

Influencer Marketing **STRATEGY**

Influencer Marketing

A Strategy

Kannaway's Influencer Marketing Strategy is designed for non-networkers, simple to understand, and works completely within Kannaway's existing compensation system.

1. AGGRESSIVE PRODUCT DISCOUNT

- **Single pricing structure available to anyone (Entrepreneurs, Preferred Customers Retail Customers)**

2. AGGRESSIVE COMPENSATION PAYOUT

- **Large DSC at enrollment**
- **Large BV on regular sales & SmartShip**

It is simpler than you think, and more powerful than you know. No industry jargon. Just THREE key points to your presentation.

Influencer Marketing

Presentation Script

Align yourself with Kannaway to receive:

- **30% Revenue Share on our deeply discounted Influencer Packs**
- **Ongoing Residual Income on your customers!**
- **Residual Income on referring other Influencers**

That's right! We'll share 30% of the total sales revenue directly with YOU – no hoops, hurdles, or gotcha's!

And, at Kannaway, once your customer, always your customer! As long as your customers continue to purchase products – ANY of Kannaway's products, you'll continue to receive residual income.

AND, you can also receive residual income for any other Influencers you bring to Kannaway.

Influencer Marketing

INFLUENCER ENROLLMENT (Same as Entrepreneur)

\$54.98 Enrollment Fee

Plus, Influencer box or boxes of their choice... (optional, but **HIGHLY RECOMMENDED**)
All rank and commissions qualifications are standard

CUSTOMER ENROLLMENT (Same as Regular Retail Customer) (No Enrollment Fee)

Influencer box or boxes of their choice... (Retail Price = Wholesale Price!)
SmartShip is **NOT** automatic, but **HIGHLY RECOMMENDED!**

Influencer Marketing

INFLUENCER COMPENSATION:

@ Enrollment

- \$30 DSC on Java, CBD, & HEMP Boxes
- \$50 DSC on Timeless Box
- 19BV

@ Regular sales or SmartShip

- 63 BV on Java, CBD, & HEMP Boxes
- 83 BV on Timeless Box

Influencer Marketing

INFLUENCER: Anyone with a large, "captive" audience.

- Social Media Personalities
- Pod-Casters
- Trainers, Speakers, Advocates
- Pastors
- Community Leaders
- Bowling Club Presidents

Influencer Marketing



TIMELESS BOX

@enrollment: \$50DSC / 19BV

@SmartShip: 83BV

\$99.95



JAVA BOX

@enrollment: \$30DSC / 19BV

@SmartShip: 63BV

NEW CBD & HEMP BOXES!



CBD BOX



HEMP BOX

\$99.95

@enrollment: \$30DSC / 19BV

@SmartShip: 63BV

Euro Influencer Marketing

Vape Pack

- **1ea Hemp+ Vape Calm**
- **1ea Hemp+ Vape Active**
- **1ea Hemp+ Vape Sleep**
- **1ea Kannaway Vape Style Kit***

| | |
|-------------------------|--------------------------|
| Retail Value: | 177,12€ / £148,79 |
| Wholesale Value: | 136,25€ / £114,45 |
| Pack Price: | 89,24€ / £74,96 |

**Vape Style Kit available with enrollment only.*



Euro Influencer Marketing

CBD Oils Pack

- **1 Salve**
- **1 Pure Gold 500mg**
- **1 Premium CBG**

| | |
|-------------------------|--------------------------|
| Retail Value: | 168,27€ / £141,35 |
| Wholesale Value: | 129,43€ / £108,73 |
| Pack Price: | 89,24€ / £74,96 |

BRAND NEW



CBD Oils Influencer Pack

Euro Influencer Marketing

INFLUENCER COMPENSATION

@ Enrollment

26,79€ / £22,50 DSC Influencer Packs, plus 19BV

@ Regular sales or SmartShip

63 BV on Influencer Packs

INFLUENCER INCOME CALCULATOR

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| | | New Customers | Total Customers | DSC | Enrollment BV | Residual BV | Total Influencer Income | | Enroller | POTENTIAL MIG |
|----|----|---------------|-----------------|---------|---------------|-------------|-------------------------|--|----------|---------------|
| 1 | | | | | | | | | | |
| 2 | | 1 | | \$30.00 | 19 | 63 | | | BV | |
| 3 | 1 | 1 | 1 | \$30.00 | \$0.95 | \$0.00 | \$30.95 | | 19 | \$1.90 |
| 4 | 2 | 1 | 2 | \$30.00 | \$0.95 | \$3.15 | \$34.10 | | 101 | \$10.10 |
| 5 | 3 | 1 | 3 | \$30.00 | \$0.95 | \$6.30 | \$37.25 | | 183 | \$18.30 |
| 6 | 4 | 1 | 4 | \$30.00 | \$0.95 | \$9.45 | \$40.40 | | 265 | \$26.50 |
| 7 | 5 | 1 | 5 | \$30.00 | \$0.95 | \$12.60 | \$43.55 | | 347 | \$34.70 |
| 8 | 6 | 1 | 6 | \$30.00 | \$0.95 | \$15.75 | \$46.70 | | 429 | \$42.90 |
| 9 | 7 | 1 | 7 | \$30.00 | \$0.95 | \$18.90 | \$49.85 | | 511 | \$51.10 |
| 10 | 8 | 1 | 8 | \$30.00 | \$0.95 | \$22.05 | \$53.00 | | 593 | \$59.30 |
| 11 | 9 | 1 | 9 | \$30.00 | \$0.95 | \$25.20 | \$56.15 | | 675 | \$67.50 |
| 12 | 10 | 1 | 10 | \$30.00 | \$0.95 | \$28.35 | \$59.30 | | 757 | \$75.70 |
| 13 | 11 | 1 | 11 | \$30.00 | \$0.95 | \$31.50 | \$62.45 | | 839 | \$83.90 |
| 14 | 12 | 1 | 12 | \$30.00 | \$0.95 | \$34.65 | \$65.60 | | 921 | \$92.10 |
| 15 | | | | | | | | | | |
| 16 | | | | | | | \$579.30 | | | \$564 |

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| | | New Customers | Total Customers | DSC | Enrollment BV | Residual BV | Total Influencer Income | | Enroller | POTENTIAL MIG |
|----|----|---------------|-----------------|----------|---------------|-------------|-------------------------|--|----------|---------------|
| 1 | | | | | | | | | | |
| 2 | | 5 | | \$30.00 | 19 | 63 | | | BV | |
| 3 | 1 | 5 | 5 | \$150.00 | \$4.75 | \$0.00 | \$154.75 | | 95 | \$9.50 |
| 4 | 2 | 5 | 10 | \$150.00 | \$4.75 | \$15.75 | \$170.50 | | 505 | \$50.50 |
| 5 | 3 | 5 | 15 | \$150.00 | \$4.75 | \$31.50 | \$186.25 | | 915 | \$91.50 |
| 6 | 4 | 5 | 20 | \$150.00 | \$4.75 | \$47.25 | \$202.00 | | 1325 | \$132.50 |
| 7 | 5 | 5 | 25 | \$150.00 | \$4.75 | \$63.00 | \$217.75 | | 1735 | \$173.50 |
| 8 | 6 | 5 | 30 | \$150.00 | \$4.75 | \$78.75 | \$233.50 | | 2145 | \$214.50 |
| 9 | 7 | 5 | 35 | \$150.00 | \$4.75 | \$94.50 | \$249.25 | | 2555 | \$255.50 |
| 10 | 8 | 5 | 40 | \$150.00 | \$4.75 | \$110.25 | \$265.00 | | 2965 | \$296.50 |
| 11 | 9 | 5 | 45 | \$150.00 | \$4.75 | \$126.00 | \$280.75 | | 3375 | \$337.50 |
| 12 | 10 | 5 | 50 | \$150.00 | \$4.75 | \$141.75 | \$296.50 | | 3785 | \$378.50 |
| 13 | 11 | 5 | 55 | \$150.00 | \$4.75 | \$157.50 | \$312.25 | | 4195 | \$419.50 |
| 14 | 12 | 5 | 60 | \$150.00 | \$4.75 | \$173.25 | \$328.00 | | 4605 | \$460.50 |
| 15 | | | | | | | | | | |
| 16 | | | | | | | \$2,896.50 | | | \$2,820 |

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| | | New Customers | Total Customers | DSC | Enrollment BV | Residual BV | Total Influencer Income | | Enroller | POTENTIAL MIG |
|----|-----|---------------|-----------------|------------|---------------|-------------|-------------------------|--|----------|---------------|
| | | 100 | | \$30.00 | 19 | 63 | | | BV | |
| 1 | 100 | 100 | 100 | \$3,000.00 | \$95.00 | \$0.00 | \$3,095.00 | | 1900 | \$190.00 |
| 2 | 100 | 200 | 200 | \$3,000.00 | \$95.00 | \$315.00 | \$3,410.00 | | 10100 | \$1,010.00 |
| 3 | 100 | 300 | 300 | \$3,000.00 | \$95.00 | \$630.00 | \$3,725.00 | | 18300 | \$1,830.00 |
| 4 | 100 | 400 | 400 | \$3,000.00 | \$95.00 | \$945.00 | \$4,040.00 | | 26500 | \$2,650.00 |
| 5 | 100 | 500 | 500 | \$3,000.00 | \$95.00 | \$1,260.00 | \$4,355.00 | | 34700 | \$3,470.00 |
| 6 | 100 | 600 | 600 | \$3,000.00 | \$95.00 | \$1,575.00 | \$4,670.00 | | 42900 | \$4,290.00 |
| 7 | 100 | 700 | 700 | \$3,000.00 | \$95.00 | \$1,890.00 | \$4,985.00 | | 51100 | \$5,110.00 |
| 8 | 100 | 800 | 800 | \$3,000.00 | \$95.00 | \$2,205.00 | \$5,300.00 | | 59300 | \$5,930.00 |
| 9 | 100 | 900 | 900 | \$3,000.00 | \$95.00 | \$2,520.00 | \$5,615.00 | | 67500 | \$6,750.00 |
| 10 | 100 | 1000 | 1000 | \$3,000.00 | \$95.00 | \$2,835.00 | \$5,930.00 | | 75700 | \$7,570.00 |
| 11 | 100 | 1100 | 1100 | \$3,000.00 | \$95.00 | \$3,150.00 | \$6,245.00 | | 83900 | \$8,390.00 |
| 12 | 100 | 1200 | 1200 | \$3,000.00 | \$95.00 | \$3,465.00 | \$6,560.00 | | 92100 | \$9,210.00 |
| | | | | | | | | | | |
| | | | | | | | \$57,930.00 | | | \$56,400 |