



Influencer Program Playbook

Onboarding Guide and Win Tips

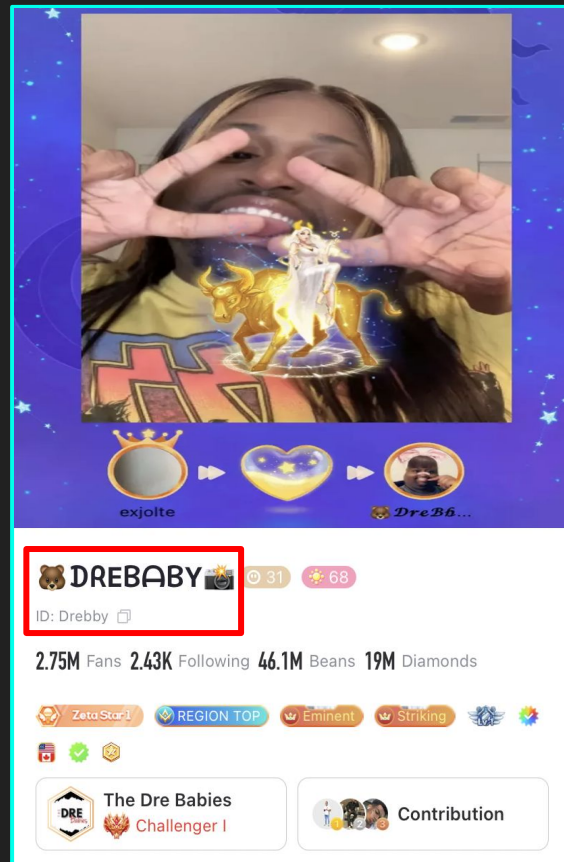
Bigo Live NA Marketing Team

Step 1: Set up BIGO Account



1. Upload iconic and high-quality photos to build up your **profile**

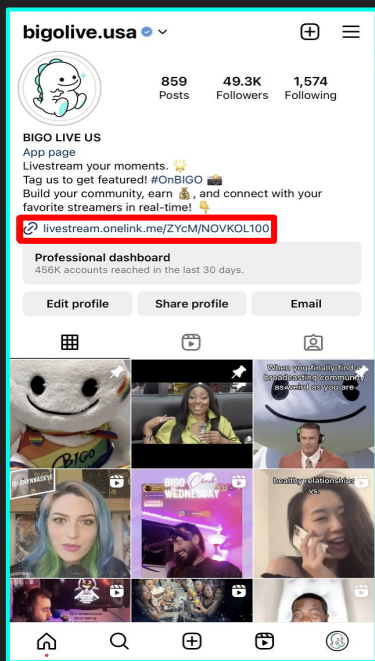
2. Update your **BIGO ID** to your preferred name or social handle so users can easily find you



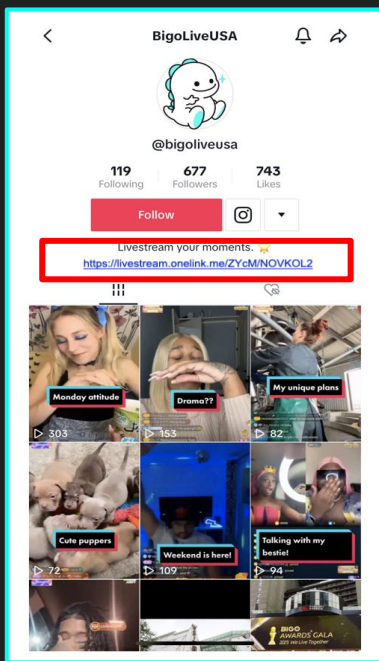
Step 2: Onelink Display on Social



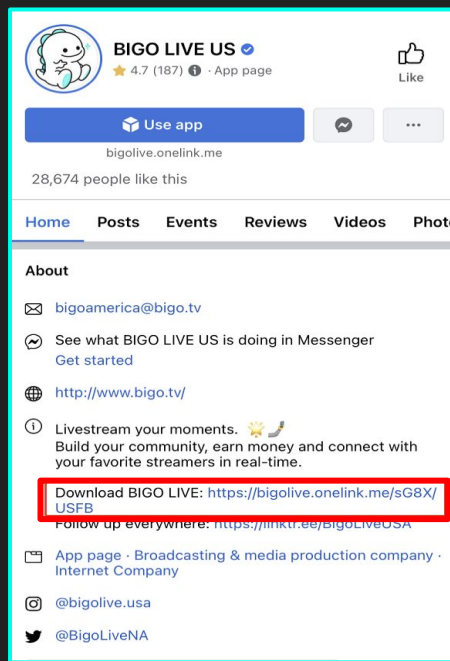
Onelink display on the **2 primary** social media profiles with the largest following
(For best exposure, please ensure primary display for the link, not to tie with Linktree)



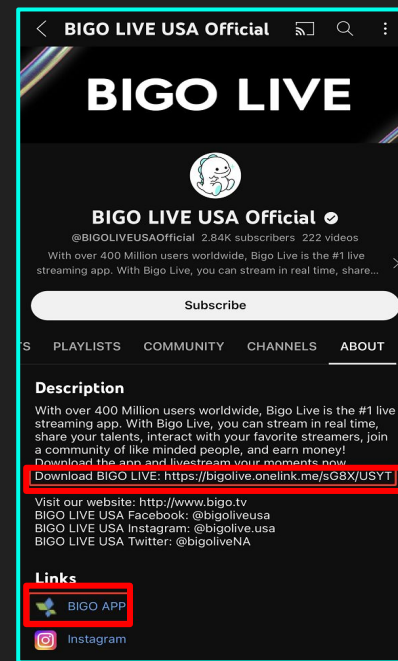
Instagram



TikTok



Facebook



YouTube

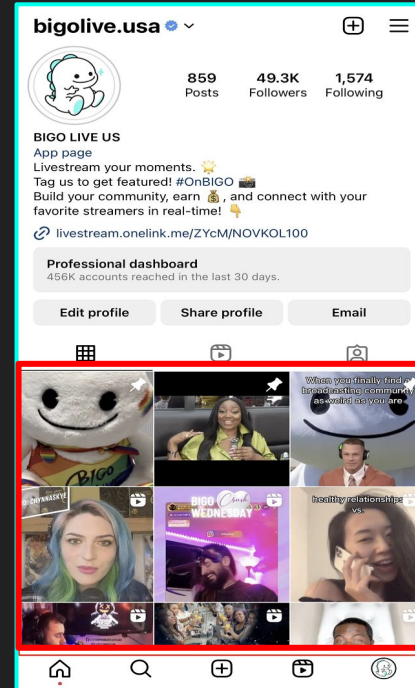
Step 3: Social Promotion (KEY!)



1. A minimum of 2 in-feed posts (The posts published on your profile grid) on the primary social channels which stay the full campaign

2. Create the in-feed post on DAY 1

3. A minimum of 4 IG/TT Stories with swipe up link or YouTube Shorts which stay the full campaign



In-feed Post Example

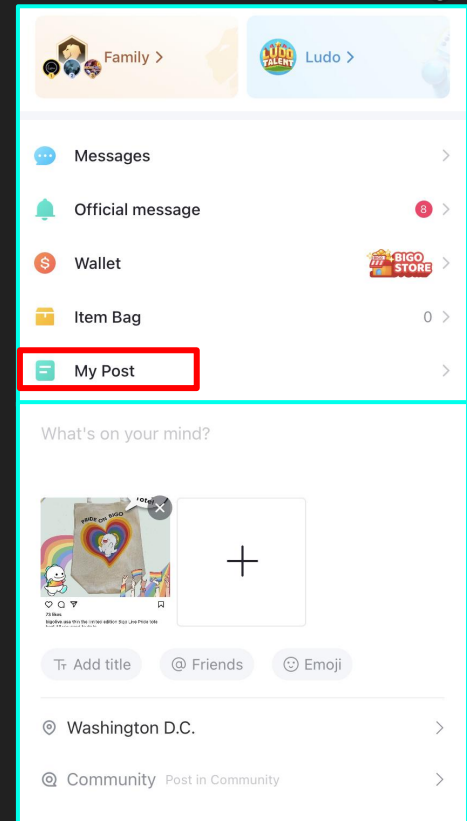
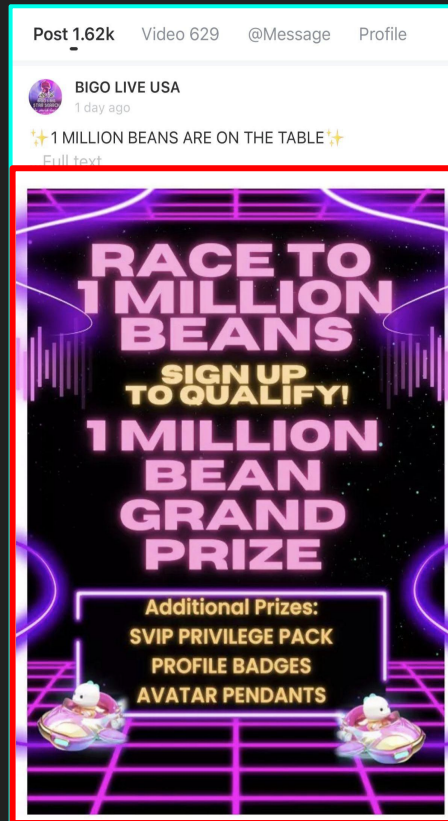


IG Story Example

Step 4: Bigo Live Bar Posts



1. A minimum of **2 Bar posts per week**
2. Debut post released on **DAY 1**
3. High-quality and authentic video posts are highly recommended



Win Tips for Achieving More Downloads

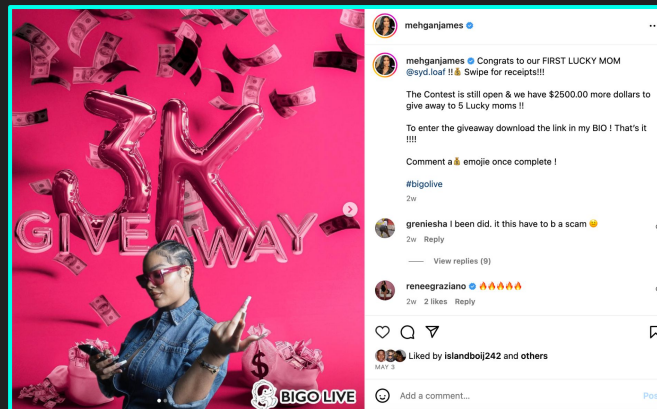


1. **Social giveaways, exclusive BIGO content and stunning visuals** are proved to be most effective ways to call for download

2. A strong call to action in the copy! Invite people to download via **your link and follow your BIGO page** to gain more followers

3. **Promote across multiple platforms** such as IG, TikTok, YouTube to expand your reach and thus increasing downloads

*Onelink downloads are valid only in the United States & Canada. New users who download the App need to be active (e.g. to register an account, or follow the influencer on BIGO) to be seen as valid downloads.



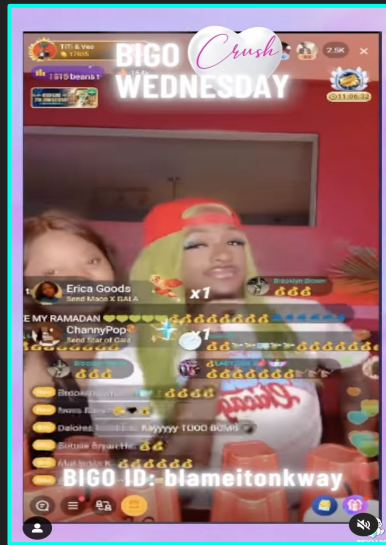


Win Tips for Live Streaming

1. Always prepare and innovate your live stream! **Trendy and relevant** topics are the best
2. Remember to **engage with your audiences** such as Q&A or play fun games
3. Each live stream should reach **a minimum of 1 hour** and the maximum is **2 hours per day**



Q&A with Fans



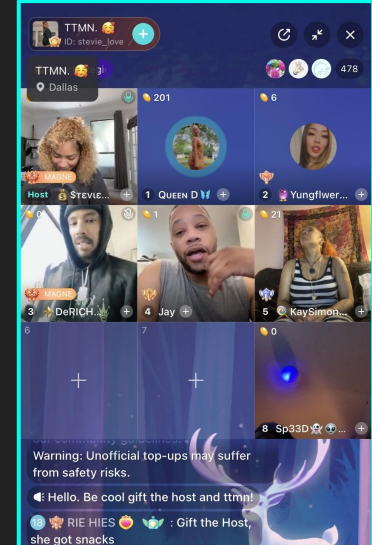
Fun Games



Multi-Live with Friends



Talent Battle (Dance, Singing, DJ etc.)



Socializing / Chatting

Win Tips for Creatives



High-quality, authentic, engaging, and visually-stunning!

BIGO ID: ItsLovelyMimi  BIGO LIVE



BIGO TALENT SHOW

with LovelyMimi

WEDNESDAY @ 7PM PST / 10PM EST

BIGOID: **WUZZAMSUPA**

WUZZAMSUPA WUZZAMSUPA WUZZAMSUPA WUZZAMSUPA WUZZAMSUPA

JAN 2023



**ONLY ON
BIGO
LIVE**



 **THE HOLLYWOOD GROUPCHAT**
PODCAST



BIGO LIVE

**ALONZO
ARNOLD**

Win Tips for Creatives



High-quality, authentic, engaging, and visually-stunning!

streaming live 4w

Tmr I'm streaminggg spicy Q&A !!!
♥ download the app follow me
famousoceannn

LIVESTREAM.ONELINK.ME

BIGO!
STREAMING LIVE

MONDAY / Workout
WEDNESDAY / Hot seat Q&A
/ SATURDAY / SUNDAY
talent show Find my match

WORKOUT 4:30pm
TALENT SHOW 8:00pm
HOT SEAT Q&A /
SPICY TOPICS 8:30pm
DATING SHOW 7:30pm

Reply to famousoceann...

blacchyna 5h

LIVESTREAM
with Blac Chyna

ON BIGO LIVE
ONLY PLACE TO SEE ME LIVE | EXCLUSIVE PROMOTIONS AND
GIVEAWAYS | DIRECT ACCESS TO THE REAL LIFE OF ANGELA

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unwinwithtashak 30m
Watch Full Reel >

0:34

BIGO LIVE
unwinwithtashak OUR MOMENTS

[JOIN MY WATCH PARTY](#)

#ONBIGO 14w

NOW ON BIGO! @YEAHITSTYG

BIGO LIVE

TY GIBSON IS NOW ON BIGO LIVE!

BIGO ID: YEAHITSTYG

@yeahitstyg

TY WILL BE STREAMING SATURDAY AT 5:30PM PST!

THANK YOU



BIGO LIVE