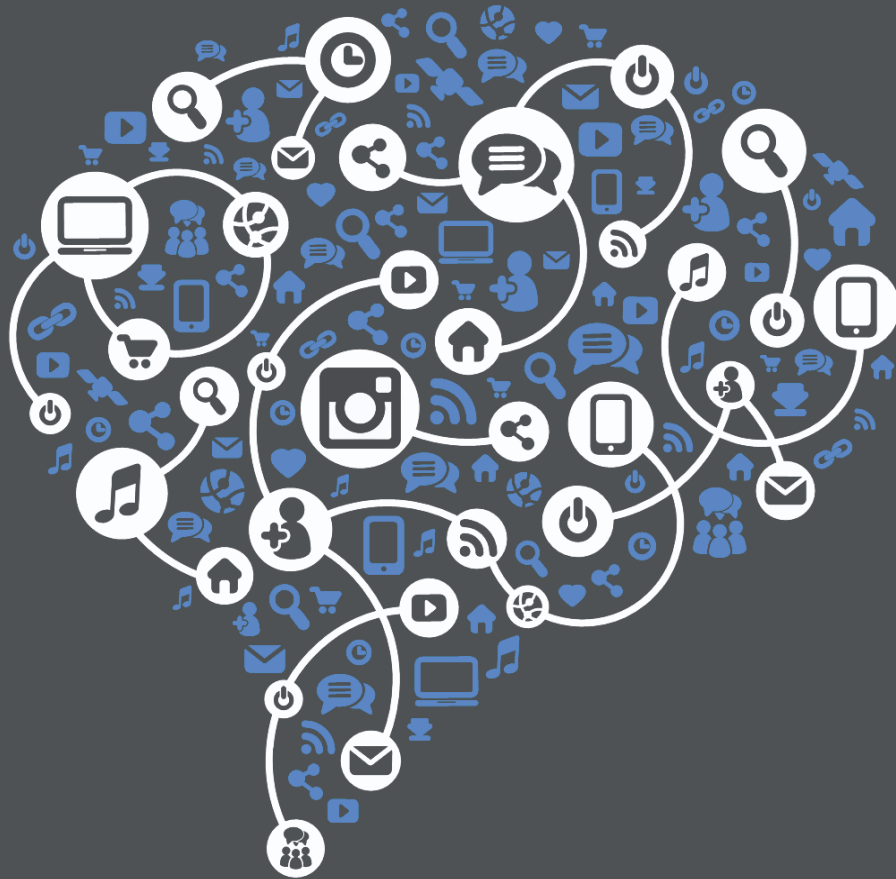


Hopper Partner Program Media Pack



Welcome to the Hopper partner program!

Thank you for signing up as a Hopper partner, we' re really excited to have you onboard to help promote and share Hopper.

We' re proud to have cultivated a positive brand and reputation for Hopper. In order for us to maintain and grow this, It' s very important that you take a look through this media pack to understand how to best communicate Hopper' s values, provide value to your audience and networks whilst building healthy partner commissions.

So we can best support you in promoting and profiting from Hopper, I' d love to get to know you a little more to ensure you always have the best tools, insights and information from us. Please always feel free to contact me with any questions, queries or requests.

We look forward to working with you.

Connor - connor@hopperhq.com

Hopper Partner Program Manager

Promoting Hopper

In order to protect Hopper' s reputation so we can continue to grow our business and partnerships there are some simple partnerships guidelines that must be adhered to. We personally connect with each partner and regularly review their referred users to ensure they fall within our guidelines.

You may promote Hopper:

- Through writing content for your own website or social media profiles.
- Passively promoting Hopper through your own website or social media profiles using for example with "Sponsored By Hopper" messages, the banners we provide, or ones you create yourself.
- To an email list you' ve built that users have opted in to.
- With Pay Per Click advertising, such as Google Adwords.
- By writing content for reputable websites, blogs and social media pages, for example guest blogging.

You **may not** promote Hopper:

- By creating low quality links such as registering in directories.
- By submitting it to Product Hunt or similar rating and directory sites.
- By sending unsolicited emails.
- Use spam tactics to get users.

In short, we want to make sure our partners are promoting Hopper in a responsible, sustainable way as that is most beneficial for everyone. Promoting Hopper isn' t designed to make you get rich quick, it is designed to deliver an income stream that grows over time and keeps paying you for months to come.

About Hopper

It's no secret that Instagram is making waves in a big way, Instagram posts generate a per-follower engagement rate of 4.21% according to a Forrester study. That is 58 times more engagement per follower than Facebook, and 120 times more engagement than Twitter! ([Forrester](#))

According to another study by Simply Measured, 59% of the top 100 brands are on Instagram, and 41% of those post at least one photo per week ([Simply Measured](#)). Alongside this, 28% of all online adults use Instagram according to PewResearch ([PewResearch](#))! Both of these should demonstrate to you that Instagram is where it's happening, and giving it your time will be well worth the investment.

Currently the main way to post to Instagram is from your mobile and in real time, Hopper seeks to solve this. Hopper is a fully automated scheduling tool for Instagram. This means that you can create and queue up all content for your Instagram from your desktop or mobile in advance of your desired posting time, Hopper then posts these out for you at the time specified. For those familiar with social media management tools, think Buffer or Hootsuite for Instagram.

The major benefits of this are that you can gather more images whether that be from your phone or online, post more regular content and critically, share those images at a time that suits your audience rather than when is more convenient for you to post. This means that Hopper can help you increase your engagement and follower numbers on Instagram whilst saving you time and inconvenience.

Hopper currently schedules to thousands of Instagram accounts which have seen a reduction in time spent gathering and posting to their Instagram account, an increase in engagement per post (due to it being shared at better times) and an increase in followers as they are able to easily share more regular and relevant content. Ultimately these factors lead to an increase in brand identity and click outs to our users' websites and other content.

Hopper is a fully automated scheduling tool, which means when the post time arrives it goes straight to Instagram, instead of just sending you a reminder. You could be busy, asleep or even have your phone off and your content will go out. It's set and forget.

Platform Support

Currently Hopper is a mobile optimised website which means you can access it through your phone's browser however they are currently working on native Android and iOS mobile apps which will be available soon and will make your Hopper mobile experience even better.

Security

Hopper is proud to be working with publishers to make Instagram a better place and as such they have made sure their service is inline with Instagram's terms of service. Hopper works essentially like a social media manager that posts only the content you give to it, posting images on your behalf when you want them to be shared. Hopper users simply upload an image through their desktop or mobile, select a time, date, caption, 1st comment and account to share it to. You can also easily manage multiple Instagram accounts from one Hopper account.

Hopper's method of posting means that they doesn't tamper with or touch Instagram's API in any way, as some illegal services have done. In the past other services who have reverse engineered this API have gotten all of their users' accounts banned.

Pricing

Hopper offers a 14 day free trial on all accounts, with Basic access accounts starting at \$10 per month (or \$8 per month if paid annually) per Instagram account and Unlimited accounts from \$11 per month (on an agency annual package) or \$19 per month per individual Instagram account.

The cost of your Hopper billing never increases as your follower count does. Hopper wants to celebrate your Instagram success, not punish you for it. Above five unlimited accounts, users are better off switching to an Agency plan which offers management of seven Instagram accounts for just \$12.85 per month per account (or \$10.85 per month per account if paid annually). Past this, users can purchase pack of 5 accounts for \$10 per month per account up to 50 Instagram accounts, and then packs of 5 accounts for \$9 per month per account from there on.

The only services that offer a discount on Hopper's prices are those that hack Instagram's API to function. As mentioned before, this is strictly against Instagram's terms of service and so puts their users' accounts at risk of being permanently blocked.

Statistics

- Cold lead conversion rate from landing page to registered for trial = 1.13% (based on a sample of 45636 cold site visitors).
- Warm lead conversion rate from landing page to registered for trial = 2.49% (based on a sample of 18707 warm site visitors).
- 64% of trial users stay on to be billed.
- Average spend is \$23 per customer per month.
- We are constantly improving Hopper's sales funnel and product, so over time these numbers will only continue to increase.

Current as of April 2016

Case Studies

We have run multiple case studies with Hopper to show that users can reliably and consistently grow their Instagram followings by posting on a regular basis with Hopper, whilst also interacting (following, liking, commenting) with Instagram users that are relevant to their accounts.

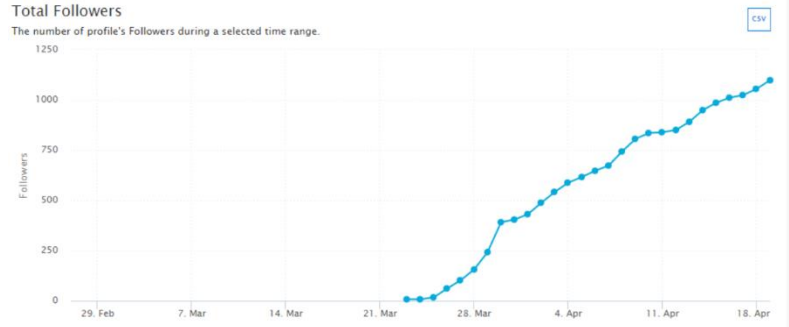
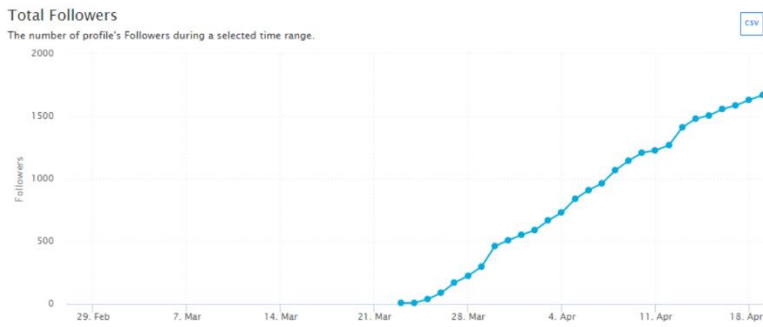
Here is the user growth data for ten accounts in the fitness niche. The first six have been growing for five to six weeks and have reached 1,750-2,500 followers just by posting five times daily with Hopper and interacting casually with Instagram users that follow large account with the same theme, or that follow hashtags relevant to the account's theme. The exception to this is the fourth account (with 1059 followers) which has grown solely by posting scheduled photos five times a day with Hopper.

The final four accounts had more carefully selected hashtags and photos tailored to the style of those that did best on the first 6 accounts, hence they had a much higher growth rate.



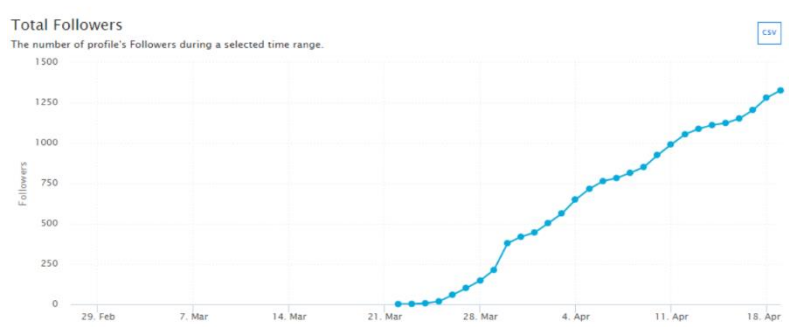
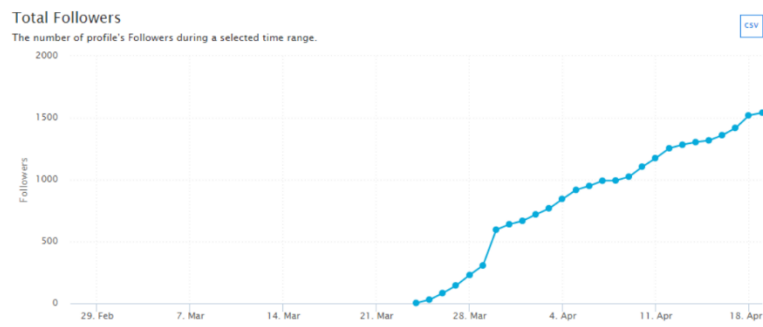
Total Followers Count **1,671** 18,488.07%
 Followers Change **+1,669**
 Max. Followers Change **154** Apr 5
 Avg. Followers Change per Day **+31.49**

Total Followers Count **1,098** 15,585.71%
 Followers Change **+1,098**
 Max. Followers Change **86** Mar 28
 Avg. Followers Change per Day **+20.72**



Total Followers Count **1,541** 51,288.07%
 Followers Change **+1,536**
 Max. Followers Change **189** Mar 30
 Avg. Followers Change per Day **+28.98**

Total Followers Count **1,326** 85,200.00%
 Followers Change **+1,324**
 Max. Followers Change **100** Apr 5
 Avg. Followers Change per Day **+24.98**



On average it seems that users can grow an account from zero to ~250 followers in their first two weeks whilst using Hopper to post consistent content (with relevant hashtags) and interacting with relevant users causally. After week four this can be expected to grow to ~1,000 followers, and ~2,000 followers after six weeks.

Partnership Arrangement

We offer our partners 15% of payments made by users they refer every month for a year after referral (with payouts starting on the referred users second payment). This means that you get paid 160% of the total plan price for every user you refer on a monthly billing cycle, spread out over a year to give you an autopilot income stream.

As an added bonus, if the users you refer upgrade their account at any time during the year that you are receiving commissions from them, you're payouts for that account will increase accordingly. Because of this it's a great idea for you to keep touch with users you have referred, helping them achieve more success with their Instagram accounts to increase the chance that they add more Instagram accounts. Hopper users regularly increase the value of their account by adding support for more Instagram accounts, once they start seeing increased follower counts, engagement and decreased time spent managing their accounts.

An earning example would be if you sent just 1000 warm visitors a month to Hopper, then after 6 months you would have earned at least \$1155 and have a recurring income of \$330 per month.

Of course this is all based off of our data, you may want to target users that are likely to have a higher average spend (social media agencies for example). You may also qualify your users more before sending them to Hopper, upping your conversion rate (a large amount of our warm leads come from reviews like the ones listed in the next section).

To sign up for our partner program, please check out our registration page here: <https://hopperhq.leaddyno.com/>

For our largest partners we can arrange customer deals, if you have a large amount of distribution and would like to find out more, please email connor@hopperhq.com for more information.

Reviews

Here are a few recent examples of what other bloggers have been writing about Hopper: [JCSocialMedia](#), [TravelDudes](#)(Sponsored), [LifeInstyle](#), [Fstoppers](#).

Frequently Asked Questions

A live FAQ page can be found here: <https://www.hopperhq.com/faq>, this is updated regularly so any other questions about Hopper should be answered here. If they are not, please email admin@hopperhq.com for more information.