

Influencers and Branded Food & Beverages

THE TREND OF THE MOMENT



Social media has transformed into a key platform for promoting products and services, leading to the emergence of a new group of digital stars known as “influencers.” These influencers cover a wide range of topics, from fashion to health, and the food industry has its own unique set of influencers. These individuals act as ambassadors for food brands, playing a key role in shaping favorable perceptions among potential consumers. Food bloggers and vloggers share a variety of content, including recipes from top chefs, personal cooking tips, unique ingredients, restaurant reviews, and culinary adventures. With large, engaged audiences, these influencers provide significant exposure for brands and help them gain recognition. Moreover, they serve as an invaluable source of inspiration and information for the food and beverage industry. Many food companies are already partnering with these influencers as part of their marketing strategies.



THE GROWTH OF SOCIAL MEDIA INFLUENCE

Digital natives spend much of their time on social media platforms like Twitter, Instagram, and Facebook, seeking advice on travel, fitness, and recipes. They trust influencers, believing their promotions are authentic and based on personal experiences. With followers ranging from 1 to 5 million, food influencers are often given the freedom to tell a brand's story.

Brands select influencers passionate about food and its presentation, and organic campaigns tend to succeed when influencers craft the narrative based on a brief rather than scripted content.



INFLUENCER TYPES

Macro Food Influencers: These include well-known chefs and respected food critics. Their wide reach helps brands connect with a global audience. Due to their popularity, they typically come at a high cost and are best suited for large restaurant chains or brands with a broad market presence.

Micro Food Influencers: These are home cooks or passionate food enthusiasts with a smaller, but highly engaged and niche following. Collaborating with them is often more cost-effective and can lead to increased sales through authentic, relatable content.

Cross-Niche Micro Influencers: Food brands also team up with influencers outside the food space—such as those in art, travel, beauty, or adventure—to create unique and engaging campaigns. This approach helps brands reach new audiences in creative ways.



HOW TO USE INFLUENCER MARKETING

Sponsored Content: Brands partner with influencers to create authentic posts that promote their products and boost visibility.

Brand Ambassadors: Long-term collaborations where influencers regularly feature the brand through posts, reviews, and giveaways.

Product Reviews: Brands send free samples for influencers to try and share honest feedback with their audience.

Hashtag Campaigns: Joint campaigns with custom hashtags on themes like healthy eating or heritage recipes help drive engagement and traffic.

KEY TAKEAWAY

Food plays a vital role in everyone's life, and for many, cooking is more than a routine—it's a passion. This is why food bloggers attract large and loyal audiences. However, many food and beverage brands have yet to fully tap into the potential of this modern marketing channel. Collaborating with food bloggers can help brands expand their reach, target specific audiences more effectively, and boost visibility—all at a lower cost compared to traditional advertising. As online food communities continue to grow worldwide, the influence of food blogging is only set to rise.



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