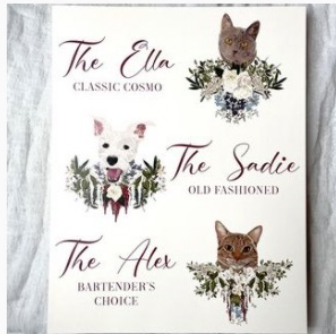
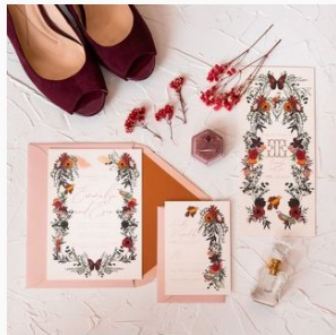


# Group Activity

## Situation

- Fanciful Ink Design is a small, boutique, high-end stationary company based in Nashville Tennessee that specializes in original, hand-drawn designs for invitations or special occasion cards. It caters to a target market of mostly more conservative and traditional women from ages 20-45 located in central Tennessee and is looking to increase reach among women across the southern United States with a fresh Instagram campaign (@fancifulink). You can learn more about Fanciful Ink Design on their website: <http://www.fancifulinkdesign.com>
- You are the digital marketing manager for Fanciful Ink Design that reports directly to the Chief Marketing Officer, Laurie. Laurie loves creative ideas, but they must be backed up with sound reasoning. You have been tasked with finding a social media influencer to partner with as an integral part of the Holiday 2021 campaign.
- Your team has narrowed down your choices of influencers to six possible candidates. You must make the final choice of the best influencer that you will use to launch your Holiday 2021 influencer campaign and defend your top choice with a logical explanation.

# Fanciful Ink (@fancifulink)



fancifulink

Message



1,245 posts

1,018 followers

821 following

Fanciful Ink

❤️ #Handdrawn #Invitations for

👰 #wedding | 👶 #baby | 🥂 #event | 🎄 #holiday

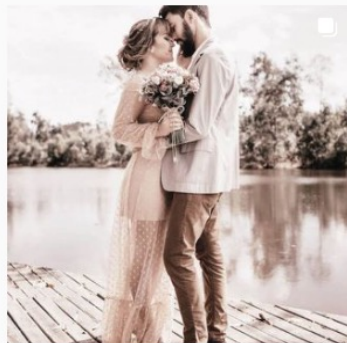
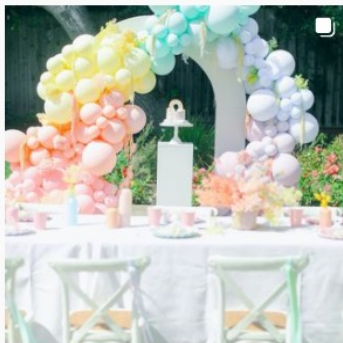
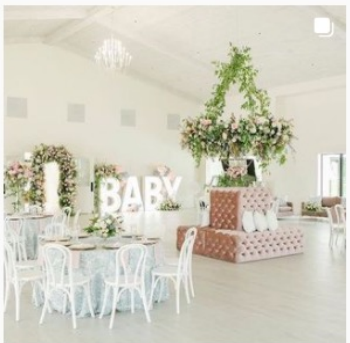
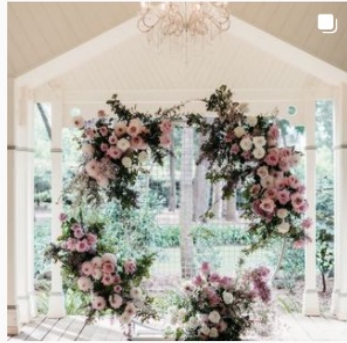
✍️ #calligraphy | 🎨 #illustration | #logo | #graphicdesign

[linktr.ee/fancifulink](https://linktr.ee/fancifulink)

I love customization and creating something specifically for someone to reflect their personality and their event. Whether it is a party invitation, a birth announcement, your personal stationary or a beautiful wedding invitation, make the event about you and your celebration. That anticipation of opening an envelope and pulling out a custom design brings so much joy for your guests. It sets the stage, it's the first piece of decor they see and their first impression of the festivities. Why not make their first impression a lasting, gorgeous one?

-Laurie Montgomery, CEO

# Influencer Option 1



karaspartyideas

Follow



3,523 posts

272k followers

2,563 following

**Kara's Party Ideas**

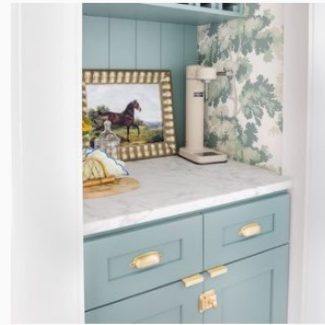
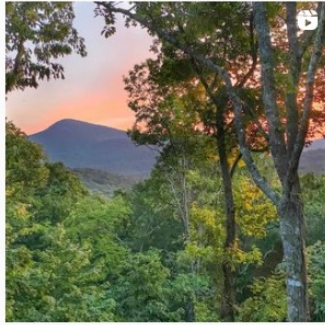
Making life a 🥳...& all the celebrations in between even more special! THE place for all things party!

Want to be featured? Submission form on site 📄

[amzn.to/3yVH7CN](https://amzn.to/3yVH7CN)

Recently branded as the 'new' Martha Stewart of the party world, Kara is recognized for her incredible capacity to think outside the box. Kara's amazing attention to detail and unique sense of style have rocketed KarasPartyIdeas.com into one of the top party planning sites in the world.

# Influencer Option 2



cynthiaruff

Follow



1,183 posts

24.9k followers

750 following

**Darling Down South**

Digital Creator

A lil' panache for your life

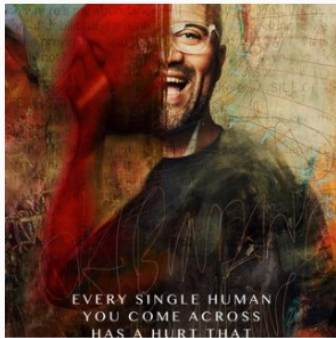
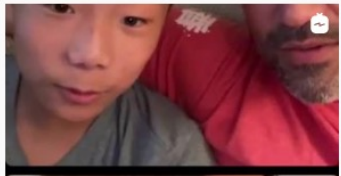
Filling #thisruffhouse with flowers, recipes, and decor from @thejunipermercantile &

chasing @mrpicklesruff around

[darlingdownsouth.com/instashop](https://darlingdownsouth.com/instashop)

Welcome to Darling Down South, I am your creative host, Cynthia, a California native relocated to Atlanta Georgia who has spent most of her life figuring out whether she was Southern or Californian. I non-ironically use y'all now so it's safe to say, I'm southern and this blog helps me capture navigating modern life with a southern-ish twist.

# Influencer Option 3



loswhit  [Follow](#) 

8,278 posts   234k followers   489 following

**Carlos Whittaker**

I tell stories in books, on stage, & on Instagram.

Latest Book  #EnterWild

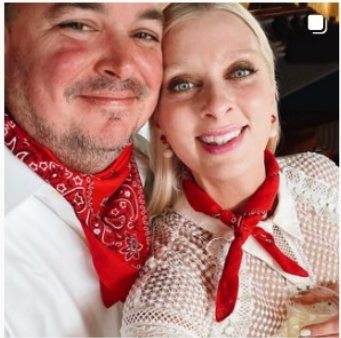
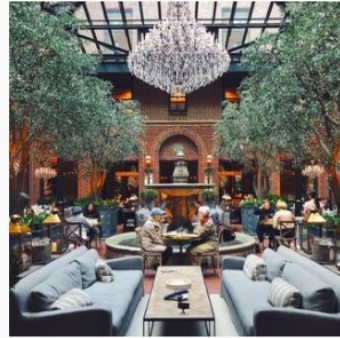
Podcast  #HumanHope

Mail  798 Berry Rd. #41024 Nashville TN 37204

[linktr.ee/loswhit](https://linktr.ee/loswhit)

As an adult, Carlos and his wife Heather moved from California back to Atlanta where he joined the team at Andy Stanley's Buckhead Church. There, Carlos continued to apply 'moment making' into his every day life, blogging about his experiences and recruiting his family and friends along the way.

# Influencer Option 4



mandykelloggrye

Follow



4,440 posts

120k followers

1,381 following

Mandy Kellogg Rye

founder @waitingonmarthahome @giftedbywom @waitingonmartharecess

@welcomemediaco & @welcomebywom

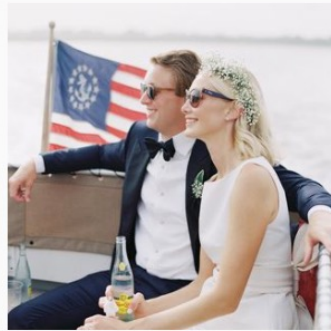
rental @campthreebear linked below

ATL & NC

[bit.ly/Camp3Bear](https://bit.ly/Camp3Bear)

“The South has definitely made me love and appreciate the craft of "local" and "small batch" production. As a small business owner myself, I relish the opportunity to support fellow local makers whenever I can. And I've got to tell you, being a transplant, the South really does take care, and celebrate their own like no other.”

# Influencer Option 5



gregoryblakesamsevents

Follow



1,506 posts

10.7k followers

4,474 following

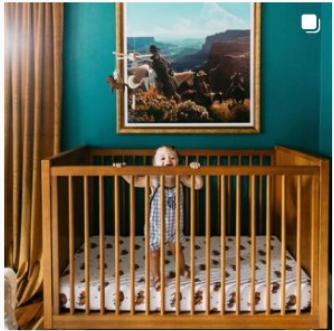
Destination Wedding Planner

Destination Wedding and Event Producer based in Charleston and New York.

[tinyurl.com/j2tpt92s](https://tinyurl.com/j2tpt92s)

With over ten years experience in event management, Blake has an inimitable talent for creating unforgettable gatherings. Blake uses his eye for beauty and unique interpretation of timeless traditions, combined with his attention to detail and proven understanding of event logistics, to ensure that each and every event is unforgettable.

# Influencer Option 6



alice.kerley

Follow



2,922 posts

71.2k followers

1,647 following

Lone Star Looking Glass

Blogger

Alice Kerley

♥ Southern Style, Family Travels ➔ & Motherhood

🌸 @southernlivingmag Tastemaker

🏠 Memphis, Tennessee

lonestarlookingglass.com

I'm a new mom and my world revolves around my sweet baby girl, Annie. I'm also a Tennessee Grad and a Tri-Delta alum, obsessed with flowy dresses, anything embroidered or western inspired and of course, cowboy boots. I'm a southern girl and my family and friends are spread all across the South. I absolutely love to travel and when I'm not traveling, I'm most likely planning my next adventure inside my head.