TYRUS.TV

SIDEQIK | X1

ABOUT TYRUS.TV

Tyrus.tv is a talent service and management agency dedicated to taking content creators to the next level. With in-house experts on every aspect of building a creator's personal brand and community, they serve as a one stop shop for creators committed to building and improving their digital presence.

CHALLENGE

Tyrus.tv was reaching the kinds of creators it wanted to work with, but had difficulties communicating and coordinating with their clients with their existing software solutions. For every step of their influencer campaigns, they had to draw from different pieces of software. This made simple daily tasks like data collection and tracking difficult and time consuming.

STRATEGY

Tyrus.tv adopted Sideqik and its suite of workflow features to optimize their working relationships with both existing and potential clients. Sideqik Workflow presented a potential one stop shop software solution for working with creators and tracking sales metrics from their campaigns, eliminating the need for multiple pieces of software to complete tasks.

BENEFIT

Sideqik workflow made it possible for the company to streamline their communication and analytics with their existing roster of influencers. The company was able to track the metrics that mattered to them - from audience engagement, conversions, and more - and easily export them to share data more easily.

Workflow's features also enabled influencers to upload their own profiles, simplifying communications between Tyrus.tv and their roster of influencers. This made it easier for Tyrus.tv to communicate with new influencers they recruited.

RESULTS

With the technical solutions Sideqik Workflow provided them, Tyrus.tv was able to improve their influencer campaigns from start to finish. The improved communication features enabled them to easily run all of their influencer campaigns seamlessly.

Tracking analytics like impressions, engagement, and total views helped the company make better informed decisions in marketing campaigns, while Sideqik's software helped them to calculate and track the earned media value they gained with each influencer. Overall, they were able run all of their campaigns more efficiently, and saw a higher return on investment with each influencer.