

# DAVATI

issue one

may 2020

19  
this issues  
style edit

09  
the influencer  
world

05  
millie  
roberts  
exclusive  
interview

25  
inside the  
world of  
shrine

— *pure style* —



---

## *hey doll!*

---

Welcome to the first issue of Davati, firstly a massive thank you to everyone who has supported us throughout the journey and each and every one of our readers for taking an interest in what we do!

We wanted to create a creative magazine, so something that has a little bit of everything, from influencers, to top tips, to all things social media, and finally understanding the digital marketing industry (*obviously with loads of fashion and beauty mixed in!*)

Davati Magazine will be a monthly magazine that will feature top influencers, up and coming influencers and cover all industry events and news.

The magazine will also act as your 'PR Bible', with the best advice on how to boost, launch or maintain your brand in an ever changing industry.

In this issue we have an exclusive interview with the fabulous Millie Roberts, an inside scoop from Shrine and some of the best bit's this month.

As always we love to know what you guys think so please share on all social media channels! **#davatimag**

**DAVATI**  
*xoxo*



---

# *about us*

---

Davati PR is an Influencer Agency based in London, we also represent Influencers world wide, including America, Italy, Paris and Australia.

We consider ourselves a 'modern' PR firm with traditional values and customer service. We are one of the first 24/7 Influencer Agencies, meaning come day or night we are here to fulfil your management needs.

We specialise in matching the perfect brands to perfect influencers, think of us as a dating site for collaborations.

Our director and founder of the company, Sarah Davis, studied a degree in media and marketing at Brighton university then went on to secure PR roles within NME magazine, Marie Claire Magazine, Exquisite Essex magazine and many more titles. After a very successful stint in the industry, she decided to focus on outsourced PR. Davati PR likes to work with brands who are completely passionate about their product, the standard of product and the 'freshness' and style of the company which is really important.



That's why three years ago, in 2016 DAVATI was founded in a small Essex office and went on to expand the company working with clients such as Boohoo, Meshki, Pretty Little Thing, ASOS, JD, NARS, and Oh Polly! That's just a select few of our UK clients, however this last year we expanded the business and launched a talent agency, specialising in influencers, representing reality stars from youtubers to footballers.

We have an impressive talent roster of worldwide influencers and match brand collaborations daily with fantastic results. We have a diverse knowledge in all things marketing, PR and talent management and wanted to group this all together on a digital and print media platform - this magazine.

We have been luckily enough to secure Molly Gibbs, a hugely talented Graphic Designer.

Molly Gibbs is a Graphic Designer based in Essex. She has worked for numerous companies such as Barclays, the Premier League and the Tate but really enjoys personal creative projects.

After studying design for 5 years she has a passion for all things creative. Not only does she love to design but also decorate her home.

Her instagram @cottage\_no19 is full of interior inspo and fun ideas.

Apart from design and decorating her home, Molly loves a good time whether that be a girly night in with some pizza or staying out until 5am.



*give us a follow*

 @davatipr

 @mollylouise gibbs

interview with

# — millie roberts —

We had to start the first issue off with a bang, so we thought who better to have with us than the beautiful, amazing and fabulous babe @millieeroberts

We sat down with Millie to discuss all things influencer and how she makes a success of the industry!

**Hey chick, so so glad to have you with us today! As you know we're huge fans and your content queen - we had a couple of questions that we're dying to ask - so let's get straight into it.**

**So firstly, how did you get into the industry, how did you become an influencer, and do you have a job alongside it or are you in education etc?**

Millie: I've always loved fashion and beauty and it's something I've always shown through my instagram. I gained some following being close friends with other influencers, such as @hanxrenee and then my insta just blew up when I started dating Tommy. Obviously there was the whole love island drama after that so I found myself more in the public eye. Alongside being an influencer I'm actually at Uni studying physics and I work

for Charlotte Tillbury as well which I love!

**You're so busy constantly, which is fab but how do you manage your everything, I'm sure there's lots of influencers starting out thinking, how can I do this, and work and do uni etc - do you schedule content?**

Millie: It's really hard to balance everything especially in the degree I'm in - I plan my month in advance and what days I'm going to post as well as what days I'm going to do uni work. I base my content around the days that I know I'll be wearing makeup as I work for Charlotte Tilbury, I take my content the day

*"I've always loved fashion and beauty and it's something I've always shown through my instagram"*

I'm working so it's easier and I plan my outfit's for the month a month in advance!

**You've worked with some amazing brands - who so far is your favourite brand to collab with?**

Millie: ASOS, I love their fashion and they have something for everyone

**Who is your ultimate dream collab and why?**

Millie: House of CB would definitely be my dream collab... I'm a huge fan of their CEO, Conna Walker and everything she stands for. I love the design, the originality and the quality.

**What would you class as your biggest achievement so far in the industry?**

Millie: I would have to say my biggest achievement was being signed by Davati. The fact an agency saw something in me that wanted to represent me was the biggest honour I could ever receive and I'm forever grateful for everything you guys do for me.

**Aww we absolutely adore having you, you know that, you're working incredibly hard! So next up we thought we'd ask about your friends within the industry! Who are closest to in terms of other influencers? Also who are your inspo content wise?**

Millie: I'm closest to @hanxrenee and @rachleary, then all my davati team especially @james\_jones\_ and @leahlockett - I love networking and getting to know other influencers! Oh my favourites are definitely



## issue one

Sophia Tuxford, Cinzia Zullo, Miss Joslin, Elle Darby and Yasmine Chanel! I love them all.

***Obviously like any job, there are downsides, what would you consider to be the negatives of being an influencer?***

Millie: The downside to the industry is definitely the fakeness. There is a lot of fake people who just do this purely for the money and don't care about who they hurt along the way

***Couldn't agree more - so the questions that everyone seems to ask is who takes your pictures?!***

Millie: Literally whoever I'm with haha! So mostly my friends, my mum or my boyfriend.

***We love Dom! For everyday and dressy who are your go to brands for clothing?***

Millie: Ummm Zara, Missguided, ASOS and love Oh Polly

***All amazing brands - you always look so fab - do you have any makeup or fashion hacks for our readers?***

Millie: It's not really a hack but I only buy staple pieces of clothing that I know I'll wear over and over again - then with my makeup I use a cotton bud to do my eye-liner, it's hard to describe but it works really well and it's super easy to do!

***I feel a tutorial coming on.... So another thing***

***we wanted to touch on was management, some influencers have management, others don't - how do you find having management?***

Millie: The best thing ever - Knowing there is something there to support me all the time really is the best. I'm quite naive and having someone that knows the industry in and out makes everything that much more relaxing and just easier!





***Thanks Bae - And finally we get asked this a lot, so thought we'd ask the expert - do you have any top tips or advice for those starting out or who want to be an influencer?***

Millie: Consistency. 100% consistency. Try and post as much as you can often,

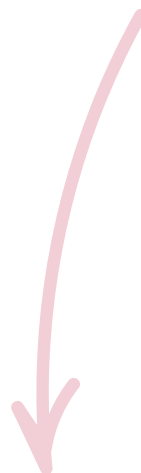
follow millie on  
instagram for  
amazing content  
and fashion inspo!

 millieeroberts

*“There is a lot of fake people who just do this purely for the money”*

hashtag and stay true to yourself and your own style!

***Fab! Thank you so much millie you're amazing and I'm sure our readers will find this massively helpful! MWAH***



---

# *the influencer*

---

world

Welcome to our first edition of 'influencer world' we wanted to take this opportunity and dedicate a spread in the magazine to giving you guys an insight into exactly what being an influencer means, and entails.

An influencer is essentially someone who 'influences' people to buy products and brands, shopping their looks and using the products they recommend.

In this day and age an influencer is without a doubt one of the most successful marketing tools that a brand can use to engage with their target market.

Even though influencing occurs on Facebook, Twitter, Blogs and now TikTok, having researched the industry in depth we would say that the most popular, and most successful platforms to influence on are Instagram and Youtube.

Instagram is the original platform of the 'influencer' - it's a great platform to check your engagement rates, monitor how quickly you are growing your audience and it's great for brands to see how well your sponsored posts have done.

Instagram usually consists of an image, or story, sometimes an IGTV (instagram TV) with the branded item tagged or mentioned in the picture, swipe up links are featured making it easier for customers to find the items quickly and hassle free - this is also a brilliant way to measure how many sales or leads the brand made from the Influencers post!

When it comes to Youtube typically speaking, most collaborations will be a review or a haul of items showcasing them!

In the Influencer world, collaboration is a word you will hear ALOT. There are different types of collaborations but

*“One of the most important things is choosing the right influencer for the brand”*

essentially the most popular are a gifted collaboration and a sponsored collaboration.

Broken down it simply means that 'gifted' the item has been sent free of charge to the influencer, usually in exchange for a post or an instagram story. A sponsored collaboration is when the influencer is paid to promote this item!

Rates and fees for sponsored posts really do range, they could be anything from £20 to £2million pounds, there is also no real guidelines as to who brands chose to pay as a pose to gift, it's all about engagement, audience following and the content you produce.

One of the most important things when it comes to pairing a brand and influencer campaign is choosing the right influencer for the brand.

It's so important to select an influencer who you think fit's the brand and has the right demographics in terms of audience engagement. As a brand you want to reach as many potential customers as possible, so checking out age ranges, locations and gender can be vital when creating the right collaboration, in addition to this you want to make sure the product fit's

with the influencers aesthetic on instagram, for fab content it's really important for collaborations to be authentic.

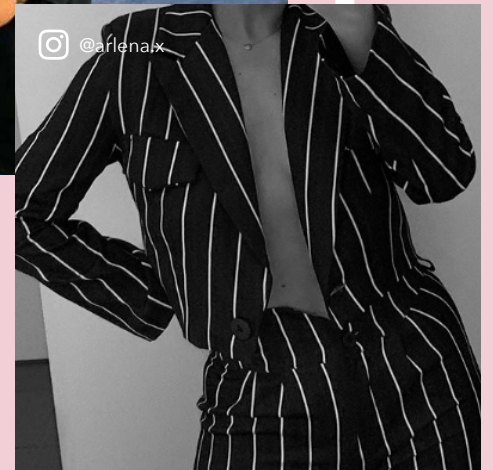
A typical collaboration is made up of different stages, a brand will usually approach the influencers management and will put forward a product or item for the influencer to promote, they will then ask for rates and fees and negotiate on a price for the collaboration, management will then liaise with the influencer and send across the brief that they must follow when posting. Next up is content - the influencer then shoots the content and sends it back to the management for the brand to pre approve - the brand will then okay the content or come back with some elements they want to change - once the content has been approved, a posting date will be scheduled - usually focusing on key engagement times. The influencer will then make the post, tagging the brand and the brand will keep the original content to repost on their social media channels! Payment is usually made on agreement of the collaboration or after the receipt of content!

Content creation is key for influencers to 'make it big' in the industry, and don't be fooled, it's constant 24 hour job.

Constant posting, constant engagement and keeping up to date with brands and trends, as well as editing techniques is a demanding job for influencers - hard work, dedication and professionalism goes in to this constantly - while it looks glamorous and there are lots of positives to the role of an influencer, trust us when we say it's hard work, a tip we have for all influencers or aspiring influencers is stay consistent!

***Take a look at some of our favourite collaborations this month!***







this issues

# best content

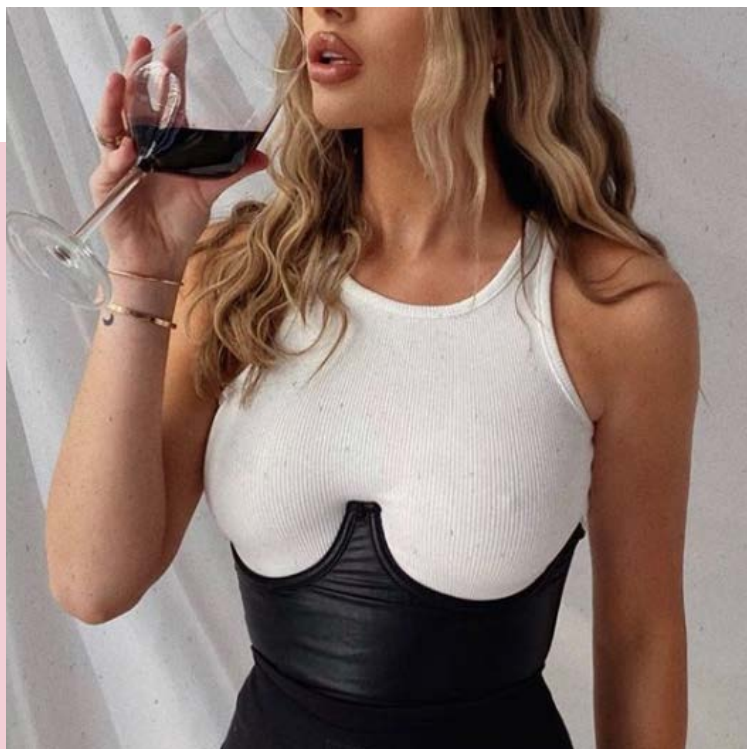
This month's best content award goes to none other than our own **@hanevans25**.

Hannah is 21 and from Manchester and has worked with some huge brands including ASOS, Pretty Little Thing, Boohoo and Missy Empire, Hannah has over **90 thousands followers** and has a brilliant engagement level!

We love this Paris shot, so congrats chick for winning our content of the month!

follow hannah  
on instagram for  
more inspo!

 @hanevans25



Along with Hannah we are also absolutely loving **@tialinkekar** isolation content!

Tia has **318 thousand followers** and mixed neutral tones with lush accessories for original and stylish looks!

*Pass us the wine!*

follow tia on  
instagram for  
some serious  
quarantine envy!

 @tialinkekar

this issues

# best influencer



Lorna lives a luxurious lifestyle

All hail the Queen, readers say a massive hello to, (I mean let's be honest we all know her), Lorna!

Lorna is the ultimate influencer, a brands dream, she has an original look, a classy and chic wardrobe and can piece together the ultimate staple pieces. Lorna has 1 million followers on Instagram and split's her time between London and Paris, talk about backdrop dreams. She mixes high street pieces with designer classics and is famous for her sleek and neat unboxing videos on timeless pieces.

Lorna keeps is neutral and has an incredible engagement, she's worked with all the major brands and it was no surprise when fashion icons 'In The Style' teamed up with Lorna to create a sell out collection.



Her personal style is to die for

head over to lorna's instagram for the ultimate fashion porn

 @lornaluxe



Her collection with in the style was a sell out success

behind the scenes

# — *content creation* —

As an influencer, an aspiring influencer or a brand, trying to create product shots it's always hard to know just how to take that perfect shot without a professional photographer, so each month we are here to give you some easy tips on how to create the perfect instagram photo!

## *lighting*

For outside shots use natural lighting to your advantage, if the sun's shining place yourself in a sunny spot however try and keep your face out of the direct sun to avoid highlighting blemishes, in sunlight you won't need the flash, however if you chose a shaded spot always use flash, you can alter the exposure later on!

For inside shots again use natural lighting if you can, shots by a window with the light reflecting on you are great, however the most useful tool you can have when it comes to lighting is of course the ring light!

You can get hundreds of variations of these, small, medium, large, portable, on a stand or you can attach them to your phone!

Originally used by makeup artists to get the perfect selfie, these ring lights come in so hand when creating content! Here's a few of our favourites



ring lights come in adjustable tones, so have fun choosing your favourite!



Ebay - £5.99  
Clip on phone ring light



# backdrops

choosing a backdrop is one of the most important parts to taking the perfect insta worthy pic!

Outside locations are brilliant, look for cool backdrops such as monuments, car parks (believe it or not) quirky houses, picturesque roads and plain walls! These all work fabulously well and create a great 'street style' feel to your pictures.

Finding a great indoor backdrop is just as important, especially during lockdown! With indoor backdrops our best advice is to keep it neutral, a plain wall, a white door, a window, wardrobes and if all else fails invest in a dust street as a backdrop - it works fabulously and gives that photoshoot style!

Here's some of our favourite content!



we love pink!



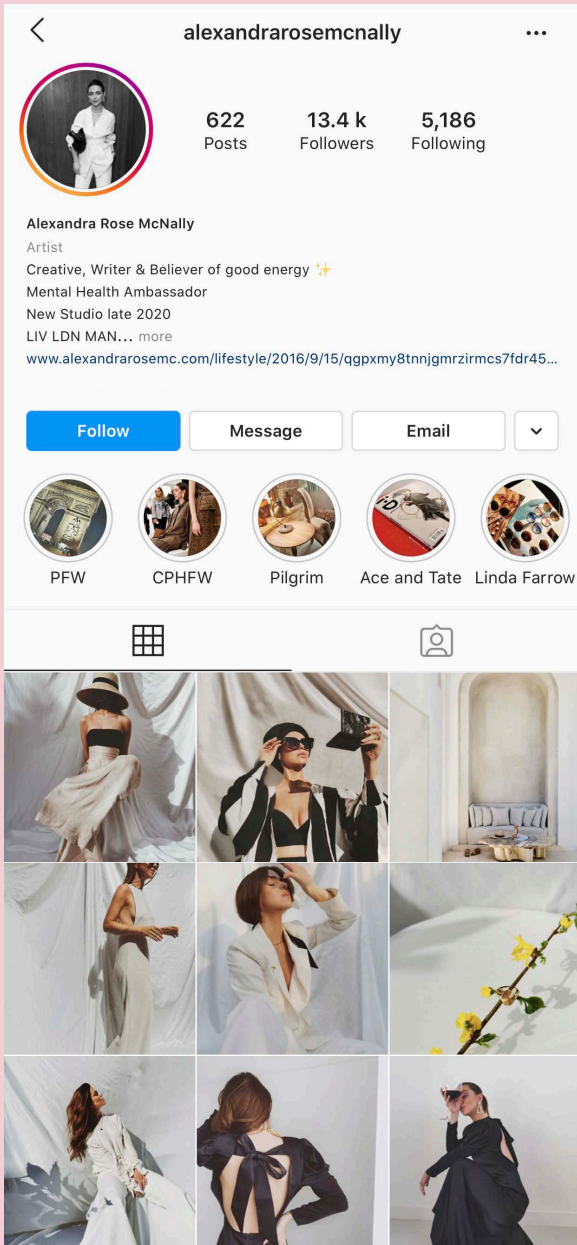
dressing room of dreams!



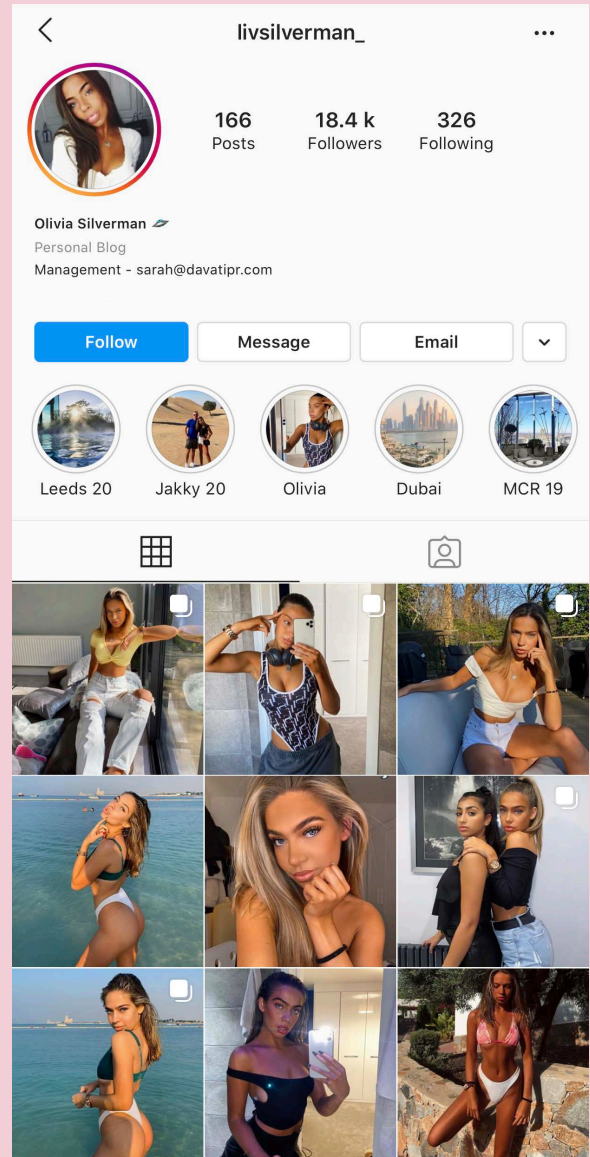
# ones to watch

Here at DAVATI one of our jobs is to spot up and coming talent, recognize hard work and work with these influencers to secure brand collabs and expand their growth!

Each issue we will bring you a fantastic section highlighting our 'one's to watch', now when they're cruising on yachts and securing clothing lines remember you saw them here first!



Alexandra is based in Liverpool and is a creative writer! Alexandra has over 13k following with fantastic engagement and is queen of chic, with neutral backdrops, carefully styled outfit's and sleek look overall, she is one of our favourite influencers to follow!

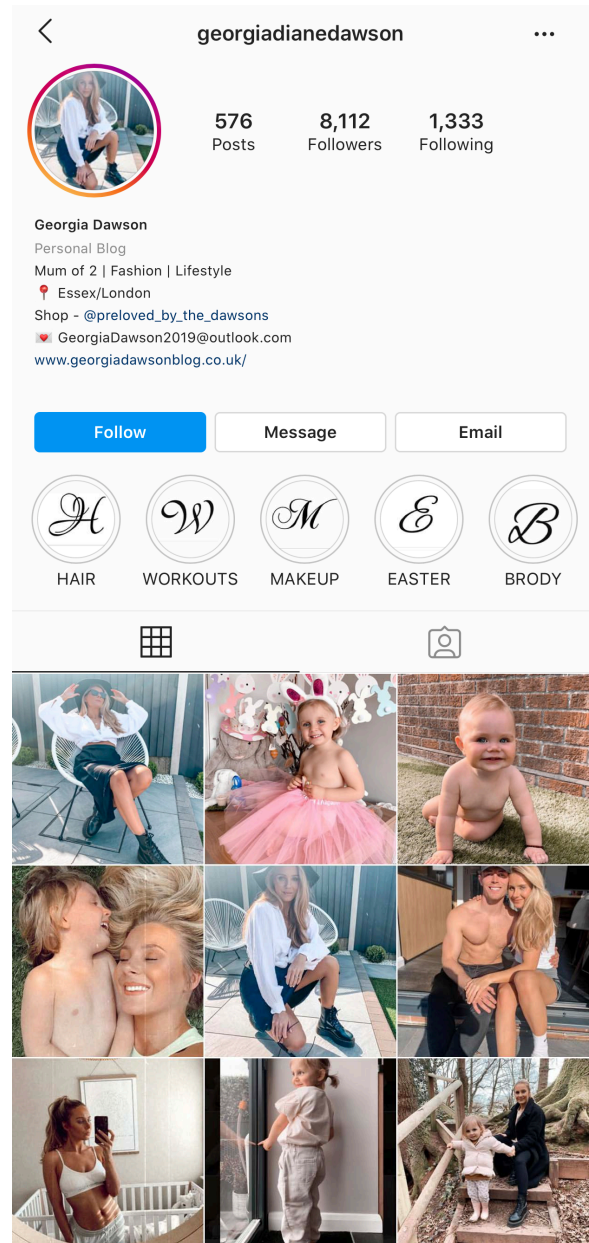
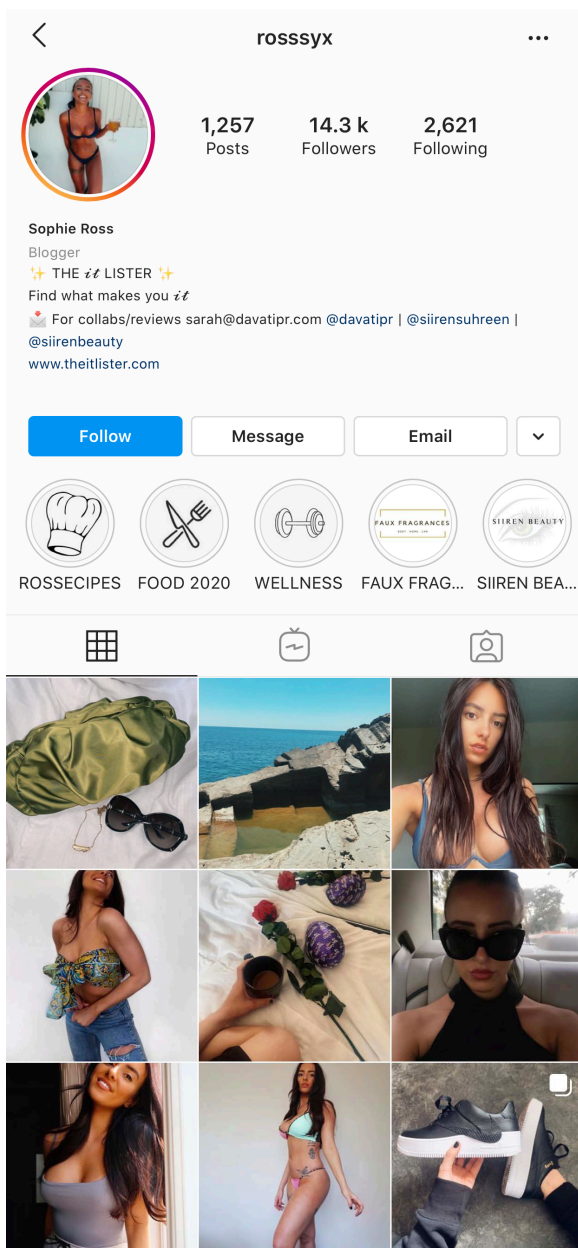


Liv has a huge following on Tiktok with over 1 million views and over 18k followers on instagram. She has an extremely high engagement and has worked with brands such as Boohoo, PLT and I saw it first.

Liv is rising quickly and becoming a household name within the influencer industry, 2020 watch this space!

Sophie has over 14k followers and really is queen of content, along with a brilliant instagram account Sophie also has a blog, [www.theitlister.com](http://www.theitlister.com) take a peak for all things reviews, that's products, places and restaurants!

Sophie's content is a mix of fashion, beauty lifestyle and her amazing hair! She has worked with some brilliant brands including PLT, DIFF, Boohoo and Femme Luxe Finery. Sophie mixes up backdrops and has an eye for fashion and pairing outfit's! Sophie joined our agency last year and has big things planned! Keep an eye out for her amazing content.



Georgia has over 7k followers and shot into the influencer world documenting all things baby and fashion, featuring her two little lovelies Isla and Brody.

With her popular family shots, fashion tips, beauty hacks and ways to keep your little ones entertained Georgia has been lucky enough to work with brands such as Muscle Foods, Bombay Hair, PLT and Maxi Cosi.

Georgia has a loyal following, loves engaging with her audience and her whole instagram aesthetic is fab! Expect to see Georgia with a lot more familiar brands this year!

# style edit

Here at Davati we love, love, love a designer item, I mean they are an investment right? But let's be honest we don't all have a few thousand to drop on a bag so we've done the hard bit for you and found the perfect alternatives that will make any outfit pop with minimum spending!



Bottega Veneta  
RRP £1,990

ASOS, £22



Off White  
RRP £200

Boohoo, £6



Bottega Veneta  
RRP £642

EGO, £19.99



Vercase  
RRP £200



ASOS, £45



Prada  
RRP £495

I Saw It First, £17.50

**01:** The Bottega Veneta, it's classic, it's original, it's fashionably simple and it's a staple piece in your wardrobe to go with most outfit's, dressy or casual, summer or winter, but, there was always going to be a but, it retails at £1,990. Now thankfully we hunted high and low but we found a similar version for a fraction of the price, from ASOS at an affordable £22!

**02:** Another classic that has been seen on every IT girls insta page are the off white industrial belts, they come in a number of colours and clinch in your favourite oversized looks! Stylish, subtle and edgy they are the perfect accessory for that insta worthy pic. Off White retail their belts at around £200, we've found a similar one on Boohoo and it's... £6! You can't beat that!

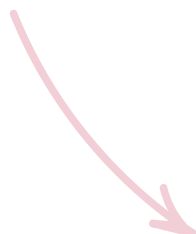
**03:** On to the shoes! Another entry here from Bottega as we feature the shoe of 2020 so far! The padded heels have become iconic and seen by endless influencers and celebrities, classic, comfy and elegant they retail at £645, however don't panic EGO have released their own twist on the classic and have priced them at a bargain price of £19.99, we

love these electric blue versions to add a serious pop of colour to any neutral outfit!

**04:** A must have fashion item, the Chunky Trainer, a lot of designer brands have added their twist to them in the form of Gucci, Prada and the infamous Balenciaga, we personally love the Versace version at a reasonable £200, however if we've found an alternative even cheaper than that - these ASOS dupes are only £45 and can be worn with literally any outfit! We love them!

**05:** This season nylon bags have been bigger than ever and Prada have owned the style! With their famous nylon bag and coin purse or these mini shoulder bags they give any look that fashionable edge! They come in a number of colours but our favourite is obviously the pink, priced at £495 the Prada bag is actually a steal in terms of designer pricing! But again if you're after a cheaper option I saw It First have the fab alternative in a slightly lighter pink for only £17.50!

The Bottega clutch is a real simple statement piece, so we think our dupe is a must have wardrobe essential!



## *send nudes*

This season, like most seasons, is dominated by nude pieces that you can jazz up or tone down for a night out or a night in (isolation life). Here are some of our favourite nude items at the moment!

Stone Button Front Cardigan,  
Pretty Little Thing, £15



Beige Raffia Diamanté  
Cross Sandal, River  
Island, £50



Basket Bag with Faux Pearl,  
Zara, £39.99



Ribbed Crop Top,  
Zara, £12.99



Camel Leather  
Trousers, Topshop,  
£44.99



Mini Light Saddle Bag,  
DIOR, £1950



Stone Super Oversized Woven  
Blazer, Pretty Little Thing, £30



Nude Disco Panelled Bralet,  
Pretty Little Thing, £8



Beige Cross Over Heel,  
River Island, £35

# steal the style



Cardigan: @asos  
Bag: @fashiondrug  
Leggings set: @topshop  
Trainers: @balenciaga



Hat: @ralphlauren  
Blazer: @topman  
Bag: @fendi  
Trousers: @weekdayofficial  
Trainers: @balenciaga



T Shirt Dress: @milanstudios  
Bag: @jacquemus



Sunglasses: @primark  
Top: @kiwikillerfashion  
Blazer: @kiwikillerfashion  
Pants: @pinkoofficial  
Boots: @hm



Hat: @palmshalt  
T: @off\_\_white  
Blazer: @asos  
Jeans: @topshop  
Bag: @louisvuitton  
Trainers: @balenciaga



Co - ord: @ikrush  
Coat: @prettylittlething  
Shoes: @boohoo

this issues

# — *marketing tips* —

2020 is by far the wildest year to date for our generation - with Covid 19 dominating the globe it's a worrying time for businesses worldwide. It may seem like the furthest thing from your mind but marketing is essential at a time like this!

Whether you do marketing in house, you outsource it, you have a team of 100 staff dedicated to it, or if you take care of it yourself we have some brilliant tips relating to the 2020 marketing trends!

Marketing determines the success of so many businesses, you could have the best product in the world, but if you're not marketing it well - the product itself means nothing! So let's take a look at the best ways you can maximise your marketing strategies with any budget!

## *virtual reality*

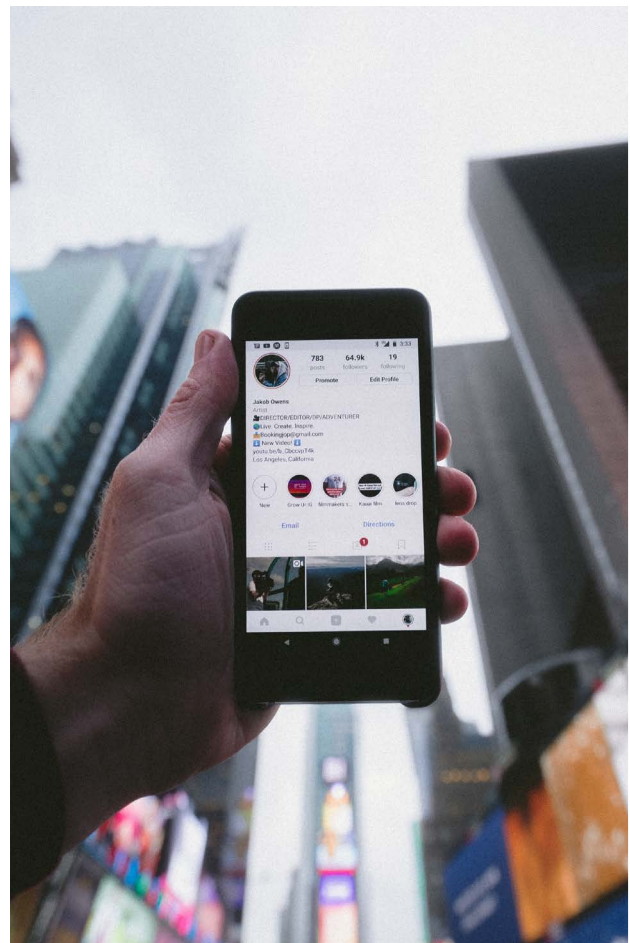
2020 was always going to be huge for the marketing industry, we are relying on technology more than ever, and the remote side of working has boomed! The remote side of shopping is also over 70% of the retail industry - and this is filtering through to other sectors of the economy.

Estate agents are using virtual house tours, in a time like this it's perfect, it also means there's no awkward viewings, you don't have to cancel your whole Saturday to view properties miles apart and you can do it anywhere - on the commute to work, in the bath - quite literally anywhere. Huge retailers such as IKEA have already jumped on to this trend. IKEA have created an app where you can quite literally virtually place

furniture in your home to see how it would look / fit without having to measure up or visit the store! I mean are we all becoming lazy, or is it a case of working smart not hard?

One thing is for sure, with some of the biggest clothing retailers already setting the wheels in motion to create apps and websites where you can upload pictures of yourself and see how the item looks and fit's - virtual reality marketing will take us all by storm!

If your product is adaptable to this - it's definitely worth looking into!





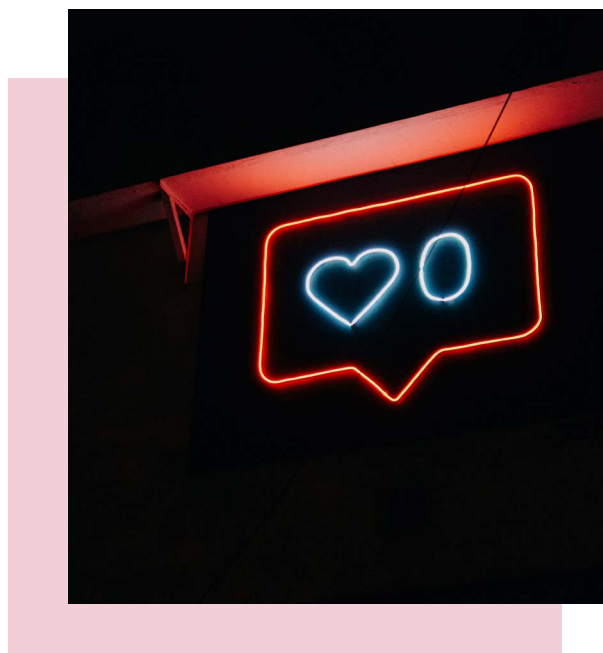
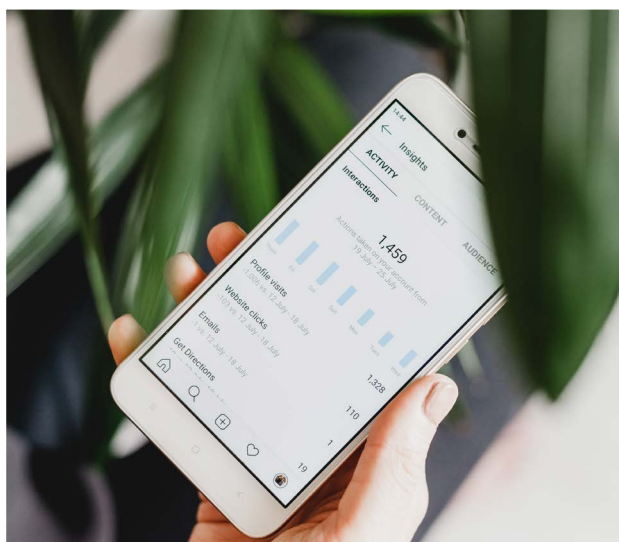
## google ads smart bidding

Google Ads have been dominating the marketing world for as long as we remember, creating great tools to measure SEO, and linking some of our favourite platforms together to measure website traffic and the success of your AD's - they have now gone up a whole other level.

Google Ads makes use of machine learning in order to optimize your bids. This gives you several new abilities to help you maximize your conversion, including:

- The ability to choose conversion action at the campaign level
- The ability to set your bids to change automatically when sales start or stop
- The ability to optimize bids over multiple campaigns with a chosen set of conversion actions.

Google Ads bid strategy designed to maximize results based on your set campaign goals. With automated bidding, Google automatically sets bid amounts based on the likelihood that your ad will result in a click or conversion - it's perfect to create goals or track them within marketing and traffic.



## personalisation

If you want to stand out in 2020, you need to personalise your marketing - and that means personalising everything - we're talking connecting with the customer directly in terms of content, products, emails and more.

Consider these personalization stats:

- 63% of consumers are highly annoyed with generic advertising blasts
- 80% say they are more likely to do business with a company if it offers personalized experiences
- 90% claim they find personalization appealing

When you want to study examples of the power of personalization, it's hard to overlook Netflix and Amazon, with their tailored recommended products or movie titles - it makes customers think that THEY are valued as an individual not as a mass consumer.

It's a fairly easy shift to make with a successful outcome - so what have you got to lose!

brand interview with

# *gypsy shrine*

Now if you've been to a festival, if you follow festival fashion or if you genuinely love all things glitter you would have surely heard of The Gypsy Shrine, now simply known as Shrine!

Shrine stood out to us because let's face it, they're extra! From wild hair colours, to glitter, to festival gems - they are never understated and they are an ALL female company - we at DAVATI love that, so do their customers and the influencers they work with! We were lucky enough to have a chat with Charlotte Eastwood from the company to talk through all things brand and influencer!

***Shrine is now a household name - Tell us a bit about the brand and how you guys got started?!***

The brand launched in 2016 by founder, Jenna Meek at the age of 23. Jenna quit her job at Burberry in London as Product Developer to tour some of the UK festivals, for a summer of creativity! After a successful summer, from her small bedroom in London, Jenna created what was The Gypsy Shrine.

The brand was then being recognised by some of the most influential names in the industry, from Topshop,

PLT, Selfridges. After creating some of the most iconic festival designs of today from the Glitter Bum and Boob, the brand was recognised by some of the biggest online new sites, such as Beauty Insider, which set the brand to soar.

From this, Jenna was able to bring on her first member of staff and that's when the journey really began. In 2017, working on Love Island, Coachella, Glastonbury festival and being stocked all over the world, The Gypsy Shrine really did establish themselves as the number one for festival accessories.

Moving on to 2020, the brand dropped The Gypsy and became SHRINE, a one stop destination for the party girl, now launching their most iconic product since DROP IT hair colours.

***When choosing influencers what is it you look for?***

At SHRINE, we look for a genuine synergy with the brand and the influencers, someone who resonates well with the same interests and goals of the brand. Our products are developed through creation and innovation, considering many factors from, how innovative is this product?





follow SHRINE  
on insta for some  
seriously original  
content!

 @shrine

where does this product sit - we work on similar questions when working with influencers, do they have the same values as us? do they have the same interests etc.

***What sets you apart from other brands?***

SHRINE is innovating; all products we create are developed by our team. Ran by 11 empowered females, we are known for being unique in products - creating world firsts, and content design!

We stand apart from the rest and lead the industry! From peel off glitter glue to the

first-ever self-adhesive face jewel to hair dye droppers.

***What would you say have been your most successful marketing campaigns?***

Our most recent campaign DROP IT has been by far our most successful! We have seen a great reaction to the campaign due to the creativity of the campaign and product and demand from people wanting to try the product.

***Who would be your dream influencer to work with?***

We love Jeffree Star, we'd always love to work with him! We also love Nyane,

she has the most amazing style, she'd be amazing in the hair colours.

***What can we expect to see from Shrine in 2020?***

More product innovation, expanding further into new categories and bringing out first ever. We hope to really push boundaries with activations and bring the fun of SHRINE to everyone else.

***Thank you so much Shrine - watch this space 2020 is yours!***

---

# *tiktok*

---

## takeover

TikTok is now one of the go to forms of social media marketing with TikTok influencers making some serious cash!

To sum the app up it's basically a video creation app, it's super simple and offers lots of different sounds. With lots of music choices and endless effects and filters, it makes it easy to create brilliant videos at home!

Videos can be up to 60 seconds long and typically speaking it found fame with hundreds of thousands of teens lip syncing and creating 'TikTok' dances to popular songs.

Now log in to TikTok and you'll see creators from all over the world and every field you can imagine, there MUA's, there are singers, comedians, fashionistas along with dentists and financial advisors! It puts a fun, authentic spin on marketing and it's all very light hearted!

Some of the biggest creators on the app are earning six figures per TikTok, with accounts like The Hype House, young fresh content creators all living under one big glamorous roof, brands quickly caught on to the fact TikTok fame travels fast and fast fame means good sales!

Brands such as ASOS, Pretty Little Thing, Ralph Lauren, Boohoo and Tom Ford, to name a few have already switched focus to TikTok using the newest most popular creators to market their items!

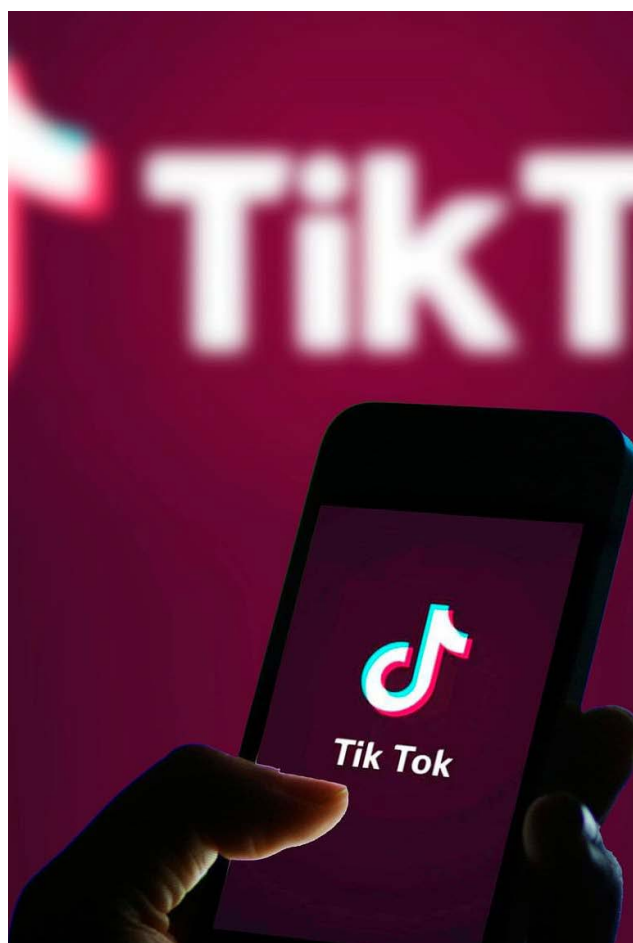
Promoting on TikTok works much the same way as instagram, the creator creates content relating to the brand and tags the brand in the caption, it's a fresh way to advertise and keep engaged with younger

audiences and the ever changing world of social media marketing.

TikTok verify larger users, just like instagram so users and brands know they're legitimate and TikTok stars are already recruiting managers to help with collaboration deals and workflow!

TikTok really is 'the next big thing' so if you are looking to get into the influencer world we'd definitely suggest signing up and having a play round to find your selling point!

***Take a look at some of our favourite TikTokers!***





First up is @lilhuddy also known as Chase Hudson. Chase Hudson is a star and co-founder of the Hype House - the most popular creator house on TikTok! He's signed to IMG models and has over 18mn followers on TikTok - he's already rumoured BAE of the infamous Charli D'amelio! Basically the TikTok version of Posh and Becks.



Next up is @addisonre, another member of The Hype House, Addison is the original TikTok Bae, she's besties with Jason Durelo and David Dobrovnik. Her dances are viewed by over 1.6bn users and she's famous for a pretty impressive pout face!



One of our ultimate favourite binge accounts has to be @Bomanizer. He creates hilarious kardashian style reality skit's, taking the smallest situations and turning them into an Oscar worthy performance! You will not regret following him!

TikTok actually has a huge number of MUA creators and they are bossing it! We have so many favourites but one to follow is definitely @Keilidhmua - she does amazing looks for drag to glam to straight up out of this world! She's sick at transitions and keeps up with all the latest music trends on TikTok!



how to

# – *social media market* –

In the world of social media it can be daunting to know where to start when deciding to use social media to accelerate your brand and growth! With multi billion pound companies dominating the scene with high end campaigns it's easy to feel like a little fish in a big pond, but that doesn't mean you can't be successful! Social media marketing is a highly effective marketing tool and can suit any budget - you just have to put in the work! Here's some of our inside hacks to successful social media marketing:

## *know your product*

Find out your USP, why do you stand out? Why is your brand better than competitors? Completely know your products, your audience and your goals!

## *choosing the right influencer for your brand*

Don't just go with the highest following, or the ones you think are most popular, assess the influencers aesthetic, does their image and content style suit your brand, can you see them buying the product themselves, and does the content feel organic?

## *be consistent*

Find your most successful times for posting and stick to it! Loyal audiences will get used to your post times and wait for new content - so give them what they want!

## *set aside a budget*

Are you gifting? Are you sponsoring? It's easy to get carried away with paying out for numerous influencers, but be sensible and track how much traffic, revenue and custom you get from each campaign! Stick to budget and compare this to sales.

## *be active*

Like other pages, follow people, comment - staying active and interacting with other users rakes in followers and gets you on the explore page, it's a simple way to grow your brand with minimal cost!

## *check insights*

When agreeing on a collaboration always ask for their insights! Make sure their demographics match your target demographic! Instagram offers analytics on gender, age, location and viewing times so use this to your advantage.

## *swipe up and shop product functions*

Use the marketing functions the apps offer! Make it so simple for customers to shop! Swipe up links, shop product and tagged images, links in bios etc all add to this!

# — *in our next issue* —

A huge thank you to everyone who read our first issue! We are incredibly proud of it, and are so thankful to everyone involved in making it such a success and to the influencers and brands are generally fab 24/7!

This issue was completely free - we thought we'd give you a little insight and try before you buy opportunity! For June's issue we will be offering **advertising space** - as well as a **subscription service** to the magazine for only **£1 per month!** Bargain right?!

It would mean the world to us if you could subscribe and share us on social media, **#DAVATI**

We love bringing you all the latest tips, trends and rising stars in the social media world so hold tight because next week is a gem!

- *Exclusive Interview with one of our favourite influencers*
- *A Paris special with the Parisian influencers owning the scene, and the best instagram spots in the prettiest city in the world*
- *Guys, Guys, Guys - we feel like the girls dominated this issue - so next month say hello to our boys!*
  - *A YouTube special with some of our favourite creators*
    - *A TikTok Makeup special!*
    - *Beauty hacks and must haves!*
  - *We introduce our creative roles section*

**Plus plenty more from your favourite influencers, brands and products!**

Thank you all so much once again, and stay safe!

**DAVATI**  
**xoxo**

