

Pick'd *Powders*

Brand Awareness &
Customer Engagement
Research and Analysis

Natalie Finlayson



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Schedule Outline

Pick'd Powders

1. Competitor Analysis

November 4, 2024

- Competitor Research
 - Complete research of greens powders in the market
 - Highlight top three competitors to Pick'd Powders
 - **Better Days, Daily Elements, Greens Power**
 - Analysis of top three social media pages for each competitor their strengths and weaknesses focusing on brand awareness and customer engagement

2. Influencer Research

November 11, 2024

- Compile variety of 10 potential micro-influencers
- Summarize profile details and strategies
- Create micro influencer contract

3. Lead Magnets

November 18, 2024

- Research on trending lead magnets
- Complete 2 lead magnets

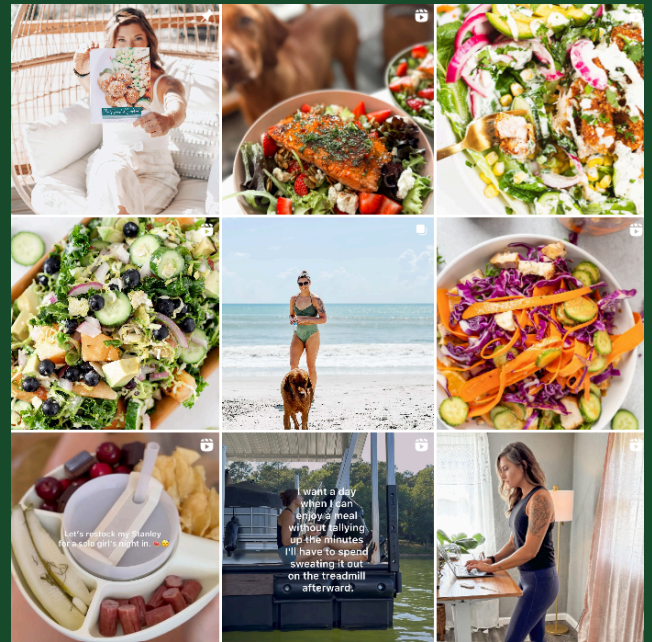
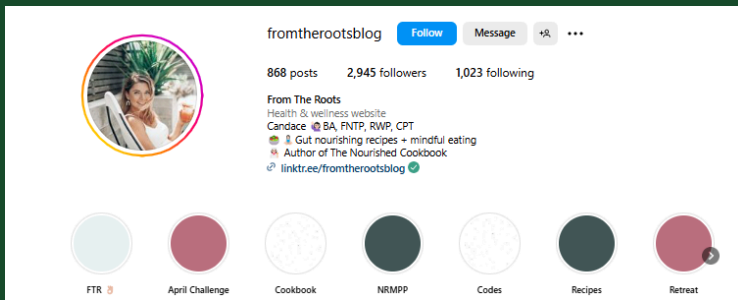
4. Project Completion / Showcase

November 24, 2024

- Deliver final draft of printed and pdf links of compiled research and deliverables to client research
- Present project at Senior Showcase



From the Roots Blog



Why to Choose this Influencer:

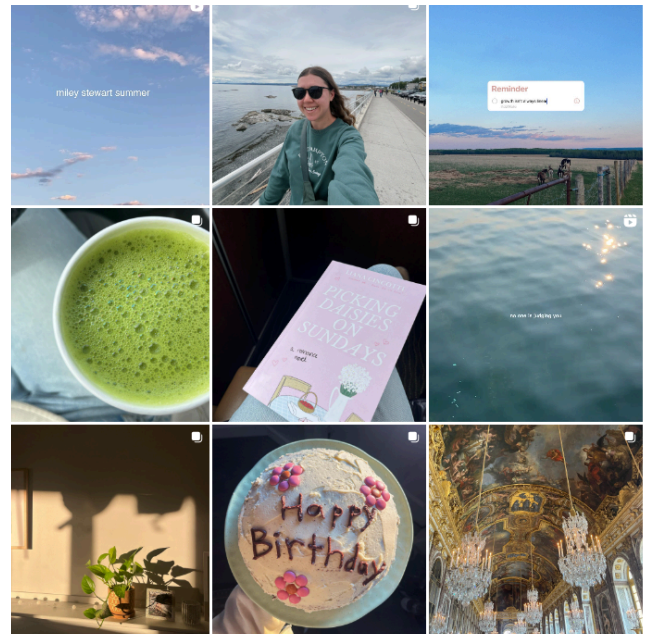
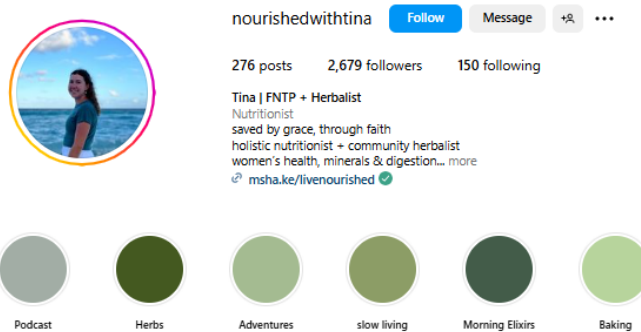
Frequency: Posts about 5 times a month consistently

Promotes: Gut health and healthy eating

Branding: Color scheme includes dark greens and white with a similar aesthetic to Pick'd Powders

Opportunities: Promote health benefits of product or create recipes with product

Nourished with Tina



Why to Choose this Influencer:

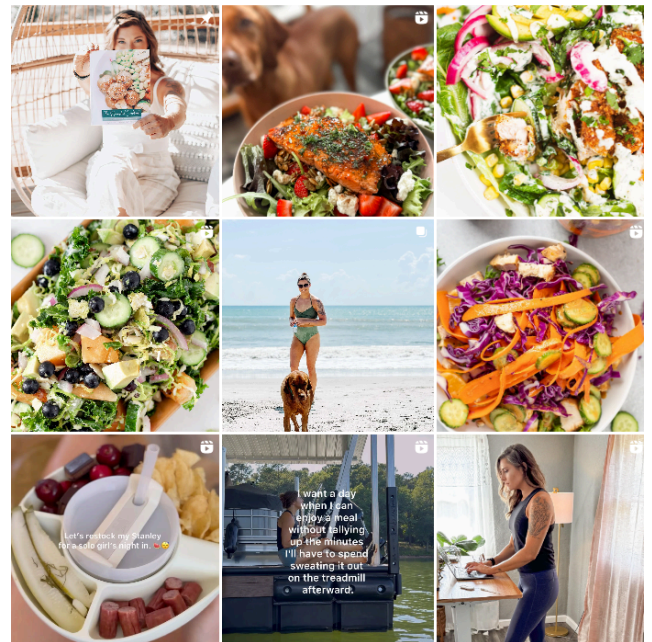
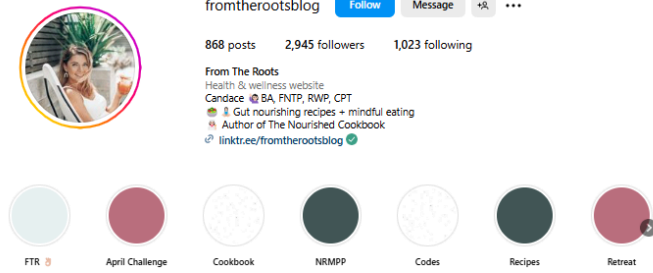
Frequency: Posts about 7 times a month not as consistent recently

Promotes: Holistic nutrition and healthy living

Branding: Colors includes lots of greens

Opportunities: Do a podcast collaboration

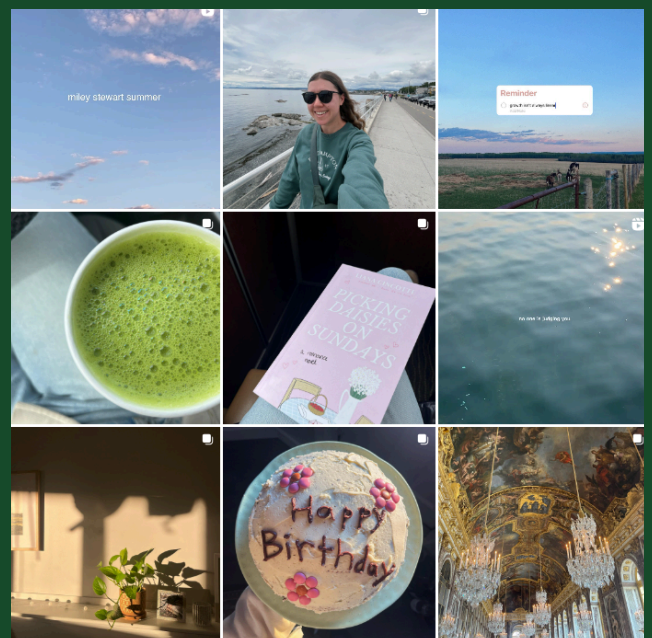
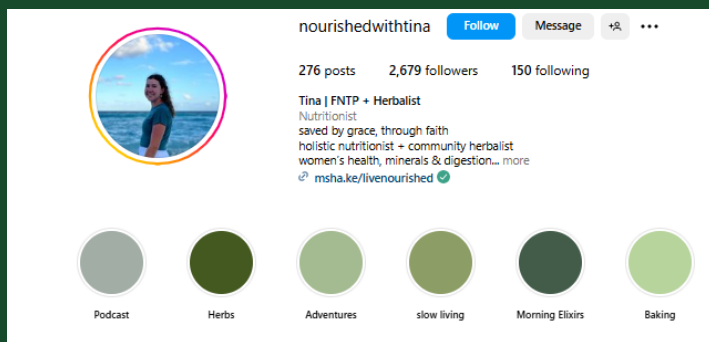
From the Roots Blog



Why to Choose this Influencer:

- **Frequency:** Posts about 5 times a month consistently
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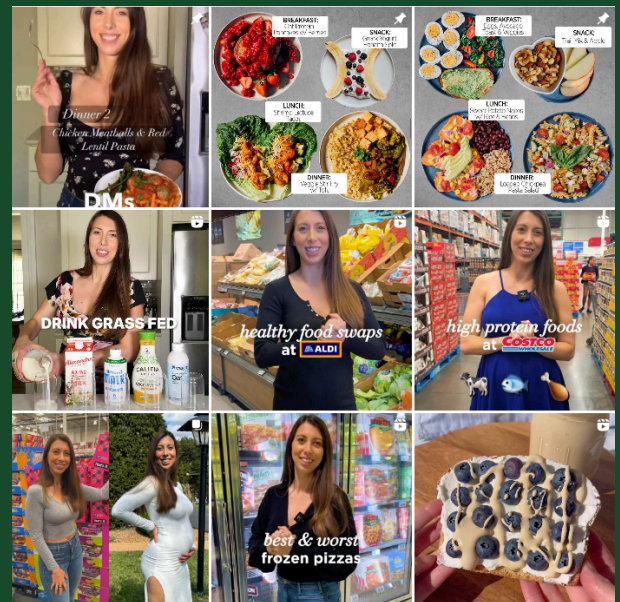
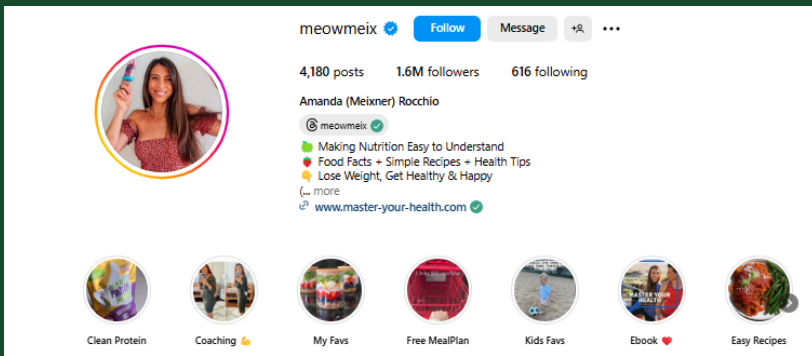
Nourished with Tina



Why to Choose this Influencer:

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- **Promotes:** Holistic nutrition and healthy living
- **Branding:** Colors includes lots of greens
- **Opportunities:** Do a podcast collab

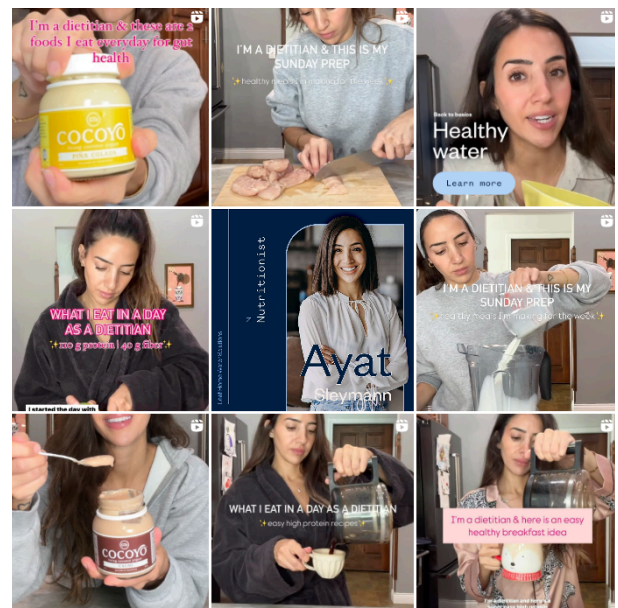
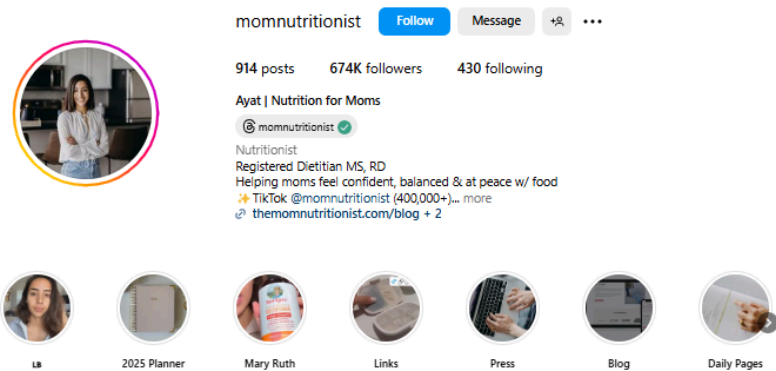
Meowmeix



Why to Choose this Influencer:

- **Frequency:** Posts almost daily
- **Promotes:** understanding healthier food choices and healthy recipes
- **Branding:** Lifestyle, bright colors
- **Biggest following** on tik tok and insta
- **Opportunities:** Could both make recipes with our product or review product
- **Challenge:** Is a macro influencer could be harder to partner or cost more

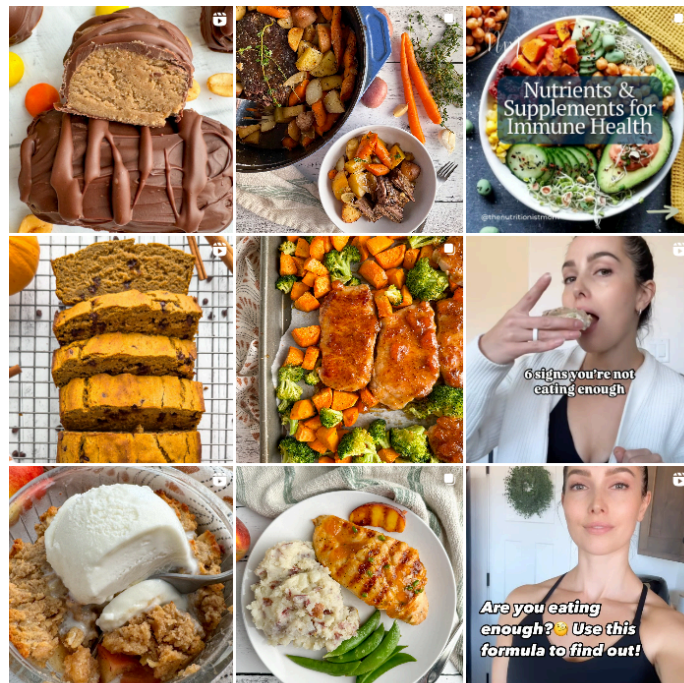
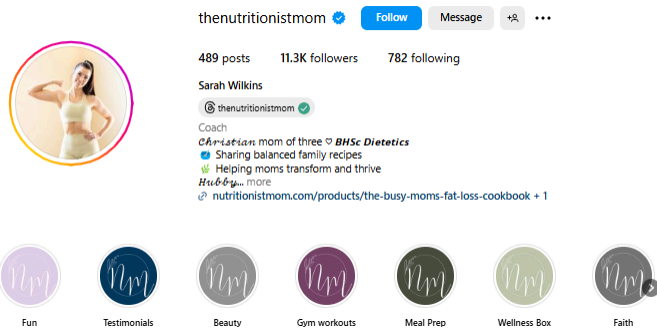
Mom Nutritionist



Why to Choose this Influencer:

- **Frequency:** everyday or close to it
- **Promotes** nutrition and healthy eating for moms with lots of recipes
- **Branding:** Lifestyle mostly reels
- **Opportunities:** Do a video with powder inside a recipe

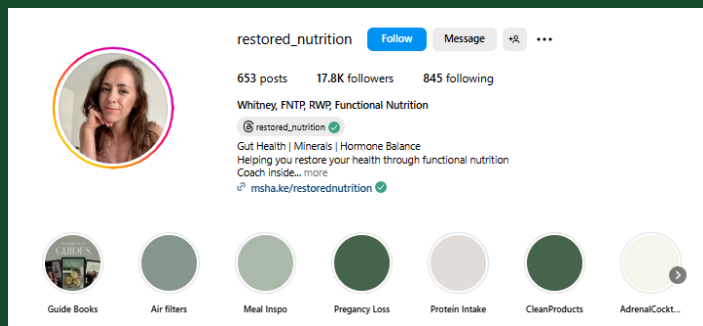
The Nutritionist Mom



Why to Choose this Influencer:

- Frequency: Average posts weekly
- Promotes: fat loss & healthy recipes mainly for families (dinners & sweets)
- Branding: colorful & bright lighting
- Greatest variety of strategies
- Opportunities: possibly have a recipe made with product and posted
- Challenge: Does not appear she has not done promoted products before.

Restored Nutrition



Why to Choose this Influencer:

- Frequency: Any were from once a week to maybe a couple times a week
- Promotes: Gut Health and Hormone Balance
- Branding: Similar colors with greens and white and bright lighting. Very professional and consistent branding.
- Opportunities: Reels promoting benefit to gut health.

Eat Move Rest



eatmoverest [Follow](#) [Message](#) [+](#) [...](#)

494 posts 24.3K followers 16 following

Dusty & Erin Stanczyk
 #EatMoveRest Your Best!
 Plant-based Fam of 5 YouTube 167k+ subs
 Follow us @erinstanczyk + @dbstanczyk... more
bit.ly/EatMoveRest



BOOK!



EMR CLUB



eat



move



rest



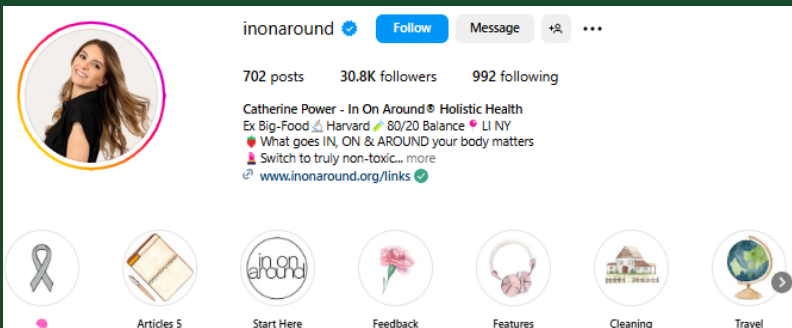
youtube

Why to Choose this Influencer:

- **Frequency:** Posts every other day
- **Promotes:** plant based eating for families and healthy recipes
- **Branding:** Bright colors & family
- **Opportunities:** Partner to show it is a plant based food to help get extra nutrients

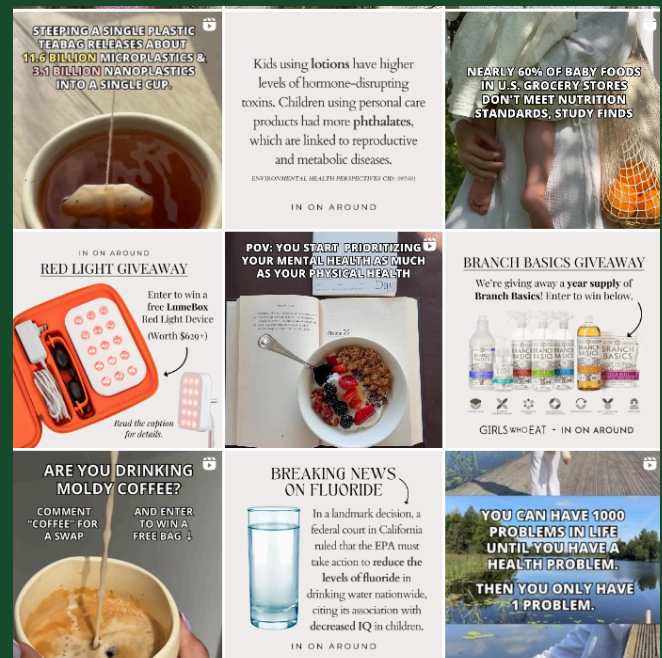


In On Around



Why to Choose this Influencer:

- **Frequency:** Ever other or few days
- **Promotes:** Holistic health and living
- **Branding:** Informational
- **Opportunities:** Do a podcast collab about holistic greens and how it is better than other greens powders in the industry



Feel Good with Fi



feelgoodwithfi [Follow](#) [Message](#) [+R](#) [...](#)

954 posts 37.2K followers 899 following

Fiona | nutrition & wellness
 private chef in los angeles
 health tips & real food recipes
linktr.ee/feelgoodwithfi + 1



discounts



cooking tips



milk



chiro



retreat



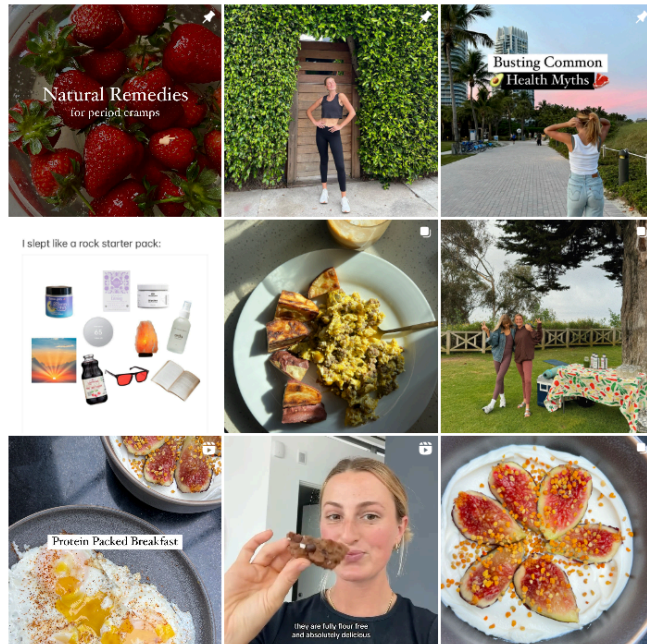
easy meals



gelatin

Why to Choose this Influencer:

- **Frequency:** Posts almost daily
- **Promotes:** healthy eating, high fat diet
- **Branding:** lifestyle w/Facts and recipes
- **Opportunities:** Could do a collab with making a recipe with powder or the health benefits of this powder over others



Street Smart RD



streetsmart.rd [Follow](#) [Message](#) [+R](#) [...](#)

2,070 posts 37K followers 2,488 following

Cara Harbstreet, Anti-Diet Dietitian she/her

linktr.ee/streetsmartrd

Nutritionist

Enjoying good food w/ sass & science on the side

Introvers, carb enthusiast, shameless cat lady

Fearlessly nour... more

linktr.ee/streetsmartrd



#Salads



Street Smart ...



Street Smart ...



MSG



#CrazyCatLady



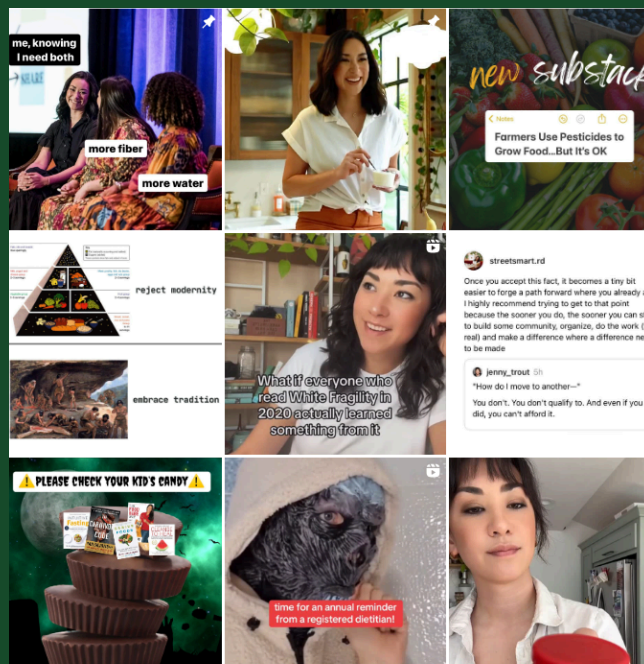
#StopAsianH...



BLM

Why to Choose this Influencer:

- **Frequency:** Every few days
- **Promotes:** debunking health myths and healthy food recipes
- **Branding:** Informational
- **Opportunities:** Collab on the truth behind micro greens and health benefits compared to its competitors



DAILY
ELEMENTS

Platform	Instagram	Tik Tok	Facebook	Linkedin	X Twitter	Pinterest	Youtube
Followers	8761	193	699	50	0	15	9

Tik Tok:

Started up in 2022 and were posting consistently almost every day with several videos with overall 2,900 likes, however it seems they have stopped posting. Minimal comments, but Daily Element made sure to engage with customers through liking their followers comments.

Content themes: Recipes and reels with popular funny voice overs

Instagram:

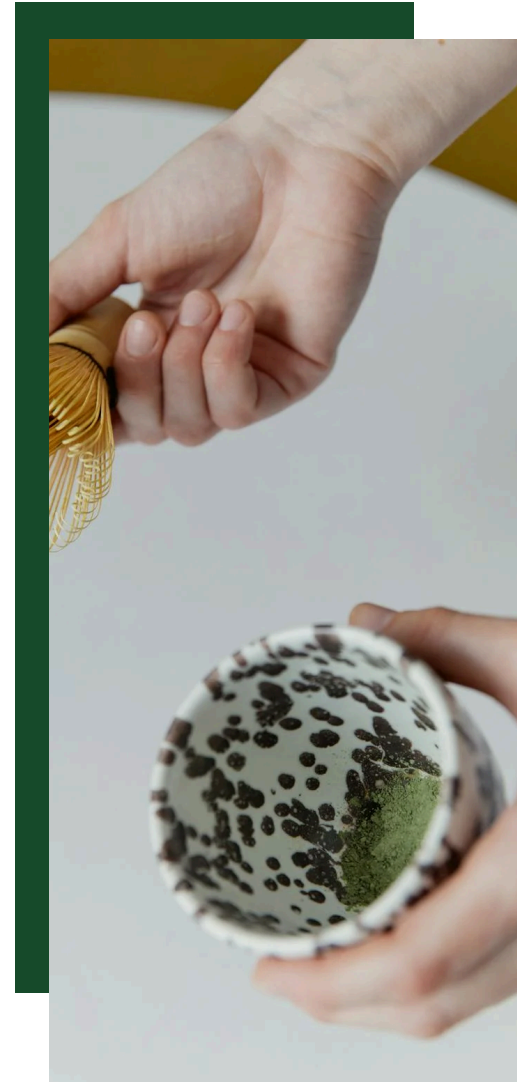
Strategy: Pinned 3 still posts that give info about taste of product, recipe book followers receive after subscribing to website, health benefits.

Influencer Strategy: Comments on collaboration posts were mostly all responded to by influencers themselves. Company would discount potential customers with 20% discount or asked them to comment to be sent the link 30% off if you buy 2.

Content Themes: Page consists mainly of reels with influencers (often moms) showing how they use the product and talk about health benefits.

Facebook

There seems to be very minimal engagement on the Facebook and it seems that the post were different that other platforms and much more informative

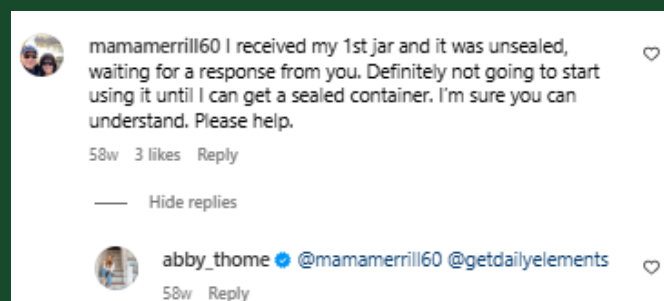
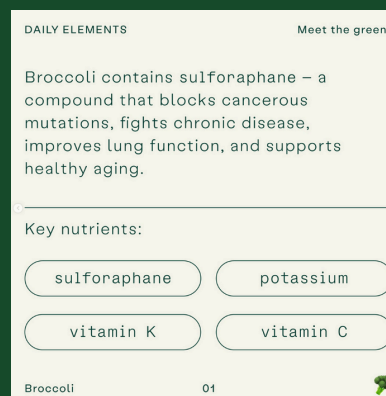
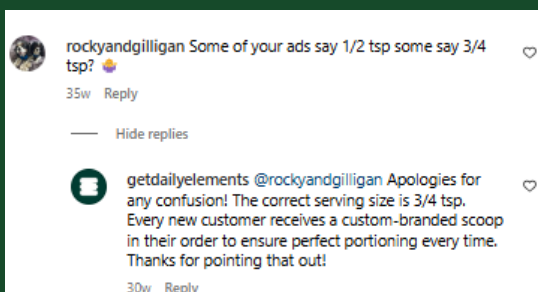


Strengths

- Provide discounts to new customers
- Provide subscribers with recipe book
- Post consistently on Instagram
- Consistent Branding
- Consistently addressing popular questions in posts and online

Weaknesses

- Not regularly active on other platforms
- Do not always respond to feedback or questions
- Do not take part in community events or activities
- Do not provide much of any other resources to customers





Platform	Instagram	Tik Tok	Facebook	Linkedin	X Twitter	Pinterest	Youtube
Micro Powders	313	11	24	0	0	0	0

Tik Tok

Only contains 6 videos that had also been published on other platforms. Messaging seems focused towards busy stay at home moms. The videos are made at home with her children which is more personal touch however does not perform as well against its competitors.

Instagram

Strategy: Focus on family owned business and made local and did do a give away to grow following.

Content Themes: Reels with stay at home mom and their struggles, post funny reels with trending soundtracks

Facebook

Same reels were all reposted from Instagram to Facebook. Across all platforms there seems to be minimal to no engagement from customers.

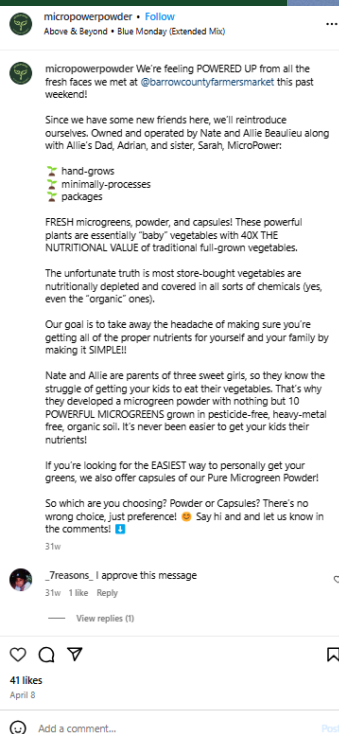


Strengths

- Provide discounts to new customers for subscribing 10% off their 1st order
- Personal touch/very relatable
- Involved in the community through farmers markets and pop ups in the community
- Do giveaway to promote their product and social media

Weaknesses

- Lack of consistency of posts.
- Low engagement
- Lack of influencers or others to promote the product
- Old brand name still on Instagram page



BetterDays Co.

Platform	Instagram	Tik Tok	Facebook	Linkedin	X Twitter	Pinterest	Youtube
Better Days	107,000	10,500	1,600	311	2,000	0	0

Tik Tok

Catered even more to younger generation. Includes post of them involved in a community like local races. Posts and product are themed and relevant to the season, time of year, and holidays including Mother's day to holidays like Christmas.

Instagram

Focused on younger generation woman as teens, young adults with strong brand identity and modern aesthetic

Strategy: Additionally sell clothing merch and use seasonal discounts. Reposts photos from people that tag them to promote their connection and engagement with followers. Appears they do not contract individual micro-influencers. Include discounts and giveaways.

Facebook

Focused on audience for parents keeping children in mind Use comedy in their posts things like memes. Uses more comments from users.

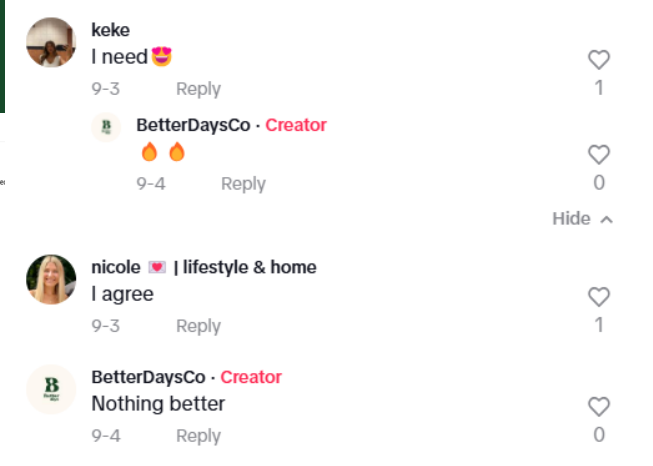
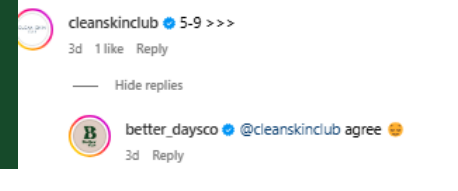
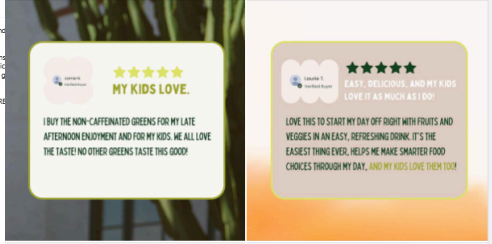
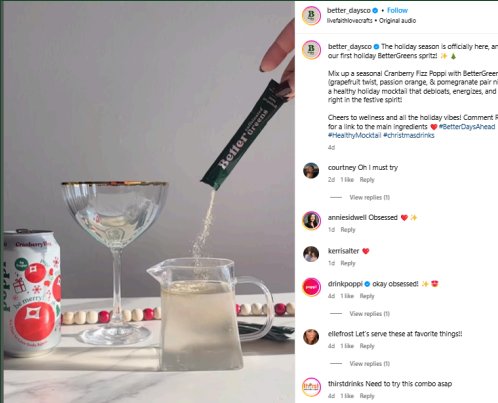
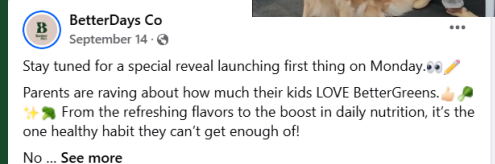
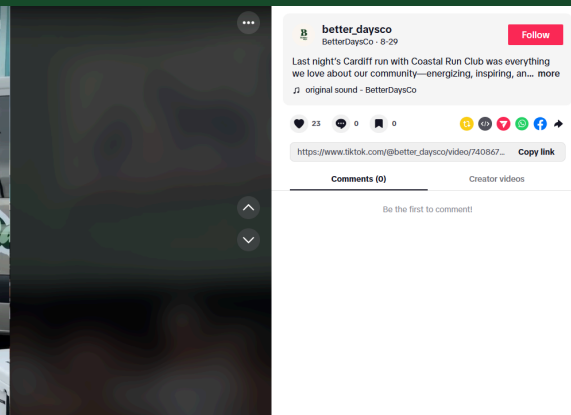


Strengths

- Frequently respond to followers
- Post consistently
- Large following on all platforms
- Up to date with current social media trends
- Caters well to the different audiences that uses each platform

Weaknesses

- less personal touch
- not as transparent about ingredients
- minimal customer engagement through comments



Strategies

Sends Links

One way to get quick engagement with followers is through sending linked to followers dm on insta. Listed are some ideas of potential links ideas to send.

- Link to BMR Calculator and gave tips in her description how she uses the calculator and how it helps her to eat the right amount of daily calories. (the nutritionist mom)

<https://www.instagram.com/p/DAJygb3SZyL/>

- Link to recipe for healthy apple crisp and gives them a link to her website for full recipe (the nutritionist mom)

<https://www.instagram.com/p/DARUg0tSiBt/>

<https://www.instagram.com/p/DCSXnU1S5la/>

- Gives a link to her website and links a coupon code in her description for 25% holiday sale for her cookbook (the nutritionist mom)

https://www.instagram.com/p/CsHY_DzJcPB/

Still post ideas or lead magnets

Listed below are ideas for still posts or posts other than reels in addition to future potential lead magnet ideas from the influencers listed above.

- Listed essential nutrients and food that contain that nutrient (the nutritionist mom)

https://www.instagram.com/p/DBwuaVmSpvG/?img_index=2

- List of things to stay healthy, in shape, feel good in holidays

<https://www.instagram.com/p/CmNAtq8JNWO/>

- Clear up misconceptions about tracking macros

https://www.instagram.com/p/Ck_0dgFJU4x/?img_index=1

- Created Guide books and linked a highlight on insta about the guide books gives you a link in her story to her site to purchase the books (Restored Nutrition)

<https://www.instagram.com/stories/highlights/17939341247900107/>

<https://flourishfit.co/products/healthy-cycle-guide>

- Tips of things to start or stop doing to have healthier diet (restored nutrition)

<https://www.instagram.com/p/CUazqOUBHsX/>

- Tips types of minerals to add to your water and its benefits (Restored Nutrition)

https://www.instagram.com/p/C9ctkiLOYNQ/?img_index=3

- Tips for keep the foundations of health (exercising, sleep, nutrition)

https://www.instagram.com/p/C7SEqJpO4MF/?img_index=7

- Create a gift list deliverable of top wellness gift ideas (eat move rest)

<https://www.instagram.com/stories/highlights/18045289238014194/?hl=en>

Personable Touch

To increase personal touch and add a more personal feel listed below is a compilation of strategies and ideas used by other wellness influencers

- For special occasions like easter or mothers day creator made a post including photos with family. Ex: Post with influencer and her mom for mothers day (the nutritionist mom)

https://www.instagram.com/p/DBwuaVmSpvG/?img_index=2

- Adding photos of herself before and after in her food and postpartum journey relating with followers with similar struggle (the nutritionist mom)

https://www.instagram.com/p/CsHY_DzJcPB/

<https://www.instagram.com/p/CdU5wwog7iA/>

- Created a highlight to her page about losing her child offering advice to other mothers who have lost children.

(Restored Nutrition)

<https://www.instagram.com/stories/highlights/17921237255793800/>

https://www.instagram.com/p/DCCdxpruzru/?img_index=4

- Create a club of followers/customers who pay a fee to have unlimited access to webinars, personal meetings, eBook access, chat/support groups, additional informational pdfs. Influencer also created a highlight on their Instagram to raise awareness about the club to keep all informed about updates with the group (Eat Move Rest)

<https://www.instagram.com/stories/highlights/18061455526467546/?hl=en>

- Raised awareness with tips in description of her post of under eating and asked followers to comment any questions that she would then personally respond (the nutritionist mom)

<https://www.instagram.com/p/DA4RnLQyRTA/>

- Included a highlight all about their garden and where they get their food from with seasonal updates about freshest produce

<https://www.instagram.com/stories/highlights/17970557276311710/?hl=en>

- Create reels and pinned them to Instagram about why she made the page and what qualifies her to talk about holistic living (In On Around)

<https://www.instagram.com/p/C4voL0LrOrW/?hl=en>

Influencer Contract

Influencer Collaboration Agreement

This agreement (Agreement) is entered into on ___[Date]___ by and between Pick'd Powders, and [Influencer Name]. The parties agree to the following terms:

Introduction

We at Pick'd Powders are excited about the opportunity to collaborate with you! We admire the engaging content you've created and believe your platform aligns perfectly with our mission to promote healthier lifestyles using nutrient-packed microgreens powders.

About Pick'd Powders

Pick'd Powders is a microgreens-based greens powder designed to offer superior nutritional value. Unlike competitors with added fillers or additives, our product is made exclusively from broccoli microgreens, providing a more nutrient-dense alternative.

Collaboration Details

Deliverables

The Influencer agrees to create and deliver:

- One (1) 15-30 second video following the provided creative brief.

Timeline

- Draft Submission:** The video must be submitted to Pick'd Powders for review by ___[Review Date]___ and sent to Pick'd Powders for review.
- Final Submission: The finalized video must be delivered no later than ___[Final Date]___.

Posting

- The Influencer is or is not required to post the video on their own social media platforms.

Compensation

As a growing small business, Pick'd Powders will provide the Influencer with:

- One (1) month supply of Pick'd Powders as compensation for this collaboration.

Additional Terms

- The Influencer will adhere to the guidelines and messaging outlined in the creative brief to ensure alignment with Pick'd Powders' branding.
- All rights to the video content created under this Agreement will be shared between the Influencer and Pick'd Powders, allowing the Company to use the content for marketing purposes on its social platforms, website, or other channels.
- Any revisions requested by Pick'd Powders must be addressed in a timely manner to meet the deadlines agreed.

Agreement Confirmation

By signing below, both parties agree to the terms outlined above:

Influencer
Name: _____
Signature: _____
Date: _____

Influencer
Name: _____
Signature: _____
Date: _____

Productive Morning Habit Tracker

<i>MORNING HABITS</i>	<i>M</i>	<i>T</i>	<i>W</i>	<i>T</i>	<i>F</i>	<i>S</i>	<i>S</i>
Take Pick'd Powders							
Exercise							
Mediation							
Daily Affirmations							
Gratitude/Journal							

“MOTIVATION IS WHAT GETS YOU STARTED. HABIT IS WHAT KEEPS YOU GOING.” – JIM RYUN

	<i>Exercise Plan</i>
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	

**START EACH NEW DAY BY TELLING YOURSELF A
POSITIVE AFFIRMATION**

<i>Dailey Affirmation</i>	<i>Inspiration</i>
I am not defined my by past; I am driven by my future.	My life has meaning. What I do has meaning. My actions are meaningful and inspiring.
What I have done today was the best I was able to do today. And for that, I am thankful	Each and every day, I am getting closer to achieving my goals.
I finish what matters and let go of what does not	I am healing and strengthening every day.
I belong in this world; there are people that care about me and my worth.	I'm freeing myself from all destructive doubt and fear.
I am successful., I am confident. I am powerful., I am strong.	I've made it through hard times before, and I've come out stronger and better because of them. I'm going to make it through this.
I am not pushed by my problems; I am led by my dreams.	I am turning DOWN the volume of negativity in my life, while simultaneously turning UP the volume of positivity.
I feel more grateful each day.	I have made mistakes, but I will not let them define me.

“Gratitude makes sense of our past, brings us peace for today and creates a vision for tomorrow” – Melody Beattie

	Dailey Gratitude Log and Journal
<i>Monday</i>	
<i>Tuesday</i>	
<i>Wednesday</i>	
<i>Thursday</i>	
<i>Friday</i>	
<i>Saturday</i>	
<i>Sunday</i>	

Recipe Ideas

Breakfast

Smoothie

- Combine in a blender banana , pineapple, mango, Greek yogurt and a scoop of Pick'd Powder and blend together

Smoothie Bowl

- Combine frozen acai, almond milk, frozen banana, picked powder in a blender and top bowl with chia seeds, fresh banana, strawberries, peanut butter

Yogurt Bowl

- Stir in Pick'd Powder with your favorite yogurt and top with fresh berries, granola, honey

Chia Seed Pudding

- Combine chia seeds, Pick'd powder, and cocoa powder then refrigerate top with peanut butter and cocoa nips

Muffins and Pancakes

- To your muffin or pancake batter add in some Pick'd Powder before baking or mix powder thoroughly into your own homemade syrup once fully cooked before serving.

Lunch

Pasta or Quinoa Salad

- Cook pasta and mix in chopped red onion, bell pepper, olives, black beans. Separately for sauce combine olive oil, lemon juice, mix in Pick'd Powders. Combine sauce with veggies and quinoa or pasta

Avocado toast

- Toast some sourdough bread to your avocado mix in some lemon juice with Pick'd powder. Top toast with everything seasoning and salt and pepper

Bagel Sandwich

- Combine Pick'd Powder into your cream cheese and mix together then add to the bagel with tomato's, pesto and drizzle balsamic vinegar reduction

Recipes Continued

Dinner

Mashed Potatos

- For a final touch after making mashed potato's add in some Pick'd powder eat the potato's as a side or combine them in a Shepard Pie with ground turkey and assortment of steamed veggies and cook in the oven topped with cheddar cheese

Dressings for Salads

- As a last step to your favorite homemade dressing or sauces mix in some Pick'd Powder and then add to any of your favorite leafy green or pasta salads

Risotto & Rice

- Once rice is fully cooked add a little butter with Pickd powder into your rice mixture. Serve your rice or risotto with a protein like Lemon Chicken or Salmon.

Snacks

Energy balls and Granola Bars

- Combine oats, peanut butter, maple syrup, chocolate chips, chia seeds, with Pick'd Powder blend mixture and roll into balls or cut as granola bars

Hummus and Veggies

- To your favorite hummus or homemade dips add in some Pick'd powder to then dip your favorite veggies or pita chips

Pudding

- Follow pudding instructions to your favorite pudding and add in some Pick'd powder right before eating

Nice cream

- For a healthy ice cream alternative add frozen bananas to a blender with a dash of almond milk and Pick'd Powder

Popsicles

- Use mixture mentioned from above in the smoothie bowl or tropical smooth and add to popsicle molds to eat as a handheld treat