



Empower SMEs to grow E-commerce Business

Prime Commerce **Influencers** - User Manual

Prime One-Stop Solutions

Prime Dashboard is dashboard software for everyone by visualizing analytics data and tracking end-to-end business performance.

Prime Distribution is online software which could help SMEs manage multiple channels (from E-commerce, social media to offline retails) in one place and sell everywhere effortlessly.

Prime CRM is an online software which could help SMEs manage their customer's inquire in multiple channels from online to offline (from social media, website, SMS, email-marketing, call-center etc.) and turn conversations into conversions

prime
COMMERCE




Prime Web is online web builder which could help SMEs to build the e-commerce store in minute.

Prime Influencer is online software which could help SMEs to book influencer and manage their influencer campaign in real-time.

Prime POS is an online software (Desktop & Mobile App) which could help to tracking sales and reporting, it also could help SMEs take the payment whereas their customer are and pair to online payment with billing printer to become all-in-one powerful system.

prime

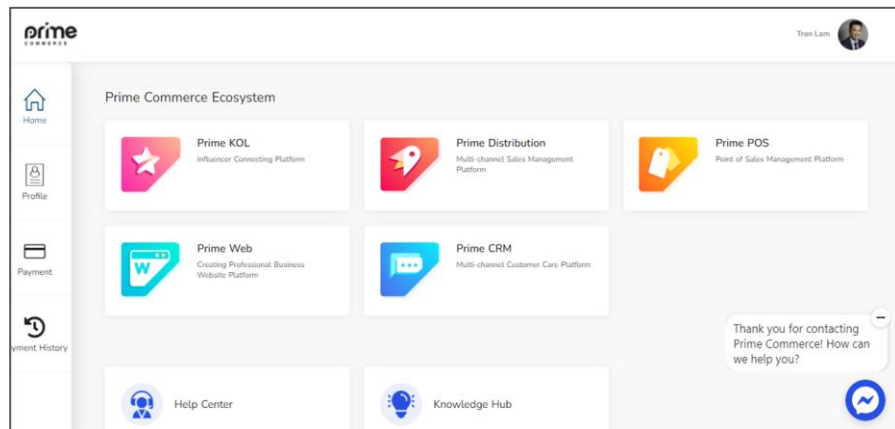
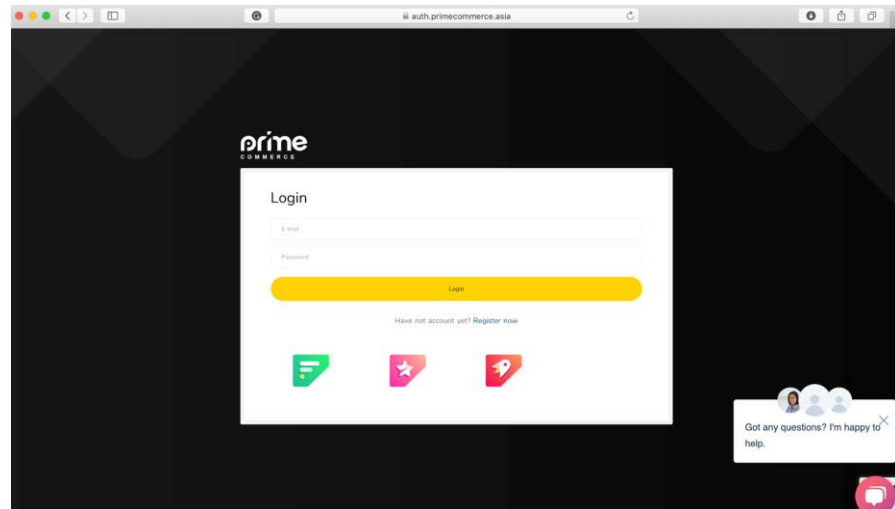
GET STARTED

Go to  auth.primecommerce.asia

Link: <https://auth.primecommerce.asia/>

Login by enter user name and password provided by PRIME

Explore 5 products to leverage your business



PRIME INFLUENCER

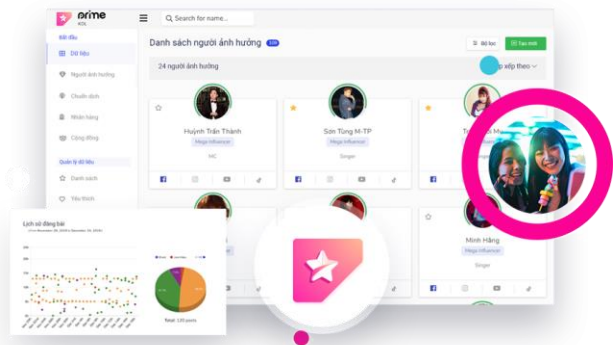


Description: Prime Influencer is online software which could help SMEs to book influencer and manage their influencer campaign in real-time .

1. Suitable for all categories

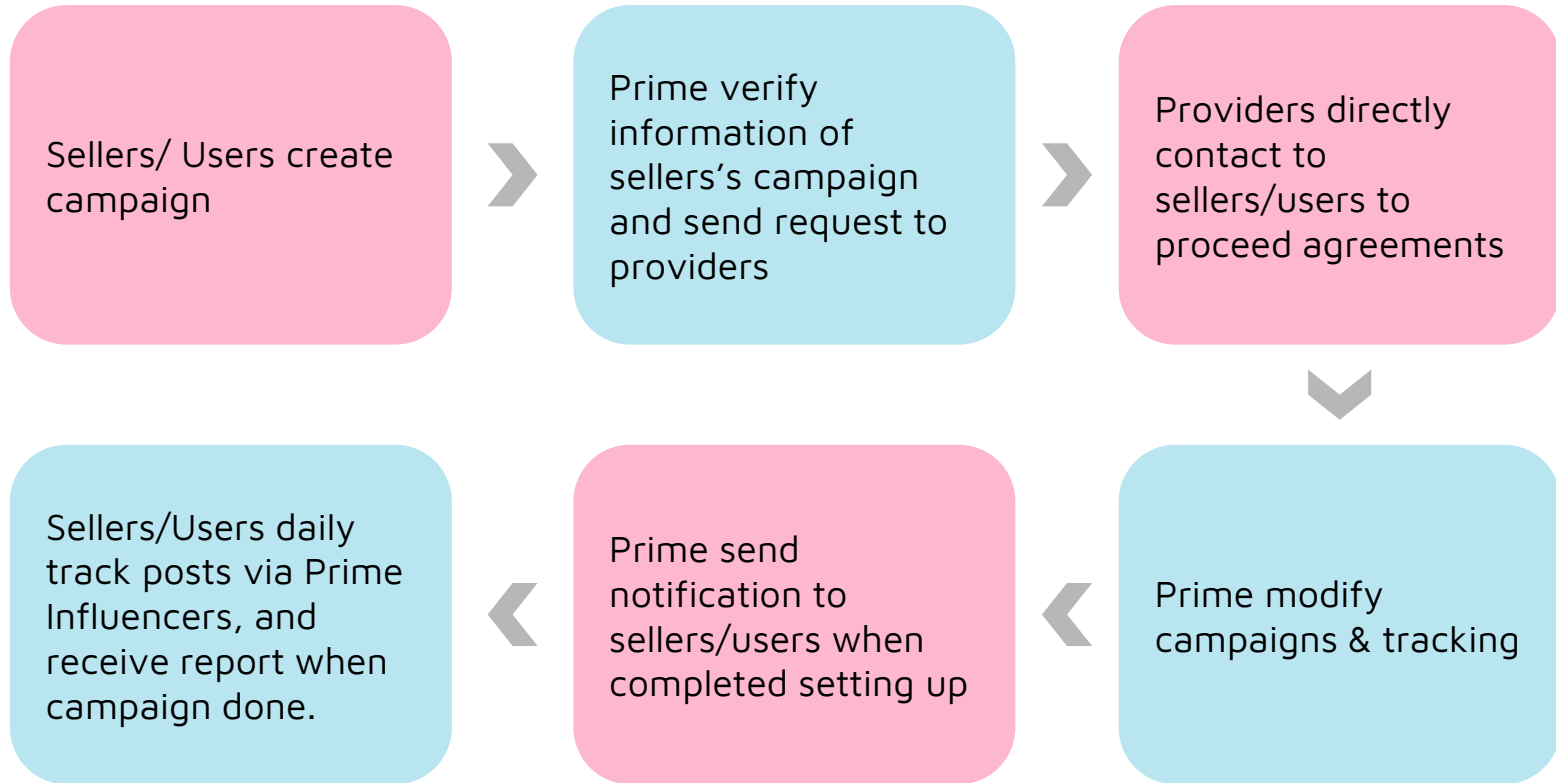


2. Standard Features



- Gathering all KOLs' informations
- Co-operation history with brands
- Customizing your own condition
- Updating important indicators

PRIME INFLUENCER PROCESS





PRIME INFLUENCERS USER MANUAL

Agenda

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I. Dashboard

In Dashboard, you can see:

Most trending influencers:

Influencers that have most interactions

Most booked influencers:

influencer that have most booking

Your own stats: show the number of Campaigns, Brands, Influencer, Communities in your platform

Top board: show Top influencers, Top brands, Top communities

Campaign: tracking your own campaigns

The dashboard is titled "prime KOL" and includes a search bar and a user profile "Administrator". The left sidebar contains navigation options: Start, Dashboard, Influencers, Campaigns, Brands, Communities, Data Management, Shortlists, Interests, and Locations.

Most trending influencers: Displays three influencers: Trần Ngọc Ánh (5 stars), Ngô Kiên Huy (5 stars), and Bảo Liên (2 stars).

Most booked influencers: Displays three influencers: Thanh Tam Tam (1 star), Ming Ming, and Đào Bá Lộc Of...

Statistics:

- 5 Campaigns
- 64 Brands
- Thanh Tam Tam: 1.7K Fans, 0 Interactions last 30 days
- 1,494 User accounts

Top Influencers:

	Followers
Samsung Samsung Malaysia	161.4M
CGTN CGTN	116.2M

Top Brands:

	Followers
KFC KFC	56.7M
adidas adidas	38.9M

Top Communities:

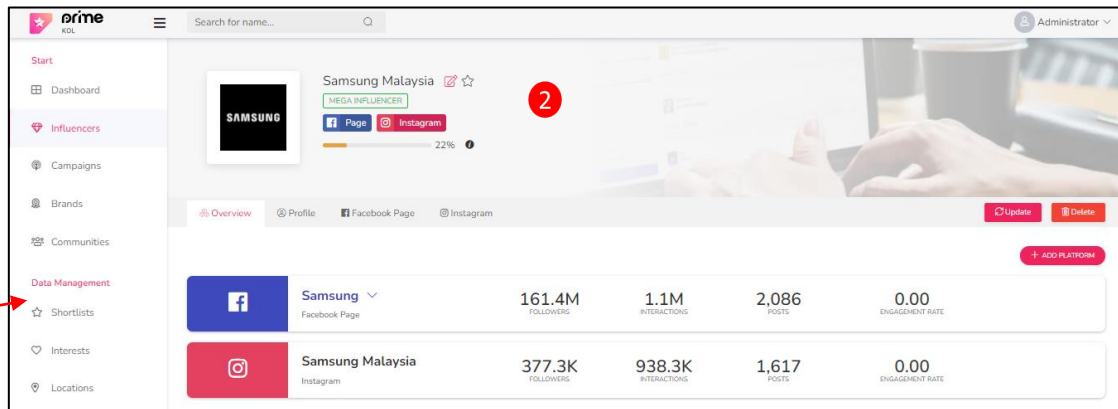
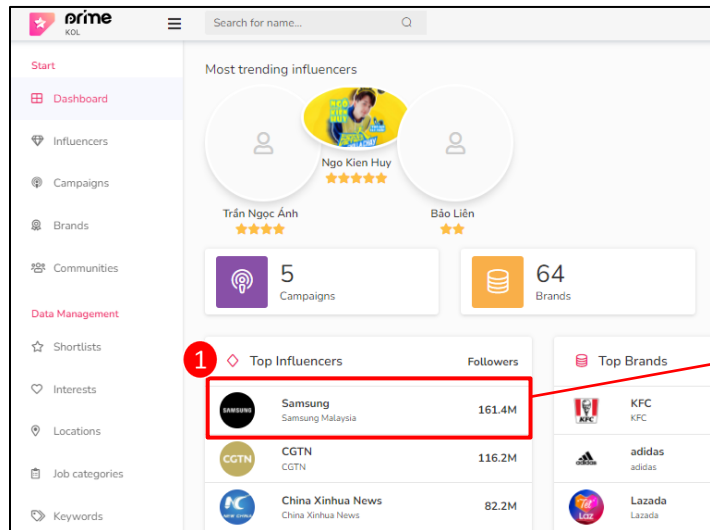
	Followers
Samsung Samsung	161.1M
Huawei Mobile Huawei Mobile	59.7M

Campaigns:

CAMPAIGN NAME	START DATE	END DATE	BUDGET	INFLUENCERS	INTERACTION	STATUS
Chucos - 4D Shape ...	Jan 17th 2021	Feb 17th 2021	100M VND	5 Influencers	7.2K	Active
Quay video Tiktok	Jan 5th 2021	Feb 5th 2021	1M USD	0 Influencer	0	Draft



I. Dashboard – View detail of Influencers, brands and communities



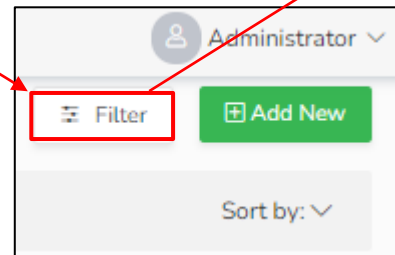
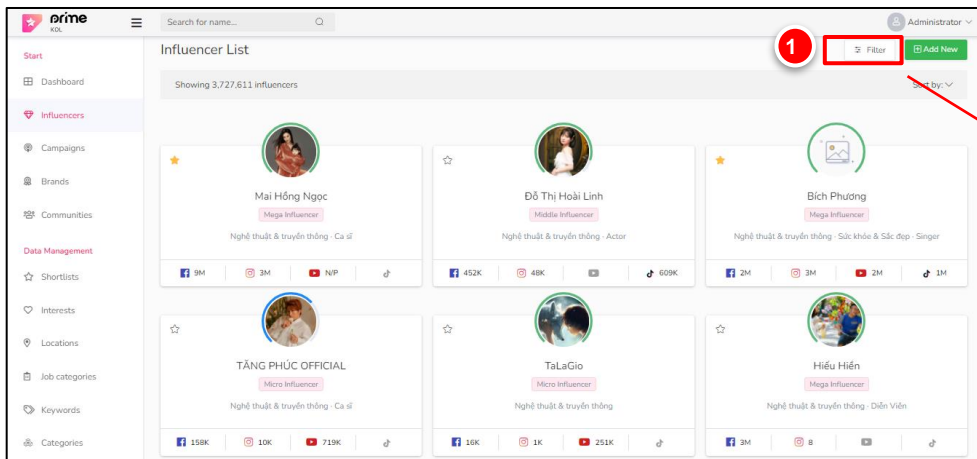
To view the details of influencers, brands and community groups:

Step 1: Click the name (Influencer, Brands and Communities) to view details.

Step 2: You now can view the data and information in Overview, Profile and Facebook page



II. Influencers - Filter influencers



Filters 2

Level

Select Level

Platform type

Select platform type

Fan

From 0 to 15,000,000

Min

0

Max

15000000

0 ~ 100k

100k ~ 1m

1m ~ 15m

Gender

Male

Female

Search

3

To look for influencer as your needs:

Step 1: Click

Step 2: New window appears. Adjust the following information

Level: Choose the influence level of Influencers

Platform Style: Select the platform on which Influencers are operating

Fan: Select the number of fans of influencers.

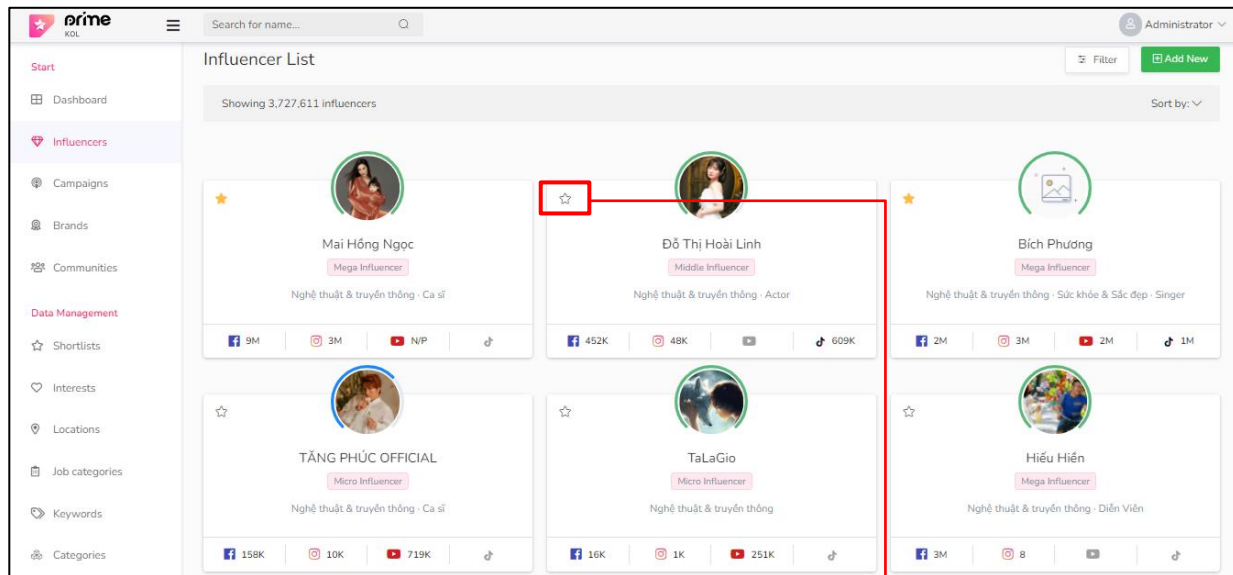
Gender: Select gender of Influencers

Step 3: Click to complete the filtering process.

Click **Clear Search** to clear filter and do again.



II. Influencers - Add Influencers to your personal list

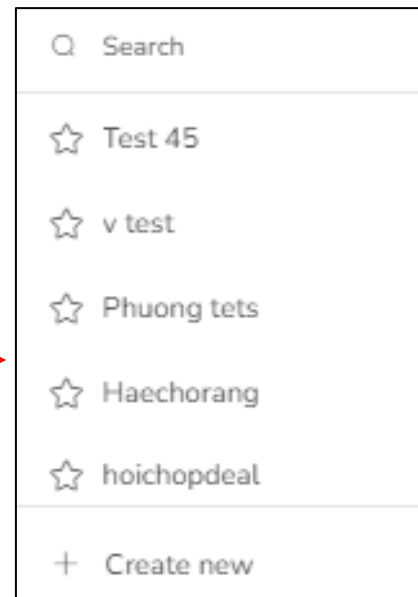


To add Influencers to your personal list for easy review, click 

You can:

Select available shortlist

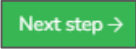
Create new shortlist for your influencers

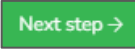


II. Influencers – Add new Influencers

To add new Influencers to the list:

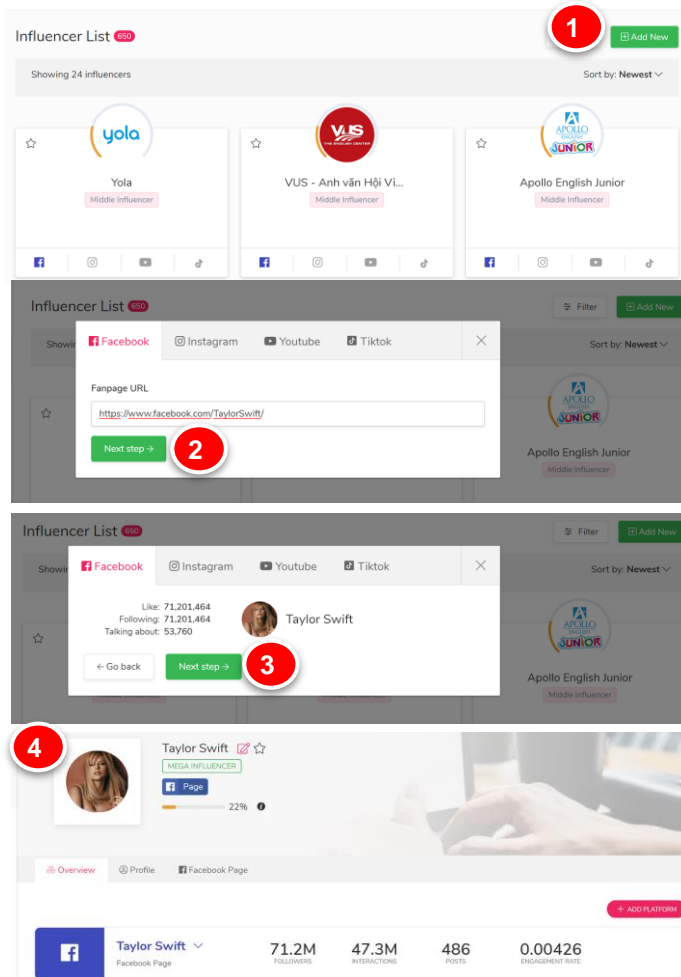
Step 1: Click  to add a new influencer

Step 2: Input your Facebook / Instagram / Youtube / Tiktok account link into the box below and click 

Step 3: The screen shows basic information of Influencer, click  to complete.

Step 4: The screen shows information of newly added Influencers.

Note: Prime will contact you within 12 hours and confirm when you successfully your add new influencers.





II. Influencers – View detail information of Influencers, brands, and community groups

To view the details of influencers, brands and community groups:

Step 1: Click the name (Influencer, Brands and Communities) to view details.

Step 2: You now can view the figure and information in Overview, Profile and Facebook page

1. Overview: view metrics including:

Follows: number of users following the page

Interactions: number of like and share for each on page

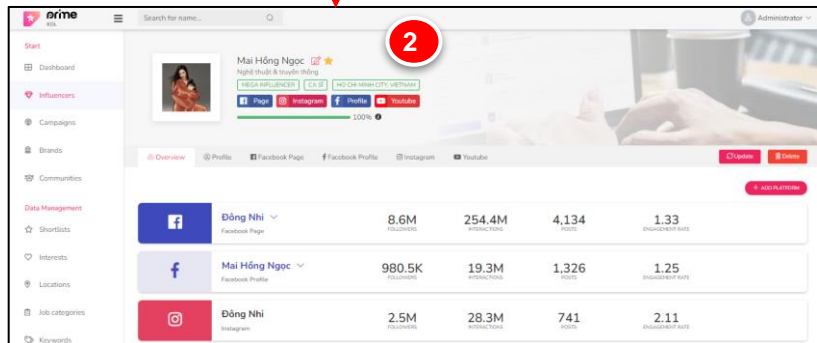
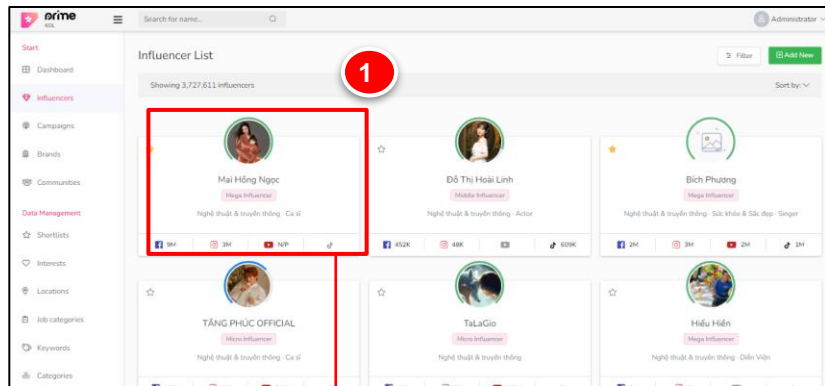
Number of posts

Engagement rate: engagement per impression

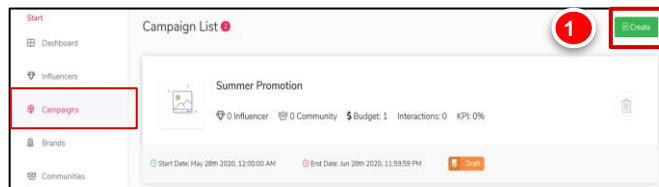
2. Profile: view personal story and information including:

The information from basic to in-depth: basic information and professional information

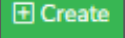
3. Facebook page/Facebook profile/Instagram/Youtube: view the metric on the channel including: charts for interactions, followers, number of posts, the comment changing chart, the share changing chart, hashtag of campaigns, ...



III. Campaigns – Create new campaign



To create a new campaign:

Step 1: Click  to create a new campaign


Step 2: At General - Campaign detail, fill in the following information:

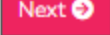
Campaign name

Campaign description

Email: Prime will contact you by this email

Phone number: Prime will contact you by this phone number

In addition, you can also add extra email and phone number by clicking 

Step 3: Click  to continue.

Step 4: At the Audience - Target Audience (the target group for the campaign), proceed to set up information such as:

Age

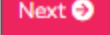
Sex

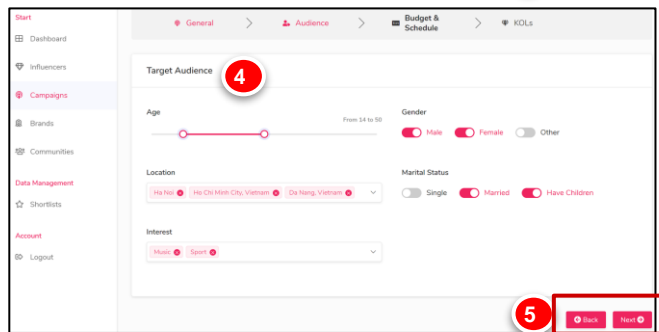
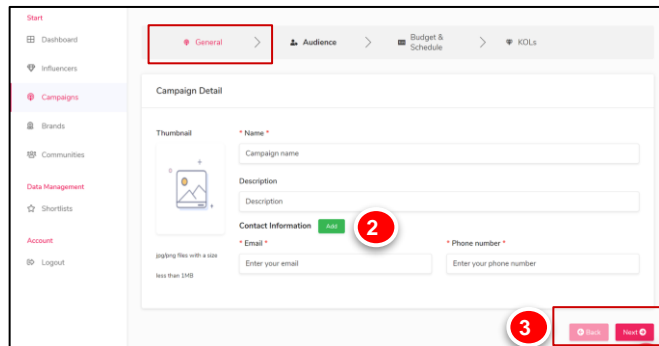
Geographical location

Interests

Marital status.

Note: you can select many data for information fields.

Step 5: Click  to continue.



III. Campaigns – Create new campaign

Start

Dashboard

Influencers

Campaigns

Brands

Communities

Data Management

Shortlists

Account

Logout

General > Audience > **Budget & Schedule** > KOLs

Budget & Schedule

Budget Campaign: 100,000 Currency: USD Estimate Cost KOL: 10,000 Currency: USD

Campaign Time: 2020-06-23 00:00:00 To 2020-07-23 23:59:59

Back Next

Step 6: At the tab "Budget & Schedule" (set budgets and schedules for the campaign), proceed to set up information such as:

Budget for the campaign: the total budget you are willing to spend for the whole campaign in a period of time.

Budget estimated for KOL: the budget including in the previous budget, but for KOL booking only

Period of time of the campaign

Note: you can choose currency by clicking USD

Step 7: Click Next to continue.

Step 8: In new screen, click Select to pick the KOLs you want to include in the campaign. Use filter for better searching. You can also add new KOL at this stage.

Note: You can select an existing KOL file (in system or you created "Shortlist") to select the KOL you want.

Step 9: Click Finish to complete the campaign creation.

Filters

Level: Middle Influencer +1

Category: Beauty +2

Place Of Live: Ho Chi Minh City, Vietnam +1

Age: From 0 to 100

Fan: From 1,000,000 to 15,000,000

Min: 1000000 Max: 15000000

0 ~ 100k 100k ~ 1m 1m ~ 15m

Gender: Male Female

Marital Status: Single Married Have Children

Search

> Audience > **Budget & Schedule** > KOLs

Communities

KOL's name

Filter

Add your KOL

Categories

Fans

Taylor Swift

ShopBackVN

Wendy Cheng Xia...

SELECT

SELECT

SELECT

III. Campaigns – Create new campaign

Step 10: After completing the campaign setup process. You can edit the following information in new screen:

Campaign name

Campaign description

Contact Info

Information of target group

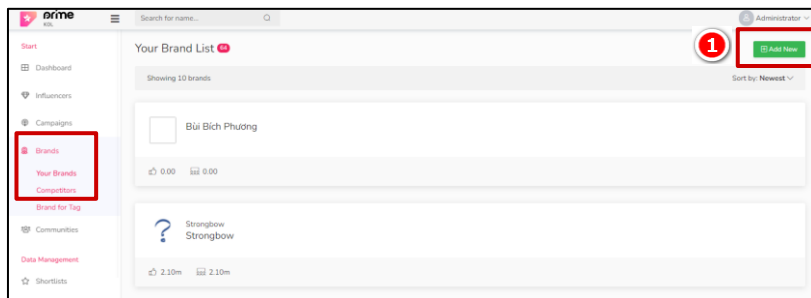
Add new KOL list

...

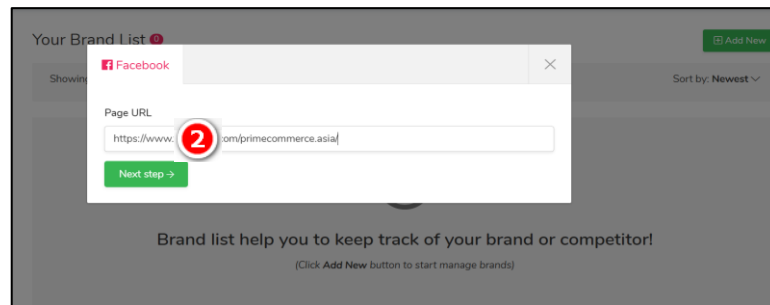
The screenshot shows a campaign setup interface for a campaign named 'Test'. At the top, there's a search bar and a user profile 'Tho Hoàng Nguyễn Phú'. The campaign status is 'Pending'. Key metrics shown are 'BUDGET: 1K USD' and 'AVG KOL: 13 USD'. Below this, there are tabs for 'Information', 'Posts', 'Tracking', and 'Report'. The 'Information' tab is active, showing the 'Campaign Description' (Test), 'Contact Information' (Email: mail@gmail.com, Phone number: 0987637862), and 'Audience Insight' section. The 'Audience Insight' section includes sliders for Age (From 13 to 50), Location (Vincity Hà Nội, Tp. Đà Lạt), Interest (Music, Sport), Gender (Male, Female, Other), and Marital Status (Single, Married, Have Children). An 'Update' button is at the bottom of the audience insight section. Below this, there's a 'KOLs' section with tabs for 'Influencers' and 'Community'. Two influencers are listed: 'Nguyen Hoang Linh' and 'Ta Quoc Ky Nam', both labeled as 'Micro Influencer'. Each influencer card has a star icon, a profile picture, and social media icons at the bottom.



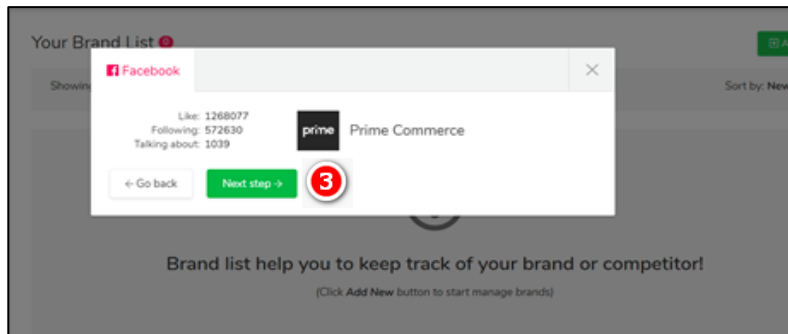
IV. Brands – YOUR BRANDS/ COMPETITORS - Add new brand



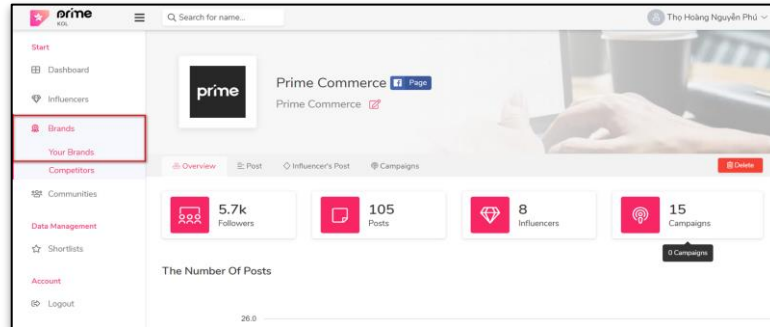
Step 1: At Brands - Your brands / Competitors, Click [Add New](#)



Step 2: Input a link of the fanpage in the box . Then click [Next step ->](#)



Step 3: When the window appears, click [Next step ->](#) to complete the process.

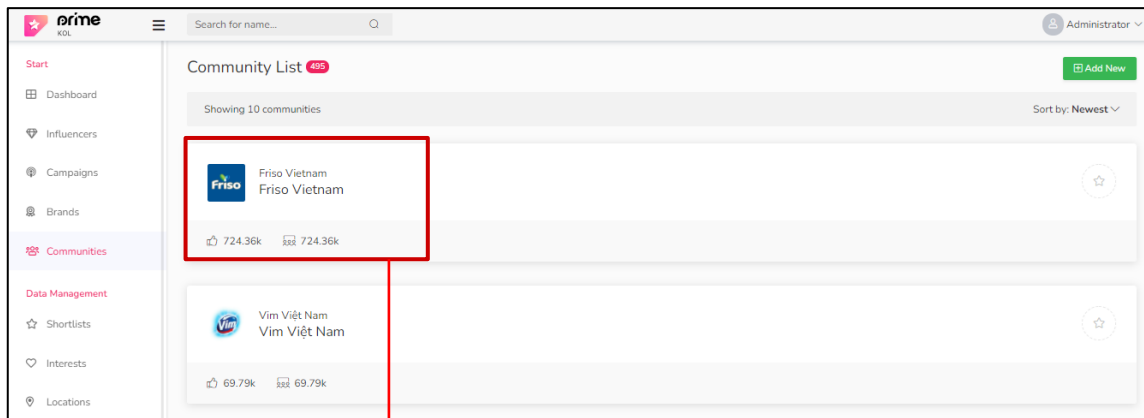


The system will automatically add the detail information of your newly added brand page. Now you can view the Overview, Post, Influencer post and manage Campaign

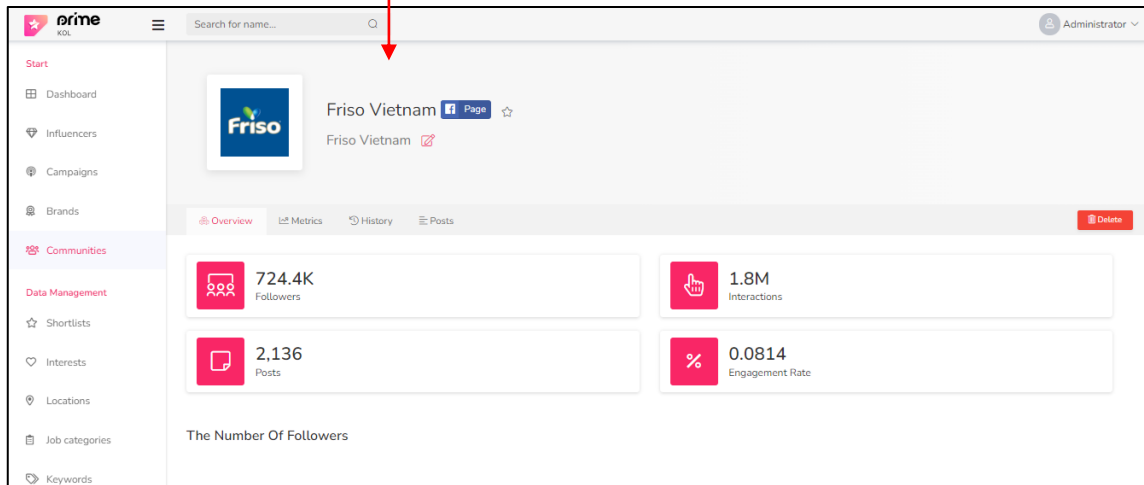




V. Communities – Viewing



To view the content of the page, click the community name



The screen now show:

- Overview tab:** provides basic information of the page (reference period of the last 30 days)
- Metrics tab:** Provides statistics based on: Interactions, posts, ... in charts form. (reference period of the last 30 days)
- History tab:** Provides from basic to advanced information (reference period: 1 year)
- Post tab:** Provide detailed content of the posts on page.

VI. Data Management – Tab Shortlist (List of KOLs)

The screenshot displays the Prime KOL Data Management interface. The left sidebar contains navigation options: Start, Dashboard, Influencers, Campaigns, Brands, Communities, Data Management (highlighted), Shortlists (highlighted), Interests, Locations, Job categories, Keywords, and Categories. The main content area shows a 'Shortlists' section with 11 shortlists. A 'Create' button is visible. Below the shortlists, a table lists the details of the first two shortlists.

Name	Created Time	Owner	Top 5 kols	Influencers	Communities	Following
<input type="checkbox"/> TOP 10 INFLUENCE...	11/05/2020	Administrator		10	0	29.3M
<input type="checkbox"/> Beauty	18/08/2020	Administrator	AIL'AIL'AIL'AIL'AIL'E	46	0	18.3M

Data Management Tab - Shortlists: We propose celebrity lists (based on social trends) that help you discover trends. You can also create your own lists for easy management.



VI. Data Management – Shortlist (List of KOLs) - Create personal list

Shortlists ¹¹

Showing 11 shortlists

	Name	Created Time	Owner	Top 5 kols	Influencers	Communities	Following
<input type="checkbox"/>	TOP 10 INFLUENCE...	11/05/2020	Administrator		10	0	29.3M
<input type="checkbox"/>	Beauty	18/08/2020	Administrator		46	0	18.3M

Create Shortlist

Description ² > Influencers

Thumbnail

jpg/png files with a size less than 1MB

* Name *

Shortlist type

Select

Description

B I U Normal

Insert text here ...

Back ³ Next

To create individual KOL group lists:

Step 1: Click



Step 2: At the Description, fill in the information such as:

KOL group name

KOL group description

Shortlist type

Cover image: click the photo frame and upload the image from your computer.

Note: images cannot exceed 1MB (supports JPG / PNG files)

Step 3: Click



to continue.



VI. Data Management – Shortlist (List of KOLs) - Create personal list

The screenshot displays the 'Create Shortlist' interface. The top navigation bar includes 'Start', 'Dashboard', 'Influencers', 'Campaigns', 'Brands', 'Communities', 'Data Management', 'Shortlists', 'Account', and 'Logout'. The 'Shortlists' section is highlighted. The main content area shows a table of influencers with columns for Avatar, Matched, Name, Categories, and Fans. A red circle with the number 4 highlights the 'SELECT' button for the first influencer, Trà Đặng. Below the table, a 'Selected KOLs' section shows the chosen influencers. A red circle with the number 5 highlights the 'Finish' button. The bottom section shows the 'ABCD - List' of the shortlist, displaying the selected influencers in a grid format.

Avatar	Matched	Name	Categories	Fans	Action
	0%	Trà Đặng		5m	SELECT
	0%	Taylor Swift			SELECT
	0%	ShopBackVN		2k	SELECT
	0%	Wendy Cheng Xiaxue		603k	SELECT

Selected KOLs

Influencer

LA's Little Castle, Wendy Cheng, ShopBackVN, Trà Đặng, Taylor Swift

ABCD - List

Home > Shortlists > ABCD - List

Remove selected (0) | Move to shortlist

Showing 5 influencers

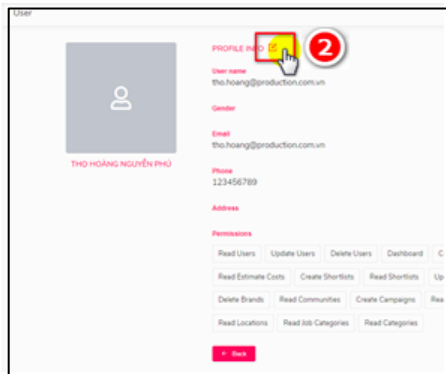
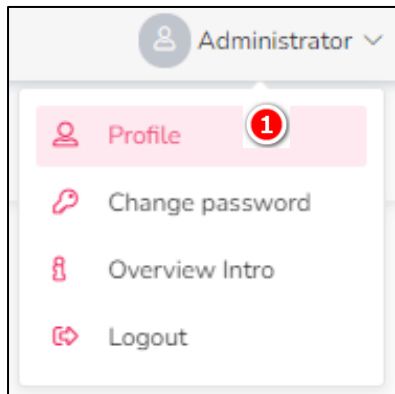
LA's Little Castle (Micro Influencer), Wendy Cheng Xiaxue (Nano Influencer), ShopBackVN, Taylor Swift (Mega Influencer), Trà Đặng

Step 4: In new screen, click **SELECT** to pick your influencer/Communities. Use filter for better searching. You can also add new KOL at this stage.

Step 5: Click **Finish** to complete the process of creating a personal KOL list.

After clicking Finish, you will see the content page. You can delete the selected KOLs by clicking on Remove selected, or move the list of these KOLs to another Shortlist by clicking Move to shortlist. In addition, you can also Export basic information of KOLs / Communities to Excel file format.


VII. Change the account information



To View / Edit account information:

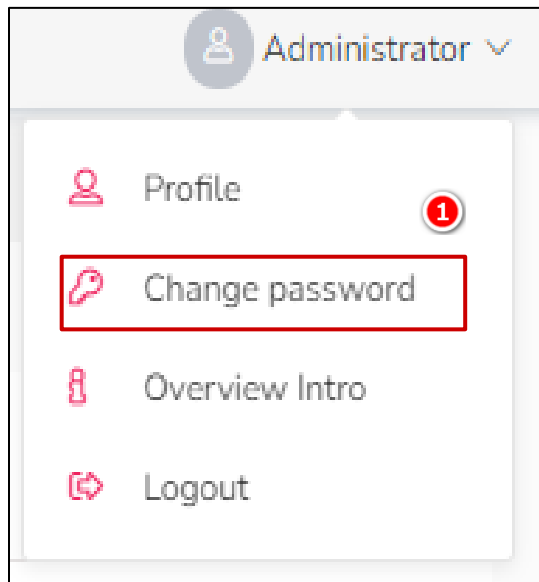
Step 1: Click Profile

Step 2: Select  to edit

Step 3: Edit the information such as name, email, phone number, address, gender, download avatar image ... Then click  to complete the process



VII. Change the account information



To change the password
You follow these steps:

Step 1: Click **Change password**

Step 2: New window pops up, fill in the following information:

Current password: enter your old password.

New password: enter the password you want to change.

Confirm the new password: re-enter your new password

Step 3: click **Change password** to finish the process.

“At Prime Commerce, we believe that we can create positive impacts on people's lives through empowering online commerce.”

Thank you