

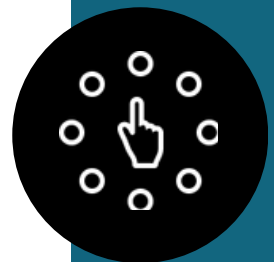


Costco/IVC Influencers Strategy





Brief: Objectives



INFLUENCER CATEGORIES



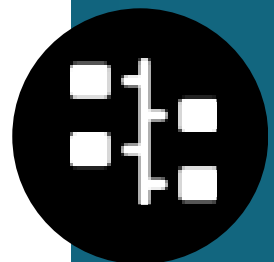
INFLUENCER CRITERIA



PROPOSED INFLUENCERS



PROFILES



TIMELINE AND BUDGET



Reporting

Objectives

Marketing Objective #1

*Increase Awareness of
truNature Prostate Plus
Health Complex Product*

KPI: Impressions | Reach |

Marketing Objective #2

*Help drive sales to
Costco IVC.*

*Increase traffic to Costco
truNature Prostate Plus
Health Complex online
and in stores*

KPI: Traffic + ROI

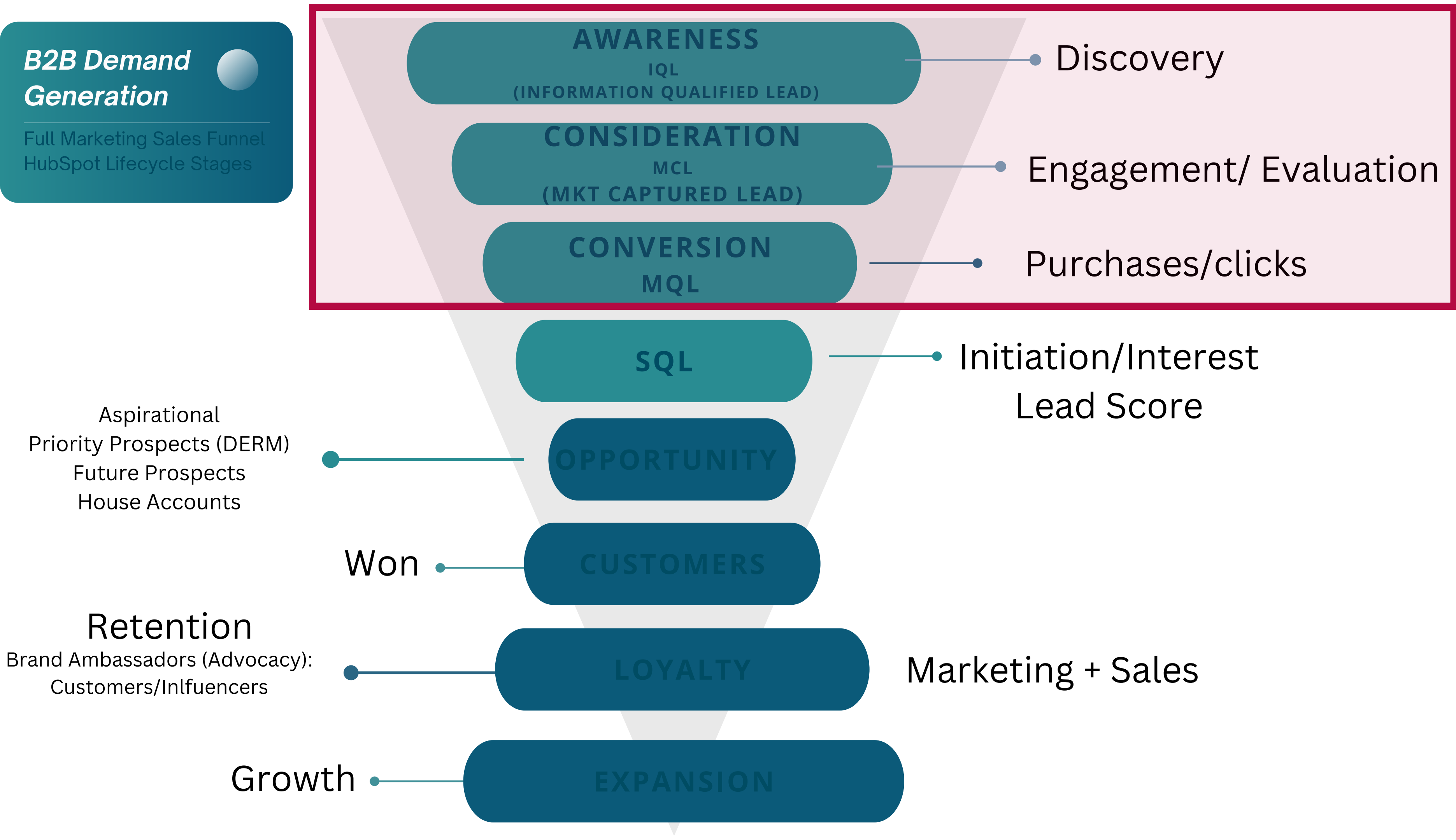
Marketing Objective #3

*Increase engagement -
among the influencer's
fans - wom*

*KPI: ER
Views | Replays | Interactions
(hearts, comments, shares,
saves, clicks)*

**B2B Demand
Generation**

Full Marketing Sales Funnel
HubSpot Lifecycle Stages



Timeline

- *Agreement, Brief, Strategy, Vetting: May 15*
- *Outreach: May 16-19*
- *Samples Sent: May 29, June 4th*
- *Content Submission Date: June 3*
- *Final Approval Date: June 6 - 8*
- *Campaign Live Date: June 9*
- *Costco Empties to post on June 9th*
- *Costco Deals to post on June 13th*
- *Costco Corner to post the week of June 9th and the week of June 16th*

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UTM Link

<https://hubs.li/Q03m3QpY0>

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CTA

Find it @ your local Costco store or online

Find it @ your local Costco store or online

Regions: Northwest | LA | Bay Area | Southeast Texas | | Midwest| San Diego

States Washington, Oregon, Idaho, California, Florida, Georgia, Carolinas, Texas, IL, OH, MN, MI, WI,

Northwest / LA / Bay Area / Southeast Texas / / Midwest / San Diego

States

Washington, Oregon, Idaho, California, Florida, Georgia, Carolinas, Texas, IL, OH, MN, MI, WI,

Washington, Oregon, Idaho, California, Florida, Georgia, Carolinas,
Texas, IL, OH, MN, MI, WI,

Objectives

Drive sales to Costco truNature and increase awareness of truNature Plus Health Complex

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Channels

Influencers' social media channels: IG + TikTok + FB

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Budget (Influencer)

\$ based on the number of influencers and their fees

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- Klear**
 - Campaign Setting
 - Vetting
 - Outreach
 - Contract Agreement
 - Reporting: ROI, Engagement, Reach, CTR (how many people who saw the link actually clicked on it)

Campaign Setting

Vetting

Outreach

Contract Agreement

Reporting: ROI, Engagement, Reach, CTR (how many people who saw the link actually clicked on it)

HubSpot

Project Management + Reporting

Project Management + Reporting

Mentions
@Costco #prostate | #mensurinary #meanshealth

@Costco #prostate | #mensurinary #meanshealth

INFLUENCER CATEGORIES

SIZE/TYPE	OPPORTUNITY	PURPOSE	ESTIMATED COST/POST
NANO 500-10K Followers	Consumers, peer-to peer endorsement	Primarily used through <u>consideration, engagement and loyalty</u> . 	\$100
MICRO 10K - 100K Followers	Smaller audience stronger peer-to connection	Primarily used through <u>consideration, engagement and loyalty</u> . 	\$600 
MACRO 100K - 1M Followers	Large audience within specific topic interests	Can be used throughout the whole marketing funnel, but best leveraged for <u>consideration, transaction and engagement</u> . 	\$888 
MEGA/CELEBRITIES 1M + Followers	Global audience, broad topics	Can be used throughout the whole marketing funnel, but best leveraged for <u>mass awareness</u> . 	\$2.6K 

INFLUENCER CRITERIA



**MICRO + MACRO +
Mega 10K - 1M**



Ideal for Mid Marketing Funnel - Consideration
Ideal for Driving Traffic and Conversions/Purchases

**AUDIENCE OR
PERSONA CRITERIA**



Influencers' followers, interested in Costco, Health,
Moms/married | Food | Vegan | NON GMO | Deals

DELIVERABLES:



@costcocorner
@costco_emptyies
@costcodeals

REPURPOSE



Repurpose on the website: USPlus landing page.

REPORTING



Influencer report | Klear | HubSpot
REACH | | Views | [ER | CTR]

CALL TO ACTION | HASHTAGS | MENTIONS

CTA	###	@
AWARENESS \$7.00 OFF in store & online Valid through June 22 CONSIDERATION #LinkInBio	menshealth urology prostate	@costco

PROPOSED INFLUENCERS



Henry: 2474 NW 113th Ave, Portland, OR 97229

Criteria	MEGA 10K - 100K Followers, Smaller audience stronger peer-to connection. Primarily used through consideration, engagement and loyalty		
Followers	1.5M		29K  
Eng./Post	1.9K/Posts		
Eng. Rate	0.1%		
Audience	25-44 86% women		
Cities	California Texas New York Arizona Illinois Nevada Washington Oregon Hawaii North Carolina		

PROPOSED INFLUENCER



Jessica Kelly
Costco Empties

600 North Union Avenue
Cranford, NJ 07016

Criteria	MACRO 100K - 1M Followers, Large audience within specific topic interests. Primarily used through consideration, transaction/ conversions (purchases) and loyalty			
Followers	294 K		35K	
Eng./Post	2,676 posts			
Eng. Rate	1%			
Audience	31 years old - average 90% women			
Cities	New York Los Angeles Chicago Houston San Diego			

PROPOSED INFLUENCERS



costcocorner
Costco Corner

Criteria	MICRO 10K - 100K Followers, Smaller audience stronger peer-to connection. Primarily used through consideration, engagement and loyalty		
Followers	52 K	T	
Eng./Post	1.3K posts		
Eng. Rate	2.55%		
Audience	33 years old -average 72% women		
<u>States</u>	Wisconsin Texas Illinois Iowa CO New Mexico Arizona		

TIMELINE

DELIVERABLES | COST

Total:
\$ 10,900



Jessica Kelly



Henry Truong



David Sedillo

Deliverables:

1 IG + LIB

- Organic June 9
- Paid: June 9 - June 23 (15 days)

Cost: \$2,200 (post) + \$1,500 (Ad Fee + \$1,500 Ad placement)

- **LIB for 1 week**
- **Ad Placement : 15 days**
- worked with Jessica last year

Deliverables:

1 IG | FB | + LIB

- Organic June 13
- Paid June 13-June 22

Cost: \$3,000 (post) + Ad \$2,000 (Ad)

1 Instagram Photo carousel post

- (may include multiple photos for photo carousel or collage) reposted to **FB** and **3 InstaStory slides**
- Avg Total Package Impressions Range from 150k – 300k+ depending on the product
 - Great for promoting sales or limited time offers or new product buzz with the ability to add url links in the instastories to purchase online or additional info
 - Comes with a full analytics report

Deliverables:

4 TikTok videos:

- 2 videos week of June 9th
- 2 videos week of June 16th

**Cost:
\$175/Video X 2=\$700**

- Worked with David last year

PROPOSED INFLUENCER

Influencers	Budget	Posts	Eng.	Eng. Rate	CPE	Reach ▼	CPM	EMV	Social ROI	Clicks	CPC	Sales
3	\$10.9K	18	5.6K	0.03%	\$1.95	365.2K	\$29.85	\$439.6K	x39.33	6.7K	\$1.64	-
 Costco Deals	\$ 5000	<u>12</u>	<u>5.2K</u>	<u>0.03%</u>	\$0.96	<u>337.2K</u>	\$14.83	<u>\$428.2K</u>	x84.64	6.7K	\$0.75	
 Jessica Kelly	\$ 5200	<u>2</u>	<u>218</u>	<u>0.04%</u>	\$23.85	<u>23.5K</u>	\$221.62	<u>\$10.8K</u>	x1.08	-	-	
 David Sedillo	\$ 700	<u>4</u>	<u>134</u>	<u>0.06%</u>	\$5.22	<u>4.5K</u>	\$155.94	<u>\$582.18</u>	-x0.17	8	\$87.5	



18

Posts



5.6K

Engagements



365.2K

Reach



\$439.6K

EMV [?](#)



6.7K

Clicks

3 Influencers

0.03% Eng. Rate

18.4M Potential Impressions

3 Links



11



1 45.3K 0.03%

237.4K

\$274.7K



4



130 2 2 0.06%

4.5K

\$551.62



2



90 5 27 0.01%

119.1K

\$121.6K



1



6 2 0%

4.2K

\$17.3K

Organic + Paid

All influencers



Total Results:
Impressions: 18.4M
Reach: 365.2K
Clicks: 6.7K
Engagements: 5.6K

Budget: \$10,900

COSTCO DEALS Costco Deals 85

costcodeals 0:24

ALSO AVAILABLE ON COSTCO.COM!

24K 1.1K 06/13/25

COSTCO Empties Jessica Kelly 81

@costco_empties

9.3K 179 06/09/25

COSTCO CORNER David Sedillo 67

BEST THING AT COSTCO THIS WEEK

38 1 06/21/25

Top Performing Posts

All influencers



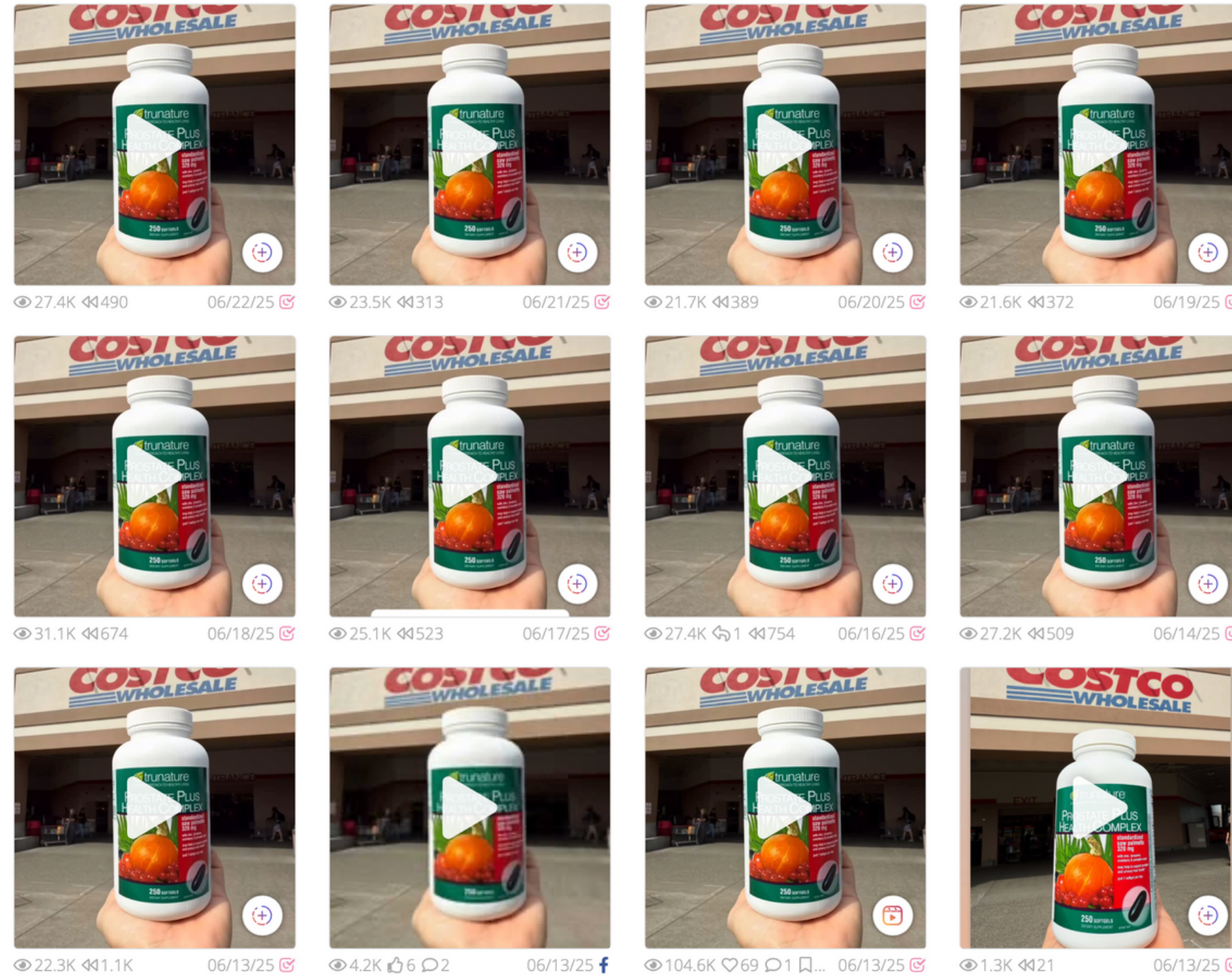
Costco Deals

85 (+) ✓ 0/1

12 Posts 5.2K Eng. 337.2K Reach 6.7K Clicks

+	10	5.1K	228.4K
Instagram icon	1	83	104.6K
f	1	8	4.2K

Close ^



@Costco Deals Organic + Paid

M e g a I n f l u e n c e r

Results:



Reach: 337.2K

Engagement: 5.2K

Clicks: 6.7K

Budget: \$5,000



Jessica Kelly

81 (+) ✓ 1/1

2 Posts 218 Eng. 23.5K Reach

1 39 14.5K

1 179 8.9K



8.9K 179

06/09/25



14.5K 21 4 1... 06/09/25

@CostcoEmpties Organic + Paid

Macro Influencer

Results:



Organic Reach: 23.5K

Organic Engagements: 218

Total Paid + Organic Reach: 69K

Paid + Organic Engagements: 1K

Budget: \$5,200

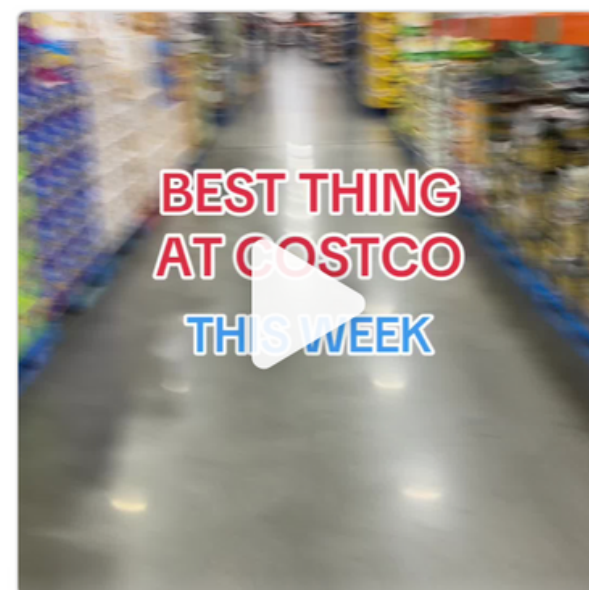


David Sedillo

67 (+) x 4/4

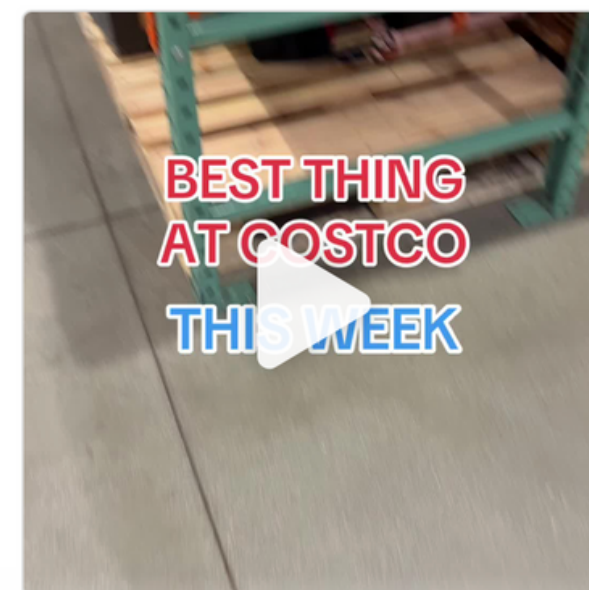


4 Posts 134 Eng. 4.5K Reach 8 Clicks



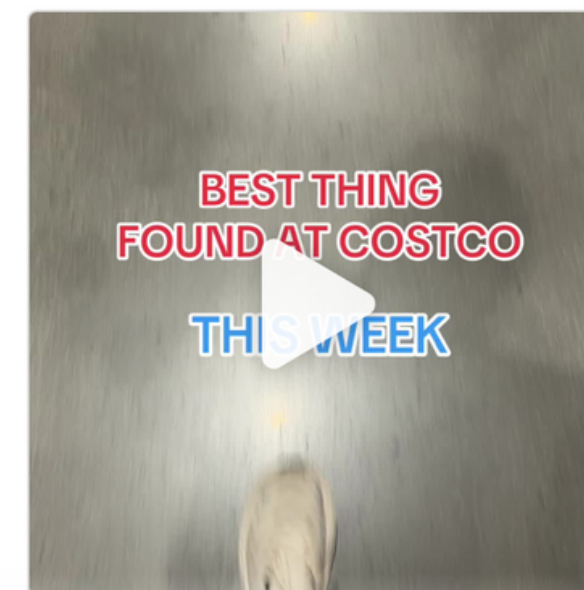
1.3K 38

06/21/25



829 25

06/19/25



1.1K 31 1

06/16/25



1.2K 36 1

06/10/25

@Costco Corner

Macro Influencer

Results:



Reach: 4.5K

Engagements: 134

Click: 8

Budget: \$700

Results

Jessica Kelly



Results:



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David



costcocorner

Costco Corner

Results:



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Click: 8

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Henry



Results:



Reach: 337.2K

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Terms

Reach

The number of unique users who have seen a particular video or ad

Impressions

The number of times your content is displayed to users, regardless of whether they interact with it

Engagement

Any interaction a user has with a video or creator

EMV(Estimated Media Value)

Measures campaign's value by paid media standards and an earned multiplier.

Cnclusions and Suggestions

Channel Insight

- Instagram was the strongest platform, with Stories outperforming static posts.
- TikTok (Costco Deals account with 30K followers) recommended for future due to growth potential.

Recommendations:

- Continue investing in Costco Deals (Mega Influencer) across all their social channels, given their strong reach and performance.
- Promote more heavily on TikTok, leveraging Costco Empties and Costco Deals accounts.
- Use IG Stories as a primary format to drive engagement and traffic to Costco trunature product page.
- Continue building WOM trust through influencers like Costco Deals and Costco Empties.