The CPG Influencer Marketing Playbook
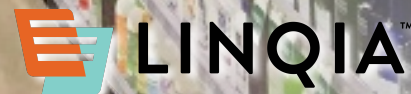
A guide for CPG marketers on how to maximize their return on investment from influencer marketing.

LINQIA™

89% of CPG marketers today use influencer marketing as part of their content marketing strategy to build awareness, foster engagement, and drive purchase.

A third of the U.S. population today uses some form of ad blocker while browsing the internet, costing the industry more than $20 billion in ad revenue.[1] Another 46% proactively opt out of ads in other ways.[2] Additionally, nearly half of adults aged 22 to 45 years old no longer watch traditional TV, opting instead for streamed services with limited commercials or recorded programs where they can fast forward through commercial breaks.[3] Traditional advertising is all but dead, leaving CPG marketers scrambling to find new, innovative ways to reach consumers.

The CPG Influencer Marketing Playbook was created to guide CPG marketers on how to maximize their return on investment from this powerful new channel. This report takes the data and insights from leading CPG brands and their agencies and compiles them into a single best practices guide that covers everything from strategy and planning considerations to execution and measurement.

WHY INFLUENCER MARKETING

Linqia recently surveyed 89 CPG marketers and their agencies to better understand how brands are approaching this hot new space. The survey found that 89% of CPG marketers today use influencer marketing to reach consumers through original content that educates consumers about their product's unique benefits. According to the survey, the top three reasons that CPG marketers use influencer marketing are to build awareness (87%), foster engagement (60%), and drive purchase (56%), impacting consumer behavior throughout the customer lifecycle.
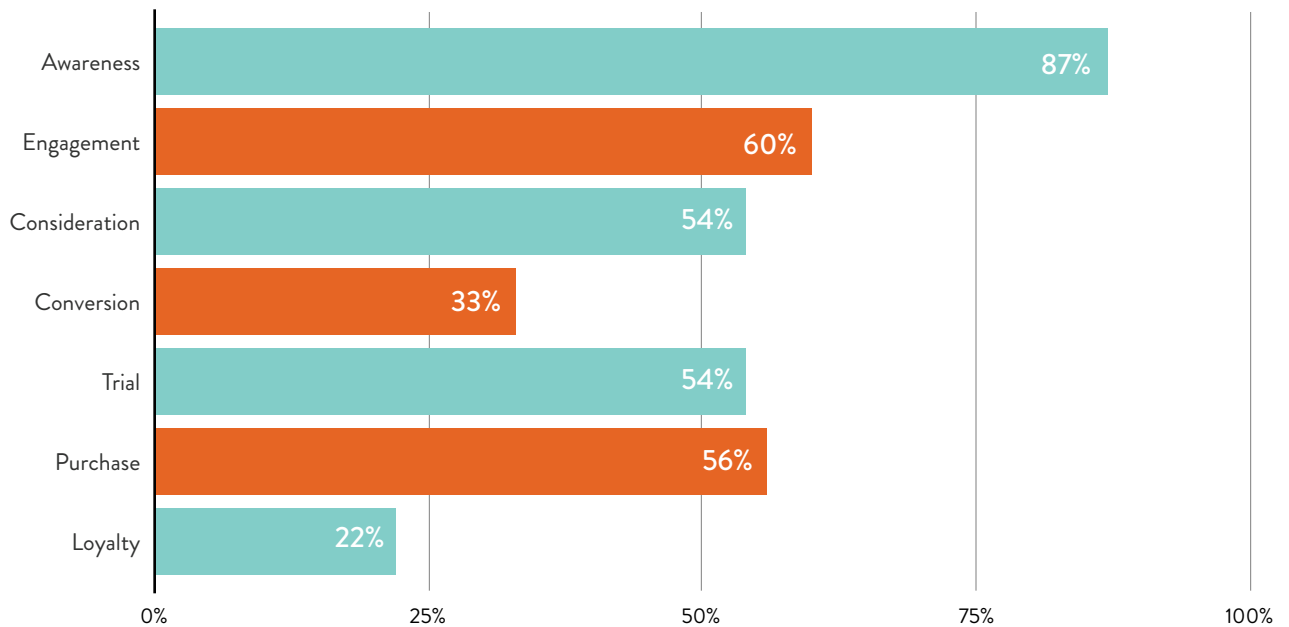
[1] Rakuten. "Consumer Ad Sentiments." April, 2017.
[2] Rakuten. "Consumer Ad Sentiments." April, 2017.
[3] Omnicom Media Group. "Who Are the Unreachables?" September, 2017.

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What do you use influencer marketing to drive?

Category	Percentage
Awareness	87%
Engagement	60%
Consideration	54%
Conversion	33%
Trial	54%
Purchase	56%
Loyalty	22%

> "I recommend influencer marketing programs when there is an awareness goal, like a new product launch, or when looking to drive specific actions because micro-influencers make a significant impact on engagement across these niche markets. We know we can get in front of consumers through paid social, but when an authentic connection is required or the brand wants to bring their goal to life in new and interesting ways, we recommend supplementing our paid social media efforts with performance-based influencer marketing programs."
>
> **- NATHAN JACROUX**
> **SENIOR DIRECTOR, SOCIAL CONTENT & ENGAGEMENT STRATEGY**
> **SAPIENTRAZORFISH**

BUILD AWARENESS

If you are launching a new product or are looking to reposition an existing one, influencer marketing is an ideal way to get your product and message in front of your target audience while sparking word of mouth. This is the most popular use case for influencer marketing because marketers can reach millions of consumers through the voices of people they trust most – their peers. Marketers can tap into the meaningful relationships that each influencer has built with their audience, which naturally results in awareness, engagement, and sharing.

> **Linqia's Recommendation:** When running an awareness program, select influencers whose audiences reflect your target consumer, based on specific demographic and geographic attributes like age, ethnicity, location, education level, and annual income.

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FOSTER ENGAGEMENT

Seven in ten internet users want to learn about a product through content rather than through traditional advertising.[4] Influencer marketing is extremely effective at driving engagement because it taps into authentic relationships between influencers, consumers and the brands they need to know about. Influencers serve as trusted experts and can have open and honest dialogue with their followers, often answering questions or giving product advice and suggestions. This meaningful, authentic engagement increases the value placed on their recommendations[5] and can deliver engagement results at scale.

> **Linqia's Recommendation:** When running an engagement program, arm your influencers with all the information they need to know about the product, including the brand's story or history, unique benefits, product availability, popular use cases, and a call-to-action.

"Seven in ten internet users want to learn about a product through content rather than through traditional advertising."

ENCOURAGE TRIAL & CONSIDERATION

Seventy-seven percent of consumers say that word-of-mouth advice from family and friends is the most persuasive source of new product information,[6] which is why many CPG marketers turn to influencer marketing to drive trial of their products. The influencers' personal stories and authentic experiences with new products help educate consumers and inspire them through creative ideas.

> **Linqia's Recommendation:** When running a program to drive trial and consideration, consider a coupon for sample products as 57 percent of shoppers are motivated to complete a first-time purchase when they are able to redeem a coupon.[7]

> *"In order for consumers to adopt new brands, marketers need to launch very strong awareness and trial-building campaigns, supported by a positive product experience. Generating positive word-of-mouth endorsements are important, because negative experiences can significantly diminish the likelihood of new product success."*
>
> **- ROB WENGEL**
> **SVP OF NIELSEN INNOVATION ANALYTICS**

DRIVE PURCHASE

Nearly 40% of Twitter users say they've made a purchase as a direct result of a Tweet from an influencer.[8] Influencer marketing is effective at driving purchases when products are integrated into creative, usage-based content such as recipes, how-to articles, or DIY videos. Consumers who want to make the same creation will often take the influencer's shopping list to the store or be inspired by an article touting the benefits of a particular product.

> **Linqia's Recommendation:** When running a program to drive sales, provide influencers with a direct link to a product or purchase page to include in their stories and social shares rather than a link to a separate landing page. With shoppable social integration, you can also add the product directly into the consumers cart when they click.

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[4] MDG Advertising. "The Shift to Native Advertising in Marketing." April, 2015.
[5] Venture Beat. "How Micro-influencers Are Becoming Essential to Marketers." February, 2017.
[6] Nielsen. "Global Consumers More Likely to Buy New Products from Familiar Brands." January, 2013.
[7] VoucherCloud. "Retail and Discounts - Building Business Sales." May, 2014.

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Budgeting for an Influencer Marketing Program: Planning Cycles and Common Pricing Models

When it comes to budgeting for influencer marketing programs, CPG marketers are all across the board. 34% plan six to twelve months in advance, 30% plan one to three months ahead, and 29% plan three to six months out. Only 7% plan their influencer marketing budgets more than a year ahead of time, which is a missed opportunity given that influencer marketing can impact every stage of the path to purchase. Strategic marketers plan for budget annually and then apply to specific initiatives as needed.

"Only 7% of CPG Marketers plan their influencer marketing budgets more than a year ahead of time."

How far out do you typically plan your influencer marketing budgets?

- 1-3 Months
- 3-6 Months
- 6-12 Months
- More than a year

30% — 29% — 34% — 7%
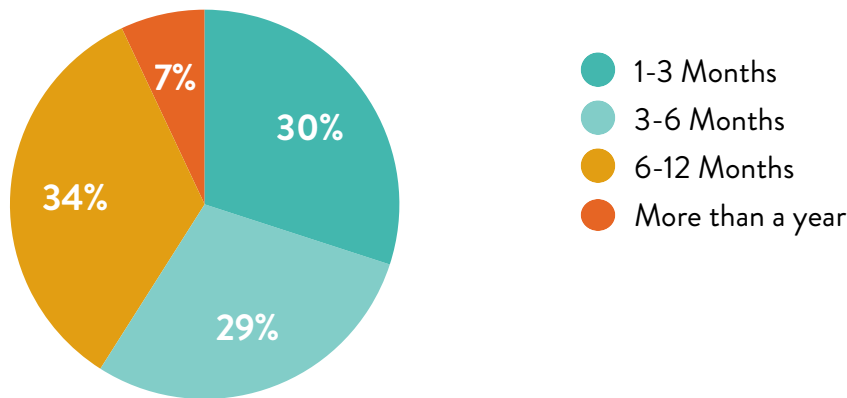
CPG marketers are more in sync, however, when it comes to planning their influencer marketing programs, with half of CPG marketers planning campaigns one to three months before the campaign launch date and 26% kicking things off three to six months in advance. Only 24% of CPG marketers plan their campaigns more than 6 months in advance.

"Half of CPG marketers plan campaigns one to three months before the planned launch date."

## How far out do you typically plan your influencer marketing campaigns?

- Within a month
- 1-3 Months
- 3-6 Months
- 6-12 Months
- More than a year

7% — 50% — 26% — 17%
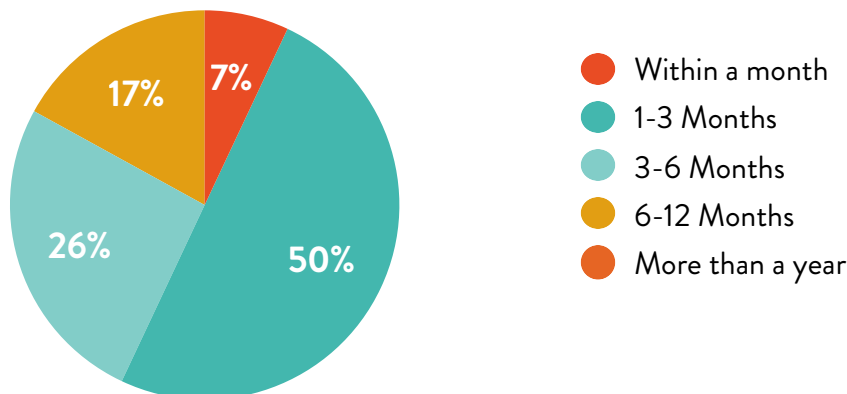
[8] Twitter. "New Research: The Value of Influencers on Twitter." May, 2016.

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INFLUENCER MARKETING PRICING MODELS

There are five common pricing models for influencer marketing, each with their own benefits and setbacks - free product/service, pay-per-post, cost-per-engagement (CPE), cost-per-click (CPC), and cost-per-acquisition (CPA). Determining which pricing model is right for you depends on the goals of your program.

Despite free product/service and pay-per-post being the most commonly used models, 34% of CPG marketers report cost-per-engagement (CPE) to be the most effective pricing model followed by 28% who cite cost-per-acquisition (CPA).

How effective do you find the following influencer marketing pricing models?

Pricing Model	Percentage
CPE	34%
CPA	28%
Free Product/Experience	27%
Pay-Per-Post/CPM	26%
CPC	18%
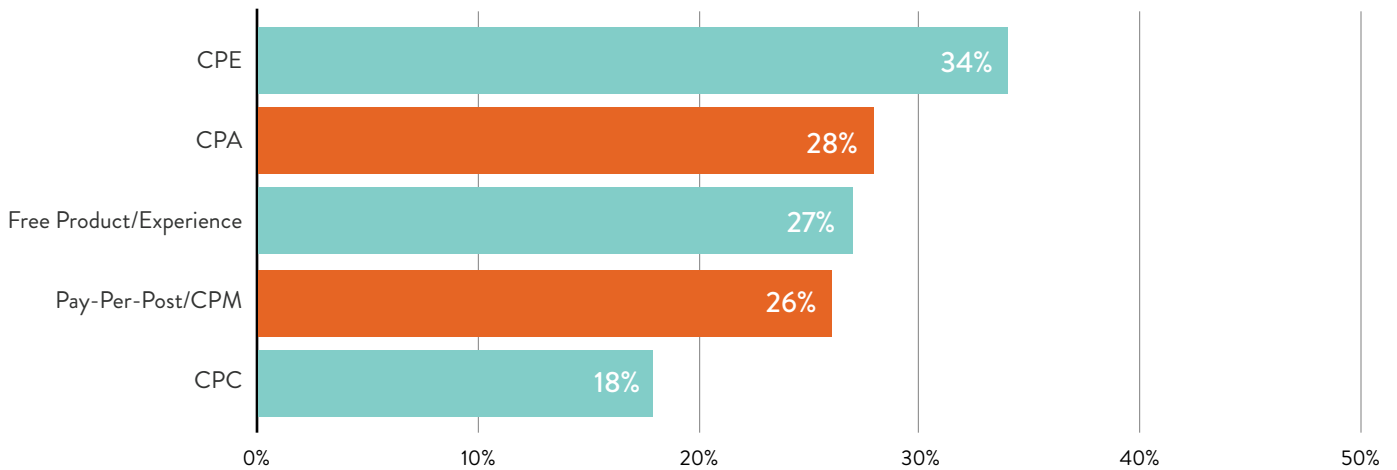
*Based on the number of respondents who answered "Very Effective" or "Extremely Effective"

PAY-PER-POST

57% of CPG marketers have tried pay per post[9], making it the most common pricing model for influencer marketing. In this model, individual influencers are paid a flat rate for creating and publishing a piece of content, whether that be a tweet, a photo, a video or a blog post and the planner typically backs into a CPM based on the number of followers that the influencer has. Depending on the influencer, posts can cost as much as $550,000 per blog story, video, or sponsored social post.

The pay-per-post model is high risk as there is no guarantee that audiences will engage with, or even see, the content. While results can be tracked in most cases, there is no guarantee that the content will meet the brand's quality standards or performance metrics. It can be more accurately considered a content buy, but when working with this model, it's important to confirm whether or not you have the rights to repurpose the content, as many pay-per-post influencers limit the capacity the content can be reused, if at all.

EVERYDAY READING FOR GOLDFISH

[9] Linqia. "The State of Influencer Marketing 2017." November, 2016.

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FREE PRODUCT OR SERVICE

Some CPG brands offer free product in lieu of monetary payment. This model is common among brands with more expensive products that aren't easy for an influencer to purchase in-store or easily distributed as a sample. Compensation can range from an all expenses paid trip to a specific destination to being among the first consumers to use a new product, like a vacuum or blender.

Because of the inherent costs, brands using this model often work with a smaller number of influencers or establish an "ambassador" relationship with them so they can continue to gain exposure over time. Technology or agency fees for identifying the right influencers and tracking results are often charged on top of the product costs.

COST-PER-ENGAGEMENT (CPE)

Regardless of whether or not the CPG marketer pays per engagement, backing into a CPE has become a popular method for determining return on influencer marketing spend. Engagement is an important indicator of how well a specific piece of content resonates with the consumer and is ranked by CPG marketers as the most effective pricing model, followed by CPA.

Like clicks, however, fake engagements can be purchased by influencers, so it's important to monitor the results of every program to ensure that the engagements are genuine or work with an influencer marketing partner who has transparent reporting.

COST-PER-CLICK (CPC)

The pay-per-click model is based on performance. Rather than compensating influencers for simply creating the content, brands only pay for consumers who have taken an action after being influenced by that content (typically clicking through to visit a brand's landing page). This generates significantly more reach and engagement as influencers test different approaches until they determine what drives the best results.

With this model, it's important to realize that not all clicks are equal. Like any digital marketing channel that operates on a CPC, it's important to make sure that your influencer marketing platform has controls in place to ensure the authenticity of clicks that are delivered through this model.

BRITTANY COMEAUX FOR ZEVIA

COST-PER-ACQUISITION (CPA)

As marketers become more sophisticated, they are looking for ways to prove a concrete ROI from their influencer marketing programs. In the pay-per-acquisition model, influencers are compensated based on the number of sales or subscription sign-ups they drive.

This model is seldomly used in influencer marketing because it is uncommon that a consumer purchases or signs up for something during the first introduction to a product or service, with the exception of the aforementioned use cases. Typically, the purchase path begins with awareness and continues on a journey through discovery, research, and validation before becoming a conversion or sale.

It is worth noting that affiliate platforms provide influencers with affiliate links and then pay the influencer commissions for sales that come from it. However, the brand risks being featured alongside competitors or other undesirable content, with little to no control over the context in which the link is promoted.

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Creating the Ideal Influencer Marketing Program Brief

The creative brief is a critically important part of every influencer marketing program. The influencers use these briefs to guide their content and creative process so it's critical for brands to be clear about all of their requirements up front. When planning your creative brief, make sure that you include details such as brand spelling, key messages, legal requirements, calls to action, promotions or giveaways.

Don't assume that the influencers will know what you want them to know. Err on the side of caution and work with all teams involved to ensure that the brief is detailed and clearly outlines what you do and don't want influencers to say. However, be careful not to over-prescribe in the event that you risk losing the authenticity that makes influencer marketing so powerful in the first place.

It's also critical to loop in other teams and agencies who might have a different POV that can help strengthen the brief. A strong brief will include input from your social, creative, PR and media teams as well as brand and shopper marketing.

LILY THE WANDERING GYPSY FOR OUTSHINE

Executing a Successful CPG Influencer Marketing Program

The first step in executing an influencer marketing program is determining which influencers you will be partnering with. According to the survey, CPG marketers tend to work with smaller groups of influencers, with 71% reporting that they typically work with fewer than 25 influencers per program. They would, however, work with more if the price is right - 64% cited cost as the prohibiting factor for working with a larger pool of influencers.

"71% of CPG marketers typically work with fewer than 25 influencer per program."

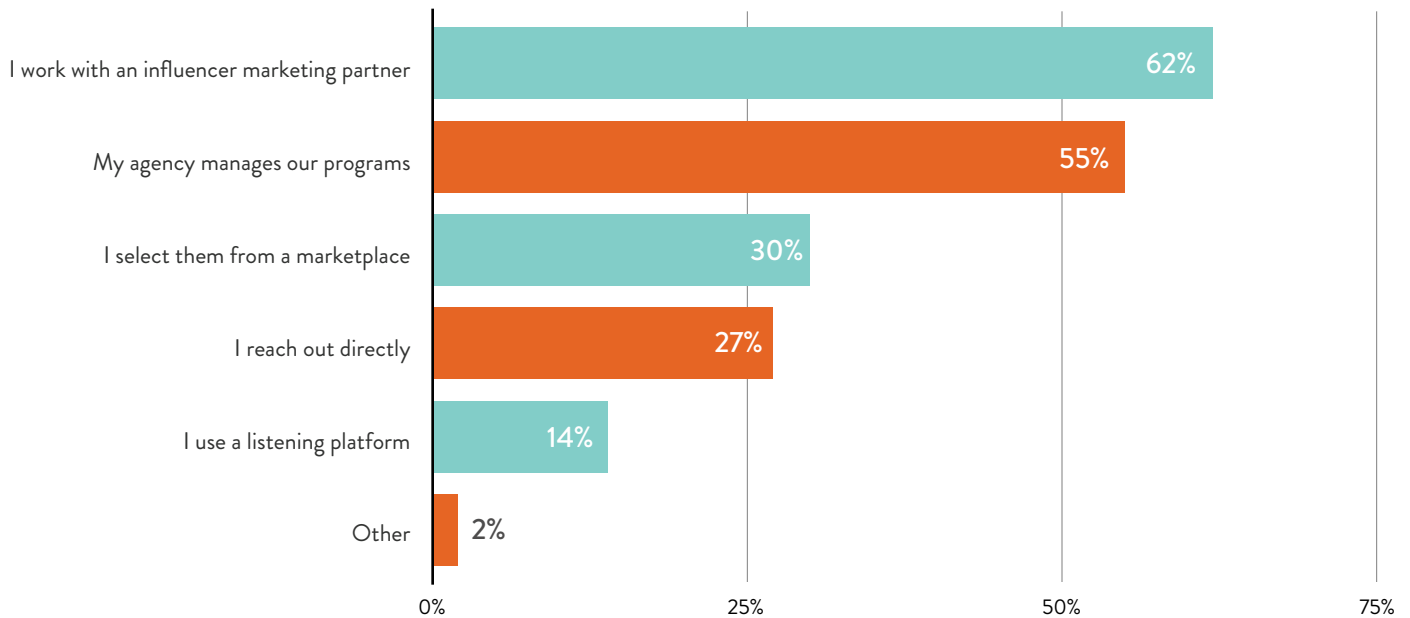LINQIA

HOW TO SELECT INFLUENCERS

73% of professionals consider identifying the right influencers for their brand to be their biggest challenge. As a result, the survey revealed that nearly two-thirds of CPG marketers work with an influencer marketing partner to determine the best influencers for their programs while more than half rely on their agencies to manage influencer selection for them. In both of these cases, an advanced technology platform is used to identify influencers who will deliver the best results for a particular program based on past performance. It's less common for CPG marketers to do the work themselves - only 30% use an influencer marketplace for self-selection while 27% reach out to influencers directly using a manual process.

"73% of CPG Marketers consider identifying the right influencers for their brand to be their biggest challenge."

How do you typically select influencers?

Selection method	Percentage
I work with an influencer marketing partner	62%
My agency manages our programs	55%
I select them from a marketplace	30%
I reach out directly	27%
I use a listening platform	14%
Other	2%

TYPES OF INFLUENCERS

It's important for brands to understand that not all influencers are created equal and know when it makes sense to use each type. Each influencer tier has its own pros and cons and often times CPG marketers will work with a mix of influencer types to achieve maximum efficiency.

[10] Econsultancy & Fashion and Beauty Monitor. "Influencer Marketing Budgets Set to Increase for Nearly 60% of the Fashion and Beauty Industry." January, 2016.

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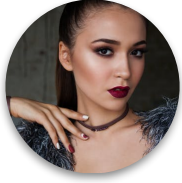
> Celebrity/Top Tier

Celebrity and top-tier influencers are social media superstars with millions of followers. From Kendall and Kylie Jenner to YouTubers like Michelle Phan and Zoella, these influencers are appealing because they come with a massive audience and impressive potential reach numbers. However, many brands are beginning to question the top-tiers' true impact as their followings are so large and broad that it's difficult to target specific audience segments with your message. They typically charge per post and can charge up to $550,000 for a single Instagram post.

250K+
followers

> Power-Middle and Micro-influencers

Defined as individuals with audiences of between 2,500 and 250,000 followers, these influencers are trusted by their audiences and have built their following organically rather than through celebrity status. Their audience often trusts their reviews and opinions, similar to how they trust a friend or colleagues. And while power-middle influencers have lower reach than celebrity and top-tier influencers, they have an audience that's more likely to take action, listen, and engage. Micro-influencers also come at a more affordable price, with the ability to reach audience segments by demographic, geographic, interest graph, and behavioral attributes.

2,500 - 250K
followers

> Fans and Advocates

These are everyday people with fewer than 2,500 followers who have influence over their friends, family, and colleagues. This category can include current customers who have already experienced and love your products or employees. Tapping into people who are already passionate about your brand can help amplify awareness during a product launch and promote new offers, but everyday people have limited reach and can only influence those in their close circles.
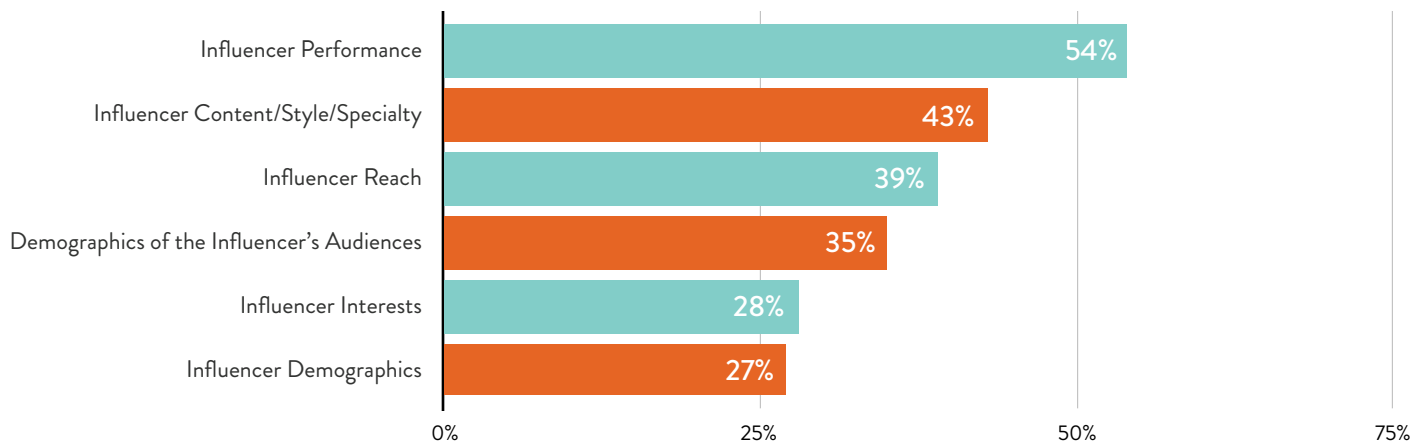
< 2,500
followers

INFLUENCER SELECTION CRITERIA

According to the survey, CPG marketers report that an influencer's performance is the #1 factor to consider when determining which influencers to work with (54%) followed by the influencers' content/style/specialty (43%). As the industry matures, Reach is becoming less important due to the frequency and ease of purchasing fake followers. As the industry matures, marketers are starting to look at how influencers impact lower funnel KPI's including engagement, traffic, conversions and ultimately product sales.

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When selecting influencers to work with, how important do you consider the following?

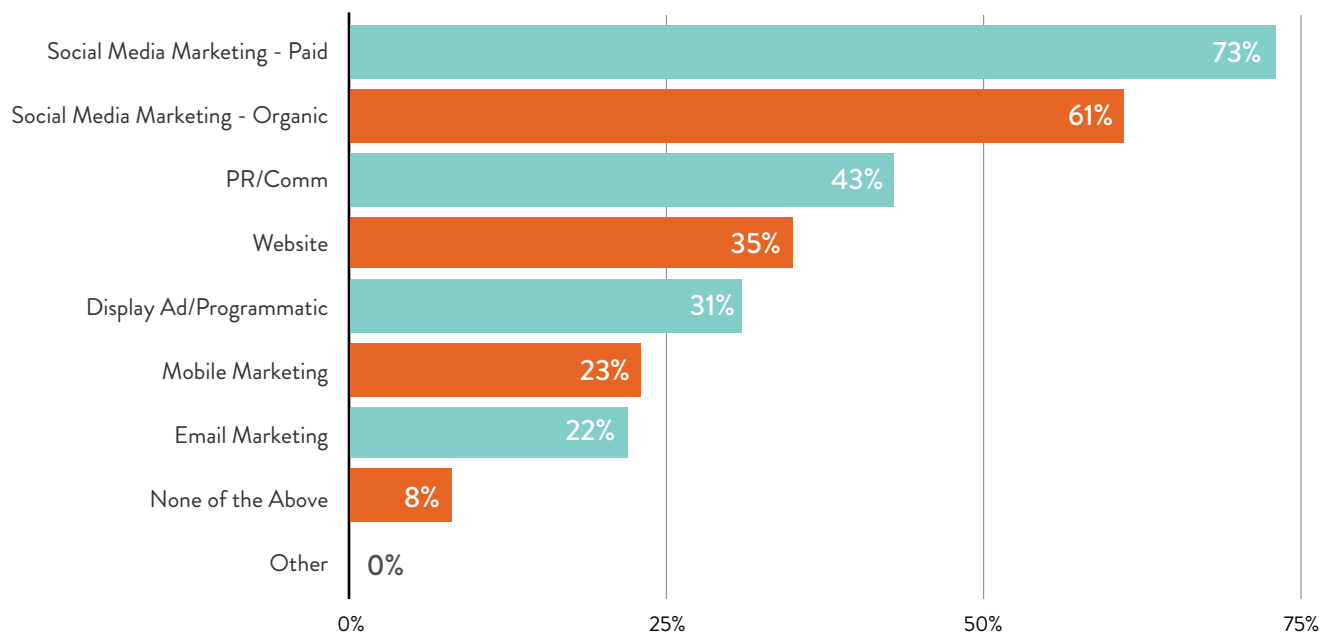| Category	Value
Influencer Performance	54%
Influencer Content/Style/Specialty	43%
Influencer Reach	39%
Demographics of the Influencer's Audiences	35%
Influencer Interests	28%
Influencer Demographics	27%

REPURPOSING INFLUENCER CONTENT

57% of marketers report that influencer content performs better than professionally produced assets,[11] which makes influencer marketing programs a strategic content investment in addition to the media value of the program itself. There are great cost efficiencies to be realized if marketers have the licensing rights to reuse the influencer content in other channels, as marketers typically spend an average of 2.6X more for professionally produced content than they would working with influencers to create the same asset.[12]

When used strategically, marketers can organically test hundreds of pieces of influencer content and amplify the best performing assets to drive greater performance and return-on-spend (ROS) from their paid, owned and earned media. The survey revealed that social media is the most common channel for repurposing influencer content, with 73% using influencer content to improve the performance of their paid social ads and 61% using it as a content engine for organic social media marketing.

What other channels do you use influencer marketing in relation to?

Channel	Value
Social Media Marketing - Paid	73%
Social Media Marketing - Organic	61%
PR/Comm	43%
Website	35%
Display Ad/Programmatic	31%
Mobile Marketing	23%
Email Marketing	22%
None of the Above	8%
Other	0%

[11] Linqia. "The Value of Influencer Content 2017." April, 2017.
[12] Linqia. "The Value of Influencer Content 2017." April, 2017.
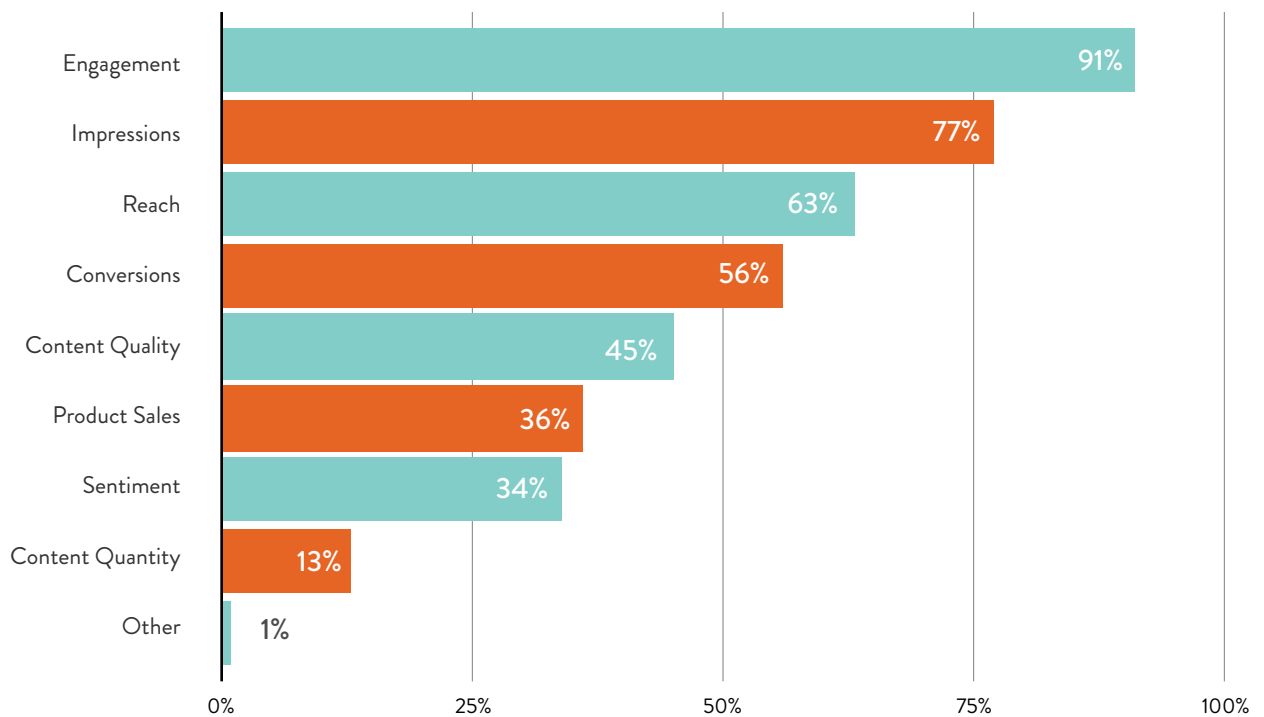
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Measuring the Success of an Influencer Marketing Program

As with any marketing program, it's important to establish some baseline metrics ahead of time in order to accurately measure the program's effectiveness both during and after its conclusion. According to the survey, the top three metrics that CPG marketers use to measure the effectiveness of their influencer marketing programs are engagement (91%), impressions (77%), and reach (63%), however as the industry matures and marketers look to prove a concrete ROI, measurement is evolving to include lower funnel metrics like conversions and product sales.

GO HAUS GO FOR HEFTY

What metrics do you use to measure the effectiveness of your influencer marketing programs?

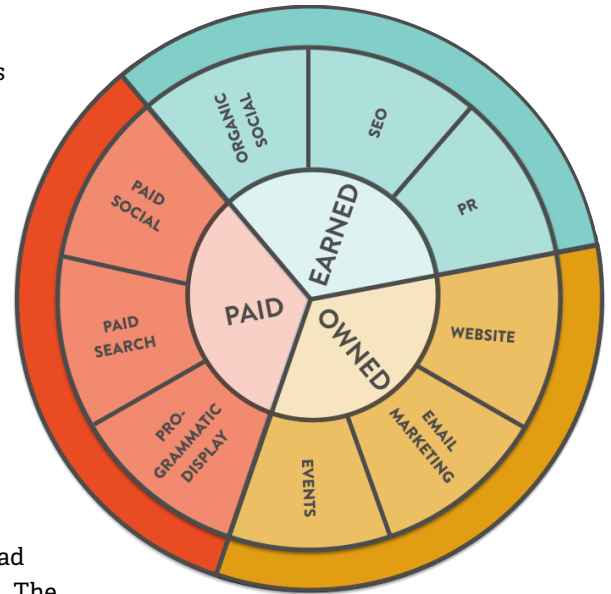| Metric	Value
Engagement	91%
Impressions	77%
Reach	63%
Conversions	56%
Content Quality	45%
Product Sales	36%
Sentiment	34%
Content Quantity	13%
Other	1%

Most brands measure the success of a program based on its performance while the campaign is running, but keep in mind that it's also important to monitor how the content performs post-program as consumers continue to discover and engage with influencer content over time. On average, Linqia programs see 40% more traffic and conversions in the six months following the conclusion of an influencer marketing program.
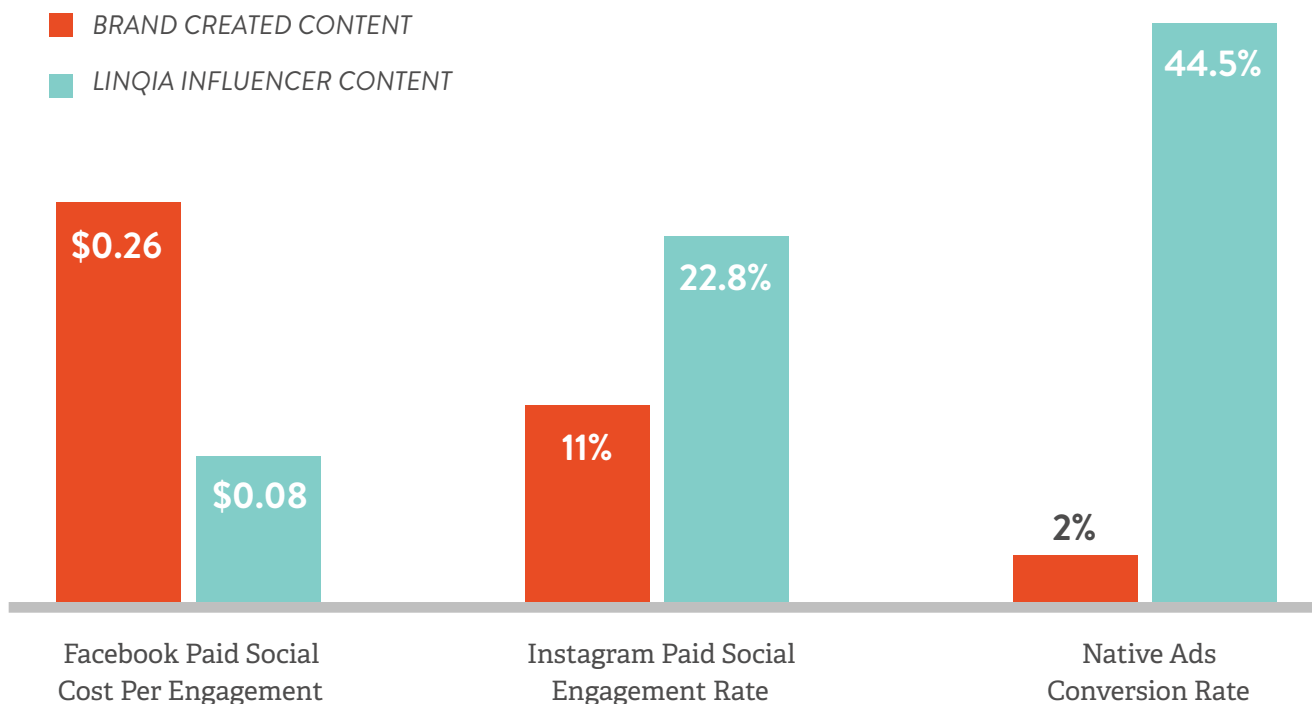
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DRIVING GREATER CONTENT LIFETIME VALUE

78% of marketers cite determining influencer marketing ROI as their top challenge, but seasoned marketers know that the secret to maximizing returns from influencer marketing is to leverage the influencer content beyond the scope of the initial program.

Because of its authentic nature, influencer content regularly outperforms brand created content. By using the initial program to test which pieces of content perform best with which audience segments, marketers can repurpose that content and drive greater returns from their paid, owned, and earned media. In order to prove this, it's important to benchmark the performance of influencer content against brand created content across a number of digital channels.

For example, a CPG food brand was looking to drive cost efficiencies from their influencer marketing spend and tested influencer content from the original program in other channels. The influencer content outperformed their previous paid social ads across the board, reducing their Facebook CPE by 3X and doubling their Instagram engagement rate. But the biggest returns were seen when they took a high-converting influencer recipe and republished it as a full page native ad on respected sites such as Newsweek, Women's Health, and Food Beast. The influencer content drove a 44.5% conversion rate - 22X the 2% conversion rate that they drove from their previous native ad content.

INFLUENCER CONTENT VS. BRAND CREATED CONTENT

■ *BRAND CREATED CONTENT*
■ *LINQIA INFLUENCER CONTENT*

- $0.26 / $0.08 — Facebook Paid Social Cost Per Engagement
- 11% / 22.8% — Instagram Paid Social Engagement Rate
- 2% / 44.5% — Native Ads Conversion Rate

Source: GOODFOODS Case Study benchmarking influencer content against brand created content

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Influencer Marketing Case Studies

Over the last six years, Linqia has run hundreds of performance-based programs for CPG brands, impacting key metrics that range from awareness to product sales.
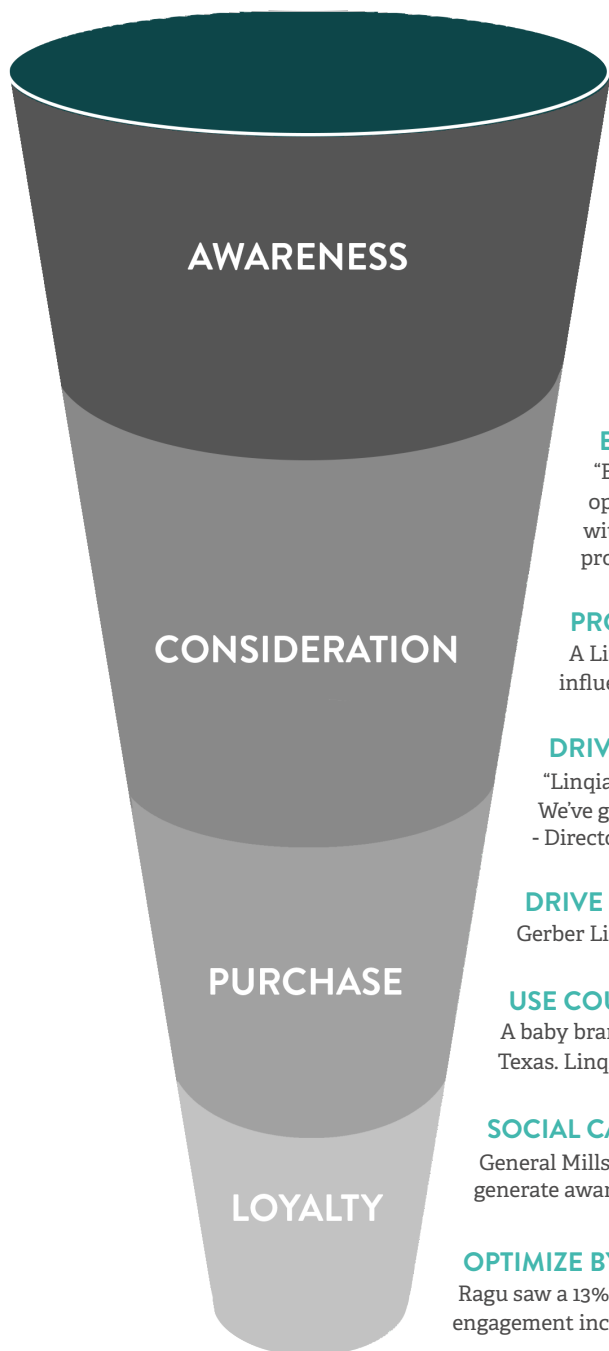
AWARENESS

LAUNCH A PRODUCT
Linqia influencers created inspiring recipes featuring Dorot products, driving shoppers to the freezer aisle at select grocery retailers and resulting in a 15% sales lift in measured channels.

DISTRIBUTE SAMPLES
"The Cottonelle® Clean Care Box sold out in less than 48 hours on Target.com. The success of this vendor-led sample box is unprecedented!" - Shopper Marketing, Kimberly Clark

SEASONAL PUSH
Old El Paso's Super Bowl Campaign drove 9X higher engagement than the client's goal.

CONSIDERATION

ENCOURAGE REVIEWS
"Brand advertising can never take the place of real, unbiased opinions, as it's these opinions are what truly sway consumers to make a purchase decision. We love working with Linqia influencers because they get people interested and talking about our products in a meaningful way." - Senior Account Executive, Olson Engage for BISSELL

PROVIDE VALUABLE CONTENT: TIP, RECIPE, OR HOW-TO
A Linqia influencer's Skippy peanut butter recipe was repinned 40K+ times, and an influencer's Dorot video was viewed organically 5.1M times in 3 weeks.

DRIVE SUBSCRIPTIONS/LEAD GENERATION
"Linqia influencers are one of the top sources of quality traffic to our promotional pages. We've grown our database from 0 to over 70,000 high quality consumers for us to remarket." - Director of Digital Marketing, Mezzetta

PURCHASE

DRIVE IN-STORE AND ECOMMERCE SALES
Gerber Lil' Beanies saw a 5% sales lift nationally, solely credited to Linqia.

USE COUPONS OR REBATES TO DRIVE IN-STORE TRAFFIC
A baby brand tested Linqia and five other vendors to distribute coupons to Hispanic Moms in Texas. Linqia drove the most coupon downloads - 5X that of the #2 performer, Facebook.

LOYALTY

SOCIAL CAUSE INCENTIVE/SCALE PROGRAM
General Mills tapped Linqia influencers to create scale content for Box Tops for Education and generate awareness of their promotional periods at Walmart.

OPTIMIZE BY RE-ENGAGING BEST-PERFORMING INFLUENCERS
Ragu saw a 13% engagement increase from the influencers' 1st campaign to their 2nd and a 26% engagement increase from the influencers' 2nd campaign to their 3rd.

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AWARENESS CASE STUDY: STELLA CHEESE

THE FIT FORK

THE CHALLENGE:

Stella® Cheese wanted to raise awareness of its cheese products so that it would be top of mind going into the busy holiday season.

EASY PEASY MEALZ

THE SOLUTION:

In the weeks prior to Thanksgiving, Christmas, and Hanukkah, Stella Cheese launched a program where influencers created original holiday recipes that featured Stella cheese as a key ingredient. They also promoted a weekend getaway for two to Napa where consumers could enjoy wine and cheese pairings, driving consumers to a landing page where they could enter the giveaway.

LILY THE WANDERING GYPSY

THE RESULTS:

- The program reached **35 million consumers**, 248% more than the program goal.
- Influencers sparked nearly **115,000 online engagements**, including clicks, likes, comments, retweets, and shares.
- The program featured over **2,500 pieces of original content** including blog stories, recipes, photographs, and social media posts.

LOVELY YOU

25K+	115K	35M
PIECES OF CONTENT	ONLINE ENGAGEMENTS	TOTAL REACH

OLIVIA'S CUISINE

ENGAGEMENT CASE STUDY: OREO

THE CHALLENGE:

OREO wanted to crowd-source ideas for its next generation of OREO cookie flavors.

BERLY'S KITCHEN

THE SOLUTION:

OREO teamed up with Linqia to boost social engagement around the My OREO Creation program. Influencers shared their inspiration for creating an original OREO flavor, including a shopping experience and in-store photography at Walmart. The influencers invited their followers to visit select Walmart stores for exclusive in-store demos and to submit their own ideas for the next OREO flavor.

ELIZABETH MCKNIGHT

THE RESULTS:

- The program resulted in over **43,000 online engagements**, 2X the program goal.
- Influencers created nearly **800 pieces of unique content**, including blog stories, videos, photos, and social posts.
- Content from Linqia influencers reached **16.4M consumers**.

ALL MY GOOD THINGS

2X	16.4M	800
ONLINE ENGAGEMENTS	TOTAL REACH	PIECES OF CONTENT

LINQIA™

TRAFFIC CASE STUDY: COLEMAN

THE CHALLENGE:

Coleman wanted to drive traffic to the Coleman Tailgating page on Walmart.com, where consumers could learn more about and purchase Coleman products.

THE SOLUTION:

Linqia influencers created original content about the joys of tailgating, recommending Coleman products as must-have equipment for their favorite fall activity. They also recommended Walmart's two-day shipping and in-store pickup options, telling their fans and followers to visit Walmart.com to learn more.

THE RESULTS:

- The program resulted in **1.4X clicks** to the Coleman Tailgating page than the program goal.
- Linqia influencers reached 18M consumers and inspired over **35,000 online engagements,** 2.7X more than projected.
- Since the program's conclusion, Linqia influencer content has driven a **10% increase in long-tail traffic** to the Coleman Tailgating page.

1.4X	**10%**	**500**
CLICKS TO LANDING PAGE	INCREASE IN LONG-TAIL TRAFFIC	PIECES OF CONTENT

LILY THE WANDERING GYPSY

SIDELINE SOCIALITE

OUR POTLUCK FAMILY

THE DENVER HOUSEWIFE

CONVERSION CASE STUDY: MEZZETTA

THE CHALLENGE:

Mezzetta wanted to grow its email database as part of a broader initiative to increase U.S. market share.

THE SOLUTION:

Mezzetta launched a multi-flight influencer marketing program that featured original recipes containing Mezzetta products and seasonal giveaways. Every program drove traffic to a landing page where consumers could enter the giveaway and sign-up for Mezzetta's email newsletter.

THE RESULTS:

- Mezzetta grew its email database from zero to **over 70,000 U.S. consumers**.
- Consumers driven through Linqia influencers open and **engage with Mezzetta's emails at rates above 50%**.
- Linqia's influencer-generated videos outperformed videos from a contracted video-only influencer agency by **4X**.

148.6M	**529K+**	**16K+**
TOTAL REACH	ONLINE ENGAGEMENTS	PIECES OF CONTENT

IN THE KNOW MOM

SELF PROCLAIMED FOODIE

KITSCHEN CAT

40 APRONS

LINQIA

CONSIDERATION CASE STUDY: GOODFOODS

THE CHALLENGE:

GOODFOODS wanted to build brand awareness and drive sales of its natural, pre-packaged guacamole and dips.

THE SOLUTION:

GOODFOODS teamed up with FRWD and Linqia to launch a three-flight influencer marketing program featuring helpful tips for party planning and healthy snacking. FRWD leveraged the influencer content in three ways to maximize their ROI: 1) as sponsored social content as part of the original program; 2) by promoting the best performing content through paid social to reach a broader audience; and 3) through re-publishing select recipes via native ad units on respected sites such as Newsweek, Women's Health, and Food Beast.

THE RESULTS:

- 25% of consumers that visited the GOODFOODS website **used the store locator** to find where to purchase GOODFOODS products.

- The native ads drove a **44.5% conversion rate** and content from the original program returned a **34.2% conversion rate**.

- When FRWD A/B tested the influencer content against brand created content on paid social, they **doubled their Instagram engagement rate** and **reduced their Facebook CPE by 3X**.

FAUST ISLAND

PUMPKINS & PEANUT BUTTER

JAR OF LEMONS

LIFE CURRENTS

20.2M
TOTAL REACH

70.5K
ONLINE ENGAGEMENTS

2K+
PIECES OF CONTENT

TRIAL CASE STUDY: COTTONELLE CLEAN CARE

LET IT BE BEAUTIFUL

MANDY & SUCH

POSH JOURNAL

GLAMORABLE

THE CHALLENGE:

Kimberly-Clark wanted to shift the perception of the Cottonelle brand from a bath tissue product to a personal care brand.

THE SOLUTION:

Kimberly-Clark created the Cottonelle Clean Care Box, a personal care box of multiple deluxe-sized sample items available only on Target.com. Linqia influencers positioned it as a must-have, containing all of their favorite personal care items in one convenient kit. They drove their followers to Target.com where they could purchase a Cottonelle Clean Care Box while supplies lasted.

THE RESULTS:

- The Cottonelle Clean Care Boxes **sold out in less than 48 hours** on Target.com.
- Linqia influencers created **over 700 pieces of original content** including blog stories, photographs, videos, and social media posts.
- The influencer content inspired nearly **23,000 online engagements**, including clicks, likes, comments, retweets, and shares.

6M
TOTAL REACH

700+
PIECES OF CONTENT

23K
ONLINE ENGAGEMENTS

LINQIA

PURCHASE CASE STUDY: POP & COOK

THE CHALLENGE:
Pop & Cook wanted to drive sales of its signature line of pre-portioned fresh garlic and herbs, available exclusively at Walmart.

THE SOLUTION:
Linqia influencers wrote articles about how much they love the ease-of-use and quality of Pop & Cook herbs and encouraged their followers to visit a local Walmart to buy it in the freezer aisle.

THE RESULTS:
- Pop & Cook saw a **13% average sales lift** across all 4 product varieties and a 17.2% increase for cilantro.
- Linqia influencers created **over 440 pieces of original content** including blog stories, recipes, photographs, videos, and social media posts.
- The influencer content inspired nearly **30,000 online engagements,** including clicks, likes, comments, retweets, and shares.

THERESA'S MIXED NUTS

THE REAL HOUSEWIFE OF FRESNO

FAITH. FOOD. FAMILY. FUN.

JOYFULLY GREEN

13%
SALES LIFT

30K+
ONLINE ENGAGEMENTS

9M
TOTAL REACH

CONTENT REPURPOSING CASE STUDY: HILAND DAIRY

BLACKBERRY BABE

LINDSEY ANDREWS

JAR OF LEMONS

HOSTESS AT HEART

THE CHALLENGE:
Hiland Dairy wanted to build a library of authentic influencer content showcasing the benefits of its high-quality dairy products that could be used to improve the performance of other digital channels.

THE SOLUTION:
Linqia influencers shared how they incorporate Hiland Dairy products in their health and fitness routines and meal planning regimens along with original health-conscious recipes. They also encouraged their audiences to sign up for Hiland Dairy's weekly email newsletter containing tips for healthy eating and meal planning.

THE RESULTS:
- When Highland Dairy used influencer content in other channels, it drove **3.7X more likes** and **3X more retweets** on Twitter and **1.75X more comments** on Instagram than brand created content.
- Hiland Dairy also saw a **40% increase in email signups** as a direct result of the influencer marketing program.
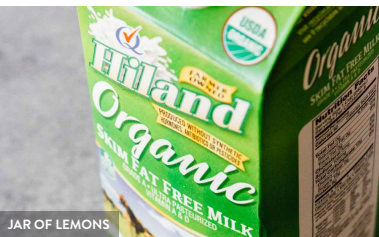
18M
TOTAL REACH

16K+
PIECES OF CONTENT

64K
ONLINE ENGAGEMENTS

LINQIA

About Linqia

Linqia combines the science and accountability of online media with award-winning service to deliver guaranteed influencer marketing results for our clients. Our AI-driven platform and team of experts are leading the transformation of influencer marketing into a scalable media channel. The Linqia platform also serves as a social content lab, where marketers can organically test and amplify the best performing influencer content to drive greater ROI from their paid, owned and earned media.

Founded in 2012, Linqia works with over 300 leading national brands including Black & Decker, Gerber, Herdez, Kimberly-Clark, Mezzetta, McDonald's, NBC, Nestle, Purina, Square, Unilever, Uniqlo, Viacom and Walmart. Linqia is headquartered in San Francisco, CA, with offices in New York, Chicago, Bentonville, and Seattle.

CONTACT US:

Email: **hello@linqia.com**
Phone: **415.913.7681**
Website: **www.linqia.com**

San Francisco	New York	Chicago
77 Maiden Lane, 5th Floor	**33 Irving Place**	**1 South Wacker Drive Suite 200**
San Francisco, CA 94108	**New York, NY 10003**	**Chicago, IL 60606**