

NANO INFLUENCER OUTREACH, ON AUTOPILOT.

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# The industry's first Monthly Influencer Outreach Service.

Find. Outreach. Get responses.

A monthly subscription that runs your nano-influencer pipeline so your brand only ships product.

**NANO\*SPREAD**

[nanospread.com](https://nanospread.com)

## 01 · WHAT IS NANOSPREAD

# We build nano-influencer pipelines, every single month.

Nanospread is a fully-managed monthly outreach service. We identify sub-10K nano creators inside your exact category using three discovery modes — keyword search, competitor-follower analysis, and hashtag mining — then run your email outreach from a warmed-up sender stack with 99% inbox delivery.

Interested creators submit a Google Form and your sheet updates automatically. You ship product. We do the rest.



<b>13.7%</b> Avg. engagement	<b>99%</b> Inbox delivery
<b>&lt;10K</b> Follower sweet spot	<b>60%</b> Higher conversion

## 02 · HOW IT WORKS

# A monthly pipeline that runs itself.

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|----|----------------------|--|
| 01 | <b>PICK KEYWORDS</b> | Choose 1–2 category keywords per plan. We layer them with competitor and hashtag mining to build the candidate pool.                   |
| 02 | <b>WE SOURCE</b>     | Sub-10K nano creators only. Manually QA'd for niche fit, posting cadence and engagement floor.   |
| 03 | <b>WE EMAIL</b>      | Personalised collab pitch sent from warmed-up domains. 500–1,500 outreach emails per month depending on plan.                          |
| 04 | <b>FORM INTAKE</b>   | Interested creators reply through a Google Form. Your shared sheet updates in real time with their handles, address and preferred SKU. |
| 05 | <b>YOU SHIP</b>      | Your team reviews the shared Sheet, ships sample product to each influencer, and follows up on the content drop as it goes live.       |
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03 · PRICING

# Pick a plan. Cancel anytime.

All plans include outreach copy, sender warm-up, Google Form intake, a shared tracker, and weekly performance reporting. Prices are USD per month.

For brands getting started

## STARTER

# \$700 /mo

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KW	1 keyword
VOLUME	500 emails/mo
CAP	15/day cap

MOST POPULAR

For growing brands

## GROWTH

# \$1,200 /mo

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KW	2 keywords
VOLUME	1,000 emails/mo
CAP	30/day cap

Maximum outreach volume

## PRO

# \$1,500 /mo

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KW	2 keywords
VOLUME	1,500 emails/mo
CAP	50/day cap

Enterprise & agencies — multi-brand setup

## CUSTOM

# Let's talk

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KW	2-3 keywords
VOLUME	Custom volume
CAP	Custom cap

+20% boosted volume now included on every plan — Starter delivers 600, Growth 1,200, Pro 1,800 outreach emails per month.

## 04 · CASE STUDIES

# Real campaigns, real numbers.

 BEAUTY · GROWTH \$1,200/MO

A glass-skin essence brand cracked the US Beauty community in 90 days.


**CHALLENGE**

Seoul-based skincare label with no US PR agency, no English-speaking creator list, and a hero SKU that needs routine-style demo content.

**PLAYBOOK**

Keyword pair 'k-beauty routine' + 'glass skin' + competitor follower mining on 3 established US beauty brands. Outreach mentioned a 7-step routine fit and offered the hero + toner duo.

<b>1,000</b> Monthly outreach	<b>12.4%</b> Reply rate	<b>62</b> Collabs landed
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 BEAUTY · PRO \$1,500/MO

A Korean SPF brand owned 'no white cast' search territory ahead of summer.

**CHALLENGE**

US sunscreen creators are oversubscribed every spring. The brand needed to land before April or lose the Memorial Day Amazon window.

**PLAYBOOK**

Three discovery modes in parallel — 'invisible sunscreen', 'POC sunscreen', competitor follower mining. Sample kit included SPF + tinted variant so creators chose their angle.

<b>1,500</b> Monthly outreach	<b>11.8%</b> Reply rate	<b>79</b> Collabs landed
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## 04 · CASE STUDIES · CONT.

FOOD · GROWTH \$1,200/MO

A single-origin coffee roaster sold out a 200-bag seasonal drop in 11 days.

## CHALLENGE

Brooklyn micro-roaster competing against legacy specialty coffee brands. Needed authentic 'first pour' content, not paid reviews.

## PLAYBOOK

Keyword stack: 'pour over' + 'slow morning' + 'home barista'. Sample kit paired the bag with a printed brew recipe card to standardise the unboxing moment.

1,000

Monthly outreach

13.6%

Reply rate

44

Collabs landed

BEAUTY · PRO \$1,500/MO

A pimple-patch brand doubled TikTok mentions three months in a row.

## CHALLENGE

Cheap, fast-moving, saturated US category. The brand had to win on Gen-Z personality, not price or polish.

## PLAYBOOK

Hashtag mining on #pimplepatch, #skinpositivity, #collegeskinicare. 30-patch variety pack instead of one SKU encouraged week-long content. Amazon reviews jumped 412 → 1,180.

1,500

Monthly outreach

15.1%

Reply rate

91

Collabs landed

# NANO\*SPREAD

## Ready to launch your monthly nano-influencer pipeline?

Pick a plan at [nanospread.com/pricing](https://nanospread.com/pricing), share two keywords, and we'll have your first 500–1,500 emails sending inside 7 days.

START YOUR PIPELINE →