



Bloom Nutrition

Influencer Marketing Analysis

Presented by: Kirsten Jackson

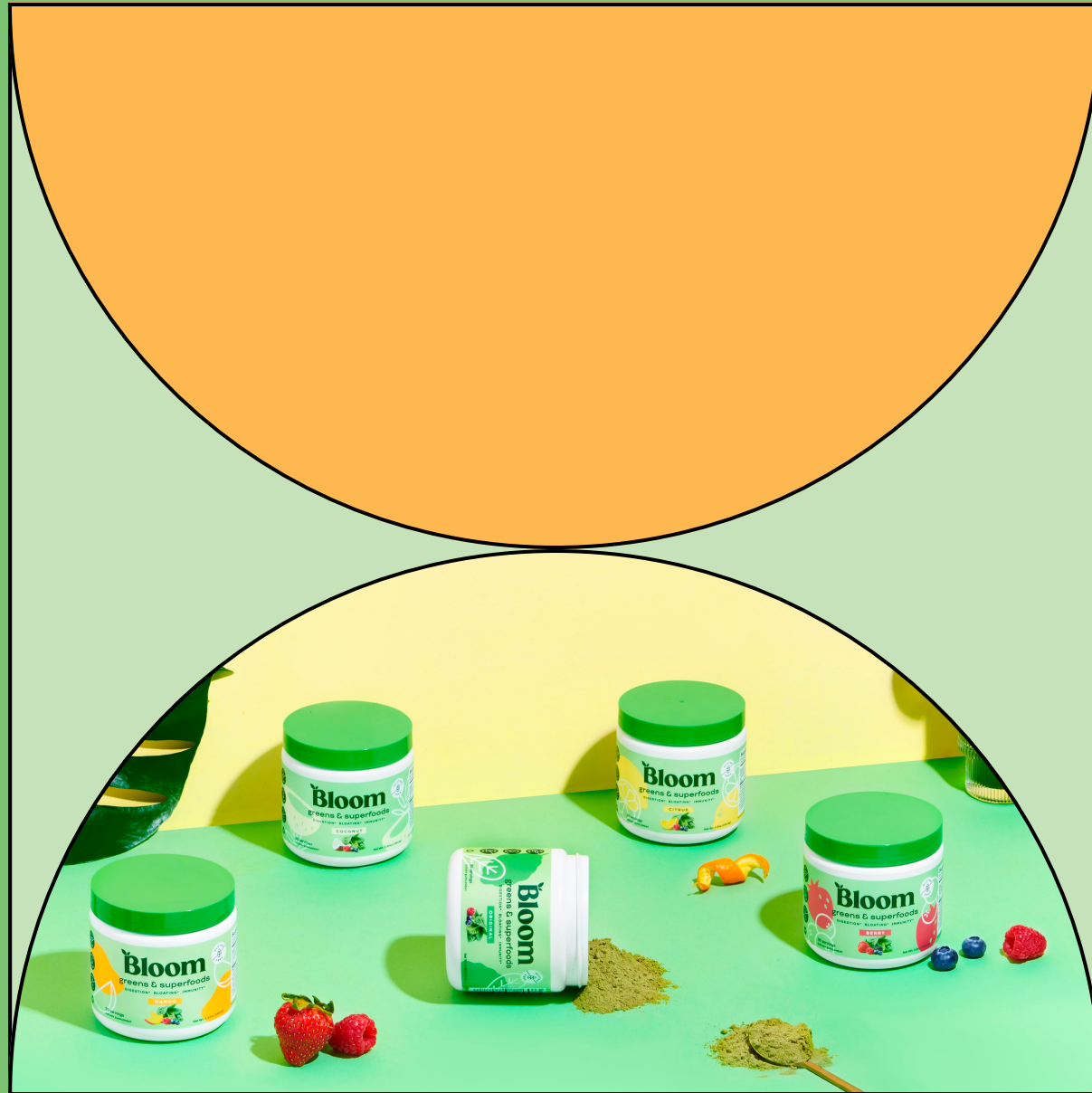
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INTRODUCTION



The purpose of this study is to identify which influencers and their associated strategies work best for this brand and within the industry.

Project Overview

This project is a marketing analysis of Bloom Nutrition's use of influencers to sell products to Gen Z consumers interested in wellness. Bloom's marketing team works with a diverse group of influencers to reach potential customers. Upon initial review, each influencer seems to have a vastly different approach to creating content and engaging audiences around Bloom products. Therefore, the purpose of this study is to identify which influencers and their associated strategies work best for this brand and within the industry.

Within this study I will analyze Bloom's influencer marketing strategy through a content analysis on TikTok that includes identifying influencer tactics of four key influencers that the brand has used. Information gathered about these influencers will be their audience, follower counts, credibility, and the type of content that they share. I will also look at the consumer responses to influencer content to identify the interaction and engagement that each post received and how well the content performed through sentiment analysis.

At the conclusion of this study, I will ultimately produce an ideal influencer profile for the fitness/wellness industry and for the brand Bloom.



About Bloom Nutrition

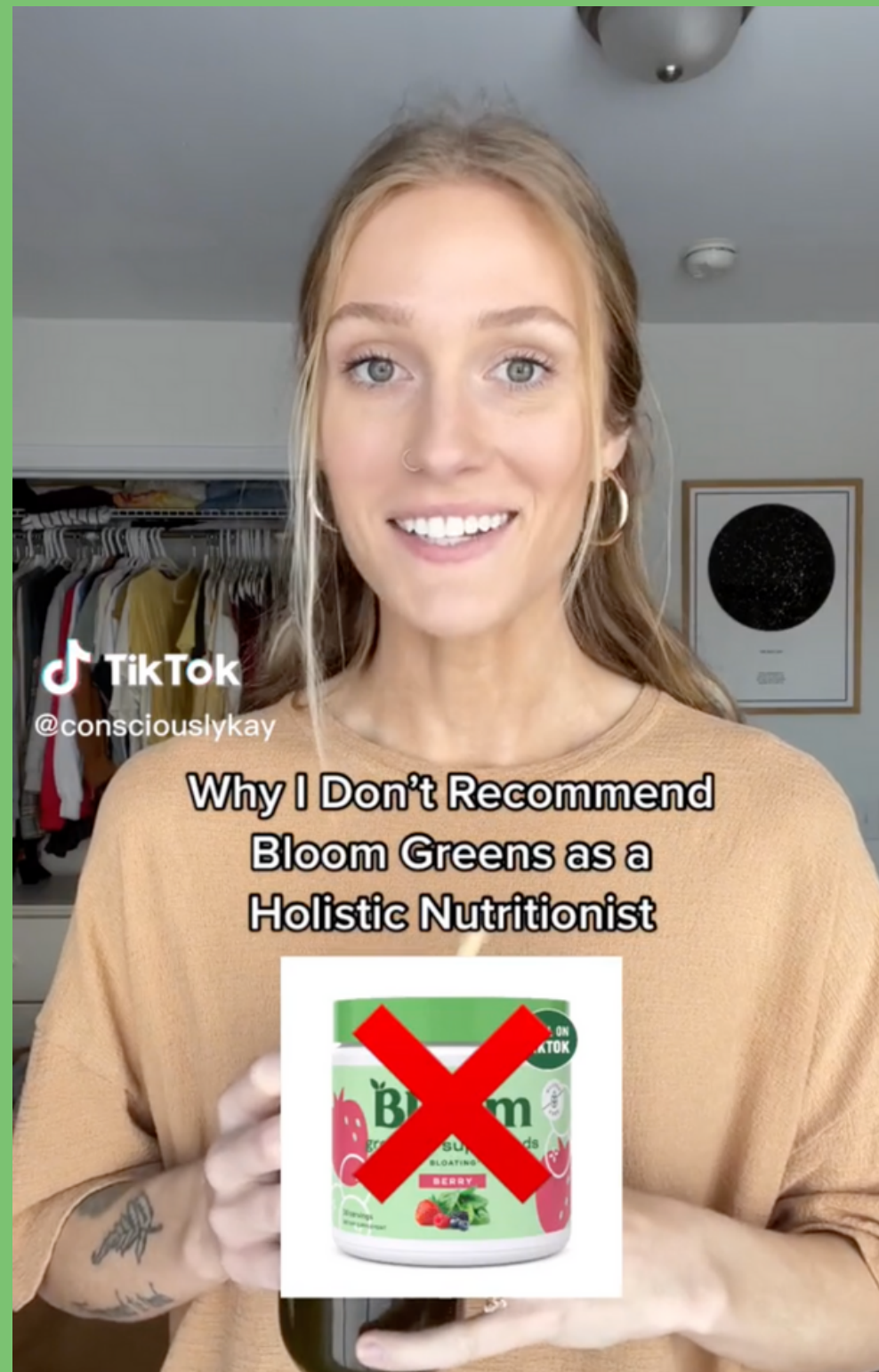


Bloom Nutrition is a company that specializes in selling health and wellness supplements such as greens, pre-workout powder, protein powder, and collagen powder. According to Bloom founders, Maria and Greg, "[Their] goal at Bloom is to give every woman the opportunity to bloom into her best self" (Llewellyn, n.d.). The company aims to provide high-quality, natural supplements that help individuals achieve their fitness and wellness goals. Bloom has a large social media presence on TikTok with 533.6K followers (the highest total following across all of the brand's social media platforms). Bloom has recently been criticized and questioned on social media about whether or not their products are effective.



Recent Media Coverage

Recently, Bloom has received criticism, specifically on the TikTok platform. Most of the criticism is surrounding their work with influencers and lack to pay influencers well. They have also received criticism for their product not working and promoting unrealistic fitness standards. The search "how much is bloom paying influencers" on TikTok has 11.2 million views, illustrating that this is a widely searched and discussed subject.



Kayla Varney (@consciouslykay)

"Hate to break it to you but Bloom products are not gonna cure your bloating... Bloom is the biggest marketing scam out there." -Kaylee Bonnell

"The bloom hate train is rampant rn so i wanted to give my two cents on my own personal experience with them. I'm sure the person i spoke to was nice but i know that i was not being offered my value, esp when i had done my own research." - @herculeankate



Target Market and Buyer Persona

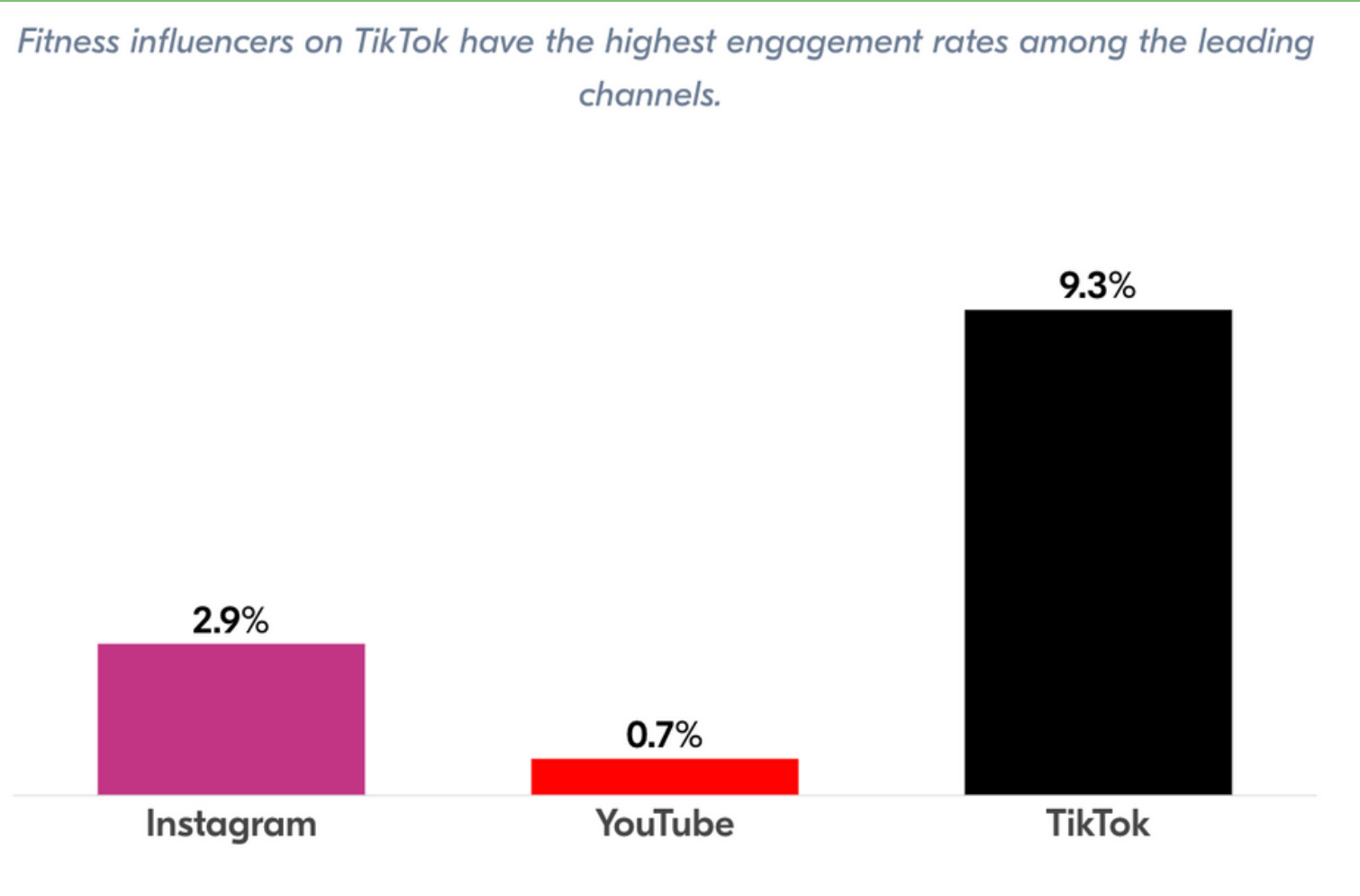
Bloom's Target Market: When analyzing Bloom's products and marketing content, Bloom's primary target market would be women between the ages of 18-35 who prioritize their health and fitness that live in the United States.

Buyer Persona: Macy is a 22-year-old woman who is a college student at Kansas State University. She is very active at the gym and prioritizes her fitness, but also has a busy schedule with school and work. Macy spends a lot of her down time scrolling through TikTok or hanging out with her 4 roommates. When making a purchasing decision, Macy typically purchases her supplements along with her typical groceries at Target or Walmart or she will order online because these options are most convenient for her. Two of her key worries about life are feeling unbalanced or unhealthy. Macy's primary motivations when choosing supplements are the health benefits and energy boosts she receives from the product.



Influencer Marketing in the Fitness Industry

Over the past few years, **influencing in the fitness industry has grown rapidly** on the TikTok platform, with fitness influencers using their online presence and social media following to promote fitness-related products and services. According to a study conducted by Upfluence, "Fitness influencers on TikTok have the highest engagement rates among the leading channels" (Upfluence, 2023). Influencers for this industry could promote a variety of products including fitness apparel, workout equipment, supplements, nutrition plans, and fitness/nutrition apps. **An advantage** to using influencers in this industry is that **fitness influencers often have a niche audience, such as runners, yogis, or bodybuilders, which allows brands to target their products to specific groups of people**. However, it is important that influencers are transparent in their reviews and recommendations of products, because if they are not, they risk losing credibility for themselves as well as the brand they are representing. According to an article from Aspire, fitness influencers charge a steeper price than the average influencer with the "average cost per engagement being \$0.18 compared to \$0.14." This is due to the fact that fitness influencers only make up 9% of the influencer community, as compared to fashion and beauty influencers who make up 50% (Aspire, n.d.-a). This emphasizes the value of having a niche fitness influencer partnership, as they saturate the market less and have a unique relationship with their audience. Additionally, "The growing interest in health and fitness has also boosted the sports nutrition industry, expected to be valued at US\$ 60.13 Billion by 2026" (Upfluence, 2023). Because of this expected growth in the market, companies must be willing to adapt and increase their marketing strategies for the best results.



<https://infogram.com/engagement-rate-platforms-1h9j6qggmnzkv4g>

INFLUENCER ANALYSIS

Influencer Analysis Introduction

I will be analyzing 4 influencers for this project including Alix Earle, Ashley Elliott, Chloe Lippai, and Margot Napier. I will be looking at their TikTok content to determine their influencer tactics and content analysis, and then will analyze the engagement the video receives and the response and sentiment of the viewers. Below are the influencers that will be analyzed throughout the project.



**Alix
Earle**



**Ashley
Elliott**



**Chloe
Lippai**



**Margot
Napier**



Influencer Analysis - Alix

Name:
Alix Earle
(@alixearle)
Age:
22 years old
Occupation:
College Student

Influencer Tactics:
Alix's videos are primarily made up of "Get ready with me" videos, lifestyle videos, and outfit transitions. Alix posts content geared to an audience mostly made up of college women, as she is a senior at the University of Miami in Florida. Alix posts authentic content where she shares her personal life with her followers in a relatable fashion, not making her life always seem picture perfect. For example, she posted a video "exposing" herself for spilling her coffee in a first-class airplane seat and showing her messy college apartment.

Followers:
4.7 million
Average Bloom Engagement Rate:
10.5%
Influencer Tier:
Mega Influencer
Location:
United States
Influencer Type:
Lifestyle & Fashion

Content Analysis:
When looking at the way Alix primarily promotes Bloom products, Alix posts her typical vlogs/"day in my life videos" that are voiced over explaining her day and includes Bloom as part of her day for about 2-3 seconds. Another variety of this is when Alix posts "what I eat in a day" videos including Bloom as a short segment in the video. She also less frequently posts videos that only center around Bloom products which are much shorter videos about 9 seconds total showing the Bloom product, her making the drink, and consuming it, then mentioning how the product stops her bloating. When creating content for Bloom, Alix doesn't stray from her typical content that fans love and keeps her videos very on brand with the rest of her feed. Her tone when sharing Bloom products doesn't seem or appear as an ad, as she talks very casually and even silly when promoting the product.

Influencer Analysis: Engagement & Consumer Response

When looking at Alix’s engagement rates on her posts, we can see that when she posts promotions that are more natural and are integrated into her usual content, she gets more likes and views. When she posts content that is only promoting Bloom products, Alix receives approximately 3% less likes/views on her posts. Alix's estimated average engagement rate from the 4 videos I analyzed is 10.53%.

Consumer response to Alix's promotion of Bloom products vary depending on the types of videos she posts. Most followers don't address the Bloom promotion when it is mixed into her "what I eat in a day" and vlog style videos. However, a significant amount of comments that do address it speak about Bloom in a negative light and shame Alix for working with the brand. On the other hand, some comments do ask Alix questions about Bloom and give positive input about what they liked about the brand. One comment that I saw frequently on Alix’s posts promoting Bloom was about how her followers trust her opinion on the product and decided to buy it because of her. Some examples of comments left on Alix's videos are shown on the right.

"i feel like this is such a realistic and balanced what i eat in a day"



"bruh no way bloom i am upset w u alix"



"what's your favorite bloom flavor, i want some but don't know what flavor to get"



"alix not the bloom"



"i actually love bloom tho"



"nooooootttt the bloom"





Influencer Analysis - Ashley

Name:
Ashley Elliot
(@ash.e.e)
Age:
28 years old
Occupation:
Entrepreneur &
Influencer

Influencer Tactics:
Ashley’s videos are primarily made up of relationship and comedy posts where she interacts with her husband. Another primary piece of her content is promoting her own product “Combat Gel.” Ashley posts content that would be geared towards women, women in the military, couples, and millennials. Ashley posts many videos of her being silly, pranking her husband, or talking about her company/products.

Followers:
13.3 million
Average Bloom Engagement Rate:
4.5%
Influencer Tier:
Mega Influencer
Location:
United States
Influencer Type:
Dance & Comedy

Content Analysis:
Ashley’s promotional content is significantly different from most influencers regarding a company or brand because she does not mention the brand or the product at all upfront. In her videos, the Bloom product is never used or touched, rather it is in the scene of the video she posts with no context to the video itself. The content she posts for Bloom is all made up of comedy posts where she is with her husband or just dancing. Because of this, it blends in well with her feed and doesn’t come across like a blatant advertisement.

Influencer Analysis: Engagement & Consumer Response

As expected, Ashley’s Bloom videos do not often have many comments referring to Bloom. Instead, they are mainly about the video content itself which Bloom has little to do with. The video that the Bloom greens were shown the most (in the front-center of the video), had the most comments referring to the product. Ashley's estimated average engagement rate from the 3 videos I analyzed is 4.5%, the lowest of all 4 influencers.

Consumer response to Ashley’s sponsored Bloom videos are very consistent across all posts. Most comments are applauding her form of advertisement and comment about how they liked it and watched it all the way through. There are some comments saying they will make a purchase because of the ad she posted. However, the most common comments on Ashley’s videos are talking about the content itself and saying that it is funny or posting laughing emojis in the comments. Rarely if ever, did I see any negative comments regarding Bloom or Ashley/her content on these videos.

“I swear bloom is sponsoring everyone they can”



“The ONLY Bloom AD needed.”



“This is how every ad needs to be from now on, first ad I've watched and not skipped”



“This ad might actually make me buy some”



“Alright i want bloom”



“This just brought me so much joy, thanks ya’ll”





Influencer Analysis - Chloe

Name:
Chloe Lippai
(@clippai)
Age:
Unknown
Occupation:
Student

Influencer Tactics:
Chloe’s videos are primarily made up of fitness and health content. These videos feature Chloe showing her fitness routines, posting relatable gym content, gym inspiration, her pre-gym routines, videos of her body/muscles, and “what I eat in a day” videos featuring her meals and snacks during the day. Chloe most likely posts content targeted towards young women and women in their 20s who are passionate about fitness or want to become more healthy and fit and need inspiration to do so.

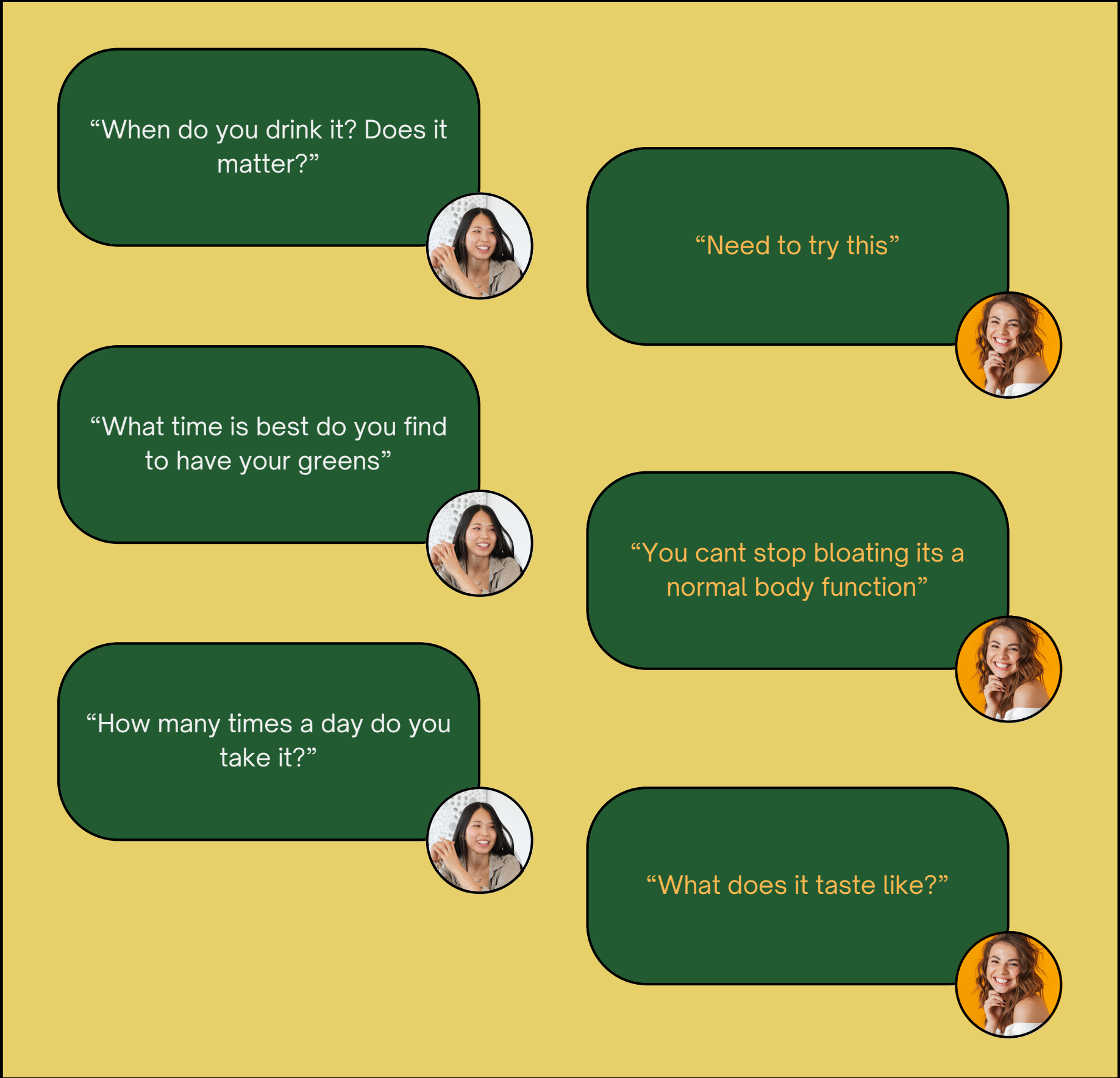
Followers:
173.1K
Average Bloom Engagement Rate:
8.45%
Influencer Tier:
Mid-Tier Influencer
Location:
Canada
Influencer Type:
Fitness & Health

Content Analysis:
Chloe’s promotional content for Bloom is primarily integrated with her usual gym/health content. She often posts Bloom as a part of her pre-gym routine and includes Bloom in her “what I eat in a day” videos. When Chloe uses Bloom in her videos, she provides a testimony in writing that Bloom has helped prevent her bloating and also states Bloom’s benefits including that it aids in digestion, is packed with nutrients, and promotes natural energy and gut health. As opposed to the other influencers, Chloe’s content seems less organic and more ad-like because of the frequency of posts Chloe associates with Bloom and the nature of most of her content mentioning the features/benefits of the product. However, because Chloe’s typical content is about health and fitness, her platform makes the most sense to explain the health benefits of her daily food/drink consumption.

Influencer Analysis:

Engagement & Consumer Response

Engagement on Chloe’s posts regarding Bloom either will be complimenting her/her content or will primarily be asking questions about greens and Bloom products as a whole. Chloe’s engagement on her video centering only around Bloom has significantly higher saves (2752) than the rest of her Bloom videos and a significantly high amount of likes/views at 9.14% of people viewing are liking the post. Chloe's estimated average engagement rate from the 4 videos I analyzed is 8.45%. The sentiment of Chloe's videos is much more curious and inquisitive than the other influencers, which may be due to the relevance of the product to Chloe's audience as she primarily posts fitness videos, which are directly related to the Bloom product.





Influencer Analysis - Margot

Name:
Margot Napier
(@margotnapier)
Age:
Unknown
Occupation:
Unknown

Influencer Tactics:
Margot is a mid-tier influencer who posts shopping, package unboxing, organization, and gifting content. Margot’s videos are typically 30 seconds-1 minute long and feature multiple different products for a short period of time. Margot’s videos all have a similar aesthetic without her face ever being shown, and rather feature her hands as she shops, organizes, cleans, and unboxes. Margot most likely posts content geared towards those who like to shop and give gifts to friends, family, partners, and coworkers as well as those who like to keep their home tidy and organized.

Followers:
63.9K
Average Bloom Engagement Rate:
9.2%
Influencer Tier:
Mid-Tier Influencer
Location:
United States
Influencer Type:
Shopping

Content Analysis:
Margot’s promotional content for Bloom either shows Margot making Bloom greens and featuring it in the video, or shows her picking it up from Target as a part of a gift guide. Margot consistently makes sure to add in text about her sponsorship with Bloom and features it for a few seconds during the video. When Margot posts sponsored content that she integrates into her typical videos, she doesn’t make the product or mention the effects of the product or if she likes it. When Margot posts content specifically about Bloom, she does show herself making the product, but not consuming it and still does not give a customer testimonial on her opinion of it. Margot does a great job mentioning where the product can be found, mostly mentioning she gets hers at Target, she also always tags Bloom and uses their hashtags.

Influencer Analysis: Engagement & Consumer Response

Because Margot is an influencer with a smaller following, she doesn't get as much engagement as the other influencers when it comes to comments and likes. Most of Margot's comments are about her videos and are all positive. Out of all her videos mentioning Bloom, there are only two comments regarding the brand that are both positive. With only 64.6K followers, Margot gets a good amount of views, likes, and saves on her videos, with many videos going viral. Margot's estimated average engagement rate from the four videos I analyzed is 9.2%, ranking her 2nd out of the four analyzed influencers in this study for engagement rate.

"Where do you buy Bloom"



"Yes to everything"



"I'm so glad they're at Target now!"



KEY FINDINGS

Key Findings

Negative Bloom Sentiment

As I examined the influencers, a recurrent pattern that emerged was the prevalent negativity surrounding the Bloom brand and their influencer marketing strategies. Numerous comments questioned the amount paid by Bloom to endorse their products as their ads were omnipresent on people's timelines. Additionally, several individuals criticized Bloom's nutrition claims, accusing both the influencers and the brand of making false assertions. This finding implies that Bloom may be inundating TikTok with excessive influencer marketing.

Irrelevant Brand Content Posted by Influencers Isn't Working

Despite Ashley Elliot having the largest following and highest video engagement, her sponsored content for Bloom has the lowest average engagement rate among all four influencers. This could be due to Ashley's content not being directly related to Bloom products, as well as her not being part of Bloom's intended audience. This suggests that the brand/influencer partnership may not be optimal.

Key Findings

Authenticity Matters

After conducting a thorough analysis of the comment sections for each influencer, it has become evident that followers tend to gravitate towards authentic content that doesn't come across as too promotional. This sentiment is reflected in all of Ashley Elliot's videos, as well as in the comment sections of other influencers, where consumers have expressed their curiosity and concern regarding the authenticity of Bloom's marketing tactics. For instance, some followers have commended Alix for actually drinking the greens as opposed to merely promoting them, while others have expressed their preference for Ashley's style of advertisements.

The Best Performing Content Directly Involves the Product

When looking at the engagement rates, content that directly mentioned Bloom products performed the best. Content that does not involve the product and where the product does not have a point in the video does not do as well. Bloom should instruct content creators to make sure that the product is relevant to the video, all the while staying authentic.

Key Findings

Bloom Should Focus on Mid-Tier or Macro-Influencers

After analyzing the engagement rates of various influencers, we found that Mid-Tier influencers had significantly high engagement rates on their posts. Although Alix Earle's posts had the highest engagement rate, investing in more mid-tier influencers could be a financially wise strategy. Not only are they less expensive, but they can also generate comparable engagement rates. In addition to Mid-tier Influencers, Bloom may consider targeting another group of influencers: Macro-Influencers. These individuals have a following ranging from 500,000 to 1,000,000 people and may offer a valuable middle ground for Bloom's influencer marketing efforts. By expanding their recruitment efforts to include Macro-Influencers, Bloom can access a wider audience while still maintaining a targeted approach.

Find the Right Content Creators for the Target Audience

Because the fitness industry is so saturated, it is important that brands try to stand out from the crowd. According to Aspire, "fitness influencers have a unique talent for bringing otherwise mundane products to life in a way that's difficult to replicate in-house" (Aspire, n.d-b). Bloom's target market can benefit from using fitness influencers that align with their target market.

RECOMMENDATIONS MOVING FORWARD

Recommendations Moving Forward

Recommendation #1: Do not oversaturate the market in influencing, as Bloom's authenticity is being questioned.

Based upon the comment sections on many of Bloom's influencer promotion, it seems as though the TikTok audience is becoming exhausted by the number of ads they are seeing from Bloom Nutrition. Industry research suggests that the constant influx of sponsored content on social media platforms can lead to audience fatigue and disengagement. This is especially true for younger audiences who are highly active on social media and are constantly bombarded with advertising content. To combat this exhaustion factor, marketers and influencers are increasingly focusing on creating authentic and relatable content that does not come across as too promotional. Additionally, some marketers are exploring alternative tactics like micro-influencer marketing, which involves partnering with smaller influencers with highly engaged niche audiences, to create more targeted and effective campaigns. Overall, the key to avoiding the exhaustion factor is to create content that resonates with audiences and adds value to their lives, rather than simply promoting products or services. According to industry recommendations from Hootsuite, marketers should test "lots of different kinds of ads" on the platform and switch up "ads every 7 days to avoid ad fatigue" (Hirose, 2023). I recommend that Bloom reduces their reliance on too many influencers and instead prioritizes the quality of their influencers over the quantity. Bloom should also begin allocating the excess money from influencer marketing and put it towards other marketing techniques and advertisements.



The key to avoiding the exhaustion factor is to create content that resonates with audiences and adds value to their lives, rather than simply promoting products or services.



Bloom should prioritize the quality of their influencers over the quantity, making sure they are still utilizing TikTok marketing.

Recommendations Moving Forward

Recommendation #2: Create authentic content, while still putting the product at the center of the video.

Bloom needs to ensure that they are choosing influencers who can create authentic content because this makes it more likely that the content will be viewed and engaged with by the user. TikTok users are primarily looking for fun, engaging, and relatable content, and they are less likely to engage with content that appears overly promotional or advertorial. In order to be effective, influencer marketing on TikTok needs to feel authentic, organic, and native to the platform. By blending seamlessly into a user's feed, the content is more likely to be viewed as valuable and enjoyable, rather than intrusive or disruptive. This can help to build trust with the audience and increase the likelihood of a positive response to the marketing message. Ultimately, this can lead to increased brand awareness, engagement, and sales.

I suggest that Bloom analyzes each of their influencers and identifies which of them are a good fit for the brand. Hootsuite suggests that to identify if an influencer is authentic and has a good reputation, you can look at four factors: Connection, Communication, Values, and Authenticity (Israel, 2023). For example, Ashley Elliott has great communication and values, but is lacking the connection to the brand, which could make her connection to Bloom seem unauthentic.

Emulating the casual approach of influencers like Ashley Elliott may also undermine content engagement. The audience may not grasp the connection between the product and the video, rendering the ad ineffective. On the other hand, Bloom must strike a balance between selecting influencers who create authentic content and those who genuinely use and endorse the product and its advantages like Chloe Lippai or Alix Earle.



TikTok users are primarily looking for fun, engaging, and relatable content, and they are less likely to engage with content that appears overly promotional or advertorial.



Bloom must strike a balance between selecting influencers who create authentic content and those who genuinely use and endorse the product and its advantages.

Recommendations Moving Forward

Recommendation #3: Conduct engagement marketing tests for niche influencers

To optimize their influencer marketing strategy, Bloom should conduct targeted marketing tests aimed at identifying the most suitable influencers for their product and target market. A more effective approach would be to collaborate with fitness influencers who possess a genuine passion for fitness and regularly publish gym-related content, ensuring their followers are part of the niche audience. This way, Bloom can expect better KPIs for paid sponsorships, as engagement rates are likely to be higher. My research indicates that simply having a high number of followers, like Ashley Elliott, doesn't necessarily equate to a high engagement rate. On the other hand, niche influencers like Chloe and Margot demonstrated higher engagement rates.



A more effective approach would be to collaborate with fitness influencers who possess a genuine passion for fitness and regularly publish gym-related content, ensuring their followers are part of the niche audience.



Bloom should conduct targeted marketing tests aimed at identifying the most suitable influencers for their product and target market.

IDEAL INFLUENCER PROFILE

Ideal Influencer Profile:

Name: Sydney Adams (@sydneymadams_)

Age: 25 years old

Occupation: Influencer/Fitness Trainer

Followers: 964.4K (as of 4/18/23)

Influencer Tier: Macro Influencer

Influencer Type: Fitness



About

Sydney, a fitness influencer, mainly shares "get ready with me" videos, daily vlogs, healthy eating tips, and pre/post-workout videos. Her content is highly engaging and captivating as she exudes energy and enthusiasm in her posts. Considering that fitness and health are integral aspects of Bloom's products, I believe that having an influencer who not only shares a diverse range of content but also exhibits a strong passion for these values would be highly beneficial for the brand. Sydney, with her varied content and focus on fitness and health, fits this profile perfectly and would be an excellent influencer to collaborate with.

Influencer Experience

Sydney has established partnerships with notable brands such as Nordstrom Rack, Lululemon, Thrive Market, and MAKE Beauty. What sets her apart is her ability to seamlessly integrate sponsored content while maintaining her distinctive style and tone. Sydney's authenticity shines through as she showcases how she incorporates these products into her everyday life, sharing her personal experience of using or wearing them.

Summary:

Pros about Sydney:

- Authentic
- Passionate about Fitness
- Aligns with target market
- Solid reputation
- Experience with reputable brands

APPENDIX

Appendix:

Alix Earle:

Alix Earle TikToks Evaluated								
Date Recorded: 3/30/23								
Type of Promotion	Link	Length/Time	Views	Likes	Comments	Saves	Shares	
Bloom Only	https://www.tiktok.com/t/ZTR7TNEsd/	9 seconds	6.9mm	528.9K	1,064	9,070	1,686	
Bloom Only	https://www.tiktok.com/@alixearle/video/7161617865047543086	41 seconds	1.6mm	126.2K	325	8,636	656	
Integrated with Other Content	https://www.tiktok.com/@alixearle/video/7194996941393202478?lang=en	43 seconds	7.9mm	839.4K	2,150	21.3K	1,195	
Integrated with Other Content	https://www.tiktok.com/t/ZTR7T1y6o/	38 seconds	3.5mm	381.5K	903	5,349	2,765	

Ashley Elliott:

Ashley Elliott TikToks Evaluated								
Date Recorded: 3/30/23								
Type of Promotion	Link	Length/Time	Views	Likes	Comments	Saves	Shares	
Integrated with other content (Bloom never mentioned)	https://www.tiktok.com/@ash.e.e/video/7183427873410223402	40 seconds	11.5mm	1.4mm	5,072	5,761	54.9K	
Integrated with other content (Bloom never mentioned)	https://www.tiktok.com/@ash.e.e/video/7191246181505223982?_r=1&_t=8a4ScXor94w	11 seconds	2.8mm	218.2K	1,229	8,507	1,369	
Integrated with other content (Bloom never mentioned)	https://www.tiktok.com/@ash.e.e/video/7207165839752056107	34 seconds	2.6mm	232.5K	1,527	6,441	1,986	

Appendix:

Chloe Lippai:

Chloe Lippai TikToks Evaluated							
Date Recorded: 3/30/23							
Type of Promotion	Link	Length/Time	Views	Likes	Comments	Saves	Shares
Bloom Only	https://www.tiktok.com/@clippai/video/7052119955537530118?_r=1&_t=8b0HIWhnlHe	8 seconds	236.3K	21.6K	77	2752	165
Integrated with Other Content	https://www.tiktok.com/@clippai/video/7185609855418354950	14 seconds	16.6K	642	3	48	6
Integrated with Other Content	https://www.tiktok.com/t/ZTRvvRXmx/	18 seconds	46.2K	3446	6	494	16
Integrated with Other Content	https://www.tiktok.com/t/ZTRv77XB1/	11 seconds	202.8K	32.3K	49	249	249

Margot Napier:

Margot Napier TikToks Evaluated							
Date Recorded: 3/30/23							
Type of Promotion	Link	Length/Time	Views	Likes	Comments	Saves	Shares
Bloom Only	https://www.tiktok.com/t/ZTRvvUMqm/	41 seconds	10,200	894	9	41	6
Integrated with Other Content	https://www.tiktok.com/t/ZTRvv95Ar/	32 seconds	404,600	20.9K	40	3836	451
Integrated with Other Content	https://www.tiktok.com/t/ZTRvvkM32/	34 seconds	54,000	1983	8	393	149
Integrated with Other Content	https://www.tiktok.com/t/ZTRvvBB1b/	44 seconds	26,200	950	9	77	11

Appendix:

Calculation of Estimated Engagement Rates:

(Calculated on Excel)

*Engagement Rate = (Total Engagements / Total Followers) x 100%

Average Engagement Rate = Sum of Individual Engagement Rates/Number of Videos

Alix Earle:

Average Engagement Rate = (11.30% + 2.70% + 17.90% + 8.20%) / 4

Average Engagement Rate = 10.525%

Ashley Elliott:

Average Engagement Rate = (11% + 1.70% + 1.80%) / 3

Average Engagement Rate = 4.5%

Chloe Lippai:

Average Engagement Rate = (12.60% + 0.40% + 2% + 18.80%) / 4

Average Engagement Rate = 8.45%

Margot Napier:

Average Engagement Rate = (1.40% + 33.50% + 3.40% + 1.50%) / 4

Average Engagement Rate = 9.20%

*Formula from: <https://nealschaffer.com/how-to-calculate-engagement-rate/>

Appendix:

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