

Forge To Table Social Media Templates

Replying to DMs

- Use "We" or "Us" instead of "me" or "I"
- "Reply" to message when possible (have @username in reply)
- Full sentences double check grammar
 - Knife, plural Knives
 - Use title of the knife where possible
- Sign messages with your name "Have a Knife Day! -Dan @ForgeToTable"
- If you have an irate customer, get a second opinion on the reply

Permission to repost

Reply with the paper airplane

Hey _____

We love your post with our [type of knife]. We'd love to promote your handle on our feed. May we repost your [content]. DM us next time you order and we'll send you some accessories in addition to your purchase. Thank you for choosing Forge To Table. Have a knife day!

-Dan @ForgeToTable

Cold Calling

Hey _____

We love your photography/work on instagram. [name something specific from their feed]. We're a small knife company HQ in SoCal and produced in YiangJiang province, SoChi by Alex Zhang and his team. We're proud to deliver his hand-forged knives to the state-side.

We'd love to send you our newest [product] to test out. If you love it, post about it on your feed. If you don't, donate it to a chef in need (don't just throw it in a drawer, these knives are meant to be used).

We hope you have a knife day!

-Dan @ForgeToTable

How to calculate engagement:

0-2% - Low engagement, possible fake followers

2%-5%- Average engagement

5-10%- High engagement, influencer status according to Instagram advertising

Simple Engagement

[Average engagement of 5-10 most recent posts*]/[total follower count] = engagement

*exclude outliers with viral posts, this will skew avg engagement rate. Instagram does not disclose which posts are boosted

Resource for checking blogs over time: www.lgblade.com or www.socialblade.com

Breakdown of Influence vs Return

Follower count*	Engagement Rate	Est ROI**	Offer
Taku Kondo	20-25%	600+ Orders	Noah's First Born Children
100k-200k	5-10%	50-200 orders +	\$500+, Products. See Noah
100k-200k	2-5%	25-100 orders	<\$500, Up to 4 knives. See Noah
100k-200k	0-2%	10-20 orders	Up to 4 knives. See Noah
50k-100k	5-10%	25-100 orders	<\$500, Up to 4 knives. See Noah
50k-100k	2-5%	10-50 orders	1-4 products
50k-100k	0-2%	5-10 orders	1-2 products
10k-50k	5-10%	10-50 orders	4 products
10k-50k	2-5%	2-20 orders	1-2 products
10k-50k	0-2%	1-10 orders	1-2 products
5k-10k	5-10%	3-10 orders	1-2 products
5k-10k	2-5%	1-5 orders	Single knife
5k-10k	0-2%	N/A	Nothing.
0-5k	5-10%	1-5 orders	Free product

*Total amount of followers across all platforms

**Current est. ROI is calculated based on 1% conversion of engaged audience. Mileage may vary. Audiences above 200k often have diminishing returns and convert closer to 0.5% of engaged audience.