## **CASE STUDY**

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

# 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.



# 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.



\$8.79 **\$13K 3.3K** 568.8K Clicks Impressions **Cost Per Thousand** Earned Media Value Impressions 29 100% 18 31 **Post Shares** Post Saves Comments Positive Engagement





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comeback.momma In the past, I struggled with my weight, I often turned to junk food that was full of calories. I found that protein-rich foods helped keep me satisfied so I didn't cheat while I focused on my getting healthier and losing weight.

#sponsored Nashua Nutrition is an online nutrition store focusing primarily on healthy, high protein food and to help people like me looking to make lifestyle changes. They offer a wide selection of products like prepared meals, protein shakes and bars, snacks and desserts.

I especially love the Lemon Razzy and Proti-Thin Strawberry shortcake bars. My kids love the chips and my husband likes the chocolate breakfast cereal. I am gluten sensitive and there are still many options for me as well as for people following diets like Keto, vegetarian and low carb.

What else I love about Nashua Nutrition is that their products are affordable. delicious and super easy to bring on-the-go. I always pack some in my gym bag or have some chips in the car. The Proti Chips in Barbecue flavor are amazing!

Check out the @nashuanutrition website - I bet you'll find something that fits your busy lifestyle too. Cheers! #nashuanutrition

Get 15% off with code JENN15. Link in profile @comeback.momma Edited - 70w

therealnymom This sounds so good!!









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### *silvertech*