

CASE STUDY

Influencer Marketing, Digital Marketing Strategy, and Advanced Tracking and Analytics for **Nashua Nutrition**



NASHUA NUTRITION

1 ABOUT NASHUA NUTRITION

Founded in 2001 and located in Nashua, NH, Nashua Nutrition started with a simple mission to provide high protein and delicious food while still keeping its prices affordable for its growing customer base. It quickly became the go-to stop for quality nutritional weight loss and bariatric products and also became the hub for blog posts, recipes and diet plans.

With its growing success, Nashua Nutrition partnered with SilverTech to help navigate its digital marketing efforts. Through this partnership, Nashua Nutrition was able to expand its reach to new channels and new customers. It wanted to showcase its products and reach its customers in a way it hadn't before. Leveraging SilverTech's expertise, an influencer campaign was recommended to illustrate Nashua Nutrition's brand in a new and exciting way.



2 OUR APPROACH

SilverTech worked with Nashua Nutrition to find its target demographic, analyze what accounts its ideal customers were following and engaging with, and identified potential influencers to connect with. When we came across Jenn Mitchell a.k.a commback.momma on Instagram, she perfectly matched our ideal personas.

By identifying the right influencer for Nashua Nutrition, we were able to exceed our target impression goal by 109%, and introduce it to an entirely new audience.

3 THE RESULTS

568.8K

Impressions

\$8.79

Cost Per Thousand
Impressions

3.3K

Clicks

\$13K

Earned Media Value

31

Post Shares

18

Post Saves

29

Comments

100%

Positive Engagement

4 THE CREATIVE

