



Influencer Marketing Strategy

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Brand Values

“Our company was born out of a commitment to create delicious vegetarian foods with convenient preparation for those with busy, health-aware lifestyles. We travel the world tasting regional foods, sourcing the finest ingredients and partnering with reliable, ethical farmers, packers and food artisans to create our unique range of organic vegetarian specialties.”



Target Market/Consumer Profile

1. Fitness/ Health & Wellness Conscious

22-35 year olds

Active (exercise often: runners, joggers, hikers, or pilates

Eco-conscious

Holistic Lifestyle



2. Dietary Restricted Foodies

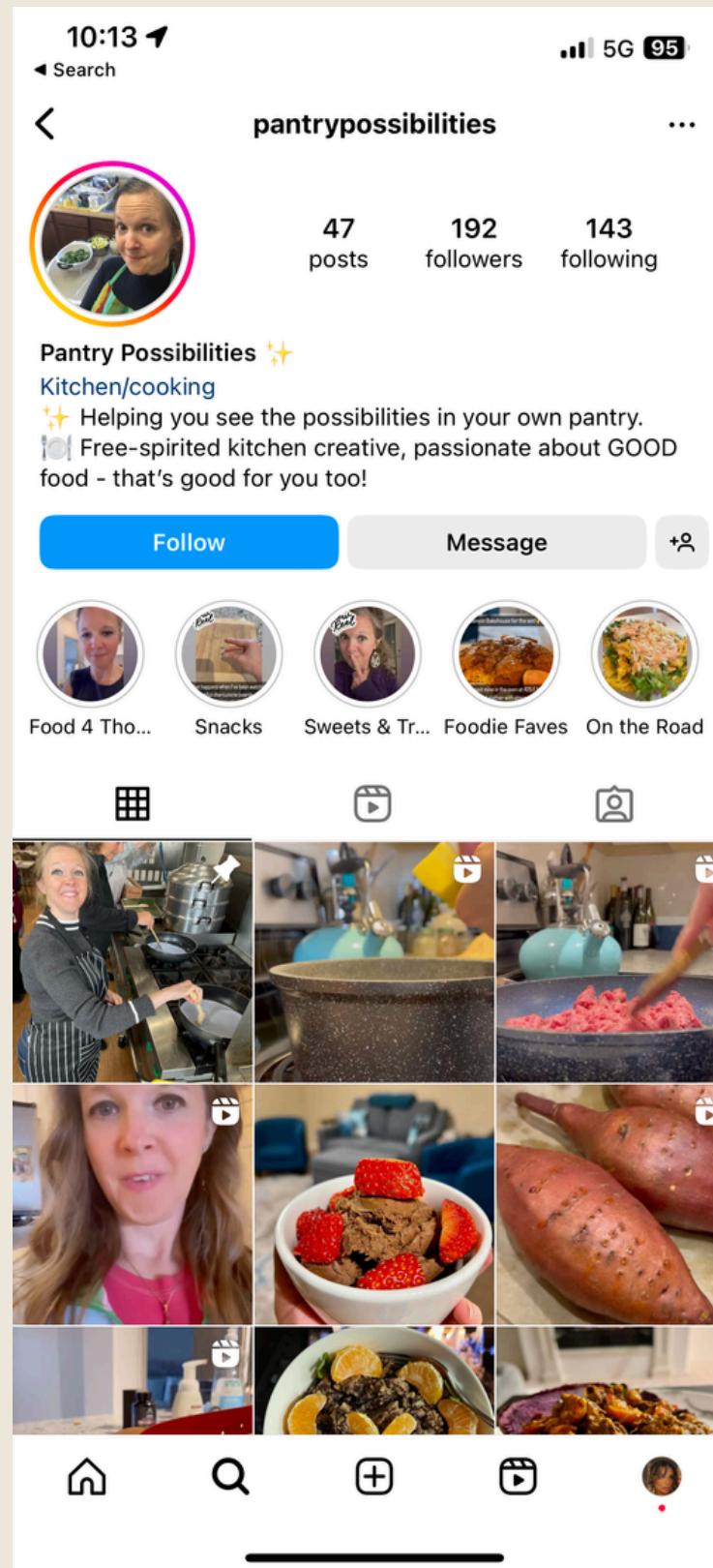
22-55 year olds

Vegan, plant-based and or organic

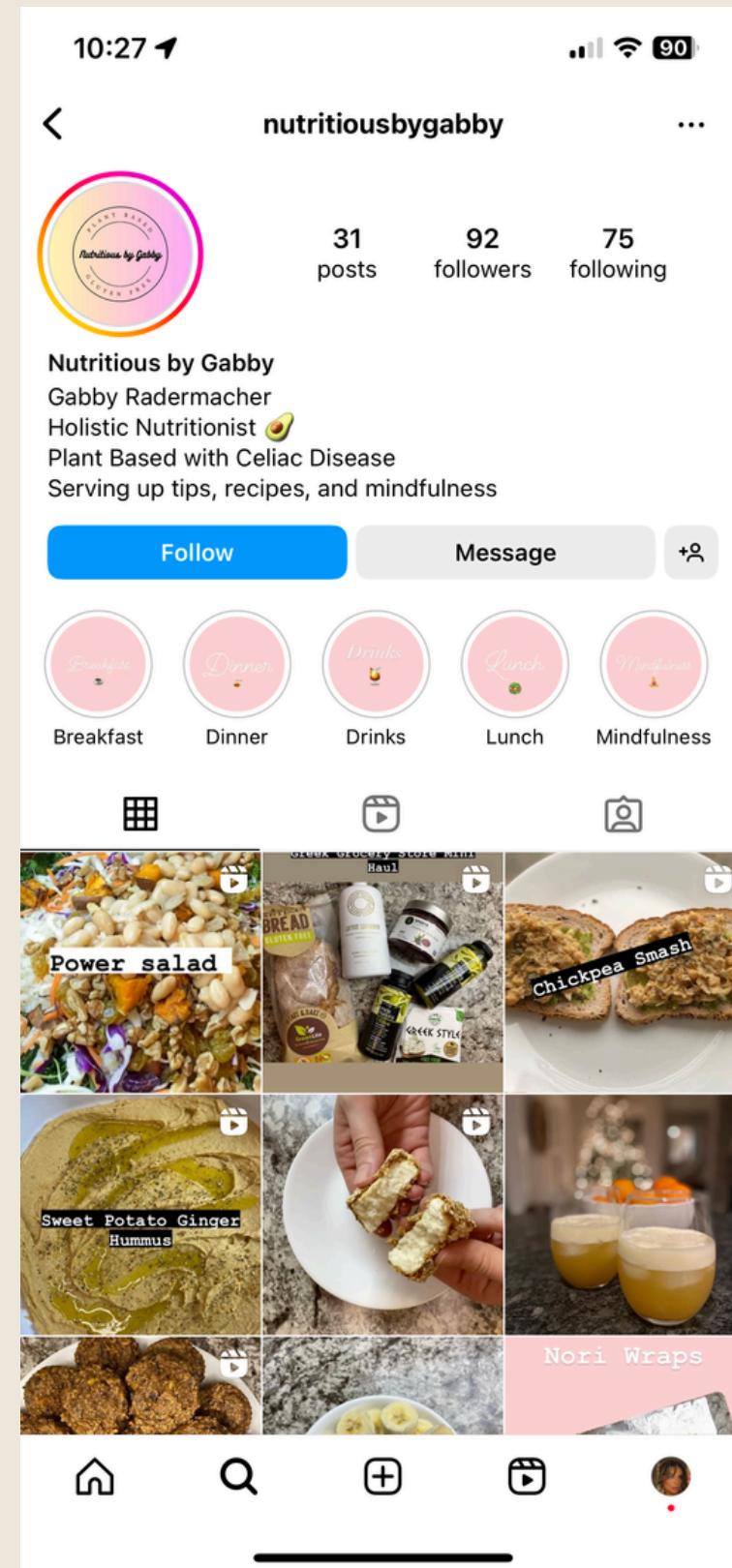
Gluten, diary, or paleo diets

Chefs, bakers and home-cooks that substitute ingredients for more clean recipes

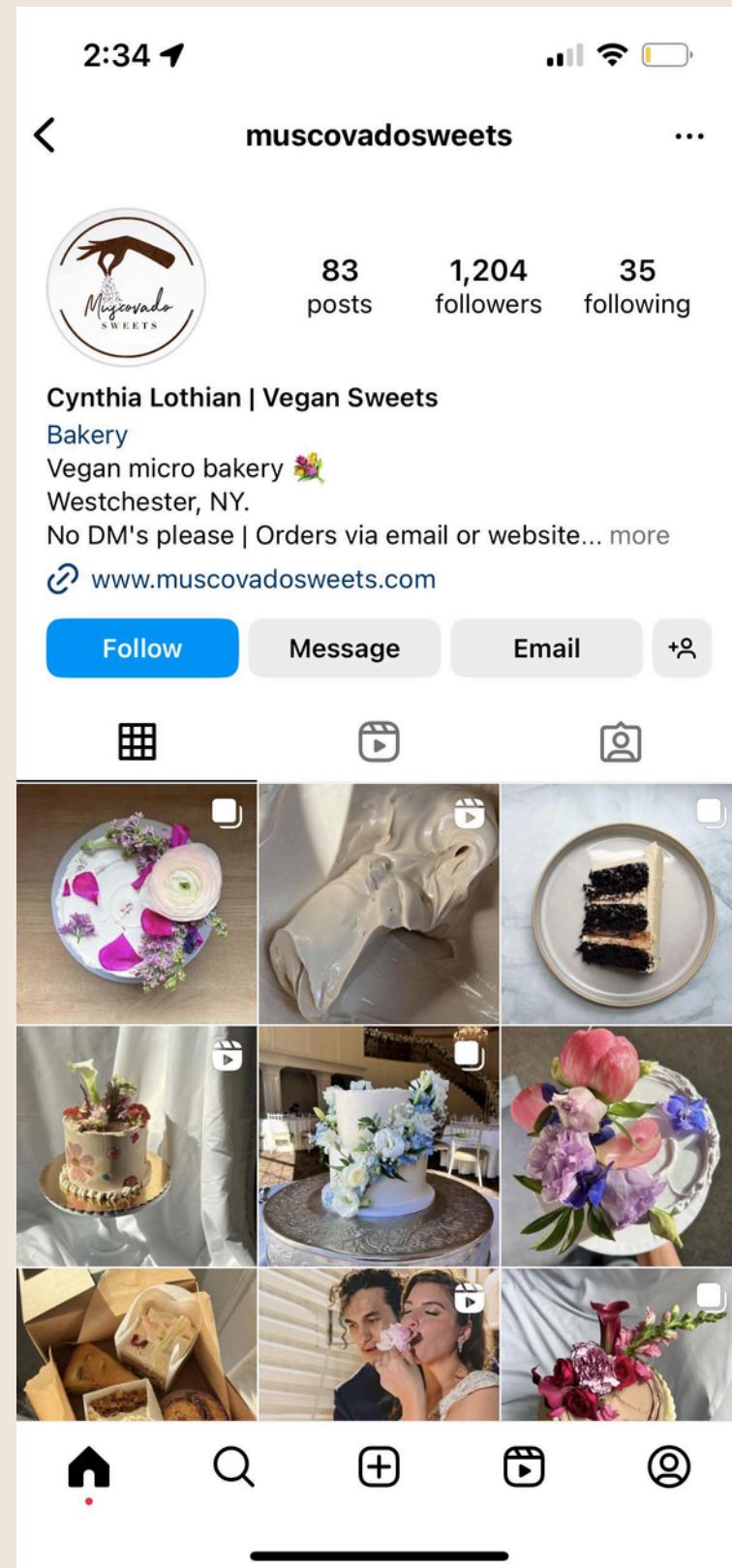
Influencers



@pantrypossibilities



@nutritiousbygabby



@muscovadosweets

Selection Process

In our selection process, we focused on aligning the chosen influencers with the core values of Native Forest® (Edwards and Sons). This meant handpicking individuals whose content resonated deeply with the brand's commitment to organic, vegan, and gluten-free offerings.. We dove deep into the influencers' profiles to ensure that their followers represented our target market: health-conscious, eco-friendly consumers seeking nutritious and sustainable food options.

We also looked for influencers whose content naturally aligned with the brand to ensure it integrated with Native Forest®'s coconut milk product range. For example, we looked out for influencers who posted dessert recipes for special diets and used hashtags such as #organiclifestyle and #veganrecipes. Furthermore, authenticity and trustworthiness were also important in our selection process. By reviewing their past posts on multiple platforms, we gained insights into their authenticity and suitability for the brand. Positive comments on influencer posts also further helped us make our choices.

In a final step, we cross-checked our selections with Hypeauditor, ensuring the potential candidates were not using fake followers. Through this process, we aimed to secure influencers whose partnership would authentically represent Native Forest®'s values while effectively reaching our target audience.