

ANGLIN PR + MARKETPLACE EVENTS

2023 OKC HOME AND GARDEN SHOW

INFLUENCER

**ORGANIC
CONTENT**

INFLUENCER MEDIA REPORT

Anglin PR + Marketplace Events engaged 5 influencers to drive interest in and attendance at the 2023 OKC Home and Garden Show.

One of these influencers was engaged to provide services of 1 infeed post and 1 story for payment. Four of these influencers were engaged to provide services (1 post and/or 1 story) for a trade of a PR kit with gift card.

Influencers were encouraged to do giveaways, on-site posts and pre-show posts.

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INFLUENCER ORGANIC CONTENT

INFLUENCER MEDIA REPORT – PAID SHELBY COBBLE

Posted 1 story and 1 infeed post to Instagram.

Total Reach 2,588
Total Interactions 344

shelbycobble Following Message +2 ...

623 posts 9,773 followers 3,086 following

Shelby Cobble (Nelson)
Blogger
HI GAL PAL! 🥰👯👯👯 Momma to P 🥰
OKLA + affordable fashion + SPARKLES + believer ❤️
For collabs/rates email shelbyLcobble@gmail.com 📧
shop links 🛍️
linktr.ee/shelbycobble

Followed by anglinpr, haircandybyhan, labaguetebistro + 3 more

BABY 🍼 HCBH #2 Nails Brianna Can... Products #2 Christmas 🎄 Product Gui...

POSTS REELS TAGGED

The profile page shows a grid of posts. The first row includes a photo of Shelby in a bathtub, a photo of her in a white dress, and a photo of her with a man. The second row includes a photo of a baby, a photo of her in a white sweatshirt, and a photo of her in a black top.



SHELBYCOBBLE Posts

shelbycobble Bennett Event Center, Oklahoma City Fairgrounds

growe flower truck
BUILD YOUR OWN BOUQUET or WE CAN DO ONE FOR YOU

Like Comment Share

Liked by ll_cool_clay and others

shelbycobble casually singing "flowers" by Miley 🌻🌸
... more

View all 70 comments

sincerelymrshuber Obsessed with this jacket! 🥰❤️

shelbycobble @sincerelymrshuber thank you!!!! 🙏❤️

The post shows Shelby Cobble standing next to a blue vintage truck with a flower truck sign. She is wearing a purple and white checkered jacket and holding a bouquet of flowers. The post has 70 comments and is liked by ll_cool_clay and others.

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INFLUENCER ORGANIC CONTENT

INFLUENCER MEDIA REPORT – FOR TRADE SOPHIE SCHWECHHEIMER

Posted 14 stories and 1
infeed post to Instagram.

Total Reach 3,321

ohsophiesworld Following Message + Add + More

185 posts 1,598 followers 1,515 following

Sophie Schwecheimer
Personal blog
Fake German Heiress
Bonafide Thriftista
International PR Gurl
Shop @ohsophiescloset

Followed by anglinpr, cheeky_vintage_okc, shelbycobble + 2 more

About Me Dine & Drinks Travel Fur Babies

POSTS REELS TAGGED

72 HOURS in Seattle

GOODWILL

Image grid showing various posts including a Seattle skyline, a woman watering plants, a woman in a sequined jacket, a woman in a black dress, and a woman in a green top.



OHSOPHIESWORLD Posts

ohsophiesworld Oklahoma State Fairgrounds

1/2

Like Comment Share

Liked by okgoodwill and 117 others

ohsophiesworld got any weekend plans? ❤️ if you're a big flower and home decor person like me, you may want to browse the OKC Home + Garden Show... more

View all 23 comments

joybenspiff Love this setup 🥰🥰🥰

ashglass93 Ooo fun! My hubby and I are hoping to get out there tomorrow, we have so many home

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INFLUENCER ORGANIC CONTENT

INFLUENCER MEDIA REPORT – FOR TRADE VICTORIA STILL

Posted 4 stories and 1 infeed post to Instagram.

Total Story Reach 1,722

Profile information for **victoriastillokc**:
1,597 posts | 3,058 followers | 2,462 following
Bio: Victoria Hubbard Still, Personal blog, OKC Blogger, Food Allergy Mom, Maternity Style (until June!), Sarah Flint Curator, Beautycounter, linktr.ee/victoriastill
Followed by joannaclaيرهjohn, anglinpr, rayrayokie + 12 more

Category icons: Codes/Links, Maternity Fits, Food Allergies, Valentine's, Spring Break, Things, OIT Journey

Post grid (6 items):
1. Selfie of Victoria Still
2. Victoria Still sitting on a ledge in a blue dress
3. Victoria Still with a child in a hospital setting
4. Victoria Still in a red and white striped shirt
5. Interior shot of 'THE TREATMENT ROOM'
6. Interior shot of a wooden shelving unit



Post by **victoriastillokc** at Bennett Event Center, Oklahoma City Fairgrounds

Engagement: Liked by candacechandler and 65 others

Caption: victoriastillokc One day you'll wake up in your mid-30's and spend your weekend at @okchomeshows 🌱 ... more

Comments:
a.mccaw Cutest nails!
victoriastillokc @a.mccaw thank you so much! They're @oliveandjune and took me maybe less than 10 minutes to do 🙌

3 days ago

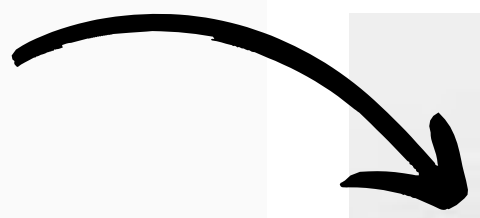
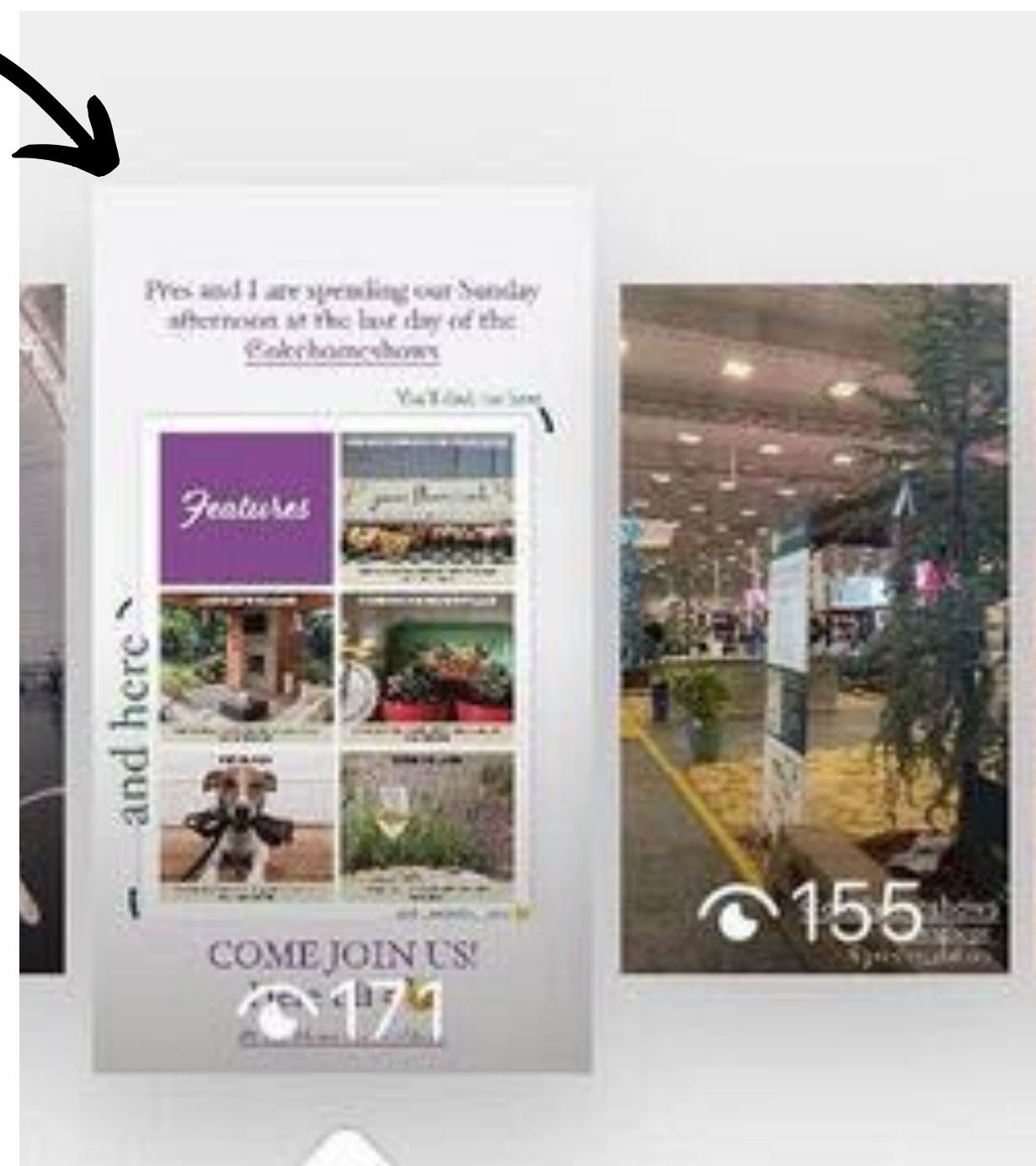
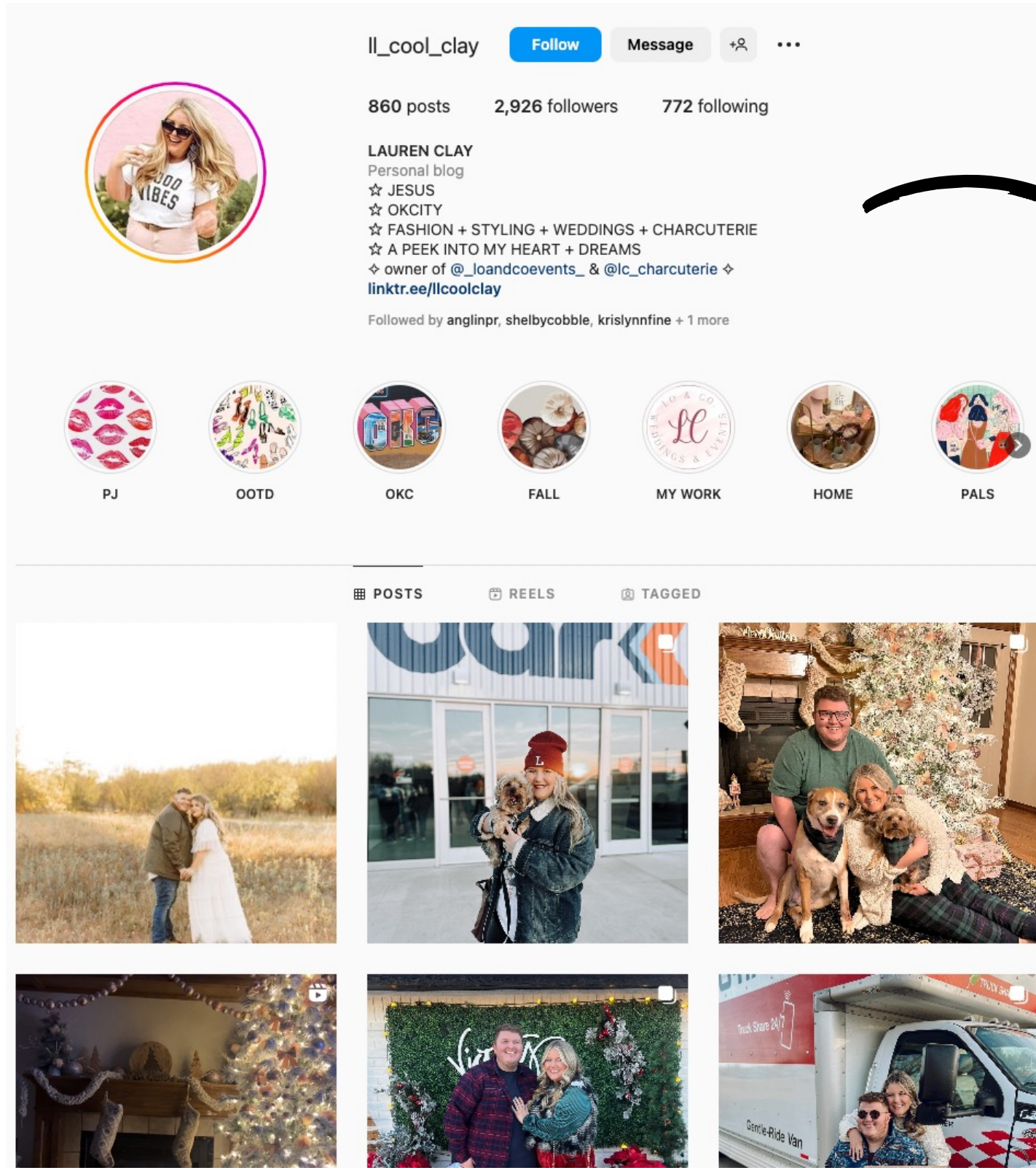
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INFLUENCER ORGANIC CONTENT

INFLUENCER MEDIA REPORT – FOR TRADE LAUREN CLAY

Posted 3 stories to Instagram.

Total Reach 527



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**INFLUENCER MEDIA REPORT – FOR TRADE
CASSIE WINDAM**

Posted 1 story to Instagram.

Total Reach 585

The screenshot shows the Instagram profile for 'cassiewindham'. The profile includes a circular profile picture of a woman with blonde hair, a bio with the text 'Cassie Windham Just for fun okc doodle mom just living my best life', a link to 'www.shopltk.com/explore/casdwind', and a list of seven categories: okc, foodie, links, pups, keeps, nola, and fitness. Below the profile are tabs for 'POSTS', 'REELS', and 'TAGGED', with a grid of six post thumbnails showing various lifestyle and couple photos.



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INFLUENCER MEDIA REPORT

Overall, influencers were able to drive interest in the 2023 OKC Home and Garden Show. Stories really helped several influencers culminate a greater total reach. With this in mind, story reshares of OKC Home and Garden's own content should be encouraged as an easy tactic for influencers to be successful in this area in the future.

In particular, Sophie Schwechheimer stood out among all the influencers for her extra effort, and we'd recommend working with her as an ongoing, paid partner.

The more the OKC Home and Garden Show financially invests in influencers, Marketplace Events will find higher quality results for posting, reporting and engagement.