



Influencer Strategy (format)

Objective / Goal: Grow consideration of beverages & coffee measured by growth of engagement by X% by the end of November 2023.

Target (copy your persona from Assignment #2)

Example Persona Description:

- Alex: 30, lives in Chicagoland area
 - Career oriented
 - Incorporates coffee into their morning routine
 - Regularly uses Instagram and stays up to date on trends
 - Values community of Chicago, friends, and family
 - Has a want to shop local
- **Frustrations:**
 - Alex lives a busy work schedule and may find it hard to carve out time for self-care
 - Struggles to find energy

Channel Priority

- TikTok: Currently has an engagement rate of 5%. Very popular channel, all types of influencers, perfect for Stans video content.
- Instagram: Currently has an engagement rate between 1-5%. Great for discount codes/drink pictures.

Brand Positioning / Campaign Story

(from Assignment #2 or from info given)

Brand story: Stan Berman opened his first Stan's donuts in 1963 in Los Angeles, California. It very quickly became a favorite. A man named Rich Labriola, head of Stan's, and then the friendship and expansion was history.

Influencer Strategy: Requirements

Budget

\$3000

Usage rights 6mo - 1 year

Campaign timing

Sept – Nov 2023

Measurement of Success (linked to goal)

- Engagement Rate: Benchmark 2%
- Impressions/ reach: CPM of <\$6.50

INFLUENCER REQUIREMENTS

Timing: Sept-Nov, 1-6 Posts a month

Areas of Expertise: Chicago, Food

Type of Influencer: Nano/Micro
(Increase awareness of Stans)

Analytics:

- Male/Female 25-30 years old, social following, professional life, with/without kids, values Chicago
- Engagement rate: >2%

Agreement to usage rights

Agreement to non compete

Influencers Identified & Rationale

Micro: @lydiabielfeldt on TikTok, 24.7K followers, 23 y/o female, specializes in fashion, lifestyle, travel. Drinks coffee every morning, lives in Chicago. Known for "Day in the life" videos.

Micro: @grace.andrewsss on TikTok, 27.2K followers, 23 y/o female, specializes in vlogs, fashion, and food. Lives in Chicago, attends lots of brunch/dinner outings, does many partnerships. (both Lydia and Grace are friends)

Nano: @marshawnam on TikTok, 2,031 followers, around 30 years old, female, lives in Chicago, foodie.

Budget for Influencers: \$3,000 Total

Influencer	Areas	Price	no. of posts	Costs		
Lydia	Tiktok Posts	250	3	750		
	Instagram Story	175	2	350		
	Gift Card/Shirt/12 donuts	102		102		
	Usage Fees	62	Tiktok	187		
				1,389	Lydia Total	
Grace	Tiktok Posts	250	3	750		
	Instagram Story	175	1	175		
	Gift Card/Shirt/12 Donuts	102		102		
	Usage Fees	62	Tiktok	187		
Marshawn				1,214	Grace Total	
	Tiktok Posts	50	3	150		
	Instagram Story	35	1	35		
	Insa Post	50	1	50		
	Gift Card/Shirt/12 Donuts	102		102		
	Usage Fees	13		13		
				350	Marshawn	
	Total Budget			2,953		



FALL SEASONAL DRINK CAMPAIGN



OUR STORY



Stan Berman opened the first Stan's Donuts in 1963 in Los Angeles, California and it quickly became a favorite in the area. After watching a travel show that featured Stan and his shop, Rich Labriola admired Stan's passion for his business and decided to reach out to Stan. The result of the new friendship was a partnership to bring Stan's Donuts to Chicago with a Labriola twist.

We're so excited to be partnering with you! We're a business here in Chicago with only 15 current locations. Our cake donuts are the star of our company, but we also serve delicious coffee to pair. We want to spread the word about our seasonal specials with your help!

The Ask

Express your love for coffee in a TikTok video at one of the Stan's Donuts & Coffee locations, displaying our fall seasonal line of coffee. Showcase our seasonal coffee menu - employee will help with recommendations.



Mandatories

- Must be a TikTok video
- Must be posted on or after September 15th. Not before this date.
- Must follow our Stan's Do's and Don'ts - see slide.

DO THIS

- All products reviewed/mentioned in video or stories should be by Stan's Donuts
- Products can be shown, reviewed, and consumed
- All coffee products should be from our seasonal line
 - Feel free to customize your drink with specialty milk options
- Give your honest review - it's important to us and you!



AVOID THIS

- Competitor's products, mentions, endorsements, logos
- Any harmful language, cursing,
- Mention of anything not listed in package



TALKING POINTS & CREATIVE CONCEPTS

- Mention seasonal coffee drinks as well as donuts or food items
- Disclose information about special customizations to drink orders
- Touch on convenience of going to Stan's compared to other stores



- Chicago "Day in the Life" video where you visit Stan's
- Morning Routine
- Mood is friendly, upbeat, and cheerful
- Video and pictures must be clear-quality



MOOD BOARD



POST	FREQUENCY (sept. to nov 23)	REQUIREMENTS #ad #stansdonuts #chicago #stanscoffee
Tik Tok Post	Post once a month on TikTok, micro and Nano, use usage fees for 25%.	Influencer's favorite drink, emphasize on quality ingredients and upbeat vibe of the store. Show stans donut's shop and montage of inside, employee smiling handing you the drink, voiceover of what you put in it, and mention the location of Chicago
Instagram Story	Post two total stories over the course of the period. no usuage fee included	We host a coffee tasting and they share via story the visit & sharing their day in the life, making sure Stan's is seen as an accessible coffee shop for all and is fun and convenient.
Optional Boosting	Post to any channel once	Sharing Stan's posts to a story

Pitch email for one your influencers

Stan's Donuts & Coffee Collab

Hi Lydia,

We have been loving your day-in-the-life content and noticed you are a coffee lover. We would like to offer you your next caffeine fix to share with your followers.

At Stan's, we make our coffee from locally sourced beans and want to have you at one of our locations to try a brand-new fall drink line running this September through November. As a token of our appreciation, we would like to offer you compensation for all social posts.

Please let us know if you are interested and we will go over the details.

Best,

Stan's Social Team

2 Ideas for execution after talking to influencer

- Make sure all deliverables are paid for ahead of time; Make the process as easy for the influencer as possible. Make sure you have informed them shortly after agreement that their product is on the way, let them test out the product before content creation. You want to create a loyal base with your influencer, so they can create the best content possible.
- Provide examples of content to influencer; Makes video/post creation easier for both the influencer and the company, less time is needed on editing. Examples will create a more comfortable place for both the influencer and company.