

Lionize



Influencer Marketing. Simplified.

How an award-winning specialty foods brand used Lionize to grow their influencer marketing program

When Tribe 9 Foods wanted to scale their ambassador program, they did not know where to look. They found exactly what they needed in Lionize, an influencer marketing software platform.

WHO IS TRIBE 9

Tribe 9 Foods is an award-winning specialty foods company on a mission to bring delicious, nourishing and functional foods to kitchens around the country.

The five founding entrepreneurs built Tribe 9 Foods with the simple belief that everyone deserves good food. They managed the merger of three rising food companies—RPs Pasta, Yumbutter, and Ona—to create a brand that appealed to those with special dietary needs without compromising on taste and texture.

Tribe 9's state-of-the-art manufacturing facility allows them to produce their own health-conscious foods onsite as well as partner with like-minded brands to co-manufacture. In 2018, Tribe 9 became a certified B corporation, signaling their commitment to improve their practices to benefit employees, customers and the environment, and use business as a force for good.





ABOUT THE PROGRAM

Tribe 9's marketing department had a small staff with a tight budget. Influencer marketing provided a solution that would expand their digital footprint without draining their marketing resources.

The brand was a perfect candidate to build a team of brand ambassadors for 3 key reasons:

- 1. Food content is a top-performing asset on digital channels; photos & videos of Tribe 9 products are poised to perform well due to their highly visual appeal**
- 2. Foods revolving around specialty dieting is one of the fastest-growing trends in the food industry, one whose audience has a vocal online presence with peer recommendations carrying tremendous influence**
- 3. If executed correctly, this strategy can deliver powerful reach for Tribe 9 with a small investment**

Tribe 9 created a social ambassador program to promote Taste Republic's pasta brand. If it went well, they would extend their program to include their e-commerce-based nut butter brand, YumButter. The team knew this strategy would build their social credibility, but they needed help beyond their own internal marketing team.





“

We weren't happy with the outside agency we were using because we couldn't see the analytics of our influencer team... We tried to run store launch campaigns manually, and it was just a lot of work to search for influencers... There weren't many tools within Instagram to help.

”

--Kate Schmidt, Marketing Associate, Tribe 9 Foods

After meeting with various agencies, they select the one that seemed most qualified. The agency took a manual approach to managing Tribe 9's program, failing to provide the data and transparency Tribe 9 required to justify scaling its influencer program.

Kate Schmidt, Tribe 9's marketing associate, ended up creating spreadsheets for the agency to organize their campaigns. These spreadsheets were meant to simultaneously track the campaign's progress: showing the team who was selected to participate, who received the product, who posted their content, how it performed and if they were paid for completing their requirements.

“We never had full knowledge of the actual process...we weren't comfortable with not having the eyes and ears on it... [and] not being able to see the data ourselves and see if the influencers were actually performing the way we wanted them to.”

Kate and her team found themselves devoting additional time to managing the agency's campaign at the expense of developing relationships with Tribe 9's social partners. They needed a tool that would ease the workload and automate the process if they wanted to continue expanding their ambassador program. Tribe 9 needed a tool that would ensure:

- **Streamlining the method to sourcing the perfect content creators**
- **Thorough tracking of outreach communications**
- **More time to build lasting relationships with the influencers**
- **Rapid growth of the ambassador program**
- **A central place to organize all aspects of the influencer marketing process**



Tribe 9 needed a more streamlined workflow to make the investment in influencer marketing a success.

When Kate's friend and fellow marketing professional recommended Lionize, she was on board & the impact was immediate.

First, Tribe 9 wanted to test the waters with an in-store campaign featuring their fresh, gluten-free pasta, running a promotion launching these products in a limited number of Sam's Club stores in the central midwest.

The challenge here was driving online influencers into Sam's Club retail stores. Their team was curious to see how this strategy compared to shipping their partners free product.

Pursuing this strategy came with a number of questions: Would influencers respond well to this type of campaign? Would they find influencers in the correct regions? Would they actually post? Was this strategy powerful enough to drive foot traffic to retail stores?

Through Lionize, Tribe 9 was connected with highly targeted candidates through social activity tracing, geographical preferences and other desired demographic details.

Once Tribe 9 selected their team of partners through Lionize, the influencers were prompted to purchase the item at Sam's Club and post about their experience. If they brought the product home and posted a custom pasta creation, they were paid an additional amount.





The strategy was a clear success. Tribe 9 received positive feedback from the participating influencers and from Sam's Club about the effectiveness behind the campaign, and even got a shoutout from the Sam's Club CEO.

“ The actual CEO of Sam's Club told us that he saw people posting about the pasta and was thrilled! ”
--Kate Schmidt, Marketing Associate, Tribe 9 Foods

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 Tribe 9 product sales at Whole Foods.

They were able to monitor the uptick in traffic with a traditional third-party tool to track in-store sales data after the launch of the Lionize program. Tribe 9's marketing team and executives have seen significant boosts in brand awareness since implementing Lionize into their marketing strategy.



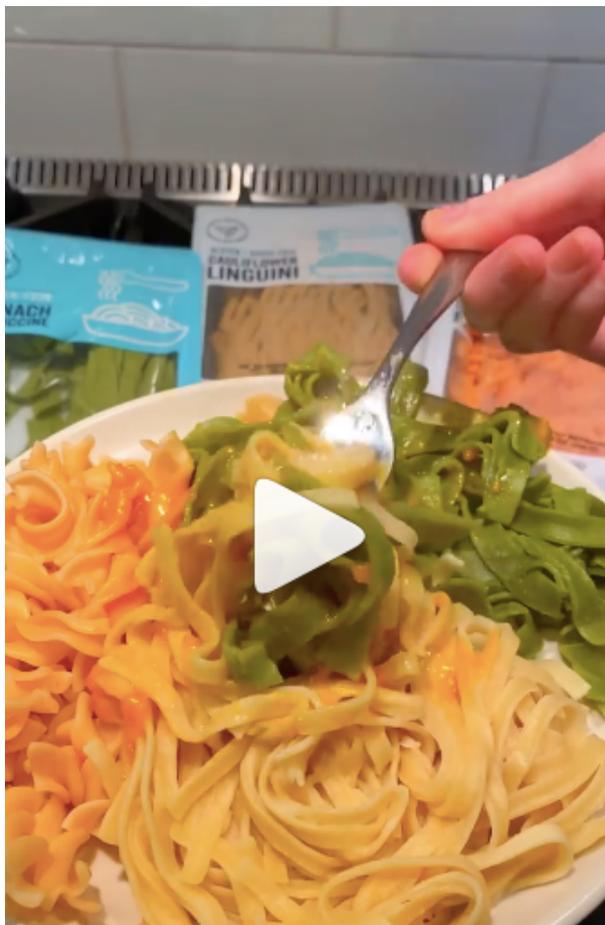
Based on the positive results of Tribe 9's campaigns, Kate and her team decided to increase their marketing budget and allocate a significant portion to a partnership with well-known influencer @jenselter (12.5M) through her popular food account @idreamaboutfood (274k). This collaboration is just the beginning of Tribe 9's ability to attract and work with more prominent creators with greater reach, engagement and reputation.



idreamaboutfood Follow

1,056 posts 274k followers 58 following

I Dream About Food
📍: I ❤️ food @jenselter
✉️: hello@jenselter.com
🗨️ Email or DM for inquiries
🌐 Partner of @blendjet
vm.tiktok.com/KmTyXj



idreamaboutfood • Follow
Kali Uchis • telepatía

idreamaboutfood SEND NOODS!!
When you're craving all of the goods.. Cauliflower linguini, red lentil fusilli, and spinach fettuccine!!! @taste_republic is gluten-free and one of my go to 🍝!! It can be found at Whole foods!

1w

drtodd_newyorkcityy Looks delicious 😊

1w Reply

Hide replies

idreamaboutfood
@drtodd_newyorkcityy
soo good!

551 likes



- After seeing positive results, Tribe 9 prioritized influencer relationships in their product-for-post budget, scaling the number of influencers they worked with to around 70 per month.
- The brand was able to quickly and efficiently select influencers who met their specific geographical and demographic needs.
- By eliminating a pricey agency's cost, the brand was able to be a more competitive partner by increasing its budget for compensating influencers directly, offering higher payouts on participants in the Whole Foods campaign.
- Tribe 9 has access to influencer analytics through Lionize without having to manually view metrics on Instagram.
- With the Taste Republic pasta success, the brand expanded its use of Lionize to include its other product lines, like YumButter.
- The Tribe 9 marketing team can easily export the data from Lionize for internal tracking and reporting purposes. This eliminates unnecessary back-and-forth communication between the agency, brand and influencer.

WHY CHOOSE LIONIZE?

“Lionize made it easy for us...we don't have to do the outreach ourselves for these larger campaigns, but we could select the influencers ourselves. We didn't have to spend hours DMing with people. By having them fill out the application, you know they are interested in actually following through. It was very simple and nice to see the estimated reach and other important influencer data.” -Kate Schmidt, Marketing Associate, Tribe 9 Foods

Lionize offered Tribe 9 a simple, streamlined influencer marketing tool that was both easy to use and immediately beneficial. The brand is benefiting from increased digital engagement across multiple verticals; both Taste Republic and YumButter are seeing results from Tribe 9's decision to use Lionize to power their influencer marketing strategy.

If you'd like to see how Lionize can help your brand tap into the world of influencer marketing, please reach out to our team. We're here to deliver impactful, real results for brands, agencies, and individuals through influencer marketing, automation, and artificial intelligence.

