

Orange 142 Helps Local Influencer Navigate Brand Partnerships and Expand Reach

Our social media experts provide strategic support to ensure collaboration success and expand her reach across multiple platforms.

.88%

Engagement Rate TikTok

250K

Views TikTok

2,700

Shares TikTok

142K

Impressions TikTok



About Sarah Gray

Sarah Gray, known for her comedic persona Sue Dillon, is famous for creating outrageous and hilarious personalized video messages. Whether it's a prank call, birthday shoutout, or a humorous roast, Sue brings her unfiltered, high-energy style to each request. Fans love her unique spin on specific characters or inside jokes, with Sue often referencing outlandish personalities like "angry lot lizards" or wild relatives. Her videos are a mix of raunchy humor, heartfelt moments, and pure comedic chaos.

Sarah lives in the Nashville area, and has amassed a significant fan base of 1.1 million followers on TikTok and 365,000 on YouTube.

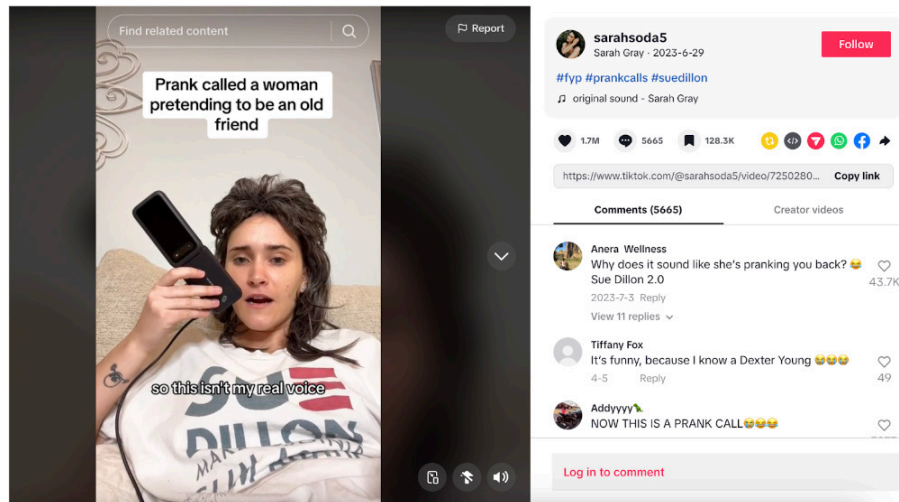
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The Challenge: Navigating New Territory

While Sarah Gray has a natural talent for engaging audiences and building a large following, she hadn't worked with a formal capacity. When the opportunity arose to work with the Wilson County Convention & Visitors Bureau she needed to come up to speed in the mechanics of paid collaborations very quickly. Specifically, she needed help in working with local businesses, managing contracts, commissions, and deliverables -- all of which were critical for building a successful influencer partnership.



The Solution: Turnkey Influencer Support

Orange 142 has a deep bench of social media experts, and was able to provide Sarah with turnkey support to help her succeed. We helped her:

- » **Strategy and Content Creation:** Orange 142 developed a clear influencer strategy, working with Sarah to create targeted content highlighting key local events. These campaigns helped Sarah engage her audience while promoting local businesses in WilCo.
- » **Cross-Platform Engagement.** Orange 142 advised Sarah to cross-post her TikTok content to Instagram to reach a broader audience, ensuring WilCo's events and businesses received maximum visibility.
- » **Contract and Billing Support.** We handled all contract and billing details, helping Sarah navigate the formal partnership process. Our expert advice ensured that expectations and deliverables were clear, and all parties involved had a smooth working relationship.
- » **Education and Growth.** Because this was Sarah's first time working with a brand, Orange 142 offered guidance on best practices, including how to work with businesses professionally and effectively. This experience helped Sarah gain confidence in her role as an influencer and equipped her for future collaborations.
- » **Additional Opportunities.** As the relationship grew and success was seen, Orange 142 was able to provide Sarah an additional opportunity with Knoxville and the Tennessee Whiskey Trail to promote her home state through engaging content on her Instagram and TikTok.

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Results: Strong Engagement and Growth

Through this partnership, Sarah's TikTok videos delivered a stellar overall engagement rate of 0.88%, generating over 250,000 views, hundreds of comments and 2,700 shares.

Detailed Summary

POST	IMPRESSIONS	LIKES	SHARES	COMMENTS	ENGAGEMENT
					RATE
TikTok #1	142.3K	17,200	1,900	467	2.97%
Instagram #1	13.9K	503	105	20	5.01%
TikTok #2	49K	2,000	21	83	0.32%
Instagram #2	56.5K	404	25	11	1.47%
TikTok #3	56.5K	1.8K	49	80	0.30%
Instagram #3	83.6K	1K	97	36	0.58%
TikTok #4	76.2K	3K	48	106	0.46%
Instagram #4	141K	2,377	299	70	1.32%

About Orange 142 Social Media Services

Orange 142 offers a comprehensive suite of social media services to help influencers and brands maximize their presence and following across multiple platforms. We begin with developing a custom strategy based on client goals and audience insights. This includes planning content types such as short-form videos or Stories and creating a content calendar to ensure consistent posting across platforms.

Our services extend beyond content creation to community management. We engage with user-generated content and monitor audience interactions. Additionally, Orange 142 provides detailed monthly reports, analyzing key metrics like engagement and fan growth.

By continually optimizing strategies, we help brands ensure long-term campaign success, and help influencers build their audience and succeed with brand collaborations.

“Collaborating with my home county has been such a blessing and so fun to show my audience a piece of who I am! This was by far my favorite collaboration thus far as a content creator.”

Sarah Gray
Content Creator

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