

# MARKETING RECOMMENDATION

**Client:** Momo Cocoa

**Product:** Cocoa mixes

**What is the Client objective that your recommendation will address?**

To increase Instagram followers by 500 people within 3 months.

**Select a need-based target market, and briefly identify the segment and explain your reason for selecting the segment.**

I chose the Health-Conscious target market segment for my recommendation. These customers would buy cocoa mixes because of their health benefits. They will tend to choose products with more health-conscious ingredients, such as low sugar and dark chocolate cocoa, boosting revenue for the client. The Health-Conscious segment is expected to use the product 1-2 weekly and they value brands that focus on high quality ingredients. This segment has the ability to purchase the product due to their higher levels of income, they have a higher CLTV value (\$216), and this segment is expected to grow in the future.

**Make a single tactic recommendation to meet the needs of the target market and support the Client objective.**

My suggested tactic recommendation is to collaborate with an Influencer that is famous for their healthy lifestyle and/or healthy food recipes. This strategy will allow for success because influencer marketing introduces customers from a trusted source in an authentic way. By partnering with health-conscious influencers, Momo Cocoa will be able to connect with the target market segment since they are already interested in the healthy lifestyle.

**Describe your marketing research to support how your recommendation addresses the need of your target market.**

**Research Question**

"Will my recommendation to do Influencer Marketing meet the needs of the target market of health-conscious customers?"

## **Research Methodology**

In order to test my research question, I examined the available surveys and papers on the topic of Influencer Marketing effects both in general product categories and in food marketing. The sources that I chose for my research are *The rise of social media influencer marketing on lifestyle branding: A case study of Lucie Fink* by Glucksman, M; and *Endorsement and visual complexity in food advertising on Instagram* by Kusumasondjaja, S. and Tjiptono, F.

## **Discussion**

Social media influencers help create a certain image for the promoted brand that allows to build “direct relationships with its key consumers and encourages brand loyalty” (Glucksman, 2017). In the study by Glucksman, social media influencer marketing allowed to “break the wall between the consumer, the brand, and followers through social media content”. When seeing a trusted source use a product, customers feel more confident that they are making a more informed decision about a purchase. In case of food products, Instagram posts promoted by a famous influencer increase customers’ purchase intention and pleasure (Kusumasondjaja, Tjiptono, 2019). However, not all types of posts are found to be equally effective in food advertising. According to Kusumasondjaja and Tjiptono, Instagram posts advertising food that are more visually complex generate more customer response than less complex advertising.

## Instagram Influencer Marketing

**For:** Health-Conscious target market segment

**Who:** Has the need for a healthy cocoa mixes made of quality ingredients

**We recommend:** Partnering with an Influencer that is famous for their healthy lifestyle and/or healthy food recipes

**To provide:** More following on Instagram through increased referrals from a trusted source (the Influencer).



## Timeline

- **August 16th-22nd:** Research the influencers to find the right match.
- **August 23rd-29th:** Reach out to potential matches and discuss the collaboration opportunity details.
- **August 30th-September 5th:** Plan the post details (setting, caption, etc.) with the influencer.
- **2nd-3rd week of September:** The planned post is published on Instagram.

## Resources

Partnering with an influencer will require some spending. On average, it will cost about \$250 per sponsored Instagram post from a micro-influencer (following under 100K). Exact price will depend on the individual influencer.

## Measure the success and predict the impact of your recommendation

**Measure of Success:** The increased number of Instagram followers, starting at 500. This will take some time to reach the desired number of followers. By targeting the niche and engaged audience continuously, Momo Cocoa will be able to gain customers' trust, more engagement with their content and increase the number of followers. The results will depend on the chosen influencer and the number of posts that the company is willing to sponsor.

## References and Supporting Information

Glucksman, M. (2017). *The rise of social media influencer marketing on lifestyle branding: A case study of Lucie Fink*. *Elon Journal of Undergraduate Research in Communications*, 8(2), 77-87.

Kusumasondjaja, S., & Tjiptono, F. (2019). *Endorsement and visual complexity in food advertising on Instagram*. *Internet Research*.

Chacon, Benjamin. *The Ultimate Guide to Instagram Influencer Marketing*. Later, 2019.