

How to win consumers and influence them



Tellscore launches brands-meet-influencers platform in Thailand

June 7th 2017, Bangkok, – Thailand's first automated and one-stop micro-influencers-meet-brands platform, Tellscore, announces its official debut online today. The powerful digital tool enhances business reach and conversion through social media channels. Tellscore enables micro-influencers to earn and brands to benefit by expressing genuine opinions and authentic branded content online.

Tellscore utilizes micro-targeting technology, allowing brands to customize the number of micro-influencers they work with based on their areas of expertise, size of followers, and most importantly engagement rates that works as an automated system connecting brands and micro-influencers directly. The incorporation of algorithms creates a Tellscore scoring system that is not only effective but also measurable, projecting a preview of the exposure brands are likely to receive from the budget of their choice, with a wide yet precise digital targeting.

Tellscore is designed with the insider's knowledge and understanding that reach or visibilities can be mere quantitative figures in marketing performance but does not provoke shifts toward desired purchasing behavior. In truth, the key to a successful marketing campaign is heavily relying on the level of engagements, which is proven to be only garnered by micro-influencers.

The brains behind the game-changing platform Tellscore are Suvita Charanwong and Amornthep Chimpleenapanont, the Co-Founders of Redlab Co., Ltd., a leading digital agency in Thailand, specializing in digital marketing. With over 20 years of industry experience, Suvita believes that the Asian market is ready to unlock the marketing potential of micro-influencers.

"Micro-influencers relate and communicate directly with consumers because they are consumers and they speak from their perspective rather than being corporate mouthpieces. This is their real power. Compared to bigger marketing heavyweights there are many diverse and niche micro-influencers; offering a direct line of communication straight to markets that may be difficult to reach without the Tellscore system.

"Micro-influencers are vital because of the extent of social-media engagement. In Asia, Thailand is leading the way with 47 million Facebook users which accounts for nearly 70% of the population. According to Facebook, in Southeast Asia, that figure is around 241 million users. In just over a year, Instagram users in Thailand have risen from 3.2 million to 9 million. Southeast Asia is gathering pace at an impressive speed when it comes to online and mobile connectivity."

Anyone with social media followers and an opinion can become a Tellscore micro-influencer and be notified of incoming campaigns from brands that are relevant to them, which they are then able to create and share meaningful stories that resonate amongst their followers, while they benefit from paid work. Micro-influencers add credibility to brands through their role of trusted friend that can earn them anywhere between THB 100 – 50,000 for a content share or product review depending on their level of engagement and number of followers.

Tellscore's campaign management tool assists both brands and influencers in managing their busy schedules when it comes to launching a campaign. The platform helps reduce campaign setup time for brands and provides influencers with a scheduled timeline to share their content. Both Thai and English language micro-influencers are being actively sought prior to the Thailand launch.

Tellscore expects to reach up to 30 million reachable consumers by connecting micro-influencers with top brands via the platform. Tellscore is widening their digital reach in Thailand and potentially beyond by the end of 2017. Tellscore has invested THB 50 million towards this platform, which includes design and development, licensing costs, and other technology fees.

Marketers signing up to Tellscore can start a campaign and collaborate with any number of micro-influencers of their choice immediately, with no tie-in obligations or locked-in contracts; ideal for product launches, marketing campaigns, breaking news and any campaign that seek to reach out to real audience instead of a temporary digital buzz. The Tellscore automated platform ensures that micro-influencer content is relevant and trusted so consumers listen rather than activating consumers' default setting of ignoring branded content, loud advertisements and traditional advertisements.

Current brands marketing through Tellscore's platform include Thai Wacoal and Dutchmill, with many other businesses getting online too. Meanwhile, micro-influencers range from individuals and bloggers with 500-10,000 followers and A-lists such as Nang-Prod-Kong-Kha-Prajao, movie review page (1,085,415 followers), Job-Khao, news synopsis page (563,750 followers), Sapai-Pae, travel page (500,324 followers), Tem-Khor, soccer fans page (263,045 followers), Pai-Donnnn, eat and travel page (112,251 followers), Cocopsyche, beauty blogger page (104,765 followers) and many more.

With micro-influencers reaching out to consumers in an engaging way, their opinion and content can prove to be invaluable, especially to those budget conscious brands or that looking for new ways to effectively influence their target markets.

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About Tellscore

Tellscore provides a specialized one of-a-kind service micro-influencers-meets-brands platform. A channel through which consumers interact and react with brands through micro-influencers who act as online ambassadors. Tellscore creates a system that maximizes benefits and potential for brands, consumers and micro-influencers; enabling brands to connect with high-engagement micro-influencers to create digital narratives that have a real and quantifiable marketing impact - Real Content, Real People, Real Time.

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