you can expect:

- ★ Several reviews per day.
- ★ Hundreds of social media mentions per week.
- ★ Thousands of views per month.
- ★ Many new customers.
- ★ Ability to give mega offers to popular customers.
- ★ Customer details (contact info and popularity score).

# We work with these sites:



Yelp



Facebook



Google



TripAdvisor



Citysearch



Foursquare



# Advertising today

## Digital Advertising (Today)

- Google Pay for adwords with the advertising “Ad” label.
- Facebook/Instagram Pay for posts with the “sponsor” label.
- Ads and banners Pay for the least sophisticated option.
- Demographic marketing The best option available to everyone else.

# Advertising today

Word-of-mouth marketing  
by micro-influencers.

Popular people influence behavior. Metarank lets you know who is popular.

**VS.**

## Digital Advertising (Today)

- Google Pay for adwords with the advertising “Ad” label.
- Facebook/Instagram Pay for posts with the “sponsor” label.
- Ads and banners Pay for the least sophisticated option.
- Demographic marketing The best option available to everyone else.

# Advertising today

Word-of-mouth marketing  
by micro-influencers.

**VS.**

## Digital Advertising (Today)

- Google
- Facebook/Instagram
- Ads and banners
- Demographic marketing

## Coupon Networks offer deals to anyone.

- Groupon (Cost 75%) Requires 50% off, then takes 50% of that.
- LivingSocial (Cost 75%) Requires 50% off, then takes 50% of that.
- Yelp (Cost 30%) Takes 30% and refunds with no questions.

# Advertising today

Word-of-mouth marketing  
by micro-influencers.

Mega offers given only  
to micro-influencers.

**VS.**

**VS.**

Digital Advertising (Today)

- Google
- Facebook/Instagram
- Ads and banners
- Demographic marketing

Coupon Networks offer  
deals to anyone.

- Groupon (Cost 75%)
- LivingSocial (Cost 75%)
- Yelp (Cost 30%)

Requires 50% off, then takes 50% of that.

Requires 50% off, then takes 50% of that.

Takes 30% and refunds with no questions.

# Advertising today

Word-of-mouth marketing  
by micro-influencers.

Mega offers given only  
to micro-influencers.

**VS.**

**VS.**

Digital Advertising (Today)

- Google
- Facebook/Instagram
- Ads and banners
- Demographic marketing

Coupon Networks offer  
deals to anyone.

- Groupon (Cost 75%)
- LivingSocial (Cost 75%)
- Yelp (Cost 30%)

Check Ins (Today)

- Yelp (Duke)
- Facebook
- Foursquare/Swarm (Mayor)

# Advertising today

Word-of-mouth marketing  
by micro-influencers.

Mega offers given only  
to micro-influencers.



Game of Crowns

**VS.**

**VS.**

**VS.**

Digital Advertising (Today)

- Google
- Facebook/Instagram
- Ads and banners
- Demographic marketing

Coupon Networks offer  
deals to anyone.

- Groupon (Cost 75%)
- LivingSocial (Cost 75%)
- Yelp (Cost 30%)

Check Ins (Today)

- Yelp (Duke)
- Facebook
- Foursquare/Swarm (Mayor)











“Facebook will prioritize what their friends and family, share and comment, & de-emphasizing content from publishers and brands.


The changes are intended to maximize the amount of content with ‘meaningful interaction’ that people consume on Facebook”

- Mark Zuckerberg (Facebook CEO) JAN. 11, 2018 New York Times


<https://www.nytimes.com/2018/01/11/technology/facebook-news-feed.html>


Using sophisticated algorithms, we find micro-influencers and provide the platform to leverage them.


	Name	Rank	Score
	Austin Prime	 1 <sup>st</sup>	292
	Kas AhPerman	 2 <sup>nd</sup>	264
	Snuff Pelly	 3 <sup>rd</sup>	262
	Ricky Wilson	 4 <sup>th</sup>	242
	Jaz Merritt	 5 <sup>th</sup>	231
	Mohammad Zaman	 6 <sup>th</sup>	223



**Ricky Wilson**



Rank: 

Gender: 

Current Score: 242.33  
Best Score: 242  
Lowest Score: 237

Email: subhro\_pramank@gmail.com  
Phone: 9831182601  
Date of Birth: 1988-04-07

Checkins: 0  
Checkin Likes: 0  
Status Posts: 5  
Links Posted: 16  
Photos Posted: 88  
Likes of your Photos: 469  
Videos Posted: 8  
Likes of your Videos: 11  
Comments You Posted: 147  
Likes of your Comments: 50  
Tagged Videos: 8  
Tagged Checkins: 0  
Tagged Photos: 88  
Wall Posts Received: 5  
Comments Received: 81  
Comments of Comment: 0  
Total Friends: 0  
Unique Individuals: 262



With a table-tent or menu insert, you motivate the customer to participate.



- ★ No setup cost
- ★ No monthly fee
- ★ Performance based billing (\$0.10/per)

Thank you.