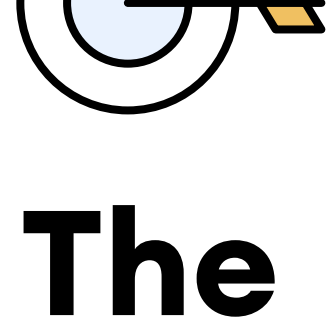


We see success stories like this one!



## How Lionize grew an award-winning specialty food brand's influencer marketing program.



### The Challenge

Increase their marketing ROI



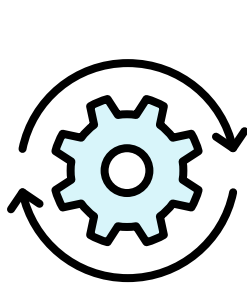
Decrease their overall agency partner costs



Identify opportunities for long-term influencer partnerships



Taste Republic partnered with Lionize to build their social credibility in order to maximize their investment in **creating a social ambassador program to promote Taste Republic's pasta brands.**



### The Process



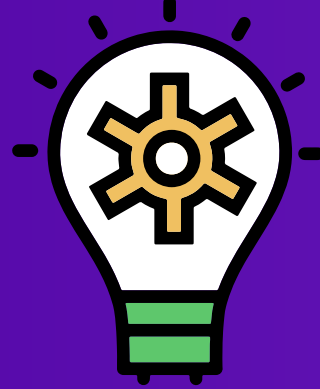
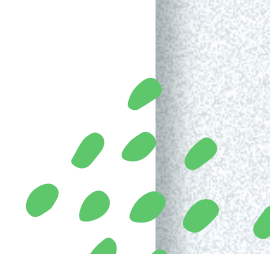
424 Applicants



114 Influencers



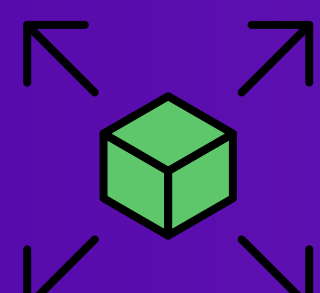
579 Posts & Stories



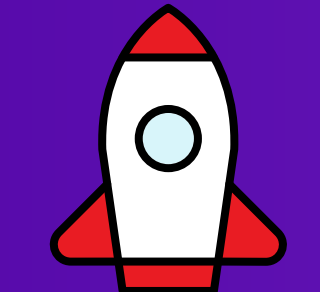
### Campaign Structure



Build a team of partners through Lionize, the **influencers were prompted to purchase the item at Sam's Club and post about their experience.**

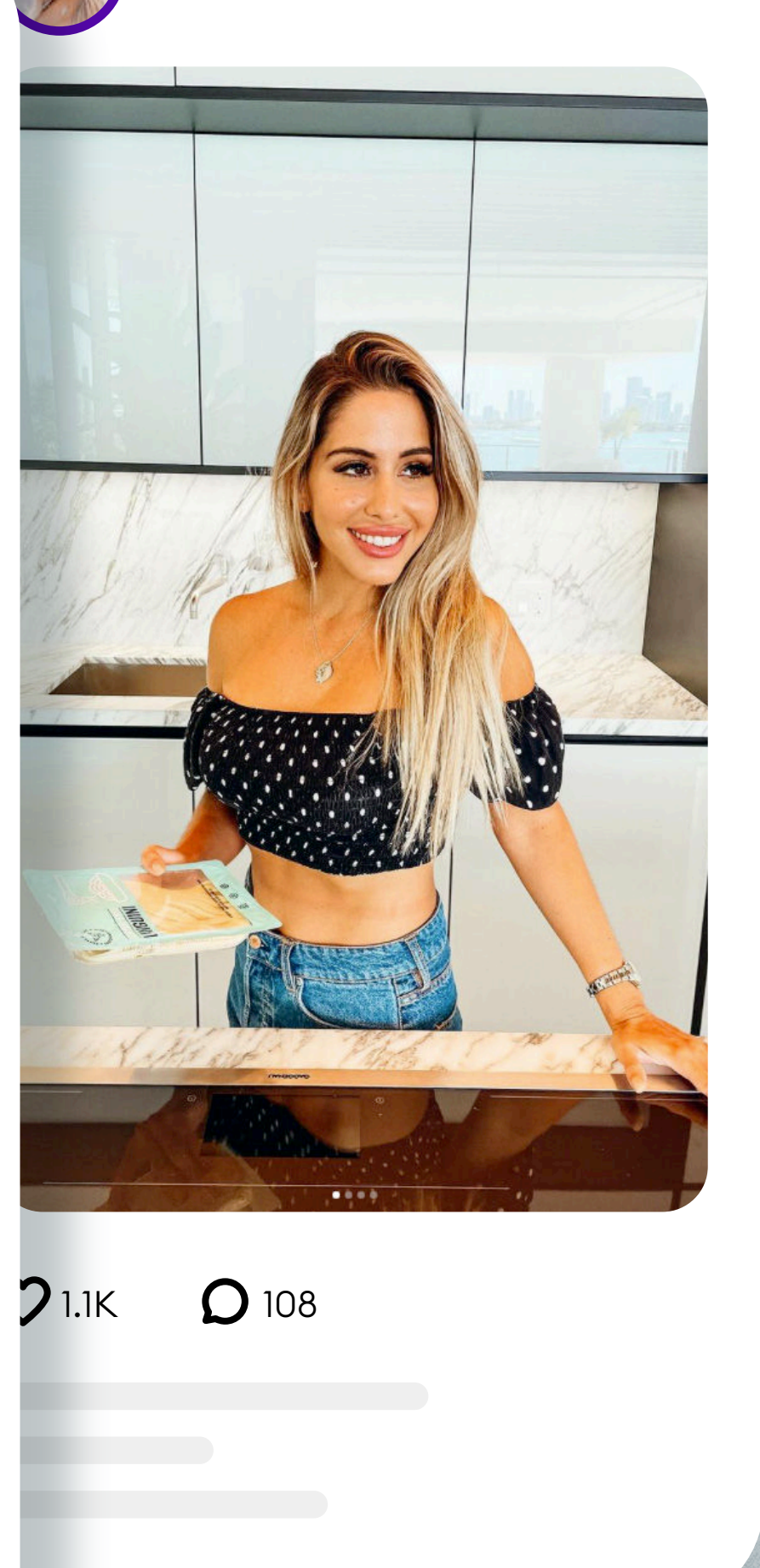
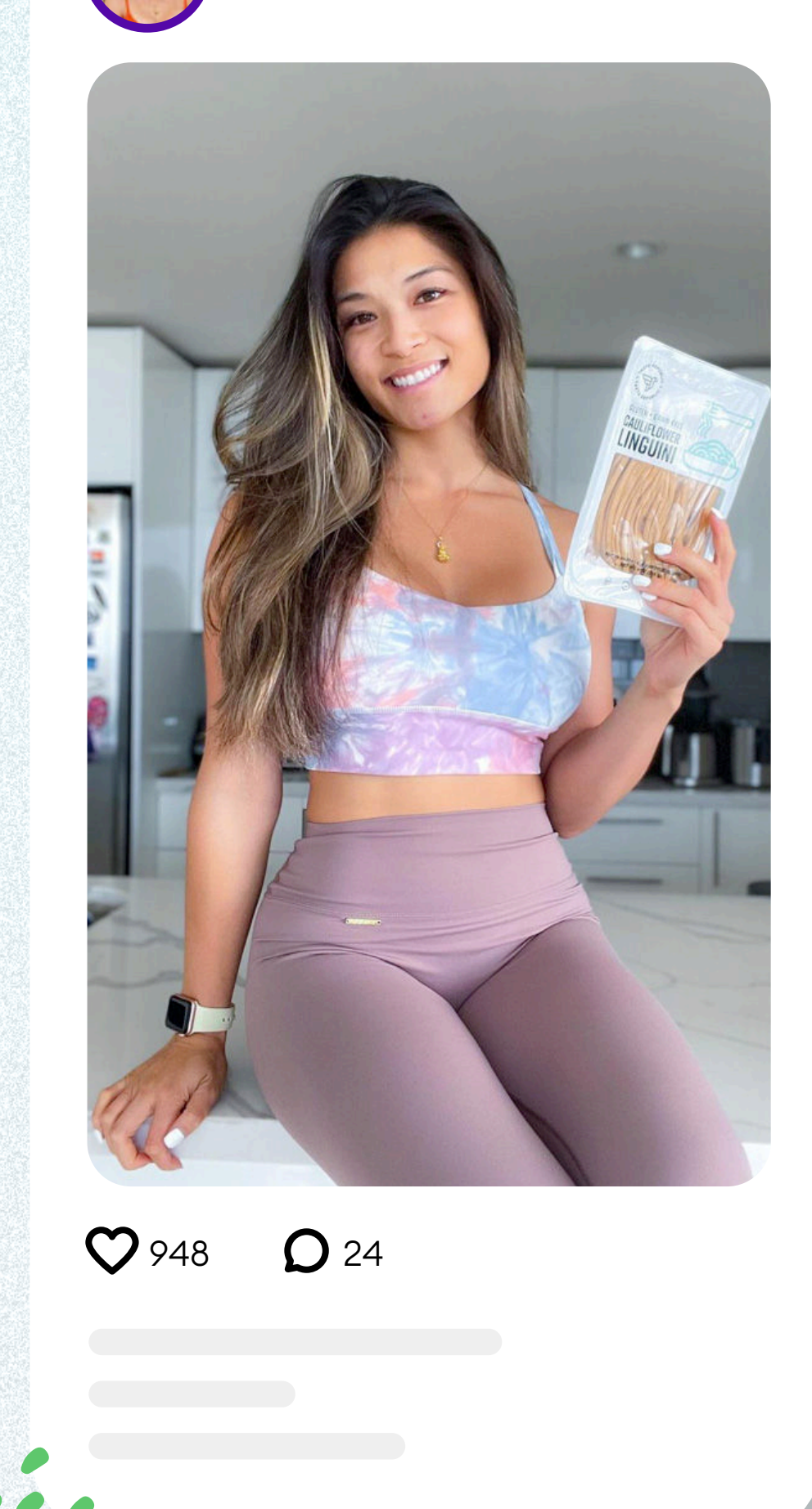
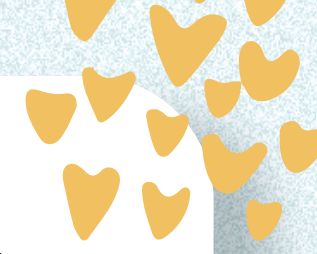


The team was set on continuing to **expand their influencer program after seeing the results of their initial campaign.** Next was a nationwide program to promote product sales at Whole Foods.

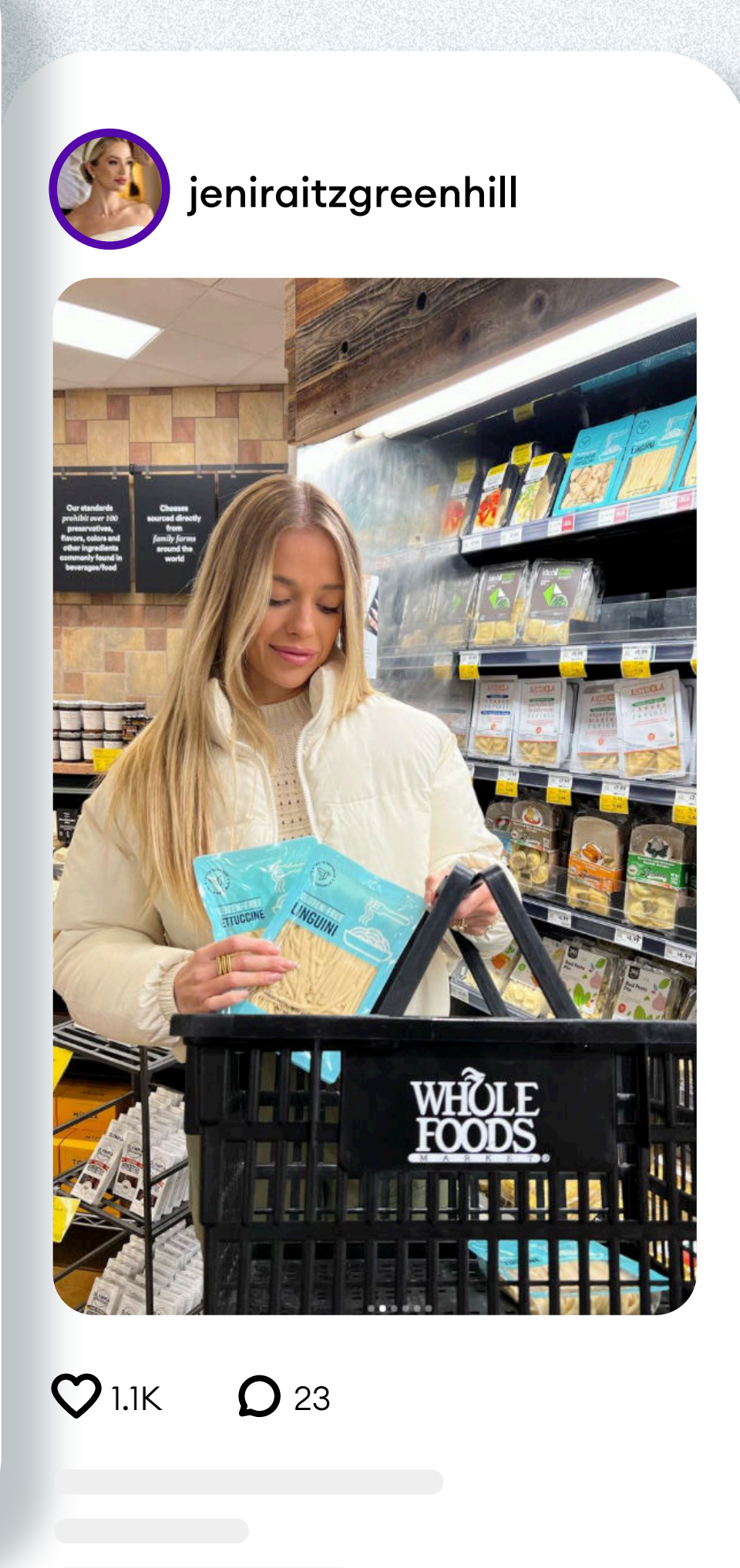


**Based on the success, Taste Republic decided to increase their marketing budget in order to collaborate with well-known influencer @jenselter via her popular food account @idreamaboutfood.** This collaboration is just the beginning of Taste Republic's ability to attract and collaborate with more prominent creators with greater reach, engagement, and reputation.

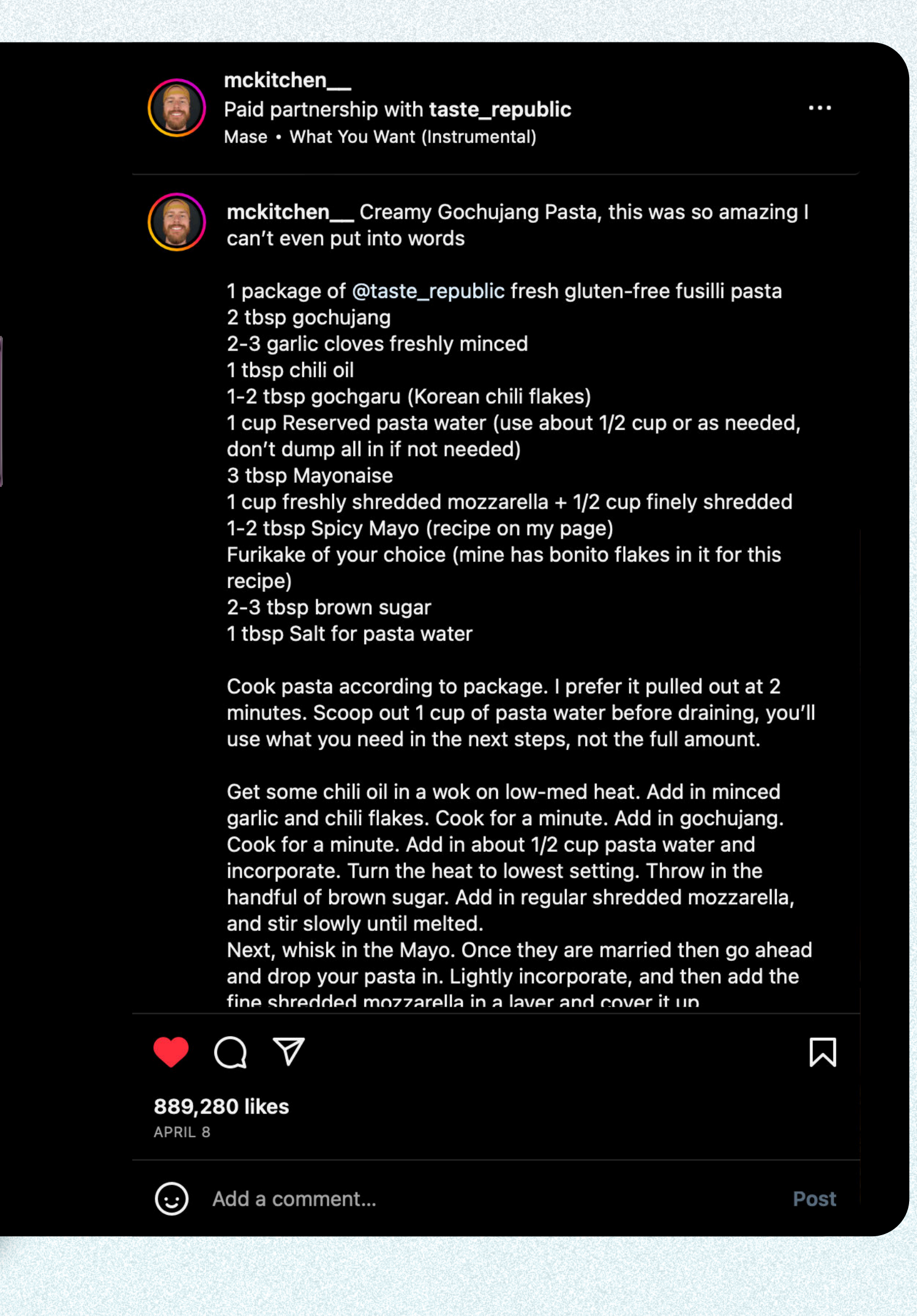
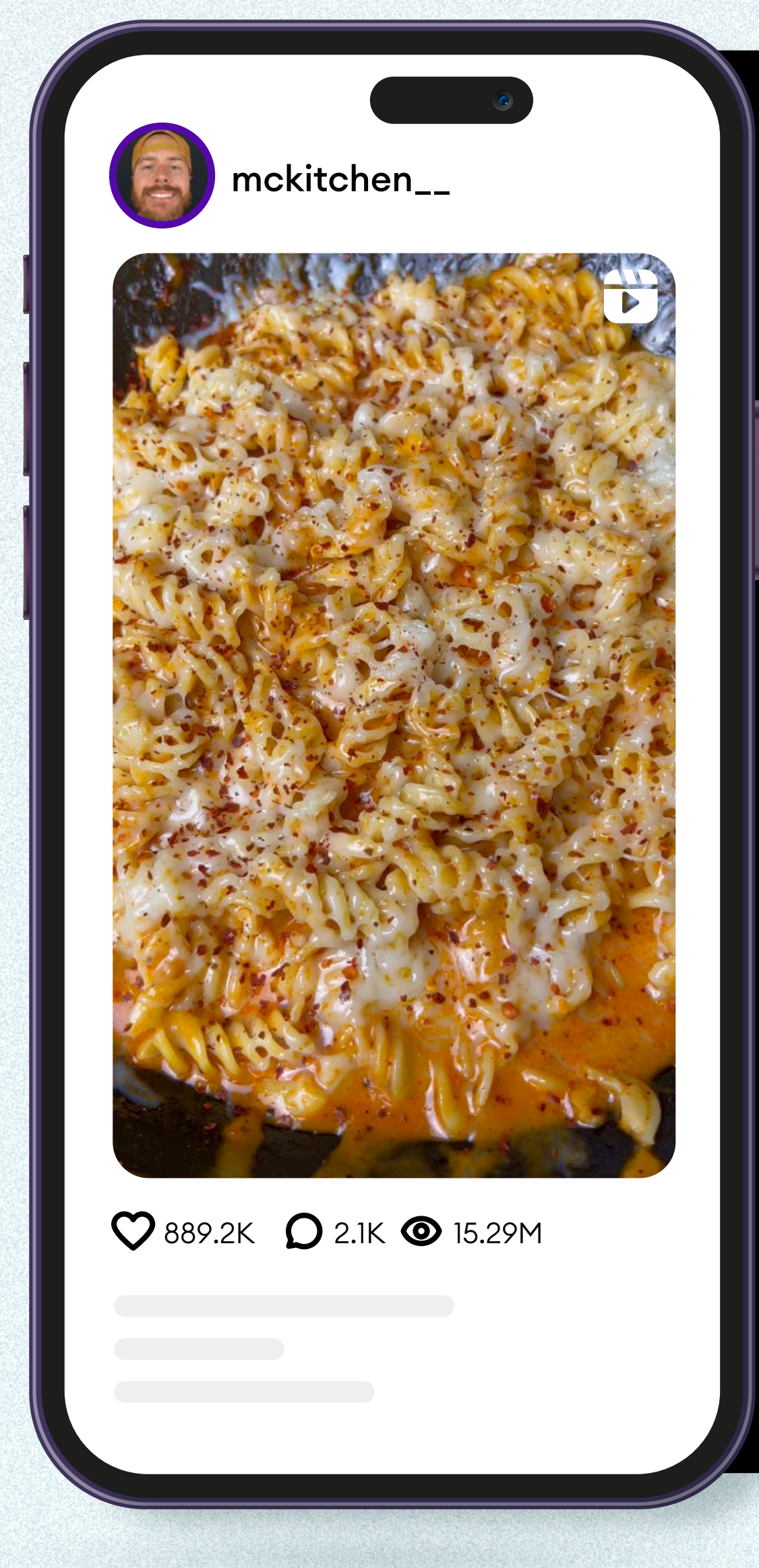
### Tribe 9's Campaign



### Whole Foods Campaign



### Influencer Spotlight



### Campaign Data

Influencers <b>114</b>	Posts <b>579</b>	Stories <b>45</b>	Views <b>18.9K</b>
Comments <b>26.6K</b>	Reach <b>13.6M</b>	Likes <b>1.5M</b>	

Interested in learning how Lionize can supercharge your influencer marketing?

Get Started →