



Influencer Strategy for

Hu Kitchen

Created & Presented by: Alexis Zarycki





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Campaign Overview

This mock proposal deck is created to explore innovative ideas and present an influencer campaign that can boost conversions for Hu Kitchen Vegan Chocolate and increase brand awareness.

Our vision is to elevate Hu Kitchen to the forefront of the chocolate industry by growing its customer base and enhancing its brand recognition.





Main Goals & KPIs

Conversions

Task: Provide influencers with a customized affiliate link, sample of Hu Kitchen Vegan Chocolate product and creator payment in order to drive sales back to Hu Kitchen website.

Supported KPIs:

- ROI = Tracked Affiliate Link Sales Per Influencer
- Engagement Tracked by Total Link Clicks

Brand Awareness

Task: Educate and increase marketing efforts of Hu Kitchen Vegan Chocolate on social media.

Supported KPIs:

- Tracked Required posting hashtags #HuKitchen #HuVeganChocolate
- Brand Mentions @hukitchen
- Influencer Post Engagement = Total User-Generated-Content Video Views



Content Plan



- ★ **Content Theme:** Hu Kitchen Vegan Chocolate offers guilt-free indulgence that is centered around the idea of enjoying a delicious treat without compromising on taste, quality, or values.
- ★ **Who We Will Work With:** Age Range (18-45) Wellness & Lifestyle enthusiasts, cooking influencers and mothers in United States/United Kingdom.
- ★ **Type of Influencer:** The campaign will focus on utilizing nano-influencers. We will be leveraging creators with smaller followings for their relatable content, highly engaged audiences, and lower cost. Additionally, 10 micro-influencers will be added to boost viewership and visibility to create a trickle-down effect.
- ★ **Target Platforms:** TikTok and Instagram
- ★ **Content Type:** Short-Form Video, Affiliate Linking and Story Shares. TikTok is on the rise and we want to prioritize short-form videos for this campaign. We will encourage content that is also not overly polished.
- ★ **Deliverables Per Influencer:** 1 Tik Tok Video (No Minimum), 1 Instagram Reel (Maximum 60 seconds) and 1 Instagram Story Share with Swipe Up Feature to Affiliate Link.
- ★ **Execution Dates:** Late February thru April 2024 (**3 Month Campaign**)



Influencer Examples

Nano Wellness/Lifestyle Influencer Examples

Instagram

- Followers 2,778: [@lidiavazquez](#)
- Followers 6,630: [@authenticallyarmani](#)
- Followers 1,716: [@greenbootlife](#)

Tik Tok

- Followers 9,262: [@ashlynnbowless](#)
- Followers 4,311: [@caitlinbpruitt](#)

Nano Cooking Enthusiasts Examples

Instagram

- Followers 3,223: [@healthyliciousworld](#)
- Followers 1,384: [@simplelifewithaves](#)
- Followers 2,084: [@thebitemykitchen](#)

Tik Tok

- Followers 6,822: [@haileymakesfood](#)
- Followers 8,523: [@jesswojtuniak](#)

Nano Mom Influencer Examples

Instagram

- Followers 9,965: [@gluten free mom](#)
- Followers 2,979: [@sarafunk.lifestyle](#)
- Followers 7,729: [@loveshantaxo](#)

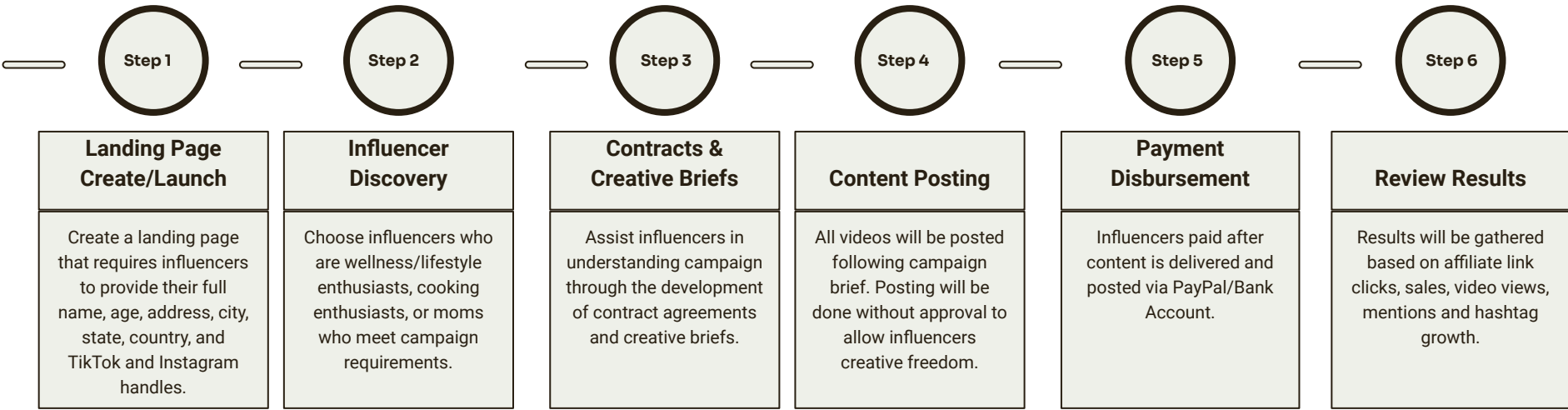
Tik Tok

- Followers 1,241: [@giovbartram](#)
- Followers 1,192: [@danielle_gfhealthybaking](#)

Instagram/Tik Tok Micro Influencer Examples

- Followers 54,124: [@lauralivewell](#)
- Followers 27.7K: [@andy.lagunas](#)
- Followers 20,252: [@sammydeats](#)
- Followers 20,697: [@livlaughcook](#)
- Followers 26.1K: [@taylorlaray11](#)

Campaign Timeline



First Creative Concept

Campaign Theme: Easter baskets made better with Hu Kitchen Vegan Chocolate!

Campaign Messaging: Hu Kitchen is seeking to collaborate with influencers who can help promote their new Vegan Chocolate for the upcoming Easter season. In exchange for creating social media posts that showcase Hu Kitchen and their scrumptious guilt-free treat without compromising on taste, quality, or values, we will provide product, payment, and commission on sales for this campaign.

Deliverables: 1 Tik Tok Video (No Minimum), 1 Instagram Reel (Maximum 60 seconds) and 1 Instagram Story Share with Swipe Up Feature to Affiliate Link

Campaign Benefits: Payment will be made upon publishing or delivery of content. As part of the program, you will receive a customized affiliate link which will give you an opportunity to earn 20% commission on every order made. To keep your earnings active, you will have 60 days to generate them. Additionally, you will be given two free Hu Kitchen Chocolate Bars that you can use to create content and promote on your social media posts.

Run Dates: February through March 2024

Required Hashtags: #HuKitchen #HuVeganChocolate #HopIntoHu
Brand Mentions [@hukitchen](#)



Credit Tik Tok [@danielle_gfhealthybaking](#)



Second Creative Concept

Campaign Theme: Unexpected Chocolate Pairings with Hu Kitchen Vegan Chocolate

Campaign Messaging: Are you a foodie who loves experimenting with new flavors? Hu Kitchen, the renowned chocolatier, is looking for influencers who can help spread the word about their new Vegan Chocolate. If you have a passion for cooking and creating unique recipes, this collaboration is perfect for you. You can add your own twist and share your tips and tricks to make it even more exciting!

Deliverables: 1 Tik Tok Video (No Minimum), 1 Instagram Reel (Maximum 60 seconds) and 1 Instagram Story Share with Swipe Up Feature to Affiliate Link

Campaign Benefits: Payment will be made upon publishing or delivery of content. As part of the program, you will receive a customized affiliate link which will give you an opportunity to earn 20% commission on every order made. To keep your earnings active, you will have 60 days to generate them. Additionally, you will be given two free Hu Kitchen Chocolate Bars that you can use to create content and promote on your social media posts.

Run Dates: March through April 2024

Required Hashtags: #HuKitchen #HuVeganChocolate #HuCreate
Brand Mentions @hukitchen



Credit Tik Tok @savoryfoodz



Third Creative Concept

Campaign Theme: Guilt-Free Chocolate, Because It's #HuMade

Campaign Messaging: Hu Kitchen is thrilled to introduce their new Vegan Chocolate and are seeking collaborations with influencers who share their passion for healthy living. They are looking for individuals who can help promote this simple yet delicious chocolate while incorporating it into their daily routines. Whether you are working out, reading a book, or just relaxing at home, they want to see you enjoying this yummy vegan chocolate and highlight its guilt-free health benefits.

Deliverables: 1 Tik Tok Video (No Minimum), 1 Instagram Reel (Maximum 60 seconds) and 1 Instagram Story Share with Swipe Up Feature to Affiliate Link

Campaign Benefits: Payment will be made upon publishing or delivery of content. As part of the program, you will receive a customized affiliate link which will give you an opportunity to earn 20% commission on every order made. To keep your earnings active, you will have 60 days to generate them. Additionally, you will be given two free Hu Kitchen Chocolate Bars that you can use to create content and promote on your social media posts.

Run Dates: March through April 2024

Required Hashtags: #HuKitchen #HuVeganChocolate #HuFilledLife #HuMade
Brand Mentions **@hukitchen**



Credit Tik Tok [@avabs.sports](https://www.tiktok.com/@avabs.sports)





Budget Outline

For Instagram influencers will be required to post 1 Reel and 1 Story with Swipe Up Feature This amount is budgeted below. For Tik Tok, influencers will be required to post 1 Tik Tok video. This campaign represents a strong collaboration effort with the potential for impressive success. With a total investment of **\$48,000** and the involvement of **100** influencers, it has the capacity to generate **150** unique pieces of content. Based on the estimated engagement rate, this campaign is expected to reach an impressive **1,950,000** people, with an average potential engagement of **163,500**. These figures are indicative of the power of collaboration and the potential for success when working together towards common goals. The remaining **\$2,000** can be used for gifting fees, ensuring the campaign runs seamlessly.

Influencer Type	Avg. Follower Count	Avg. Engagement Rate	Price for Total Posts	# of Influencers	# Feed posts per influencer	Total Cost	Estimated Reach	Avg. Potential Engagements (based on following ER)
IG Nano (below 10K)	7,500	10%	\$350	40	2	\$14,000	600,000	60,000
Tik Tok Nano (below 10K)	7,500	10%	\$300	40	1	\$12,000	300,000	30,000
IG Micro (10K-60K)	35,000	7%	\$1,200	10	2	\$12,000	700,000	49,000
Tik Tok Micro (10K-60K)	35,000	7%	\$1,000	10	1	\$10,000	350,000	24,500

You Earn, Influencers Earn!

Why Create An Affiliate Program?

Hu Kitchen would greatly benefit from launching an affiliate program as a new revenue channel. This will be used to effectively collaborate with passionate content creators and boost brand awareness in an authentic and relatable manner.

How it Works

The program aims to enable creators to quickly link out to Hu Kitchen's website products via their link-in bio and Instagram Stories. Influencers will receive a unique affiliate link that is UTM-tracked. Users have **60 days** to generate earnings before being removed from the program. When customers purchase through these links, both Hu Kitchen and the influencer would earn. This would increase overall clicks to Hu Kitchen's website, boost conversions, and empower influencers to drive overall brand engagement in order to gain extra earnings.

Affiliate Program Benefits to Include:

- A Hu Kitchen commissions split. Proposed at an 80/20 split.
Example: Hu Kitchen will earn 80% of the total sale and influencers will earn 20%.
- Create long-term influencers who continuously promote since they are earning commissions.
- Allow influencers to join an exclusive community of healthy living, wellness and chocolate enthusiasts.



Affiliate Program Benefits



A sweet way to make Hu Kitchen grow!



By implementing these creative concepts,
influencers can effectively promote Hu
Kitchen Vegan Chocolate and engage new
customers in a fun and unique way.

