



PROPOSAL FOR INFLUENCER MARKETING COLLABORATION

Prepared For: Tanasak Siam Best Foods Co., Ltd.

Prepared By: Bili Social

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PROJECT TITLE

"Experience the Essence of Thai Mangosteen" - A 3-Month Social Media Campaign Featuring Top Lifestyle Creators

OBJECTIVE

To elevate brand awareness, boost online sales, and create a buzz for Tanasak Siam Best Foods Co., Ltd by collaborating with influential lifestyle creators who will craft engaging, authentic social content that captures the heart of Thai Mangosteen culture.

SCOPE OF ENGAGEMENT

Duration: 3 months (Starting [Start Date] - Ending [End Date])

Deliverables:

Each creator will:

- Create 2-3 high-quality posts per month on Instagram, TikTok, YouTube or Facebook
- Include stories, reels, and/or behind-the-scenes content
- Tag the company and use branded hashtags
- Provide performance analytics after each post
- Optional: Participate in limited-time promotions, giveaways, or tasting events

Total Branded Deliverables Across 4 Creators (3 months):

- 24-36 Social Media posts
- 36+ stories
- User-generated content licensing rights for 6 months

CREATOR HIGHLIGHTS

Here's a snapshot of some of the creators:

Creator 1: @healthfoodie_jane

- Follower Count: 15K
- Specialty: Healthy food reviews, wellness lifestyle
- Engagement Rate: 5.5%
- Sample Brand Collabs: Local health food companies, wellness brands

Creator 2: @tropicaltreats_tom

- Follower Count: 25K
- Specialty: Tropical fruit reviews, Thai food culture
- Engagement Rate: 6.3%
- Sample Brand Collabs: Fresh fruit markets, local dessert shops

Creator 3: @fitnessfreak_fred

- Follower Count: 30K
- Specialty: Fitness and nutrition, health benefits of fruits
- Engagement Rate: 7.1%
- Sample Brand Collabs: Gym chains, supplement brands

Creator 4: @thairecipes_rachel

- Follower Count: 20K
- Specialty: Thai food cooking and recipes
- Engagement Rate: 5.8%
- Sample Brand Collabs: Cooking channels, local Thai restaurants

EXPECTED RESULTS

KPI	Projected Metrics	
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Total Reach	1.2M – 1.8M impressions	
Engagement	60K – 90K interactions	
UGC for Reuse	24+ content assets	
Follower Growth	+10–20% on social media	

| Online Sales Increase | +15–25% increase (via promo code tracking) |

CAMPAIGN THEMES

- “Taste the Thai Essence” celebrating the authenticity of Thai Mangosteen
- “From Thailand to Your Table” highlighting the company’s roots
- “Your Next Healthy Obsession” designed for FOMO and virality
- Behind-the-scenes: “Day in the Life of a Mangosteen”

INVESTMENT & TERMS

Total Collaboration Fee: [\$5,000 - \$10,000]

(Includes creator fees, content licensing, performance reports, and campaign management)

Payment Terms: 50% upfront, 50% at campaign midpoint

Exclusivity: Optional 30-day fruit category exclusivity per creator

POST-CAMPAIGN REVIEW

At the end of the campaign, we will deliver:

- Detailed performance report (reach, engagement, story views, saves, comments, and UGC highlights)
- Recommendations for ongoing partnerships
- Rights to repurpose top content for up to 6 months

✓ NEXT STEPS

1. Confirm proposal acceptance
2. Finalize content calendar
3. Kick-off meeting with creators
4. Let the fruit feast begin

We're excited to help Tanasak Siam Best Foods Co., Ltd. become the go-to brand for Thai mangosteen through compelling stories and tantalizing visuals. Let's bring the taste of Thailand closer, one fruit at a time.

Warm regards,

