CASE STUDY: TRIFECTA

How a rapidly-growing organic meal delivery brand used GRIN to scale their influencer marketing program

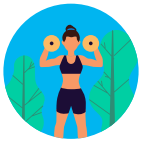
WHO IS TRIFECTA?

Trifecta Nutrition is on a mission to provide athletes and health-conscious people with fresh and organic prepared meals delivered right to their door. Since their founding in 2015, they've been successful in fulfilling that mission, becoming the country's largest organic meal delivery service. Trifecta's meals feed tens of thousands of people throughout the United States each day.

Trifecta's goal is to be a meal subscription service that delivers chef-inspired meals that are perfectly prepared for each customer's unique macro needs. This service takes away the need for time-consuming meal planning, prep, or careful nutrition tracking. The meal subscription is also perfect for busy, active people who prioritize healthy eating and desire the nutrition of whole foods—without the hassle of wasting time in the grocery store.

170+

INFLUENCERS



2,000+

INFLUENCER GENERATED CONTENT PIECES

1,500+

THREAD OF EMAIL COMMUNICATION

ABOUT TRIFECTA'S INFLUENCER MARKETING PROGRAM

Because Trifecta's product is perfect for elite athletes, the decision to start an influencer-driven partner program was an easy choice. The company began building relationships with professional athletes like UFC fighters, bodybuilders and Crossfitters who could benefit from the weight-management and performance-boosting nutrition of Trifecta's science-backed food plan.

> *"For us, celebrity athletes made a lot of sense, especially celebrity athletes in sports like the UFC or USA weightlifting, they're both weight class sports. If you don't make weight by following your diet, you can't play. So they were very, very channel aligned with us because they were talking a lot about their diet and nutrition. And that's ultimately what let us to sponsoring the UFC itself."*

GRIN

THE CHALLENGE

> *The most challenging part of running an influencer program is largely around the tracking and management of the influencers.*

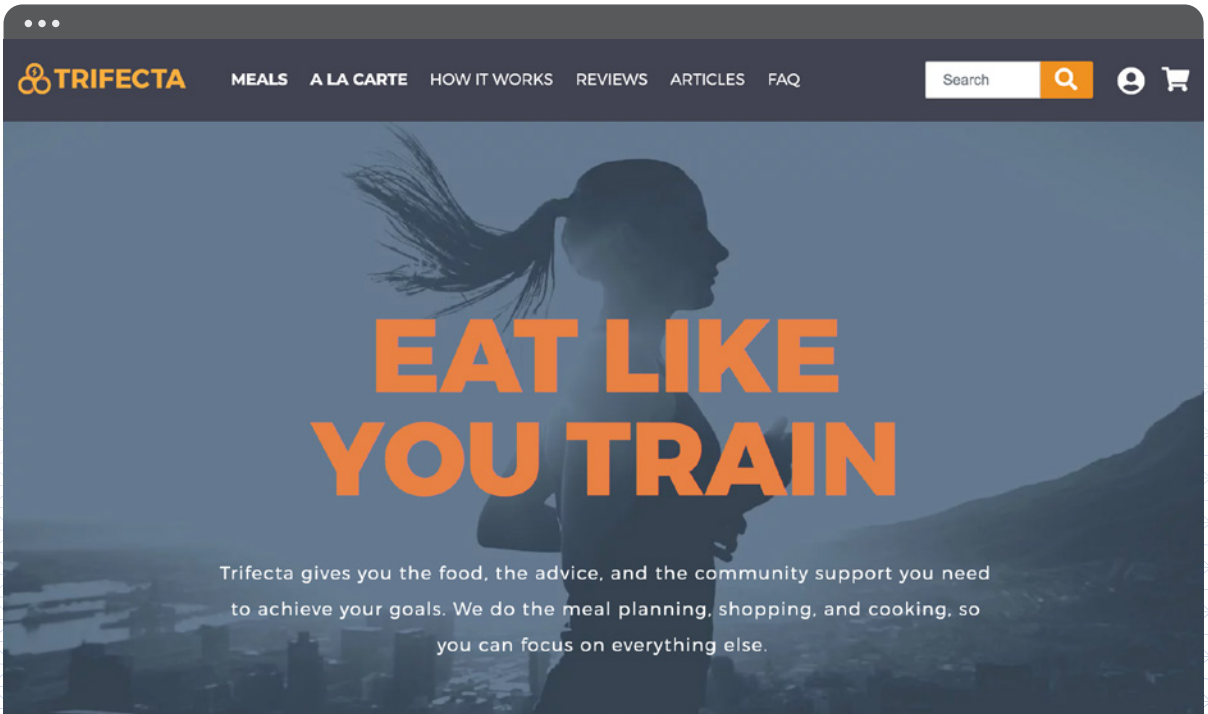
In their early days, Trifecta used Google Sheets to track and manage their influencer marketing efforts. However, as the business forged connections with an increasing number of fitness influencers across several channels, it was obvious that a basic spreadsheet program was quickly becoming an ineffective and inefficient solution.

After the program grew to include 30-40 influencers, the team needed a more comprehensive system to manage influencer relationships and campaigns to keep up with the company's growing popularity and business goals. They realized that for the marketing program to be successful, it was vitally important to create a workflow
to organize influencer outreach and relationship building.

Trifecta's partners are active social media personalities who post a lot. It was tough to track influencer content with a simple spreadsheet. Monitoring other metrics like affiliate links and clickthrough was also a challenge.

As CEO, Greg Connolly also knew that it was crucial to have the ability to accurately determine the ROI from Trifecta's influencer marketing efforts. He wanted the ability to easily demonstrate influencer media value and individual campaign performance to his board.

The status quo was not working. But, when Trifecta discovered GRIN, they realized it was the ideal influencer marketing software suite they needed to scale.



THE SOLUTION

By using GRIN, Trifecta has been able to manage their influencer marketing program while finding effective solutions for their previous problems.

GRIN's software gives the Trifecta team the ability to track the detailed metrics they need. Now, they can effortlessly segment influencers by content or performance. GRIN also creates reports which allow Trifecta's leadership to take a birds-eye-view of the influencer program's performance.

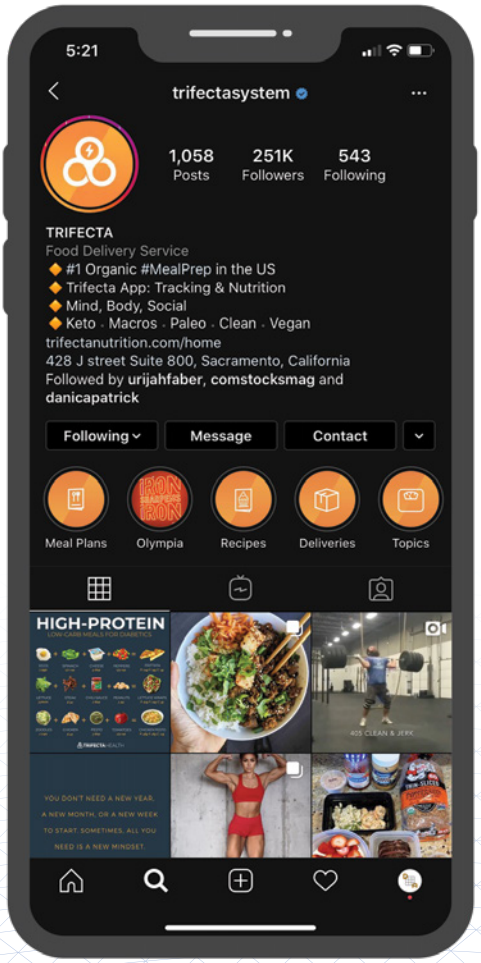
The program not only increased Trifecta's ability to look deeply into campaign metrics. They also found that the program eliminated using valuable employee time and effort on the tedious task of manually tracking data.

The content feed is a valuable GRIN feature. The software deftly sorts influencer content right from the GRIN dashboard. This eliminates the time-wasting task of monitoring each individual influencer on each of their social media platforms. The GRIN solution delivered efficiency that allows the Trifecta team to concentrate on more pressing aspects of growing their business.

Trifecta can also engage in more direct social media interaction as a result of the employee time saved by GRIN. The company's full-time Instagram manager is now free to nurture relationships on the platform, giving a human voice to the brand by commenting and interacting with customers directly.

Finally, the Trifecta team finds GRIN's CRM function indispensable. They love the way that GRIN's specialized influencer marketing tools and their CRM are conveniently located in one place.

> *"I don't want to have to pay somebody to constantly be tracking what's going on across all the different social media platforms. So GRIN is aggregating all of that data into one place for me. It's become a massive repository of organically created content."*



THE RESULTS

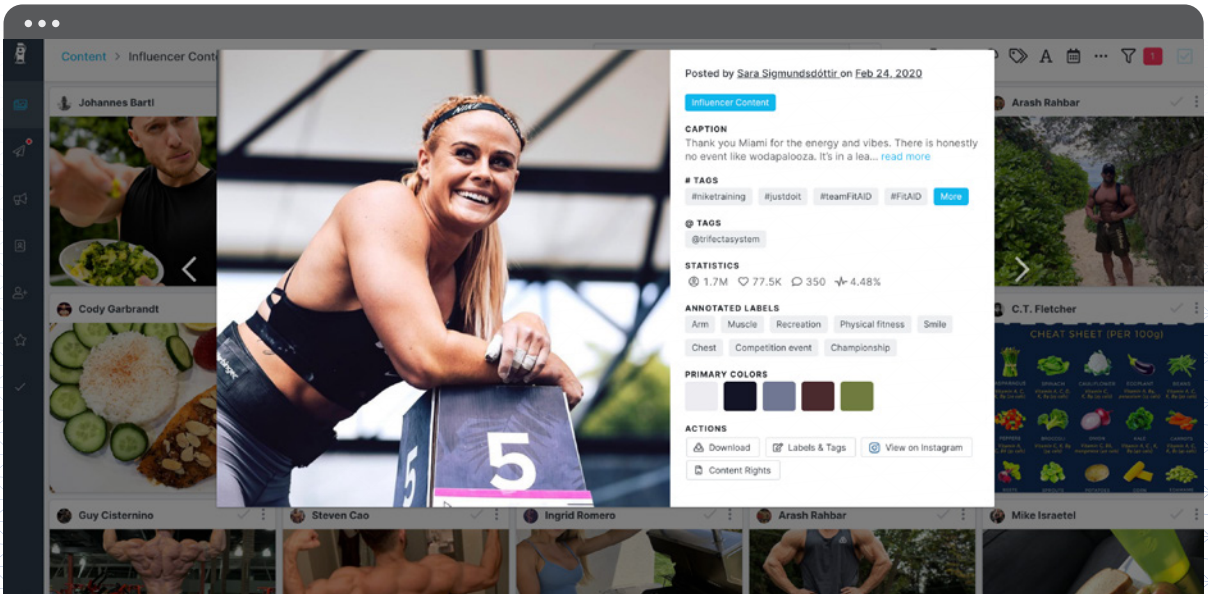
After adding GRIN to their workflow, Trifecta now has access to a gold mine of user-generated content at their fingertips. Because the feed is so easy to navigate, team members can instantly find posts on specific content within their niche to repurpose as material for paid ad campaigns. This adds tremendous value to influencer content because it accelerates their efforts to become profitable across the customer journey.

Trifecta enjoys tremendous engagement from their in-house social media efforts because of the strength of their influencer program since using GRIN.

> *"Look at Trifecta's Instagram and compare our engagement to every other brand in the industry. It's eight to 20 times as high. Meaning if I do a post, I get 2000-4000 likes and about 40-100 comments on that post. Competitors...will do a post and they'll get 200-400 likes, ten times fewer likes because their engagement is lower because I have a much stronger brand because I have an influencer program."*

-Greg

WHY CHOOSE GRIN?

GRIN has helped Trifecta build an influencer program that will continue to grow alongside their growing brand. If you have questions about how GRIN can help you and your brand, contact us today to schedule a demo.

> *"We were looking for a nimble company that was going to be able to adapt quickly to changes that happen in social media and that's largely what we found with the GRIN team."*