

INFLUNCER MARKETING AND ANALYTIC TOOLS

1. Company Website and Social Media

Information was gathered from MuscleBlaze's official website and their social media platforms like Instagram, YouTube, and Facebook. These sources helped understand how the brand currently uses influencer marketing, their content strategy, and the type of influencers they collaborate with (e.g., fitness athletes, gym trainers, lifestyle creators).

2. Industry Reports and Articles

To understand the overall landscape of influencer marketing in the fitness and nutrition industry, data was taken from:

- **Statista** – for statistics on influencer growth and social media engagement.
- **Business Insider** and **Nielsen Reports** – for market trends and consumer behavior related to fitness products and supplements.

3. Analytics Tools

- **Instagram Insights**
These were studied to understand how brands measure the effectiveness of influencer campaigns. Metrics such as engagement rate, reach, impressions, and ROI (Return on Investment) were considered.

5. Competitor Analysis

Other supplement brands like **bigmuscle nutrition**, and **Optimum Nutrition** were analyzed to compare their influencer strategies with MuscleBlaze. This helped identify best practices and areas for improvement.