Engage With Your Community On A Whole New Level

An online video platform that lets influencers and their audience engage through online meet-up sessions. They believe in community over competition and creating experiences that you'll never forget.

Built For Influencers

- Research
- Social Media Consulting
- Website Consulting
- Brand Positioning

Chatalyze came to us because they wanted to conduct research to decide if there was a market for their product in the influencer industry. If their hypothesis was correct, the company wanted to know how to market and whom to target.

In our research, we started by understanding how influencers are currently earning revenue and competitors who are marketing in the same space.

We measured influencers through engagement as it is a true testament of their 'influence' upon others. This is also an important metric that brands and marketers use when deciding to partner or collaborate.
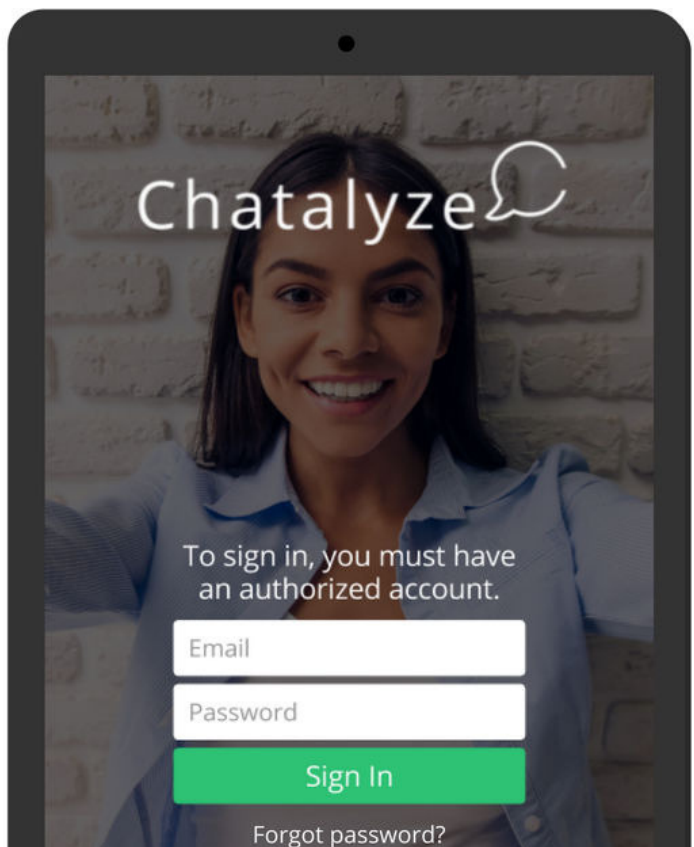
Our goal is to:
1) identify market segments for Chatalyze to enter
2) define appropriate user messaging
3) what attributes of Chatalyze appeal most to the chosen segment

Chatalyze

To sign in, you must have an authorized account.

Email

Password

Sign In

Forgot password?

1

Research

We conducted both qualitative and quantitative search with over 100 influencers. The goal was for them to provide insight into the usability of the app for the industry.

2

Social Media Consulting

Penetrate social media communities by being an interactive channel and provide gateways to create and sell.

3

Website Consulting

Provide insight into brand language, content, and how both should be displayed across Chatalyze's website.

4

Brand Positioning

Provide a strategy to position themselves for both a primary and secondary target market.

Chatalyze

MADE FOR INFLUENCERS

Take back control of your business

Get paid
Set a price for your time and make money from anywhere at any time

Connect
Personally connect with your followers

Promote
Directly promote yourself and your products

Create
Create authentic content for you and your followers to share

Influencer Research Project

We reached out to 127 influencers in the niche creator segment. The niche creator curates content to a specific category/industry (i.e., beauty, skin, fitness). We were able to get feedback from over 30 individuals working in the influencer market. We also interviewed those who manage Mega influencers like Baker Mayfield, Marcedes Lewis, and Mike Conley, and additionally, industry thought leaders in technology for social applications.

Our primary research journey led us to identify different types of influencers based on the kind of content they create. Our segmentation chart is an aggregated data collection of behaviors common to these content creators.

We segmented influencers by the type of content they share. Each segment has their own set of micro, macro, and mega influencers. However, it is the content behavior that makes them heterogenous in between, and homogeneous within. The main factors that will play in this market are how influencers interact with their followers, their monetization practices, and engagement behavior

Community over Competition

Forget those hard to beat social media algorithms and keeping up with direct messages, it's time to have authentic and meaningful connections that you care about. Chatalyze is for the content creator and their community.

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Outcome

After interviewing over 100 influencers nation wide...

Our recommendations consisted of ways to connect to three market segments. Including where to begin and what steps they should take to create relationships with them.

We also updated the language used on their website that would resonate with their target audience. We also did a website wireframe to show an improved UI/UX.