

Personalised Influencing

Revolutionising Social Media Management in the Age
of A.I.

PANORA



INFLUENCER 2.0

Personalised Influencing is revolutionising fan and follower engagement by enabling (i) more **precise targeting**, (ii) fostering **deeper attention and active participation**, and (iii) significantly **increasing conversion rates** for sales and promotions.

Without PANORA



Generic Content for the Masses Resulting in **Low Conversion**



Passive Engagement by Followers through Likes and Comments



Low Personalised Engagement due to **Time Restrictions**



With PANORA

Context aware **Content Targeting** resulting in **High Conversion**



1:1 interactions with Followers Driving **Deep Meaningful Engagement**



Interactions **Scalable to Millions** without losing the **Personal Touch**



WHAT IS PERSONALISED INFLUENCING?

Be relevant to your followers as your **A.I. Clone pitches your content** to your follower based on a **deep understanding of the individual and conversation history**. Allow more **natural and two-way dialogue** forming a **deep connection**. Naturally **draw in sales / promotions in a less forceful format** driving higher conversion

Influencing Today

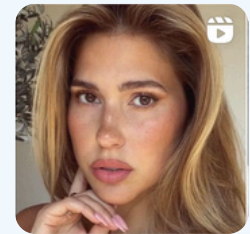


~5mins to read and respond with only a small % comment receiving a response

Influencing With PANORA

1 **Historic conversation and Follower Context** drawn in to a **1:1 chat** to **build deep relationships**

Hi Malavika! I know we spoke about our skin care routines last time - i've just released a new post about my routine! Let me know your thoughts!



Ad

2 **Natural chat-like format** to build familiarity

Hey! Love the video - i've been a sunscreen user for 21 years now so don't let anyone tell you otherwise. Finding the right one is like kissing a few frogs till you get to prince charming

I know right! I've finally found the perfect one for me. I've been using mywishcare's Niacinamide Oil Balance Fluid Sunscreen. If you want to try it you can get a 10% discount below!

3 **Link to affiliate products / sales and promotions** if relevant



5% Niacinamide Oil Balance Fluid Sunscreen | SPF50
mywishcare.com

No time commitment required with a 100% response rate

UNTAPPED POTENTIAL

High quality engagement needs to be personal but **is time consuming** and impossible at scale. PANORA's platform can help Influencers **capture all the untapped conversations** that already exist

16.5K 204 266

Liked by panorahq and others
karajewelll Italian Uber 🇮🇹

View all comments

5 days ago

100s of comments but not enough time to reply to all of them. “Close Community” feel gets lost when comments and messages go unanswered.

Untapped Potential:

start 1:1 conversations and build a **deep and meaningful relationship** that can be monetised in the future with a **100% response rate**

Significant requests for further information on posts with either no time for responses or no affiliate links to drive monetisation

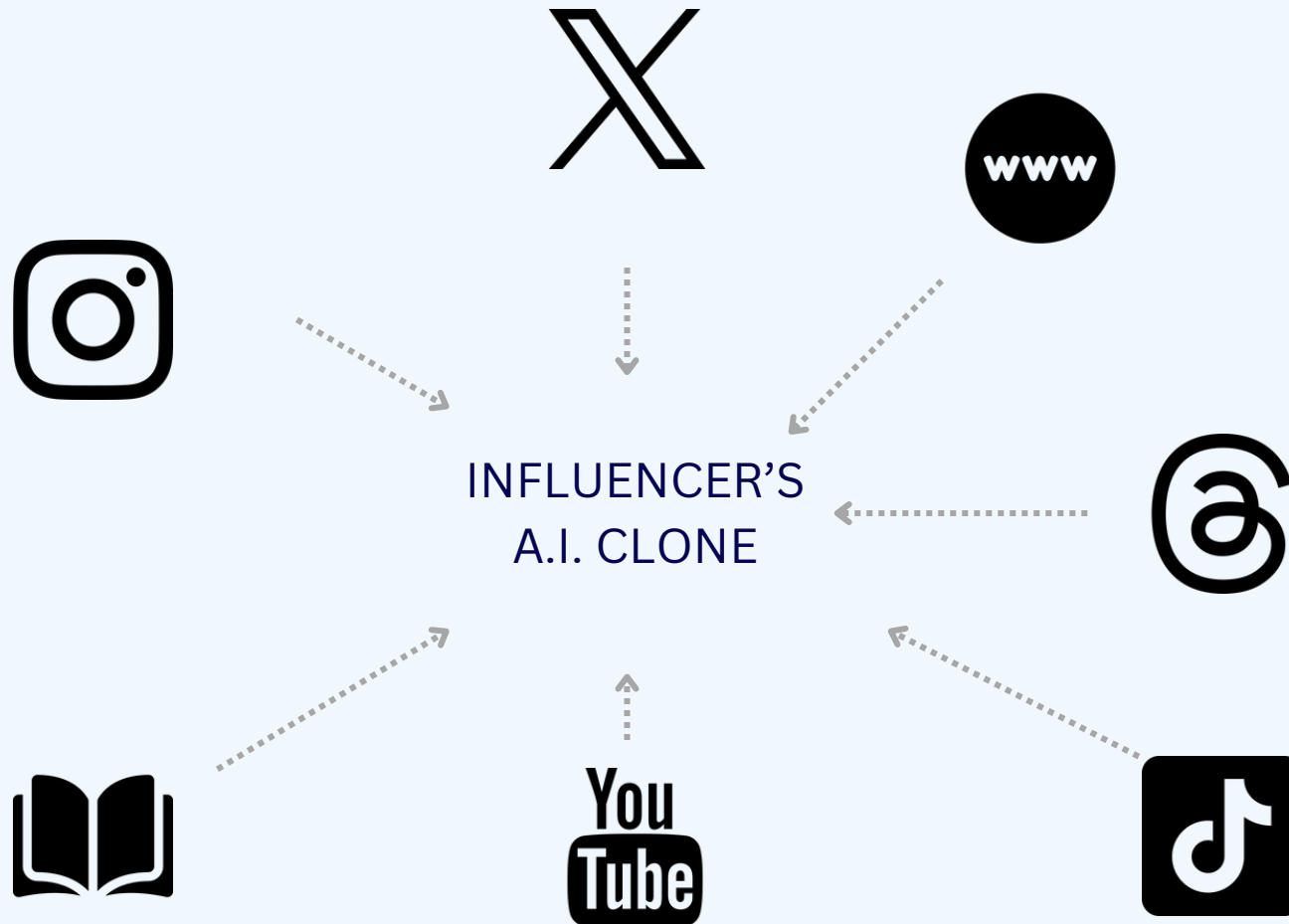
Untapped Potential:

1:1 chat allows for **direct affiliate links to all requests** where possible. PANORA helps **apply for and manage affiliate relationships** directly to maximise affiliate revenue so you **don't waste any revenue opportunities**



INFLUENCER'S A.I. CLONE

PANORA **automatically draws in content** from across your internet presence to **generate personalised content** required to engage with your follower base so you **don't have to manage yet another platform**



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PANORA