



Tusk Kratom

2023 Influencer & Social Strategy Deck

Social Media

Objective:

In an effort to generate buzz and increase brand awareness surrounding Tusk Kratom, we will create a social strategy that maximizes efforts by leveraging social media platforms to educate consumers on the benefits of Kratom. Focusing our efforts on prioritizing TikTok and Instagram.

Goals:

- **Increase Brand Awareness:** Optimize social platforms, bio, profile pics, captions, and utilize highlight reels (IG Specific), take advantage of longtail and relevant hashtags.
- **Educate Consumers:** Establish Tusk as a household name in kratom by educating consumers on the benefits of kratom products and how incorporating kratom into their routine can aid in fatigue, pain, and relieve stress and depression.
- **Social Assets:** Showcasing Tusk as a product that is rooted in investing in the wellbeing of our bodies, minds, spirits.
- **Posting Cadence:** We can establish credibility, build trust, and strengthen our online reputation with a consistent posting cadence.

Key Strategies

Build relevancy & brand awareness amongst consumers, ultimately growing as a household name in Kratom and enticing users to purchase more.

Amplify Tusk's knowledge and credentials to challenge negative perceptions and misconceptions on Kratom by weaving in scientific and factual information that educates consumer.

Strengthen Tusk as the trusted kratom product for athletes, health/wellness coaches, entrepreneurs, and busy parents through social media platforms; prioritizing TikTok and Instagram.

Social Direction

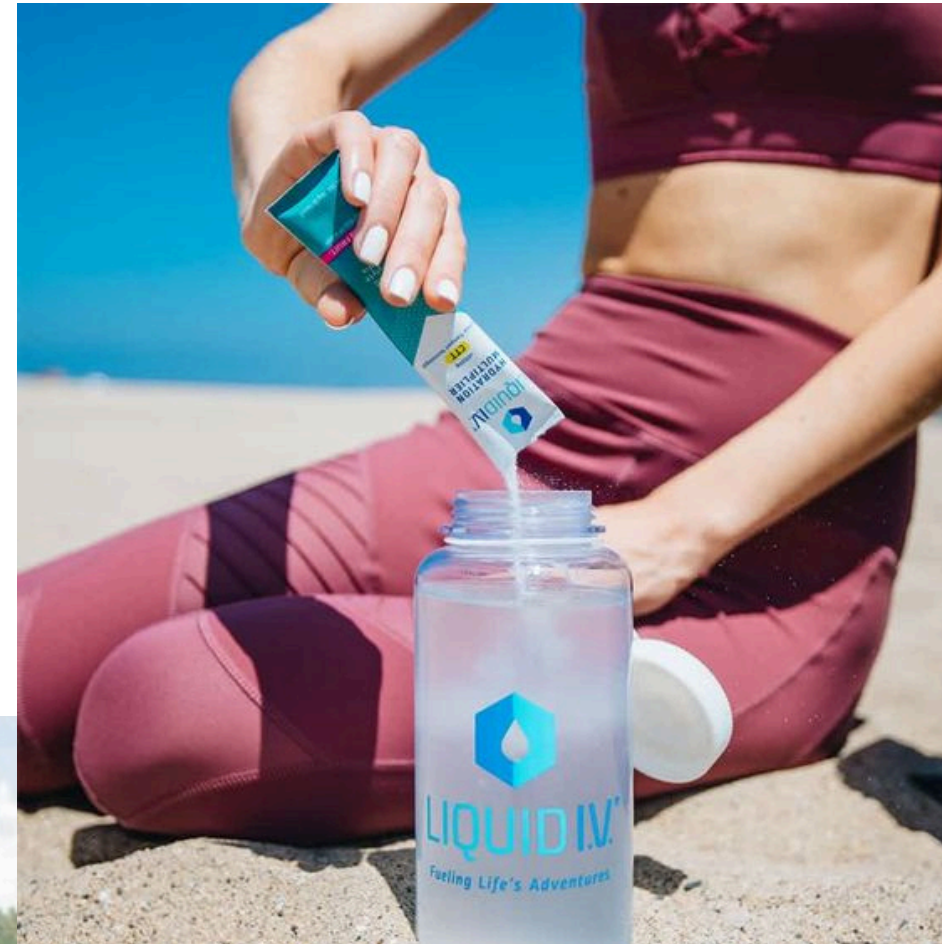
Direction:

Focus on the well-being of mind, body, and soul. By incorporating a spiritual and holistic aesthetic consumers will begin to correlate Tusk as a healthy and organic product that improves your way of life.

Goals:

- **Brand Tone & Messaging:** Portray Tusk as a positive, inspiring, and motivating brand that is invested in helping consumers better their daily lives.
- **Education:** Create assets that are informative and educational that align with the companies identity and engaging.
- **Connection:** Build a foundation and trust with consumers that will motivate them to make healthier choices by establishing a lifestyle that feeds into their physical, emotional, and mental well-being.
- **Commitment:** Push forward our commitment to never accept substandard ingredients. Highlighting the origin of our ingredients specifically, Maeng Da kratom that is grown and sourced directly from the very plantations famous for their potency, reliability, and effectiveness.

Social Content



Influencer

Objective:

Partner with industry leaders and professionals as brand advocates to reach a larger market in order to expand reach and growth across all social media touch points. Prioritizing TikTok, Instagram, and Youtube focused content creators that are aligned with Tusk's mission and values.

Goals:

- Expand Brand Reach
- Increase Credibility
- Engagement
- Follower Growth
- Generate Website Traffic

Quarterly Campaigns: Q1

- **Campaign Theme:** Fitness focus- at the beginning of each year, consumers reevaluate their fitness goals, get new gym memberships, and set goals for a healthier lifestyle, incorporating Tusk kratom into their routine can amplify their workout routine and generate natural results.
- **Number of Influencers:** 15 influencers
 - Mid 100-500k: 3
 - Micro 10k-100k: 7
 - Nano <10k: 5
- **Strain Highlight:** White Vein

CONTENT INSPIRATION

DELIVERABLES:

POSTING TIMING: Mid January- Mid March

PRODUCT INCLUSION:

Quarterly Campaigns: Q2

- **Campaign Theme:** Cognitive focus- During spring, right before summer breaks and vacations, students and entrepreneurs are preparing for some much needed time off of work and school and want to exceed educational or career driven goals.

CONTENT INSPIRATION

- **Number of Influencers:** 30 influencers
 - Mid 100-500k: 7
 - 3 entrepreneurs
 - 4 university students
 - Micro 10k-100k: 8
 - 4 entrepreneurs
 - 4 university students
 - Nano <10k: 15
 - 8 entrepreneurs
 - 7 university students
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- **Hightlight Strain:** Green Vein

DELIVERABLES:

POSTING TIMING: Beginning April- Mid June

PRODUCT INCLUSION:

Quarterly Campaigns: Q3

- **Campaign Theme:** Health & Wellness focus- Summer is the time to reset our mind and bodies, taking a break, relaxing, getting outside more, and focusing on reducing stress and anxiety by meditation, hiking, journaling, and slowing down.
- **Number of Influencers:** 20 influencers
 - Mid 100-500k: 5
 - Micro 10k-100k: 5
 - Nano <10k: 10
- **Strain Highlight:** Red Vein

DELIVERABLES:

POSTING TIMING: Beginning July- Mid September

PRODUCT INCLUSION:

Quarterly Campaigns: Q4

- **Campaign Theme:** Euphoric & Positive vibes- With holidays approaching keeping a positive and uplifting mindset is important with Tusk balancing the busy season and maintaining stress is possible
- **Number of Influencers:** 40 influencers
 - Mid 100-500k: 10
 - Micro 10k-100k: 10
 - Nano <10k: 20
- **Strain Highlight:** Green Vein

DELIVERABLES:

POSTING TIMING: Mid October- Mid December

PRODUCT INCLUSION: