

# Startup Spotlight™ for CPG STARTUPS

ProInfluence is focused on helping CPG startups grow by showcasing them to key stakeholders: consumers, retailers, investors, and strategic partners. Our goal is to help generate brand awareness and encourage trial.

## Startup Spotlight program

We capture the unique stories that CPG founders have to tell about their companies and their startup journeys and deliver them directly to targeted audiences. Our goal is to leverage these stories to create recall and feelings of familiarity and relationship between our CPG startup partners and the people they want to do the business with.



## How it works

A **Startup Spotlight** campaign originates from a 30-minute recorded interview and a 6-10 written questionnaire. **ProInfluence** takes this raw content and creates a refined 12-15-minute podcast and a written blog, each strongly supported with compelling photos and images.

**Startup Spotlight** content is then delivered directly to key stakeholders as promoted posts on social networks and opt-in email blasts. We use Facebook and Instagram to reach targeted consumers and LinkedIn is used to engage with specific retailers and investors. Each campaign typically runs 12 days.

**ProInfluence** literally builds partnerships with the CPG startups they work with. Each partner contributes an equal amount in social advertising dollars (typically \$200-\$300 each) and **ProInfluence** shares in the incremental business initiated by the **Startup Spotlight** campaign.

## Startup Spotlight content examples

Here are some content samples from our recent Startup Spotlight campaign featuring **Mamie's Pies**:



- Podcast:** <https://bit.ly/StartupSpotlight-MamiesPies>
- Blogs:** <https://bit.ly/StartupSpotlight-MamiesPies-MediumBlog>  
<https://bit.ly/StartupSpotlight-MamiesPies-SlideShare>
- Email:** <https://mailchi.mp/proinfluence/startup-spotlight-mamies-pies-v>

The screenshot shows a podcast player interface. At the top, there's a thumbnail image of several pies. Below the thumbnail, the title reads "Startup Spotlight Featuring Mamie's Pies (11-mins)". To the right, there's a small "Powered by Adori" logo. The main content area displays the episode details: "Startup Spotlight Apr 12 2020 • 11:10". A descriptive text below states: "Mamie's Pies is an innovative CPG startup company based in the Bay Area of California. They've re-...". At the bottom of the player, there are standard playback controls: a play button, a progress bar showing "00:00 / 11:10", and other standard media controls like volume and repeat.

## Startups we've worked with

Some of the other CPG startups we've worked with in the recent past are: Coolhaus, Karma Nuts, Pistol Lake, RIND Snacks, Start Right Foods, Verb Energy and many others.



## Results

The goals and objectives of each Startup Spotlight campaign are specific to each partner.

In a recent campaign featuring a CPG startup with a frozen dessert product, our goal was to increase e-commerce sales and reinforce their retail broker's efforts with key retailers. Here are some of the results:

- 172 new e-commerce customers
- Website traffic increased 47% over the previous 12 days
- E-commerce sales up 25% over same period previous year
- Over 1,000 impressions on key Buyers & Category Managers at Target, Kroger, WFM, Wegmans and Meijer

## Testimonial

Here is a recent recommendation on LinkedIn:

*"I met Steve at the Fancy Food Show in San Francisco and immediately knew I wanted to work with him. His insights into the food industry, his vast network of contacts and his understanding of the marketing needs of emerging brands was right on point for Mamie's. Steve's ability to think outside the box and see the big picture is exactly what every entrepreneur wants in a partner. I thoroughly enjoyed being part of Startup Spotlight and look forward to working with Steve again very soon."*

— Kara Romanik  
Founder/CEO Mamie's Pies



*The Startup Spotlight™ platform features innovative, consumer-based startup companies and their passionate founders.*



Startup Spotlight™ shines on Mamie's Pies. Founded in the Bay Area of Northern California, [Mamie's Pies](#) is a startup company that has re-imagined the traditional dessert by creating a convenient, single-serve "pocket-pie" using generational family recipes from back in New England.

Additional recommendations on [LinkedIn](#) and [ProInfluence](#) websites.



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