

*Note: Some content has been  
blacked out for client privacy*

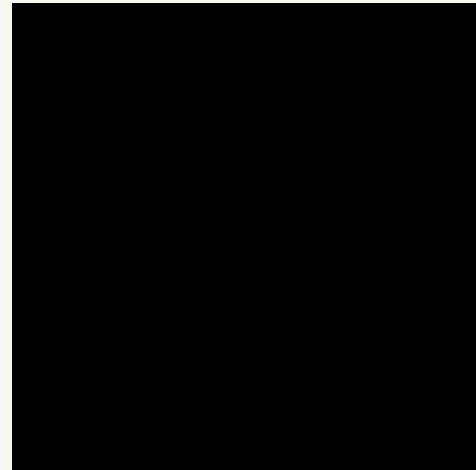
# PRIME PLUS WAGYU

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

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## Deliciously Diverse

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

## Community

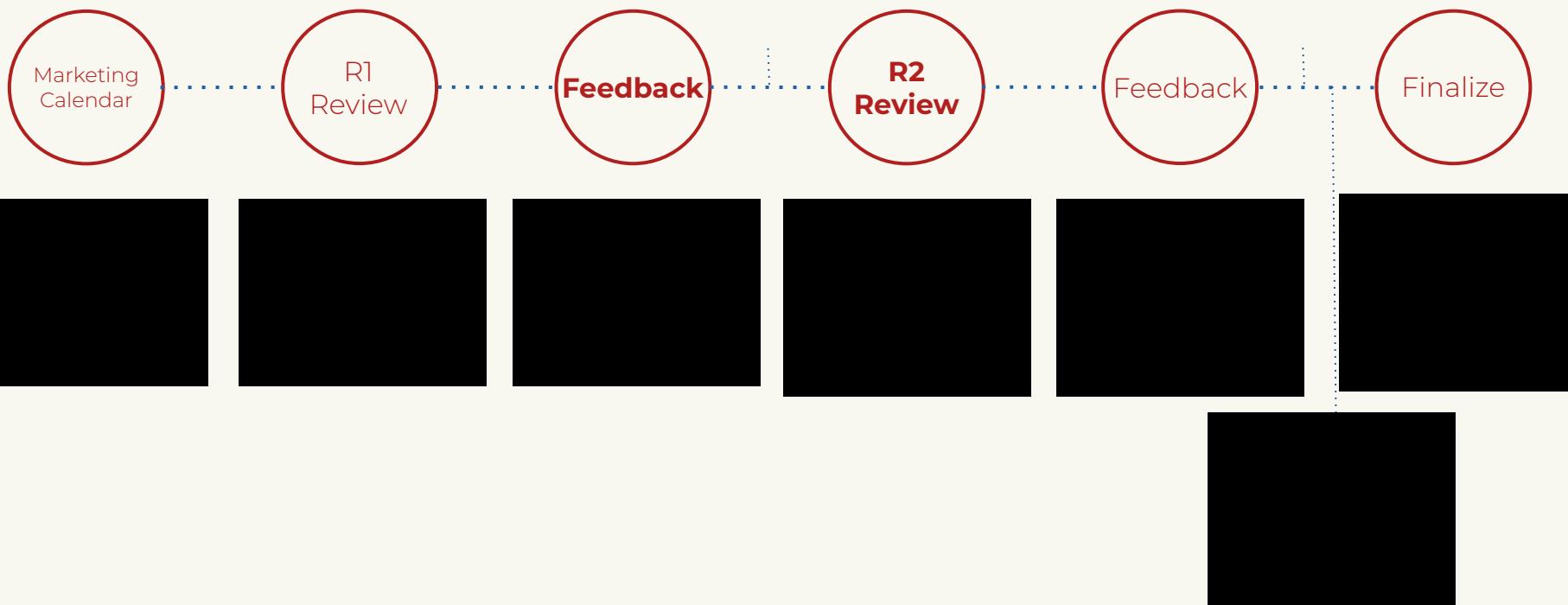
We are committed to actively partnering with non-profit organizations, extending our reach and support, and take every opportunity to build meaningful connections with our customers.

## 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...

CO<sub>2</sub> 9 MILLION kgCO<sub>2</sub> eq

10 MILLION m<sup>2</sup>a eq of land

15 MILLION MJ of energy

165 MILLION gallons of water

Let Trees Stand

Compared to a 1/4 LB. US BEEF BURGER, OUR ORIGINAL BEYOND BURGER USES:

	99% LESS WATER	93% LESS LAND	90% FEWER GHG	46% LESS ENERGY
YOUR AVERAGE PROTEIN BAR	OLD SCHOOL	CHOMPS ORIGINAL BEEF STICK		
	13G PROTEIN 10G SUGAR 225 CALORIES	9G PROTEIN 0G SUGAR 90 CALORIES		

A woman planting a tree, a child climbing a large tree trunk.

## Recommendation #3

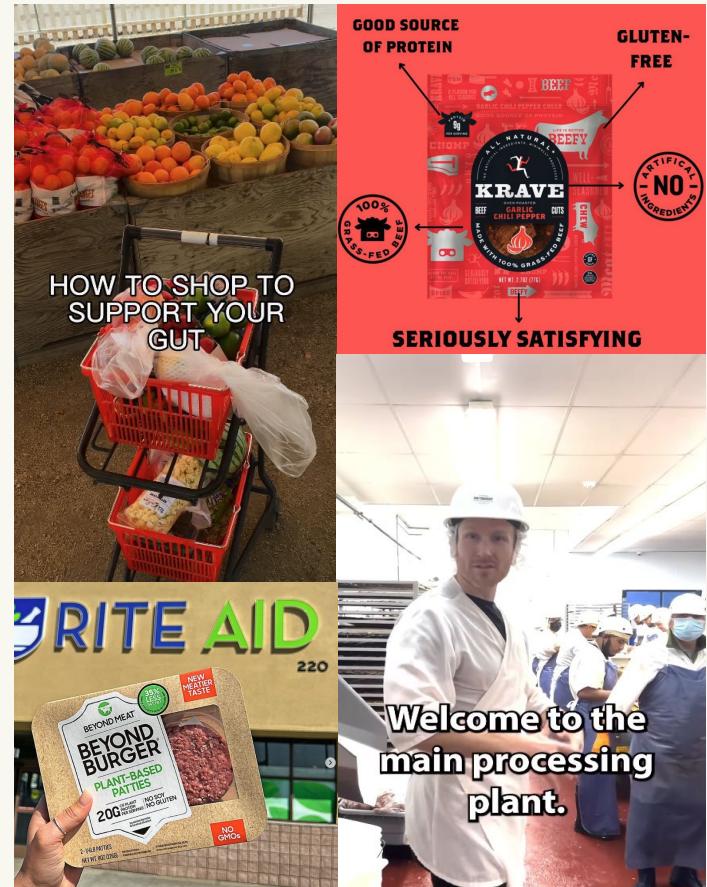
# The Wagyu Way

### 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

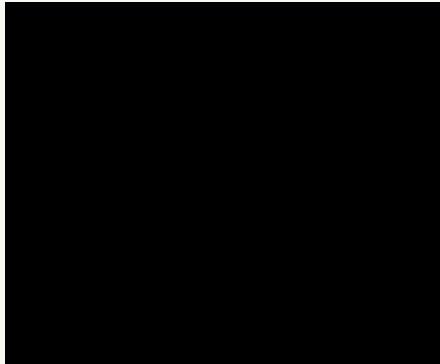
### Wagyu World

- 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

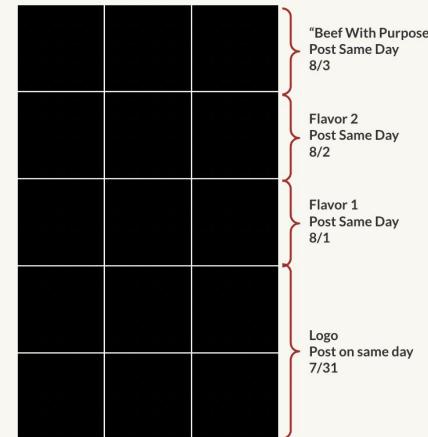
## About

## What is Wagyu?

## Snacks

Press

Reviews



# LAUNCH TILE LAYOUT



# 8/31 Launch: Logo Introduction

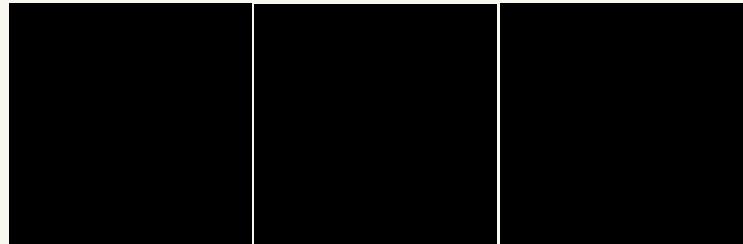
## Idea

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

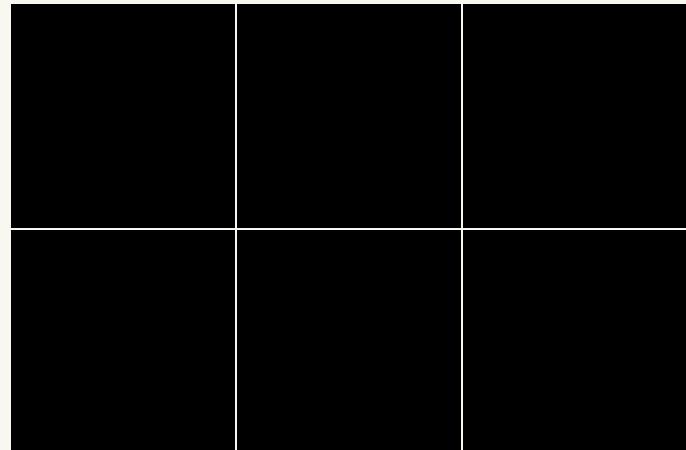
With two delicious flavors, Prime Plus is the only American Wagyu beef from cows treated the way we treat the world: with kindness.

8/2

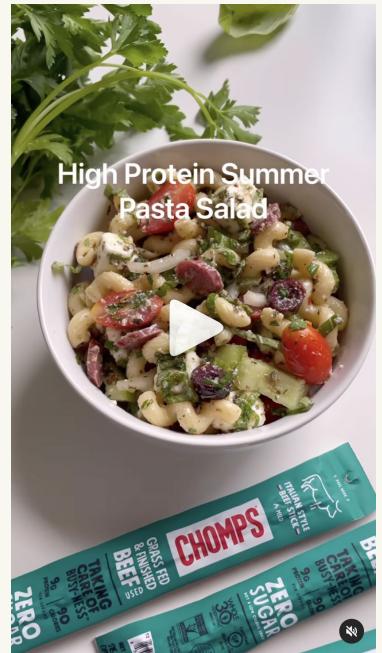
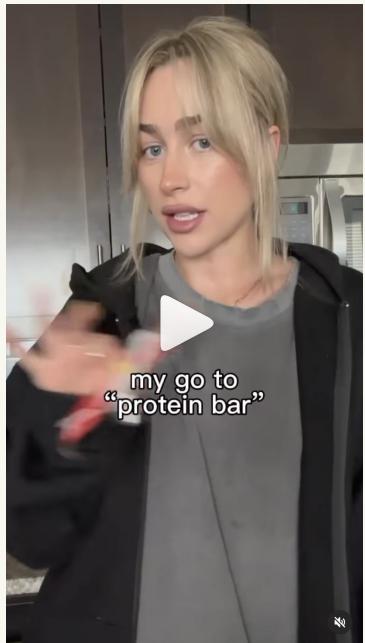
- 100% AMerican Wagyu
- Healthy
- Shelf stable
- Convenient

Shop Original Flavor and Jalapeno Cranberry today!

8/1



# Reel Concepts



Influencer

Recipes

Lifestyle

Product

Humor

# Calendars

# August Calendar

August 2023						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	31 Introducing Prime Plus Wagyu 6-Tile Logo Graphic	1 Introducing Flavor 1 3-Tile Graphic	2 Introducing Flavor 2 3-Tile Graphic	3 Beef w/ Purpose 3-Tile Graphic		4 5
6	7 Founders Story Reel - Founders on Camera Explaining How they Started	8	9	10 Product Photo Carousel		11 12
13	14	15	16 What is Wagyu? Graphic	17 Lifestyle Photo Carousel		18 19
20	21 Where to Find Us Graphic	22	23	24 Lifestyle Reel - Ranching, BTS Making Prime Plus, cows, etc.		25 26
27	28	29	30 Flavor 1 Photo	31		

# SEPTEMBER CALENDAR

September 2023						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
		Inner Cowboy Graphic	Flavor 2 Photo			
10	11	12	13	14	15	16
			Iron Gate Intro Reel	Lifestyle Photo		
17	18	19	20	21	22	23
	Why Wagyu? Graphic (Highlight How Wagyu is Different, Facts on Wagyu etc)		Product Photo	Brand USPS Graphic		
24	25	26	27	28	29	30
		On The Go Reel		Meet the Founders Photo Carousel		

# 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](http://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...](http://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

