



The Social Question

NEXT GENERATION ENGAGEMENT



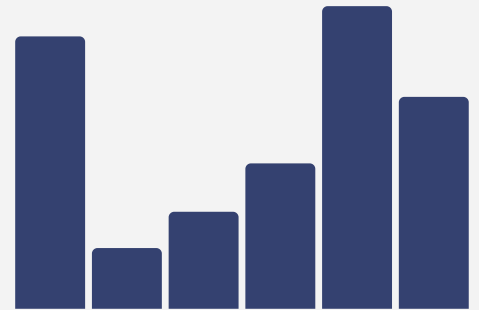
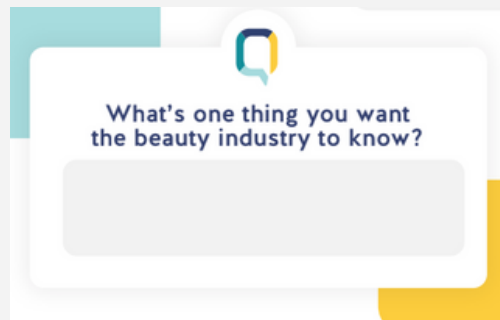
Kayte Hamilton

Founder

Founder's Note

Many of us working in the social space likely feel like we're living the dream, right? Especially if we've been able to achieve financial success while pursuing our passions. After more than a decade supporting brands behind-the-scenes through consumer marketing research, I've followed my own passions by launching The Social Question, which merges my Millennial fascination with social media with my long-time interest in consumer data. Essentially, The Social Question facilitates connections between brands and Content Creators. We design opportunities for Creators like you to boost their follower engagement, enhance their reputations, learn more about their communities and generate income streams for themselves and their followers.

TRANSFORM
YOUR Q&A
BOXES INTO
DATA
INSIGHTS



Fueled by the growing need for authentic research experiences, founder Kayte designed a leading-edge service that leverages a Content Creator's follower engagement to help a brand learn more about their consumers. The Social Question supports both clients and influencers with this brand-new business model.

TSQ's services are available for paid partnerships or for private data mining.

ANALYSIS OF RESPONSE BOXES CAN BE USED:

BLOG POST
SUPPORT

CROWD
SOURCING IDEAS

BRAND
ENGAGEMENTS

HOW THE SOCIAL QUESTION WORKS:

TSQ works with brands to determine the research question and target audience. We then outreach within our Creator network to find the best match. We ask: [Does this content fit within the conversation you're already having with your followers?](#) [How does the timeline work within your sharing schedule?](#)

As a Content Creator partner, you will be added as a Question Host in our network. We'll work with you on the final topic script to post in your response box. To ensure all data security measures are met, all Question Hosts have NDAs in place and your followers are informed about the research process during your intro. As an added bonus, we also offer \$50-\$100 cash giveaways for your followers who contribute!

EXAMPLE RATES:

SINGLE HOST

\$500 - \$5,000

TSQ partners with one Creator to host one question. Rates vary based on follower size and typical response box volume. Minimum activity includes 2 Instagram Stories slides (Intro + Response Box)

MULTIPLE HOSTS

\$750- \$7,000 per Host

Also known as a "Social Squad," this opportunity pairs clients with more than one Creator. Creators post at least one response box and promote the other hosts throughout the series.

ADDITIONAL SERVICES FOR CREATORS:

ANNUAL AUDIENCE SURVEYS ————— **\$250+**

TSQ develops, programs, hosts your survey, and analyzes the results to improve your media kits and brand positioning. If you have previously conducted audience surveys, we will review your past information and provide data comparisons.

Ask me how to get your first survey free!

NEW BRAND PARTNERSHIPS ————— **CUSTOM**

Looking to partner with a brand you think would benefit from engaging your followers? Use TSQ's services in reverse - let's collaborate to pitch you and your audience to a new partner.