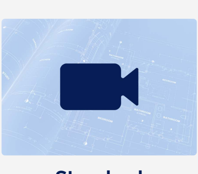
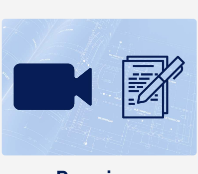
Pricing



Standard

All Course Videos

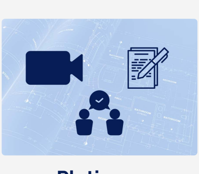
BUY NOW - $749



Premium

All Course Videos
+ Templates
+ Worksheets
+ Screen-share walkthroughs

BUY NOW - $1,499



Platinum

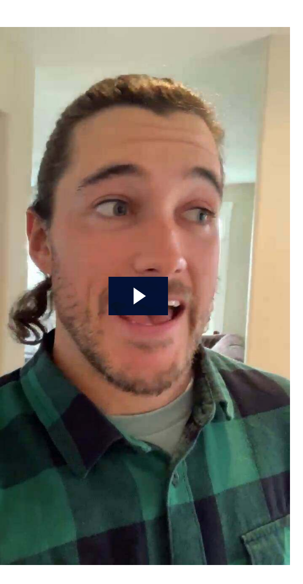
All Course Videos
+ Templates
+ Worksheets
+ Screen-share walkthroughs
+ Weekly 1 hour consulting call

CONTACT US

2 Million in sales in 6 months!

"Because of the strategies laid out in this course, we have already scaled the company up to a $2M brand. In the first three months, we were able to lean heavily on these tactics to become a part of Shopify's top 1% of growing companies in 2020." **Paul Jackson - Founder, Animal House Fitness**

BUY NOW



Take It From Them

JOIN THEM

"These guys know how to use influencers to scale FB and IG ads better than anyone I know. You'll learn whitelisting to the type of content that works best at each stage of the funnel... get this course now!"

Nick Shackelford - Founder, Structured Social

"Sourcing influencers primarily as content creators was the main takeaway from this course that we've used here at LaserAway. This has resulted in populating consistent content to use when running Facebook ads to which it's proven to be our best performing creative time and time again. Kynship does an incredible job of showing you exactly how to do this – you should go purchase this course now!"

Paul Baumgartner - CMO, LaserAway

"I recommend this course to anyone looking to do influencer marketing internally as a brand. From building a community of influencers around your brand to creating an effective customer journey through the use of influencer generated content, this course will equip you to find success."

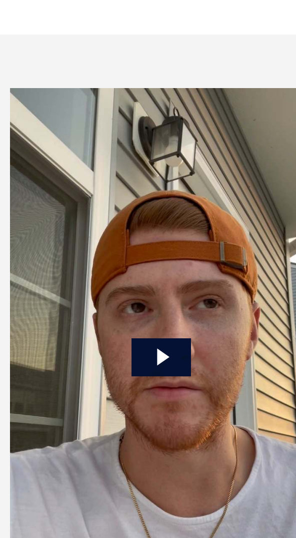
Taylor Holiday - CEO, Common Thread Collective

"The amount of value in this course is absolutely crazy. There's so much noise out there when it comes to influencer marketing. This is the exact opposite. It seems like the Kynship team gave away everything they know and more! Just buy this thing already...it's worth every single penny."

Chase Dimond - CEO, Boundless Labs

"They are truly experts with excellent knowledge and clear instruction. They taught me so much about how influencer marketing works and how to strategically maximize the value of influencers. Their advice and coaching on how to implement the content into Facebook Ads was indispensable."

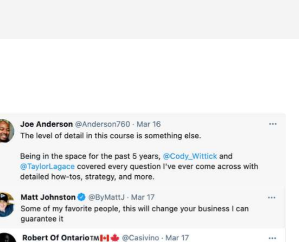
Joe Rogers - CEO, Love Bags



$1M brand in 8 months!

"Through the help of the Kynship course, we were able to scale our influencer marketing efforts while reaching 7 figures in revenue just 8 months after we launched our brand. Highly recommend the course that Cody & Taylor put together."

BUY NOW



WHAT YOU'LL LEARN...

- **The most important lessons learned about influencer content from $250 million spent on Facebook ads**
- **The #1 way to build an influencer community that will generate sales**
- **The proven step-by-step system for influencer whitelisting** that could skyrocket your Facebook Ad Account by 1,000%...
- **A proven framework even complete beginners can follow for reaching out and following up with influencers** without wasting a ton of time or money
- **How to analyze an Influencer's ability to create "selling" content and how to test their "authenticity"**
- **See how one business generated $1 million in sales in 120 days** using Product Seeding
- **See how one brand got their product on Lebron James using our approach and methodology**
- **How to find, choose, and reach out to the right influencers for your brand**
- **How to source and create influencer generated content**
- **The real reason why most influencer partnerships fail:** contracts (and how to ensure protection)
- **The editable creative brief to give right to influencers**
- **The most effective way to test and scale influencer content**
- **The economics of influencer marketing and how to create a budget**
- **And more!**

Brady loves it!

"I'm sold on influencer marketing. But I'm unsure of the value of this course."

Don't worry, we're here to help. Talk to a member of our team by booking a call below to get all your questions answered!

BOOK A CALL

Testimonials

JOIN THEM

"The Influencer Marketing Blueprint is nothing short of a revelation. It is a step-by-step strategic and tactical guide that teaches e-commerce brands about how to go about influencer seeding in a bid to building an attentive and engaging community.
Kynship was able to lay out the specifics on how brands can use influencers as ongoing content creators that not only amplify organic buzz on an ongoing basis but even more so, for consistently delivering creatives for social advertising campaigns at scale."

Kunlee Campbell - Founder, 2xeCommerce

"Influencer marketing has changed rapidly in the last few years as the death of organic reach has pay-for-post obsolete. The thing I love about Kynship is that their approach starts form that assumption and instead builds on a much firmer foundation: developing real relationships with high quality influencers and integrating them into a holistic (and thus more effective) media and brand strategy."

Andrew Faris - CEO, 4x400

"The Kynship team have been incredible Gorgias partners over the past 2 years. I've hosted 30+ e-commerce webinars in in 2020 with thousands of brand attendees and none received as much engagement as our influencer marketing ones led by Kynship. They've worked with brands of all sizes and if you are looking to scale your influencer strategy to drive more sales then I'd highly recommend signing up for their Influencer Marketing Blueprint course!"

Billy McClennan - Director of Partnerships, Gorgias

"Amid the buzzwords and questionable gurus surrounding influencer marketing, the Kynship team are one of the very, very few tacticians I trust. Why? They are ruthlessly devoted to real data and understand how to create cross-platform, paid-plus-organic influencer-driven funnels."

Aaron Orendorff - VP of Marketing, Common Thread Collective

"Our fitness brand would be nowhere near as successful without the help of "The Influencer Marketing Blueprint" course. We launched our first product in October of 2020, with no real influencer marketing experience. Without this course, our vision would not have come to life and we would not be experiencing the success that we are today - plain and simple!"

Paul Jackson - Co-Founder, Animal House Fitness

"Wow, this is the most comprehensive overview I've ever seen on Influencer Marketing by far. It'll probably take the industry 3-4 years to catch up to the techniques shared in this course. Cody and Taylor held nothing back. By going over payment questions, legal, ad strategies, and of course influencer strategy, they have provided THE go-to guide for getting the most out of your influencer spend and efforts."

Joe Anderson - Founder, MightyScout

"Cody and Taylor's ability to simplify and deconstruct tactics and strategies, step-by-step, has helped hundreds of our merchants get started with influencer marketing. If you're looking to get started like a pro - or amplify your current influencer marketing program, I highly recommend this course!"

Hans Godiksen - Senior Merchant Success, Klarna

"What distinguishes this course from many others out there, is that it is taught by actual world-class experts who are working with influencers every single day. Don't waste your time with anything else, get this course right now!"

Omar Chiodin - Director of Ecommerce, Partsology

"The Influencer Marketing Blueprint is a great resource, whether you're planning to launch your first influencer campaign or you're a seasoned pro looking to gain an edge. The team at Kynship has deep expertise and it shows in each lesson."

Robert Freund - Advertising Attorney, Founder of InfluencersIQ

"Kynship Blueprint program is the ultimate guide to profitable influencer marketing! This program gives you the tools to understand the strategic and tactical advantages of influencer marketing in our crowded and dynamic digital marketing environment and how to maximize the value for your brand. This is a must-have for every brand and agency!"

Justin Girouard - Director of Accounts, Jekyll & Hyde Advertising

"When it comes to influencer marketing, I always turn to Kynship for advice. I'm absolutely blown away by the course that they have put together. There's nothing like this out there right now. They cover EVERYTHING! Super organized and well-thought-out modules. Love it!"

Chris Mikulin - Managing Partner, Kulinco

"If you are looking to start or grow within the influencer marketing channel, this course is hugely valuable! There's so much uncertainty within the world of influencer, this course absolutely provides crystal clear clarity on how to be successful."

Daniel Savage - Chief Revenue Officer, Tagger Media

Finally Data-Driven Influencer Marketing Strategies That Work For Any Business

We know you want to be a brand with a successful influencer marketing strategy. To be that, you need influencer marketing to generate meaningful revenue for your business. You're tired of watching other brands crush it with influencers, while you don't have a strategy or the time to execute one for your brand. We believe you deserve to have a blueprint for success in influencer marketing. There is so much noise (options, agencies, etc.) trying to "help" only leading to more confusion and we know how paralyzing that can be. Leaving you asking the question, "Where do we even start?"

Instead of hiring us to do the work for you, we can proudly say, "Start Here," by using our blueprint broken down into practical and detailed steps that will give you the strategy to grow your revenue. Stop wasting time and money on old techniques that don't work and start owning an effective influencer strategy.

As a result of connecting thousands of influencers with brands, and having visibility to over $250,000,000 in paid media, we created a blueprint that focuses on **building communities through sales, not likes.**

BUY NOW

Course Overview & Details

Who's This For?

This course is for anyone who's looking for a hands-on and pragmatic approach to kickstart and grow within influencer marketing:

✔ Startup Entrepreneurs
✔ Marketing Directors, Managers, and their teams
✔ Influencer Marketing Specialists
✔ Agencies
✔ Freelancers
✔ Brand Owners
✔ Students
✔ And yes, even Influencers too!

In this 7 module program, we've given you everything you need to know, including:

- The way to win organically: product seeding
- How to analyze an Influencer's ability to create "selling" content and how to test their "authenticity"
- How to find, choose, and reach out to the right influencers for your brand
- Critical things to include in your influencer contracts and creative briefs
- How to source and create influencer generated content
- The difference between organic posting and influencer whitelisting
- A step by step method of implementing influencer content into your Facebook Ad account

BUY NOW

Why We Created This Course

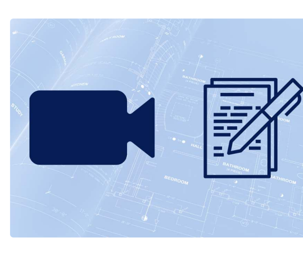
Over the past couple years, we've received consistent questions, DM's and emails that have ultimately inspired us to give away everything we know. Our course provides you the tools to start and scale an influencer program for yourself. It primarily focuses on e-commerce, DTC (direct to consumer) businesses but we believe that influencer marketing, and specifically this course, applies to any market/industry/business.

This on-demand course is a combination of face-to-face video lessons, resources, screen share Loom videos, and templates, giving you tried and true techniques to implement right away.

It includes...

🔑 **Immediate, eternal access** to all the content
✅ Copy & Paste **templates**
🏗️ Step-by-step **calculators** for creating budgets, ad account builds, and more!
🔍 **Discounts** on future courses, webinars, etc!
📱 A private, exclusive **slack community**
💡 **4.75 hours** of curated and practical knowledge
📼 **60** proactive, easy-to-digest **2-15 minute videos**
💰 **$1500+** worth of software **deals** to start your journey

BUY NOW

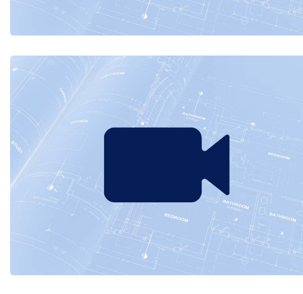


The Influencer Marketing Blueprint - Premium

$1,499 • 4 payments of $374.75

- Course Videos
- Templates, Worksheets, & Loom Videos

View product



The Influencer Marketing Blueprint - Standard

$749 • 2 payments of $374.50

- Course Videos Only

View product

FAQs

Who is Kynship & What is their background?

We are an influencer marketing agency located in Orange County, CA. Combined we've negotiated deals totaling over $1M, visibility over more than $250M in ad spend, and worked with thousands and thousands of influencers over the past 6+ years in the industry. Read about our Co-Founders below!

- Cody Wittick: Hi there! I began my journey at QALO (you'll hear a lot about them in this course) the brand that created the silicone wedding ring industry. There I grew the influencer roster from 0 to 250+ people including household names such as Lebron James, Jason Aldean, Mike Trout, and Dale Earnhardt Jr. as well as micro influencers within the industries of TV personalities, Crossfit, outdoors enthusiasts, and pets.

- Taylor Lagace: Hey everybody! I worked at Athletes First, an NFL agency, where I was responsible for marketing on behalf of NFL stars, such as Aaron Rodgers and Deshaun Watson. From there, I transitioned to Common Thread Collective, a growth agency focused on digital marketing, where I created influencer partnerships in tandem with Facebook Ads on behalf of 30+ brands on a monthly basis.

What is the difference between each product offering?

Great question! **Standard** will provide you with amazing video lessons, but sadly you will miss out on the awesome templates, worksheets & screen-share walkthroughs breaking down specific videos. With the **Premium** package, it will include every video lesson + those amazing templates/worksheets. At the **Platinum** level, you will be receiving everything previously mentioned + access to an exclusive slack community/channel + 1 free consulting call.

What level of expertise do I need to take this course?

No experience necessary! Whether you don't even know what an influencer is, have worked a little bit with influencers, or you consider yourself an advanced expert in the industry - we promise you will graduate with a minimum of 10-15 practical steps you can apply right away to your business and generate meaningful revenue.

Do I get access right away? How long will I be able to access the course for?

Right away! You pay us, you get knowledge, then you make money from our knowledge. That's how this works. Deal? Oh and by the way, you have access - forever!

Bonus: We will continually add fresh, applicable content as time progresses. You will have access to that content as well.

What is your refund policy?

If you have not completed more than 15 (25%) of the videos, we are happy to issue you a full refund. Once you are issued the refund, you will lose all access.

How long is the course?

There are a total of 60 video lessons & screen-shares which account for about 4 hours and 45 minutes of video content. The average length of each lesson is 5 minutes.

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