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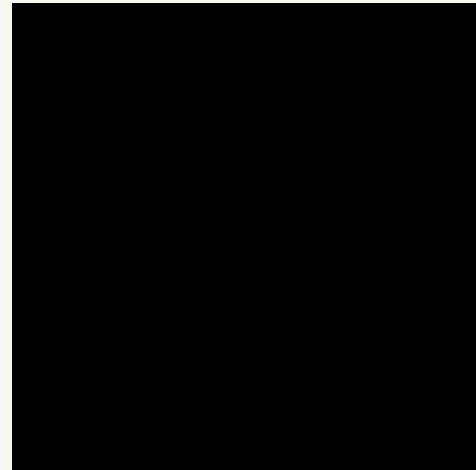
PRIME PLUS WAGYU

Q3-Q4 2023 Social Strategy

Logistics

Q3 TIMELINE

- **July 11**
 - Brand Exploration ✓
- **Week of July 17**
 - Finalize name & trademark ✓
 - Finalize sell sheets ✓
- **Week of July 24**
 - Finalize brand deck ✓
 - Social audit
 - Paid ads recommendation
- **Week of July 31**
 - Present 2023 marketing plan



Channel	Username
<i>Instagram/Facebook</i>	@primepluswagyu

Brand Values & Pillars

Deliciously Diverse

The Prime Plus Wagyu difference, we cross the Wagyu breed with the Angus breed and get American Wagyu

Community

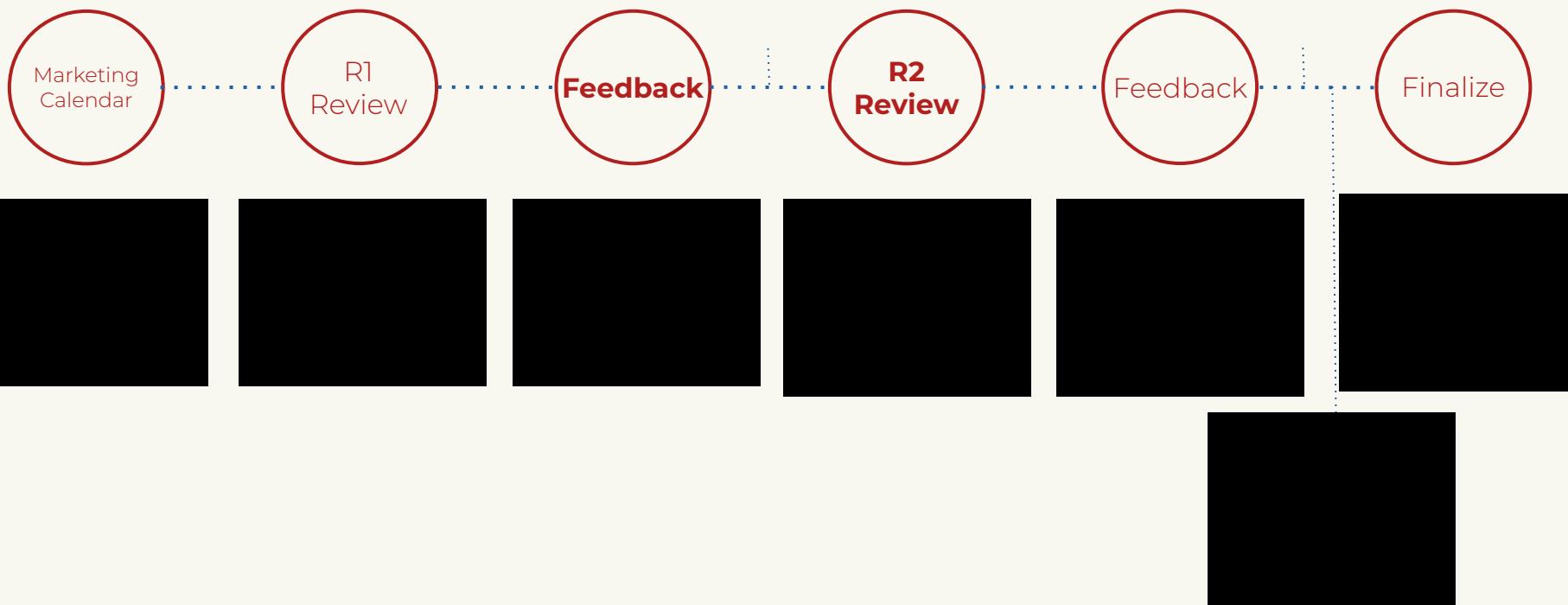
We are committed to actively partnering with non-profit organizations, extending our reach and support, and take every opportunity to build meaningful connections with our customers.

Accessibility

Designed for a wide range of consumers, including adults and kids, athletes, weekend warriors, and outdoor enthusiasts

Social Strategy

Social Calendar Review Process





Objectives for Social

- 1. Drive traffic to shop online & in-store**
 - a. Social/Email/Paid CTAs to store locator + site
 - b. Feature retail + site on social consistently
 - c. Influencer plugs
 - d. In-store activity
- 2. Elevate brand to be positioned as more premium, genuine and Americana**
 - a. Upgraded content
 - b. Influencer partnerships
 - c. Brand education/awareness posts
- 3. Educate consumer on Wagyu beef + product benefits**
 - a. Position as premium
 - b. Educational content focused on: what is Wagyu, why is it better, where is it from
- 4. Build community**
 - a. Influencers
 - b. Promoted posts
 - c. Hashtags
 - d. Challenges
 - e. Giveaways



2023 Goals & KPI's

- **Followers:** Increase followers to 10K by EOY
- **Likes:** Increase likes by 100% by end of year
- **Influencer:**
Work with 5 paid influencers/mo

Organically seed 120 influencers monthly (20%+);
40 mentions monthly (30%+)

Budget required ____
- **Giveaways:** Run 1 giveaway per month

Recommendation #1

Elevate brand to be positioned as more premium, genuine and Americana

All American Shots

- On the ranch, farm, etc.
- Beautiful photos that give the “all American, home on the range” feel
- Videos of the everyday American - *farming, ranching, racing, so on*
- Use cases
- Who’s eating Prime Plus?

Address Customer Needs

- Practicality, Reliability, and Ease of Use
- Satisfying, On-the-Go Snack
- Healthy, Protein-Rich Option
- Catering to Quality
- The Ultimate Convenience Snack



Recommendation #2

Ignite brand interest through storytelling and mission

The Prime Plus Difference

- Beef with Purpose
- Mission: Iron Gate, Feed My Starving Children
- Educational posts on how Prime Plus beef is different
- Iron Gate highlights
- Posts w/ experts discussing homeless crisis + what can be done
- Community/volunteer events
- Stats/facts

Founders For the Win

- Educate on the rich history of the founders pioneering the American Wagyu movement
- Make the brand relatable to the working class American values

LAST EARTH MONTH, YOU HELPED US SAVE...

Category	Impact	Value
CO ₂	9 MILLION	kg CO ₂ eq
Land	10 MILLION	m ² a eq of land
Energy	15 MILLION	MJ of energy
Water	165 MILLION	gallons of water

YOUR AVERAGE PROTEIN BAR

OLD SCHOOL

13G PROTEIN
10G SUGAR
225 CALORIES

NEW SCHOOL

9G PROTEIN
0G SUGAR
90 CALORIES

CHOMPS ORIGINAL BEEF STICK

Let Trees Stand

Recommendation #3

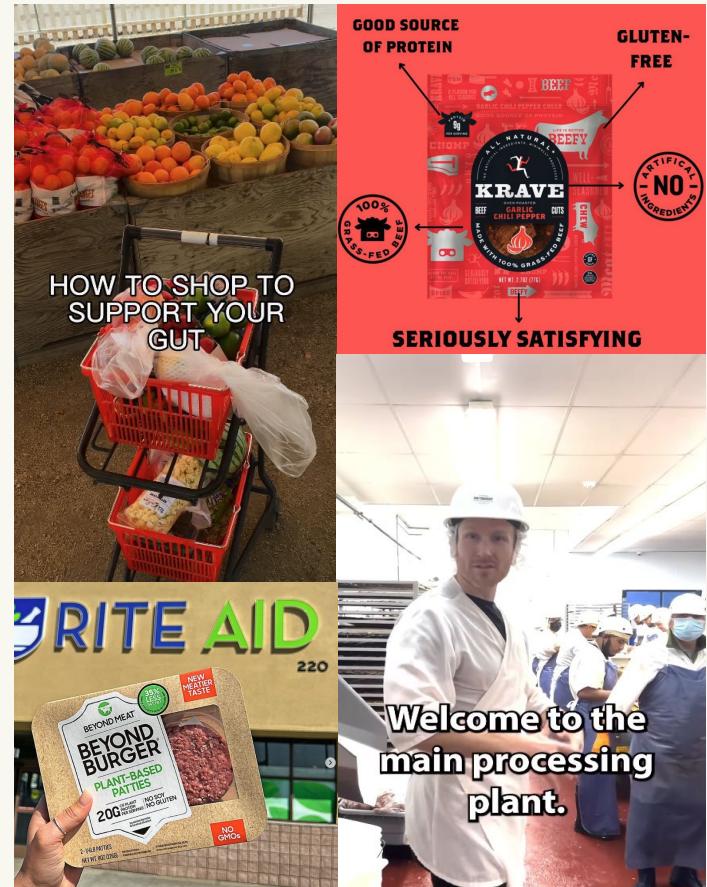
The Wagyu Way

Why Wagyu?

- Educational beef content
- Teaching consumer where Prime Plus comes from and why it's better
- Where, why, how Wagyu?
- Deliciously diverse
- Better for you
- Accessible

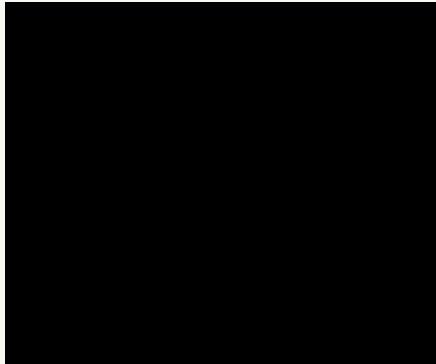
Wagyu World

- Recipe Reels - chefs, nutritionists, foodie influencers
- Beef explained - ranchers, nutritionists, etc discussing the differences in types of beef, why knowing where your beef comes from is important



Social Launch

Social Channel Set Up



Launch Plan

- Updated logo posted across 6 tiles
- Each flavor posted across 3 tiles
- “Beef with Purpose” slogan posted across 3 tiles

Bio

Previous

100% American Wagyu Beef snacks, Beef with Purpose 🥩

Suggested

100% American Wagyu Beef snacks

Providing quality to the American people

Beef with Purpose 🥩

URL LINK TO SITE/LinkTree

IG Story Highlights

About

What is Wagyu?

Snacks

Press

Reviews

“Beef With Purpose” Post Same Day 8/3

Flavor 2 Post Same Day 8/2

Flavor 1 Post Same Day 8/1

Logo Post on same day 7/31

LAUNCH TILE LAYOUT



8/31 Launch: Logo Introduction

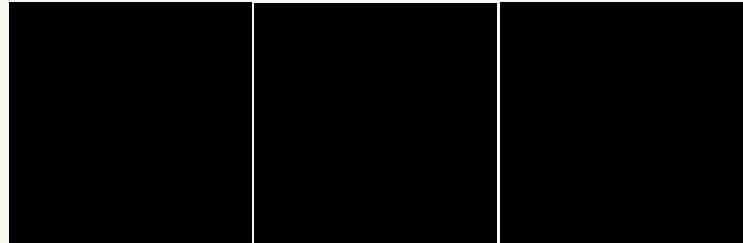
Idea

3x3 tiled image to show off new Prime Plus logo + branding

*Post Copy:

We're back and better than ever! Introducing Prime Plus Wagyu, with a whole new look, but the same incredible snacks. We're on a mission to provide quality to Americans through beef with a purpose.

Follow along to learn more!



8/1 + 8/2: Meet the Flavors Posts

Idea

2 additional, separate 3-tile posts to show off each flavor.

Post Copy

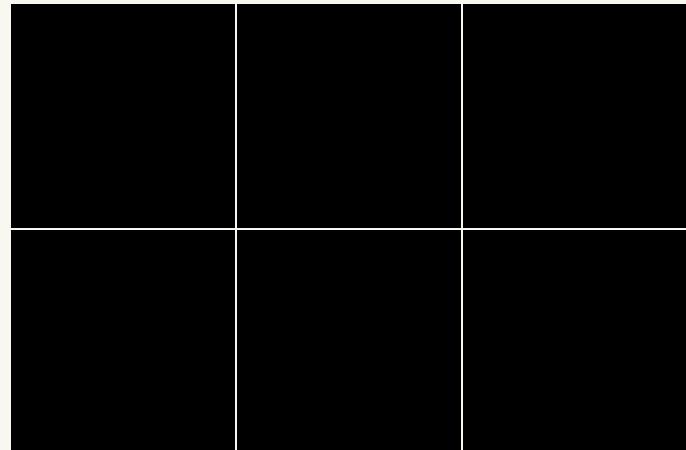
With two delicious flavors, Prime Plus is the only American Wagyu beef from cows treated the way we treat the world: with kindness.

8/2

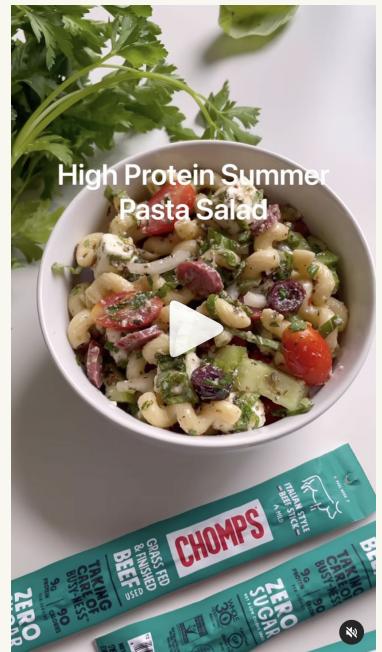
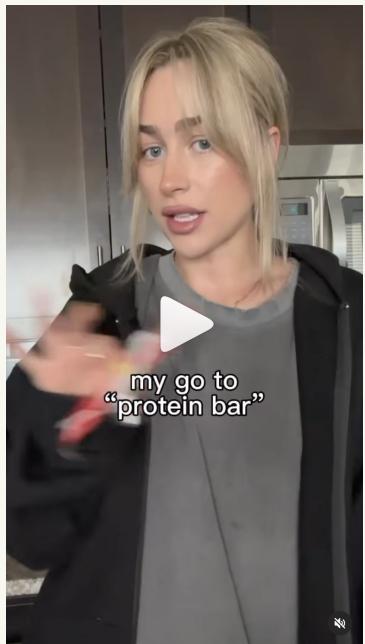
- 100% AMerican Wagyu
- Healthy
- Shelf stable
- Convenient

Shop Original Flavor and Jalapeno Cranberry today!

8/1



Reel Concepts



Influencer

Recipes

Lifestyle

Product

Humor

Influencers

Influencer Strategy

- **Goals**
 - Brand Awareness
 - Audience Building
- **Influencers**
 - Seek out micro-influencers with a smaller but highly engaged following
 - For a more targeted approach, collaborate with macro-influencers within the specific niches of ranching, outdoors, health, fitness, adventure, etc.
- **Content**
 - Create honest and in-depth product reviews focusing on various aspects including taste, health benefits, convenience
 - Showcase how the snacks provide quick, energy-boost protein option during hikes, camping trips, busy working individuals day in the life
 - Tap into our target market by partnering with more niche groups
 - Ex. Ranchers can add credibility to the meat's premium quality and sourcing of the products
 - Ex, NASCAR drivers can highlight how Prime Plus helps them stay focused and energized during races and daily training



Emmie is the modern-day cowgirl. She travels in an RV from place to place and loves to always have Prime Plus on hand.



Colin is a master of backcountry cooking. He swears by his trusty Prime Plus, keeping things simple yet delicious.



Ambassador Program Strategy

Introducing the Prime Plus Ambassador Program - an extension of our community-driven brand pillar.

- Build a strong Prime Plus community, fostering connections and sense of belonging among valued members
- Enhance social media presence and boost engagement on all social media platforms
- Encourage the creation and sharing of user-generated content (*UGC*)
- Foster community by creating an Instagram forum dedicated to Prime Plus enthusiasts. This will serve as a space for members to connect, ask questions, and share experiences.
- **Goal: Reach a community of 30 members by EOY**

The image shows a grid of Instagram profiles for ambassadors. Each profile includes a small profile picture, the ambassador's name, their post count, follower count, and following count. Below each profile is a brief bio and a link to their Instagram page. At the bottom of the grid, there are four small circular icons representing different brands or categories.

Profile	Posts	Followers	Following
Tucker Brown	487	112K	1,171
Nathaly Khouri Travel + Hiking	349	170K	501
Kennedy Youngren Farm Dietitian	289	8,249	1,410

Tucker Brown:
Your brother in Christ
Husband and Father
6th generation rancher @rabrownranch
Discounts in link below

Nathaly Khouri | Travel + Hiking:
Digital creator
come adventure with me
hiking - travel - roadtrips
seattle, usa | venezuelan... more
www.natyexplora.com and 2 others

Kennedy Youngren | Farm Dietitian:
Nutritionist
Helping you prioritize your nutrition + telling it like it is
Central Minnesota
A Dairyman's wife... more
Legendary Nutrition Herd... msha.ke/the.leg...

Follow **Message** **Email** **+8**

RAB **NRS discount** **Bex Discount** **AGGear Dis...**

Follow **Message** **Email** **+8**

Follow **Message** **Contact** **+8**

Follow **Message** **Email** **+8**

Client wins **SLEEP** **Supplements** **05.28.22** **Farm Li**

Prime Plus Perks

- Free product every month
- Personalized discount code to share w/ followers
- Exclusive access to new product releases and promotions
- Chance to be featured on social channels

RULES OF ENGAGEMENT

- Show your love for Prime Plus by sharing it with your community through at least 1 post per month (static or video)
- Collaborate on content creation with the brand
- Actively engage by liking, commenting, resharing, and interacting with Prime Plus content

Next Steps

- 7/24 - Align on KPIs & Goals
- 7/31 - Conduct lifestyle & product photoshoot
- 8/7 - Grid creation begins
- 8/14 - Posting begins

