**Influencer and Community Research for Thickshake Factory**

| **Influencer Name** | **Platform** | **Followers** | **Reason for Selection** | **Content Type** |
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| @foodie\_delights | Instagram | 150k | High engagement with food posts and a large local following. | Instagram Reels showcasing Thickshake Factory's shakes. |
| @mumbaifoodie | Instagram | 200k | Popular among Mumbai food lovers and frequently posts about new food spots. | Instagram Stories featuring a taste test of new flavors. |
| @delhifoodwalks | Instagram | 180k | Known for exploring and reviewing diverse food options in Delhi. | Instagram Live session visiting a Thickshake Factory outlet. |
| @thefoodiediaries | Instagram | 220k | Influential in the food blogging community with high-quality food photography. | Blog post and Instagram carousel post reviewing Thickshake Factory. |
| @sodelhi | Instagram | 300k | Well-known Delhi-based community page with a focus on local businesses. | Instagram takeover for a day, highlighting Thickshake Factory. |
| @mumbaifoodjunkie | Instagram | 250k | Strong presence in Mumbai's food scene and highly trusted by followers. | Instagram Reels and Stories featuring a day-in-the-life with Thickshake Factory. |
| @food\_lovers\_india | Instagram | 190k | Engaged audience interested in food reviews and recommendations. | YouTube vlog reviewing multiple Thickshake Factory locations. |
| @indianfoodblogger | Instagram | 170k | Known for detailed and honest food reviews, with a large following. | Instagram Stories and a blog post featuring Thickshake Factory's menu. |
| @delhifoodguide | Instagram | 160k | Focuses on guiding followers to the best food spots in Delhi. | Instagram Stories and a highlight reel of the top shakes at Thickshake Factory. |
| @thegourmettales | Instagram | 140k | Features gourmet food and drink reviews with high engagement. | Instagram Live session creating a customized shake at Thickshake Factory. |

**Content Strategy**

1. Instagram Reels and Stories:

- Influencers like @foodie\_delights, @mumbaifoodie, and @mumbaifoodjunkie can create engaging Reels and Stories showing their experience at Thickshake Factory, highlighting different flavors, and their reactions.

- Content can include behind-the-scenes looks at the preparation process, taste tests, and unique ways to enjoy the shakes.

2. Instagram Live Sessions:

- Influencers such as @delhifoodwalks and @thegourmettales can host live sessions from Thickshake Factory outlets, interacting with their audience in real-time and answering questions about the brand.

3. Blog Posts and Carousel Posts:

- Influencers like @thefoodiediaries and @indianfoodblogger can write detailed blog posts reviewing Thickshake Factory, accompanied by high-quality images in Instagram carousel posts.

4. Instagram Takeovers:

- Influencers like @sodelhi can take over the Thickshake Factory Instagram account for a day, sharing their journey and experiences with the brand, engaging with followers directly.

5. YouTube Vlogs:

- Influencers such as @food\_lovers\_india can create vlogs showcasing their visit to Thickshake Factory, providing in-depth reviews and featuring interviews with the staff.

6. Event Coverage:

- Host an event with multiple influencers, inviting them to create content that covers the event, the products, and their overall experience. This can be shared across Instagram, YouTube, and other platforms.

Next Steps

1. Reach Out to Influencers:

- Contact the selected influencers, introducing them to the Thickshake Factory brand and discussing potential collaboration ideas.

2. Define Collaboration Terms:

- Clearly outline the expectations, deliverables, and compensation for the influencers. Ensure they understand the brand's values and objectives.

3. Monitor and Analyze:

- Track the performance of the influencer content, including engagement metrics, reach, and feedback. Use this data to refine future influencer marketing strategies.

4. Build Long-term Relationships:

- Maintain relationships with influencers for ongoing collaborations, leveraging their authenticity and reach to continuously promote the Thickshake Factory brand.

This strategy aims to leverage the reach and influence of carefully selected influencers to enhance brand visibility, drive engagement, and build customer loyalty for the Thickshake Factory.