

KELSTON MARKETING

INFLUENCER OUTREACH

This proposal will take an actionable examination of Kelston`s criteria for the influencers outreach selection process. It will use real people based in the Southlake and DFW area. It will look at local influence, marketing experience and alignment with Kelston as a brand.

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Disclaimer: This presentation is a component of my Master of Science program at Full Sail University. This graduate program culminates with a comprehensive Digital Marketing plan for a student-selected case study organization. While my coursework utilizes a real organization, it is not directly reflective of or approved by them.



Photos: (Canva, n.d.)



*Stephanie Cross, Kelstons Founder
(Kelston Marketing, n.d.)*

INTRODUCTION

To better understand who to pick for the brand it is important to better understand Kelston and its target market. Kelston based in Southlake, TX **focuses on entrepreneurs and businesses.** While based in **Southlake, TX** they target nationally as well as in Southlake/DFW. They are more **lifestyle focused.** They **target ages 25-37.** They also push a **value of good people and woman empowerment.** These are all key elements to consider when picking an influencer.



Photos: (Canva, n.d.)

WHY INFLUENCER?

The following chart from EBSCO, Full Sails Digital Library, shows why to use an influencer. Such reasons can include short-term value with large reach, niche quick targeting, and social imitation persuasion method. (Spálová, Mikuláš, & Púchovská, 2021)

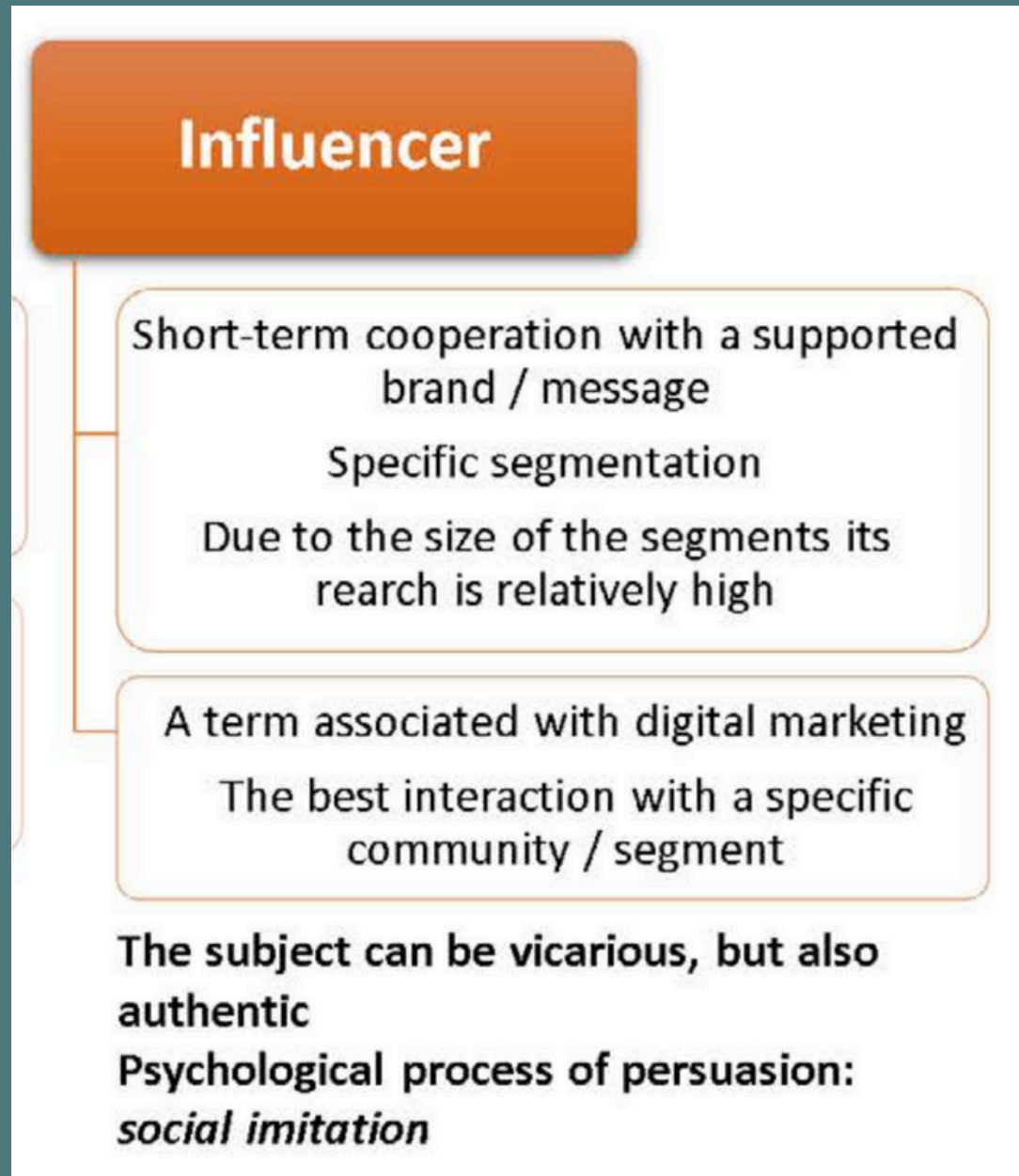


Table:

(Spálová, Mikuláš, & Púchovská, 2021)



BENEFITS OF INFLUENCERS

The below table, chart and list illustrates the benefits of influencers:

Category	Influencers
Collaboration length	Short-term campaigns. Quick boosts in visibility.
Audience engagement	Broad reach. High impression counts.
Cost structure	Higher costs, depending on follower count and engagement. Usually one-time payment or fee per post.
Brand control	Brands have less control over messaging. They have a creative say.
Impact on brand loyalty	Rapid buzz. It's ideal for short bursts of attention.



Table: (Relic, 2025)

Chart: (Brand Ambassador Vs Influencer - How to Choose, 2023)



SELECTION CRITERIA

- Influence in the Southlake Area
- Marketing/Branding Focused
- Empowerment Forward
- Values that Align with Kelston (Good People- Value Driven.)
- Work Experience in Marketing
- Education (At least B.A.)



(Sports & Outdoors | Southlake, n.d.)



Photo: (Canva, n.d.)

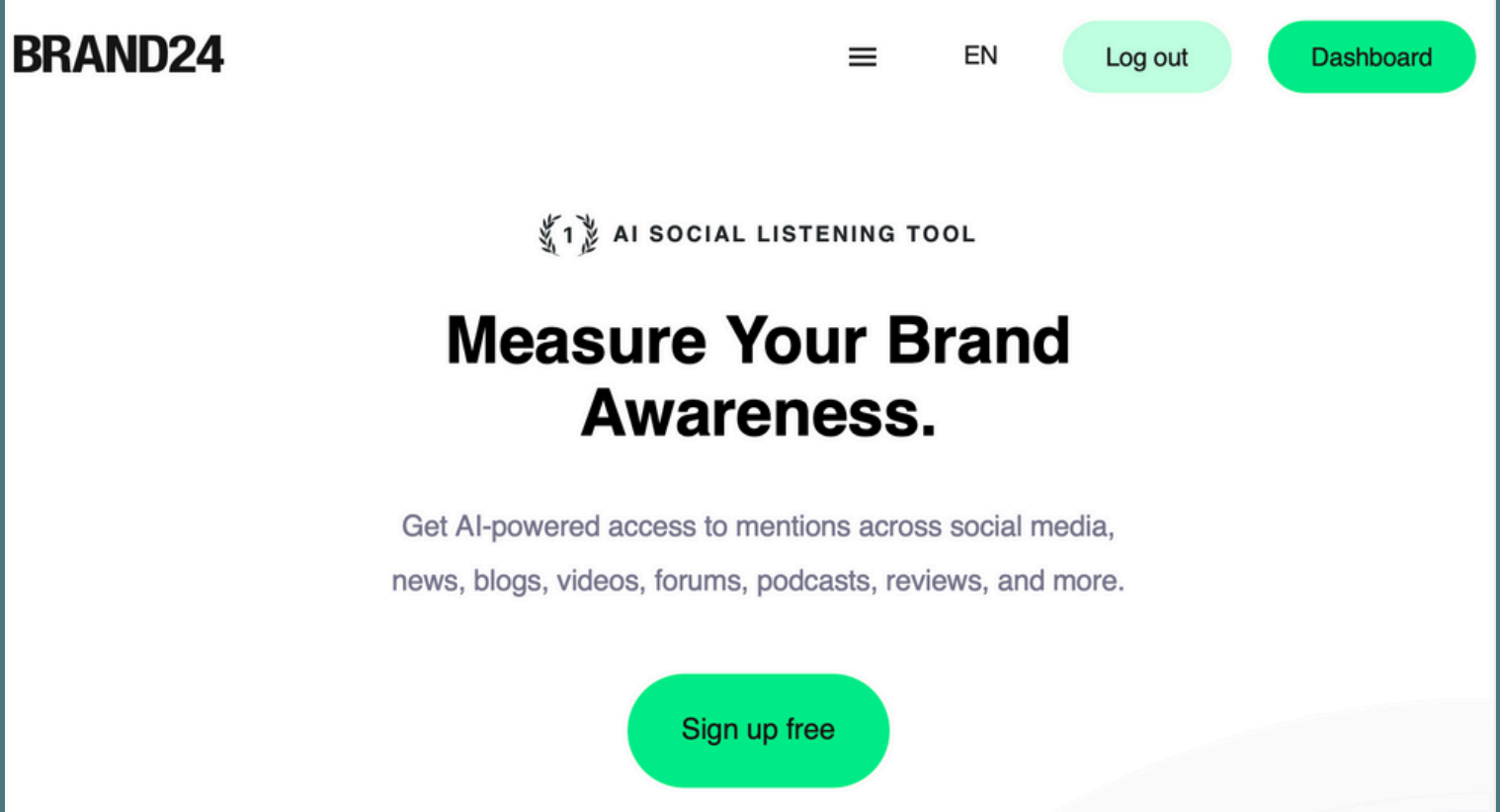
Good Design by Good People

We create aspirational brands that generate lasting consumer value. You'll love working with us too – we're a passionate team committed to excellence.

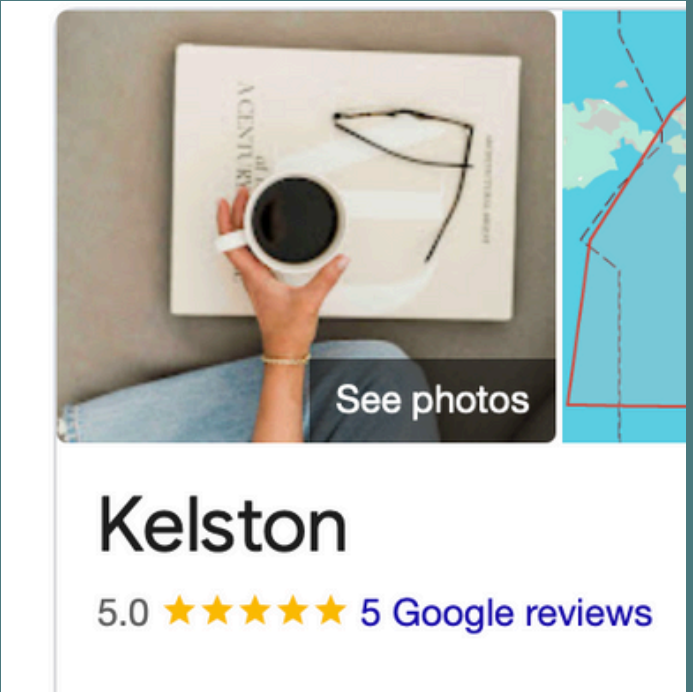
(Kelston Marketing, n.d.)

MEANS OF IDENTIFICATION

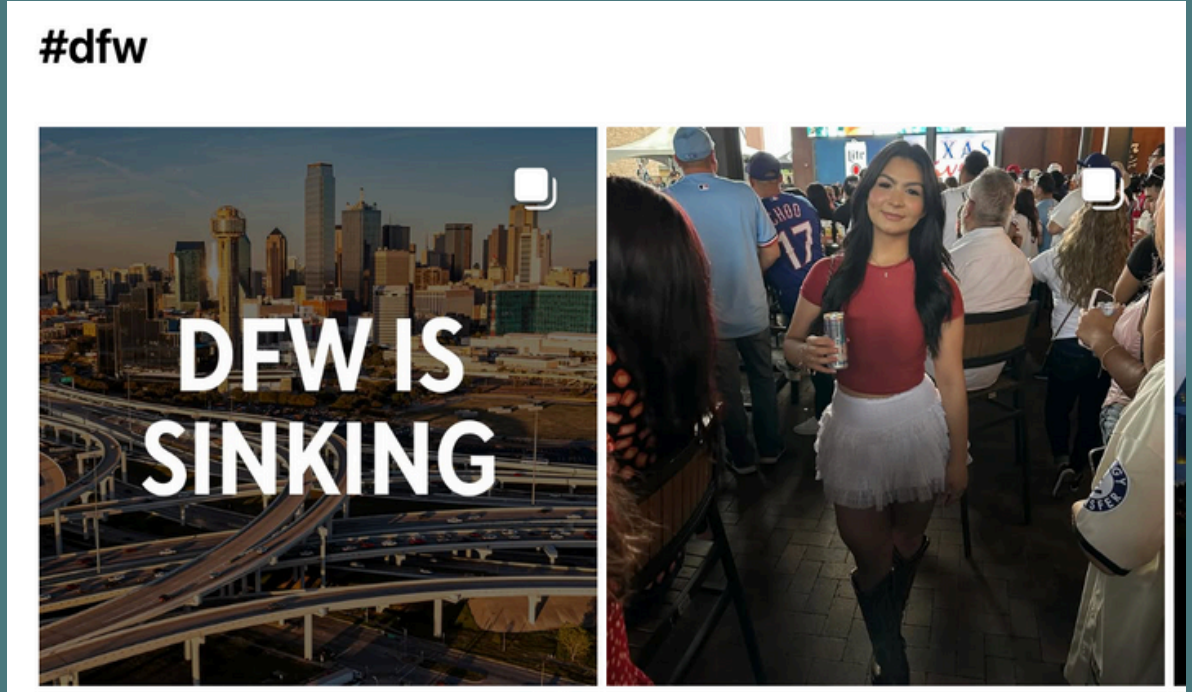
- Professional Networks: LinkedIn
- Review Platforms: Google
- Social Listening: Brand24
- Hashtag Influence: Instagram Focus



(Brand24, n.d.)



(Kelston Marketing, n.d.)



(Instagram, n.d.)



(LinkedIn, n.d.)



(Canva, n.d.)

SOCIAL LISTENING

Below is a table from Brand24 providing a brief overview of Kelston. This was explored during the search for potential brand influencers. There are many opportunities to increase engagement with Kelston—possibly through user-generated content (UGC). The next slides will illustrate chosen influencers.

The screenshot displays the Brand24 social listening dashboard. On the left is a dark sidebar with navigation options: Mentions, Summary, AI Insights, Analysis, AI Brand Assistant (NEW), AI Topic Analysis, Comparison, Sources, Influencers, and a section for REPORTS (Email reports, PDF report, Excel report, Infographic). Below that is LAB24: ADVANCED ANALYTICS (BETA) with options like Geo Analysis, Influencer Analysis, Hot Hours, and Emotion Analysis. At the bottom of the sidebar is 'YOUR BRAND24 ADVISOR' Adam Gornicz and an 'UPCOMING WEBINAR' section.

The main content area shows a list of search results for 'kelston'. Each result includes a source icon, title, URL, visit count, influence score, and date. Below each result are action buttons: Visit, Tags, Delete, Add to PDF report, and Mute site. A 'Neutral' sentiment filter is applied to all results.

- kelston Creative studio spaces. Art, photography and fitness** (shardspace.co.nz) - 40K visits, Influence score: 3/10, 2025-06-15 03:25 AM
- Kelston Marketing Ltd, British Virgin Islands - Dato Capital** (datocapital.vg) - 2025-06-15 02:39 AM
- Kelston Marketing Logo | Marketing logo, ? logo,** (pinterest.com) - 1.1B visits, Influence score: 10/10, 2025-06-15 01:55 AM
- Kelston Marketing Ltd. | ICIJ Offshore Leaks Database** (offshoreleaks.icij.org) - 371K visits, Influence score: 5/10, 2025-06-15 12:28 AM
- About Kelston Marketing | Dallas Marketing and Branding Studio** (kelstonmarketing.com) - 2025-06-14 11:16 PM
- Digital Design & Usability Reflection** (socialmarketingwithrob.com) - 2025-06-01 10:13 AM

On the right side, there are several filter panels:

- Sources:** Facebook, Instagram, X (Twitter), TikTok, Videos, News, Podcasts, Other Socials, Blogs, Web.
- Sentiment:** Negative, Neutral, Positive.
- Influence score:** A scale from 0 to 10.
- Geolocation:** Exclude countries (off), Choose countries dropdown.
- Language:** Exclude languages (off), Choose languages dropdown.
- Author:** Search field with 'e.g. {NOT}John Doe' and a search button.
- Importance:** All Mentions (selected), Important Mentions.
- Visited:** All Mentions (selected), Only visited, Only not visited.
- Domain:** Search field with 'e.g. medium.com{OR}quora.com' and a search button.

Table:
(Logging to Brand24.com, 2025)

INFLUENCERS AND WHY THEY FIT THE KELSTON BRAND



Photos: (Canva, n.d.)

INFLUENCER 1:

Nicole Tesoriero

-As a sales/marketing director for the Southlake Style Magazine (which she founded), Nicole may be a good ambassador for the brand as she is highly connected with the Southlake community.

-This may be a good strategic move as she also works for the magazine to find out how much to secure a magazine spot, or feature, as well as have her market Kelston on her own social.

-Magazine is community first, so may be a good push for Kelston brand

-She also has an award and a degree. She is very harmonious to the Kelston brand which you can see in her Clifton strengths.



Nicole Tesoriero · 2nd
 Celebrating community + connecting local businesses with our loyal readers since 2006!
 Southlake, Texas, United States · [Contact info](#)
 500+ connections
 Nealie Sanchez Ruek is a mutual connection

- Southlake Style Magazine
- Rochester Institute of Technology

Honors & awards

2012 Shining Stars
 Issued by The Arts League · May 2012
 Associated with Southlake Style

CliftonStrengths Top 5 Themes: Achiever, Developer, Discipline, Empathy, Harmony.

Education

Rochester Institute of Technology
 1994 - 1998

Southlake Style Magazine
 19 yrs 6 mos

- Sales and Marketing Director, Founder Southlake Style Magazine**
 Mar 2006 - Present · 19 yrs 4 mos
 I help local businesses connect, communicate, increase revenue ...see more
- Founder + Advertising Director**
 Jan 2006 - Present · 19 yrs 6 mos
 Southlake, TX
 As Southlake, TX's premier lifestyle magazine, Southlake Style keep ...see more

Major Account Manager + Sales Trainer + District Sales Manager
 Verizon
 Oct 1998 - May 2006 · 7 yrs 8 mos

Photos: (Nicole Tesoriero | LinkedIn, n.d.)

INFLUENCER 2:

Zoe Conrad

-Social Media Strategist at Southlake Clinical Aesthetics. This is good as familiarity with hands on social can push content.


-Engages organically

-Has volunteer experience showing an alignment with Kelston values.

-In her about she has a “passion of elevating people, businesses and communities”, (Zoe Conrad | LinkedIn, n.d.) which aligns with an ambassador mindset

-A former UNT Alumni, so may also be easier to connect with me to begin the ambassador assignments

-Has at least a B.A.




Zoe Conrad · 2nd
Student at University of North Texas


Southlake Clinical Aesthetics ·
University of North Texas


Southlake, Texas, United States · [Contact info](#)

97 connections


 **Sofia Griffin** is a mutual connection

Experience

 **Social Media Business Strategist**
Southlake Clinical Aesthetics · Freelance
Mar 2023 - Present · 2 yrs 4 mos
Southlake, Texas, United States · Remote


 **Digital Marketing, Social Media and +2 skills**

Highlights

 **You both studied at University of North Texas**
You both studied at University of North Texas from 2013 to 2017

[Message](#)

Volunteering

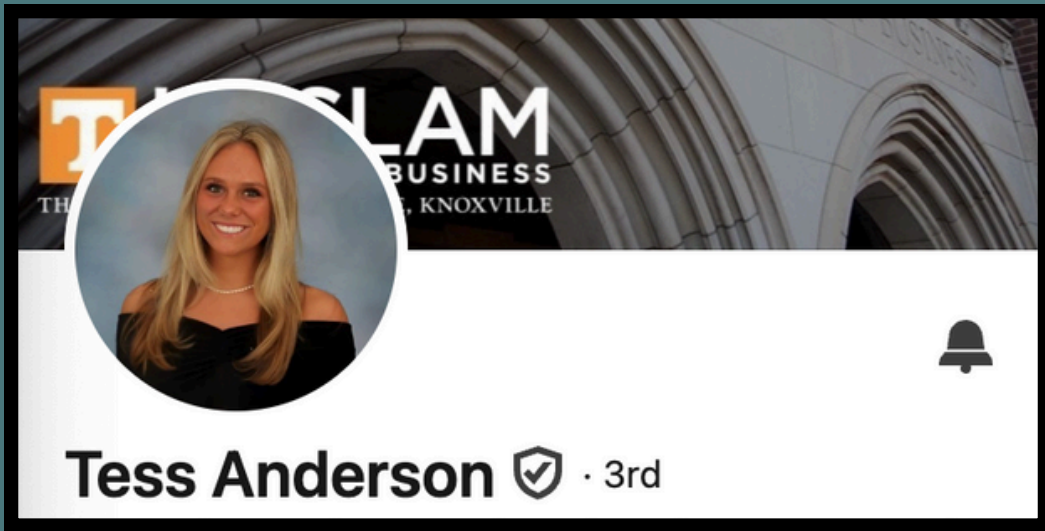
 **Volunteer**
CHRISTIAN COMMUNITY STOREHOUSE OF KELLER
Jun 2020 - Jul 2020 · 2 mos
Education

About

My passion is elevating people, businesses, and communities to perform at their highest potential. I am globally conscious, compassionate, innovative, and resilient. I love to learn, teach, and share in the human experience of uplifting our communities together.

Photos: (Zoe Conrad | LinkedIn, n.d.)

INFLUENCER 3:





Tess Anderson


- Experience leading 30+ Ambassadors
- ”Strong understanding of both analytics and storytelling” (Tess Anderson | LinkedIn, n.d.)
- Brand Ambassador & Brand Representative for many brands such as: Windsor, Doritos, Rent The Runway and more.
- Based in Southlake, TX: Local ties
- College experience with a near 4.0 G.P.A.

Photos: (Tess Anderson | LinkedIn, n.d.)


Experience

 **Doritos College Brand Ambassador**
EvolveZ Agency · Seasonal
Jan 2025 - Present · 6 mos


 **Advertising, Communication and +3 skills**

 **Brand Representative**
Windsor
2023 - Present · 2 yrs 6 mos

Manages brand representation for Kappa Delta sorority including overseeir ...see more

 **Promotional Model**
Atlanta First Agency
May 2023 - Present · 2 yrs 2 mos

Works wholesale retail markets, assembling large orders, selling clothes for d ...see more

 **Brand Representative**
Rent The Runway
2024 - Dec 2024 · 1 yr

Selected as campus ambassador to introduce brand and deliver mark ...see more

About

As a Marketing major at the University of Tennessee, Knoxville, I am driven by a passion for connection, creativity, and impact. My CliftonStrengths being Woo, Strategic, Includer, Restorative, and Communication help guide both my approach to leadership and how I engage with others. I thrive in fast-paced, collaborative environments where I can motivate teams, create engagement, and solve problems. Whether representing Doritos as Tennessee’s campus brand partner, organizing influencer campaigns for Rent the Runway and Riki Spirits, or leading 30+ ambassadors as Windsor’s Brand Representative and Coordinator, I take pride in leading teams, building communities, and driving results. I am known for my energy, initiative, and ability to turn bold ideas into strategic actions.

Looking ahead, I aim to pursue a career in brand strategy, consumer insights, or experiential marketing. I am interested in places where I can continue to bring brands and people together in meaningful ways. My goal is to work for a purpose-driven organization where I can learn through innovation and execute iconic campaigns. With a strong understanding of both analytics and storytelling, I am excited to help shape the future of marketing by building brands that can make an impact.

CONCLUSION

This proposal outlined three influencers that would be good for the Kelston brand. Not only do they have local ties to the Southlake community with a valuable education to contribute but also demonstrate Kelston`s values of being good people. This was explored through “About Me” sections, volunteer work and how they identify their contributions of value. Through the influencers selected they show: “Relevance to Your Industry (Marketing), Social Media Influence (as many have experience with bigger brands), Authenticity and Credibility (education/about me sections), Alignment with Your Brand Values (Being good people and empowering women), and Ability to Engage and Connect with Your Target Audience (shown through their expertise/ forms of mediums they work with).” (Seo, 2024) Thank you for reviewing this proposal.



Photos: (Canva, n.d.)





Photos: (Canva, n.d.)



Stephanie Cross, Kelstons Founder
(Kelston Marketing, n.d.)

CITATIONS

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- Tess Anderson | LinkedIn. (n.d.). <https://www.linkedin.com/in/tesskanderson/>