

Adidas

A well-known sports brand. Adidas has launched a new shoe. They wanted to promote it on Instagram. The website leads them to Influencers which have interest in sports and have a following based on that. It can be a fitness trainer, an athlete, runner etc (influencer). Since Adidas is a big brand, they can also look for celebrity endorsements from the website.



Raw Juice

Raw Juicy make fresh healthy juice. It is a small scale company. It cannot pay for the advertisement on TV and can't afford celebrity endorsement. Influencers den give them an opportunity to connect with fitness Instagram influencer within their city with the same target audience the brand is looking for.



Instagram Influencers (Negis mirsalehi)

Negis has lot of instagram followers but like others she has no ide how to collaborate with right brands and monetise her content. Influencers Den will give her an opportunity to list herself on the website, so she can reach the brands, collaborate and earn money.

