

Social media presence (1)

Update on influencers mapping

TARGET & INFLUENCER MAPPING

- Identify the key decision makers and influencers around the food industry
 - Mapping of all influencers on Twitter
 - In-depth analysis of top 15 influencers
 - LinkedIn mapping: mapping of the ecosystem around certain keywords
 - Mapping of 10-20 accounts and 5 groups per keyword
- Analysis available in mid-December to be used as basis for future ad campaigns and engagement



