



Hello,

Thank you for participating in our influencer campaign!

We are working with The Stork OTC an innovative device you use at home, during ovulation, to assist chances of becoming pregnant.

We're excited to have you on board as part of our influencer team for this campaign to provide education and engaging content to women wanting to become pregnant.

The following influencer kit includes all the details around The Stork OTC, the campaign and your participation. We hope you enjoy participating in this campaign. Please feel free to reach out to us if you have any questions.

Best,
The HER Team



HER Influencer Kit

I. Overview

- **General Campaign Description**

The Stork OTC campaign on EmpowHER.com is targeted to females looking to become pregnant. We would like you to choose 1 blog post idea to write about on either (intimacy, male fertility or natural fertility) and post 2 social media posts.

- **About the Client**

The Stork OTC is a uniquely designed innovative device you use at home, during ovulation, to assist your chances of becoming pregnant. Our FDA–cleared, over-the-counter device uses cervical cap insemination. This smart technique enables the sperm to quickly bypass the vaginal tract and places the sperm as close as possible to the opening of the cervix, right where it needs to be to swim up through.

II. Your Participation Requirements

1. Write one (1) blog post (please choose 1 of the ideas below).
2. Share two (2) social media posts.

III. Blog Post Details

- Create 1 blog post with a minimum of 200 words on 1 of the 3 topics with calls to action included:
 - **Intimacy**
 - The impact infertility can have on a relationship or marriage.
 - How to talk to your partner about infertility and possible treatments.
 - **Natural Ways to Help Optimize Conception**
 - Explore the role of vitamins and herbal supplements when TTC.
 - There is a lot of discussion in the TTC world about herbs:
 - Such as myo-inositol, royal jelly, Coq10, DHEA
 - Optimizing health for conception in your 20's, 30's and early 40's.
 - What can you do to be proactive if you want to become pregnant someday, based on age.
 - Fertility statistics: <https://www.storkotc.com/clinical-data/>
 - **Personal story - (Only if you are comfortable)**
 - Have you experienced infertility or struggled trying to conceive and wish to share this.
- **Within the blog post please include specific calls to action. Such as:**
 - How does the Stork OTC cervical cap insemination work
<https://www.storkotc.com/how-it-works/>

- Where to buy: <https://www.storkotc.com/where-to-buy/>
- Learn more: <https://www.storkotc.com/>

- **Feel free to use any of these assets in your blog and/or social post for supporting details and imagery**

- https://drive.google.com/open?id=0B33Sey_-M57tTW5PRmpSUk9Fazg

IV. **Social Media Post Details**

- Create 2 social media posts (Facebook and/or Twitter) supporting your blog post and specific calls to action:
 - Learn more: <https://www.storkotc.com/>
 - How the Stork OTC works: <https://www.storkotc.com/how-it-works/>
 - Where to buy: <https://www.storkotc.com/where-to-buy/>

V. **Timing**

- 1st post due by: 4/11/2017
- 2nd post due by: 5/2/2017
- 3rd post due by: 5/30/2017

VI. **Reporting**

- Once all blog and social posts are posted and completed, please fill out the reporting form to gather all metrics into once place:
 - https://docs.google.com/a/empowher.com/forms/d/1LyfvN0iKUGReTYpGdd19aYuzl9WSJRLzryMLz8P5_bc/edit

VII. **Payment**

- Please submit an invoice for your participation to Sara Dietz at sdietz@empowher.com. We will issue your payment after the blog post and social posts are published and influencer reporting metrics are collected.
- Feel free to use your own invoice template or download a general template.