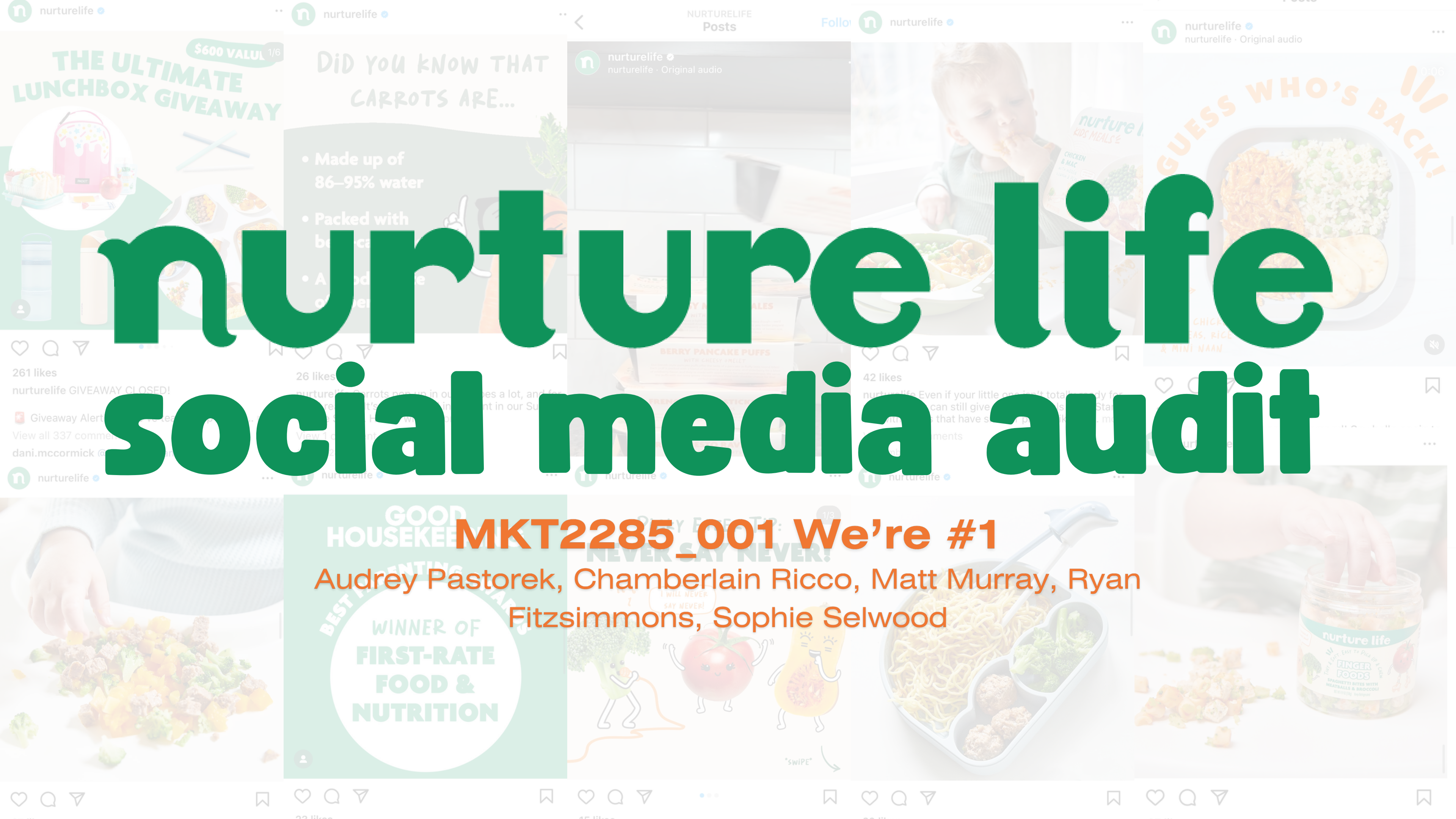


nurture life social media audit



MKT2285_001 We're #1

Audrey Pastorek, Chamberlain Ricco, Matt Murray, Ryan Fitzsimmons, Sophie Selwood

overview



Brand
Background



Add to Cart



Audit
Timeframe



Add to Cart



Instagram &
TikTok



Add to Cart



Evaluation &
Recommendations



Add to Cart

who is nurture life?

- Founded by Jennifer Chow in 2015
- Meal subscription for babies, toddlers, and kids
- \$35-\$119 per week on average
- \$1.5 million in revenue in 2022
- Millennial-aged target audience
- Special focus on picky-eater options



“BECAUSE PARENTS AND KIDS DESERVE BETTER”

meet: ashley

When she's not hustling around New York, she's taking care of her daughter, Sarah

She frequently posts on Instagram and follows fellow moms

32 year old single mother

She's a frequent online shopper, but only when a product catches her eye




audit timeframe

2023
AUGUST

Sun Mon Tue Wed Thu Fri Sat

 Organic Instagram post

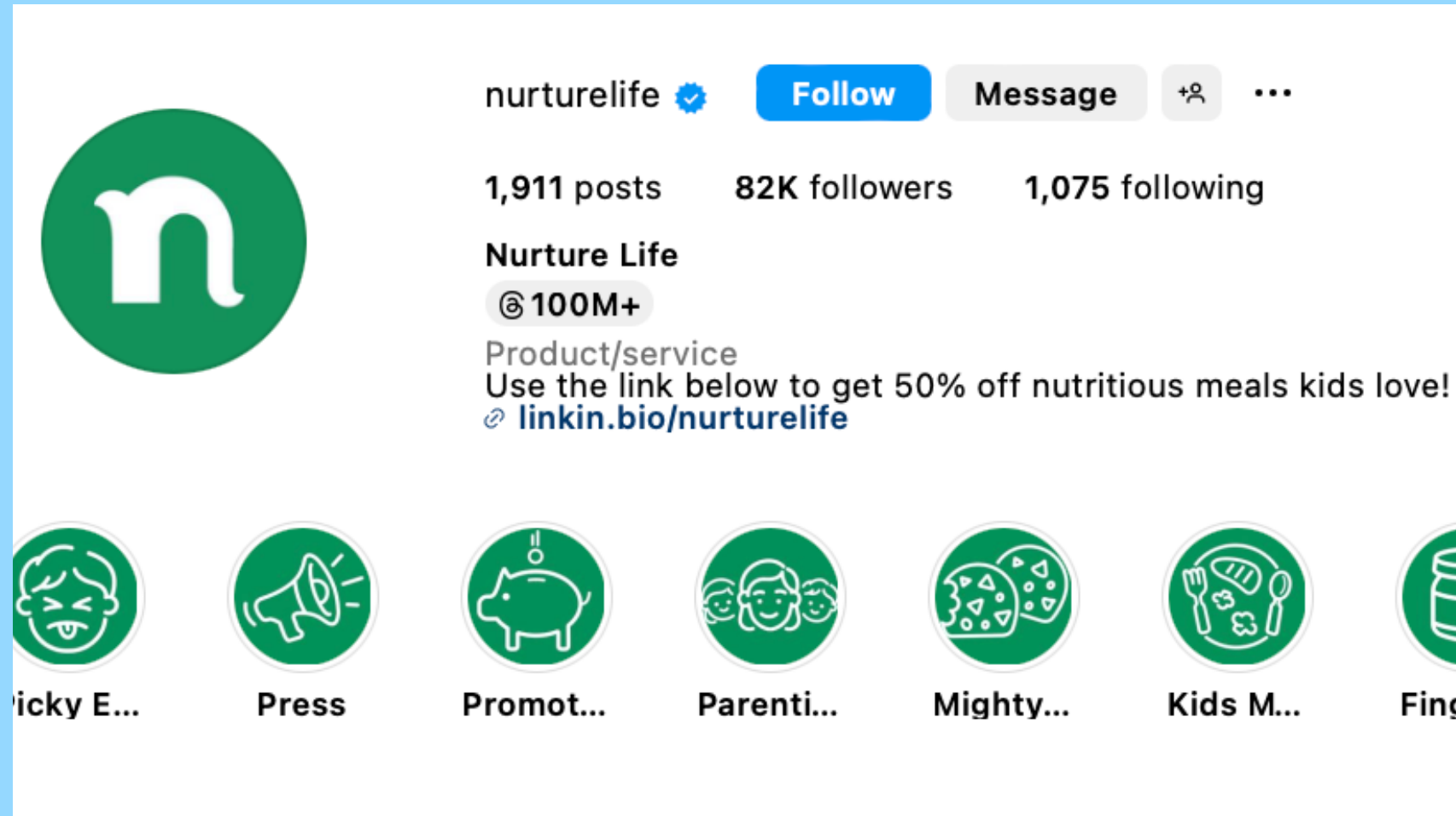
 Giveaway




 Organic TikTok post

 Paid promotion Live










instagram



nurturelife  [Follow](#) [Message](#)  

1,911 posts 82K followers 1,075 following

Nurture Life
@100M+
Product/service
Use the link below to get 50% off nutritious meals kids love!
linkin.bio/nurturelife

 Picky E...  Press  Promot...  Parenti...  Mighty...  Kids M...  Fing...

 POSTS  REELS  TAGGED



\$679 VALUE!
THE ULTIMATE PLAY SET GIVEAWAY!
1 MONTH OF NURTURE LIFE!
figgy nurture life

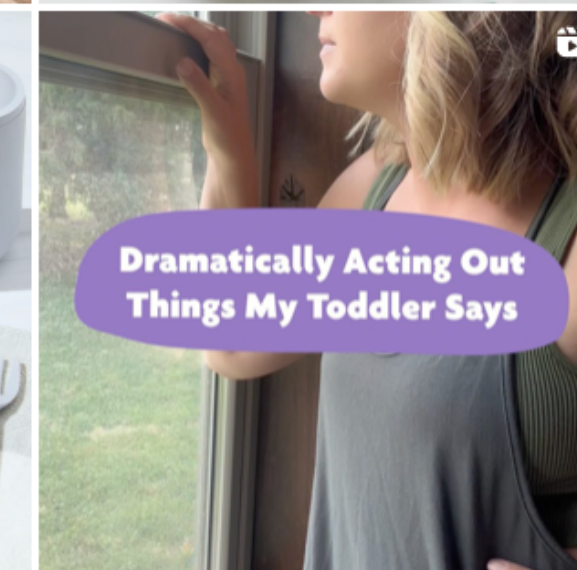


**PICKY EATER TIP:
NEVER SAY NEVER!**

I WILL NEVER SAY NEVER!



GOOD HOUSEKEEPING
BEST PARENTING AWARDS
**WINNER OF
FIRST-RATE
FOOD &
NUTRITION**



**5 POSITIVE APPROACHES
TO PICKY EATING**

1. Smile and Encourage
2. Ask Questions
3. Make the Kitchen Comfortable
4. Set a Playful Table
5. Keep Offering

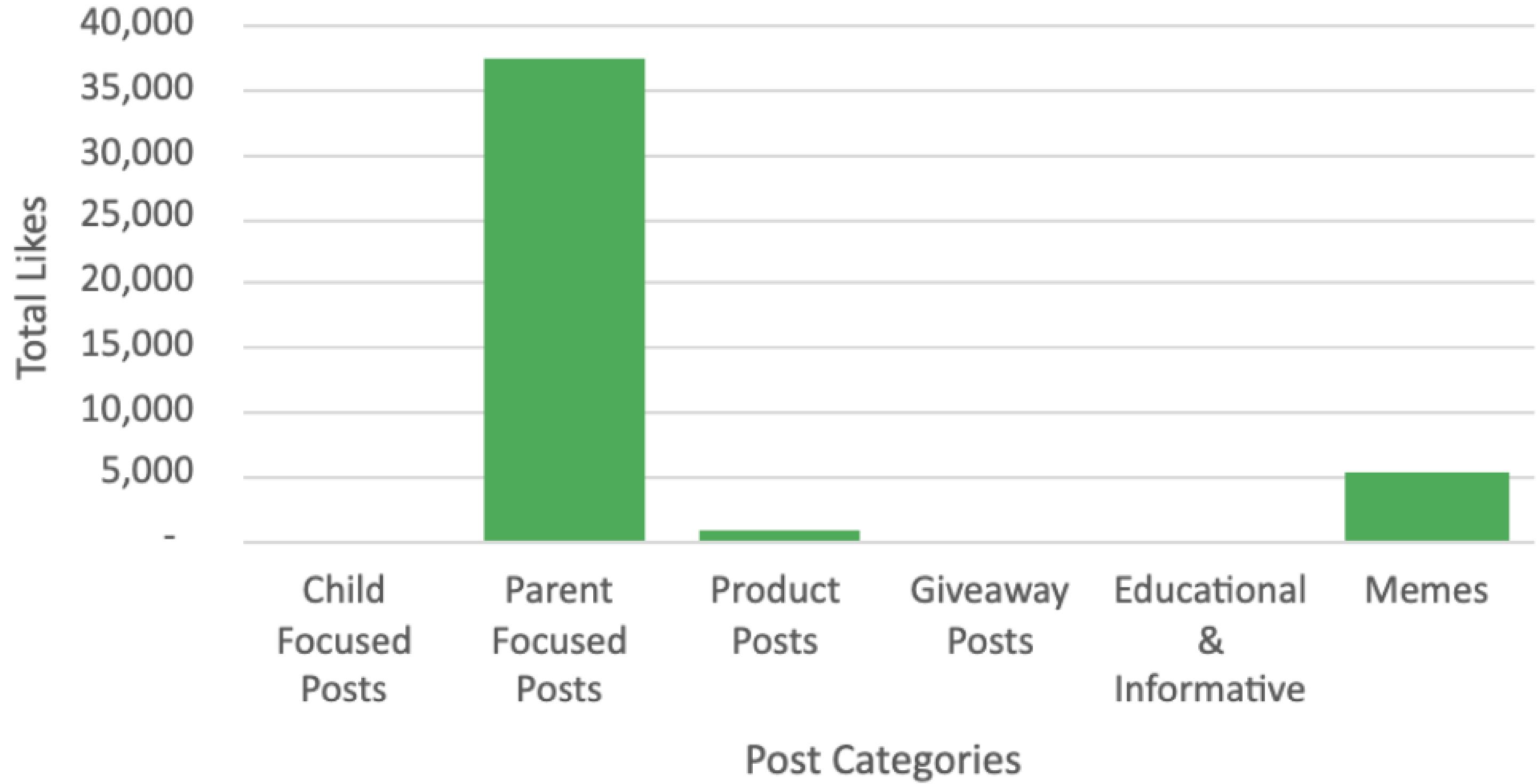


GUESS WHO'S BACK!
CHEESY LASAGNA
SWIRL WITH
BROCCOLI



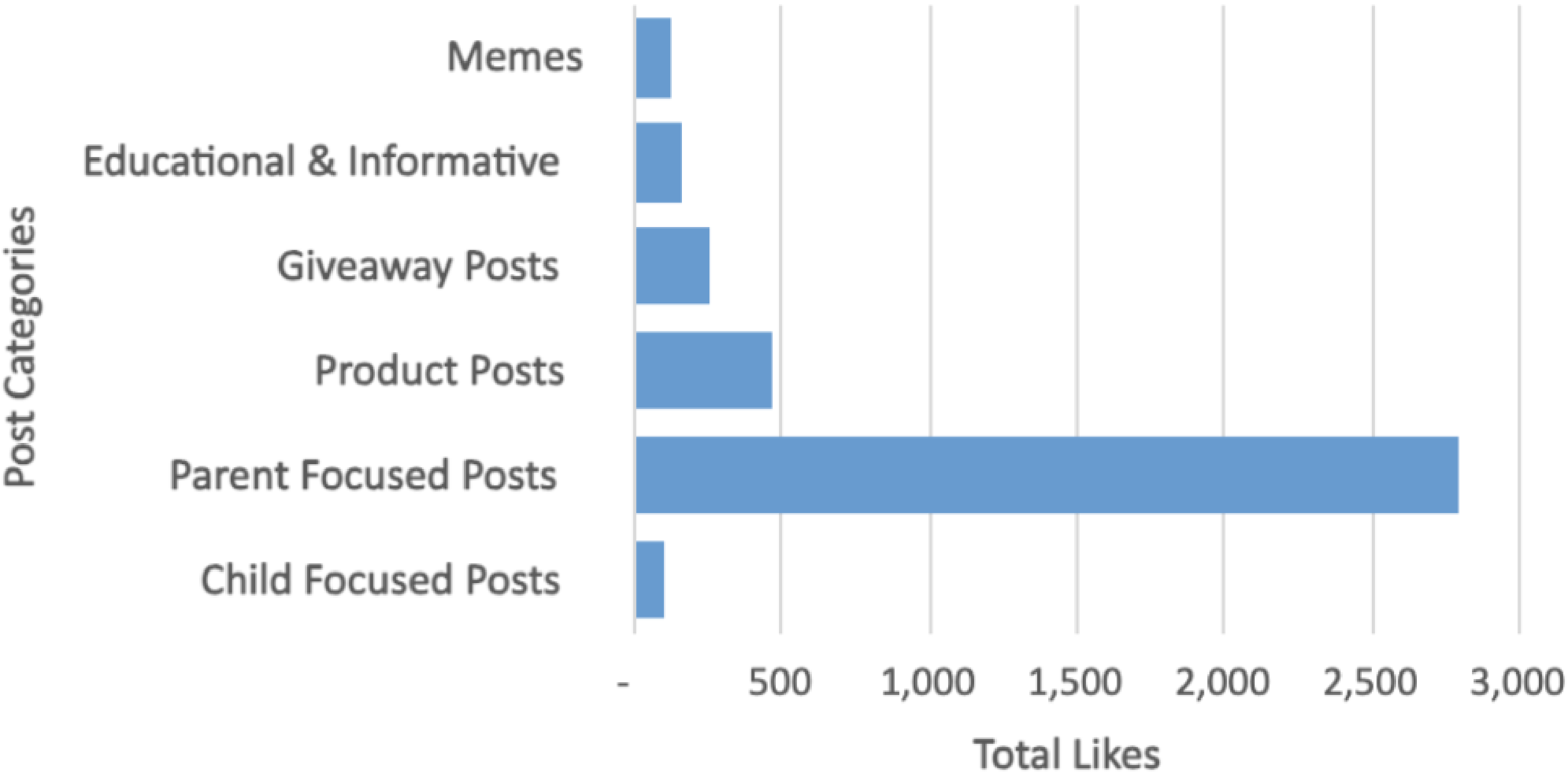
instagram: analysis

Average Views by Post Type

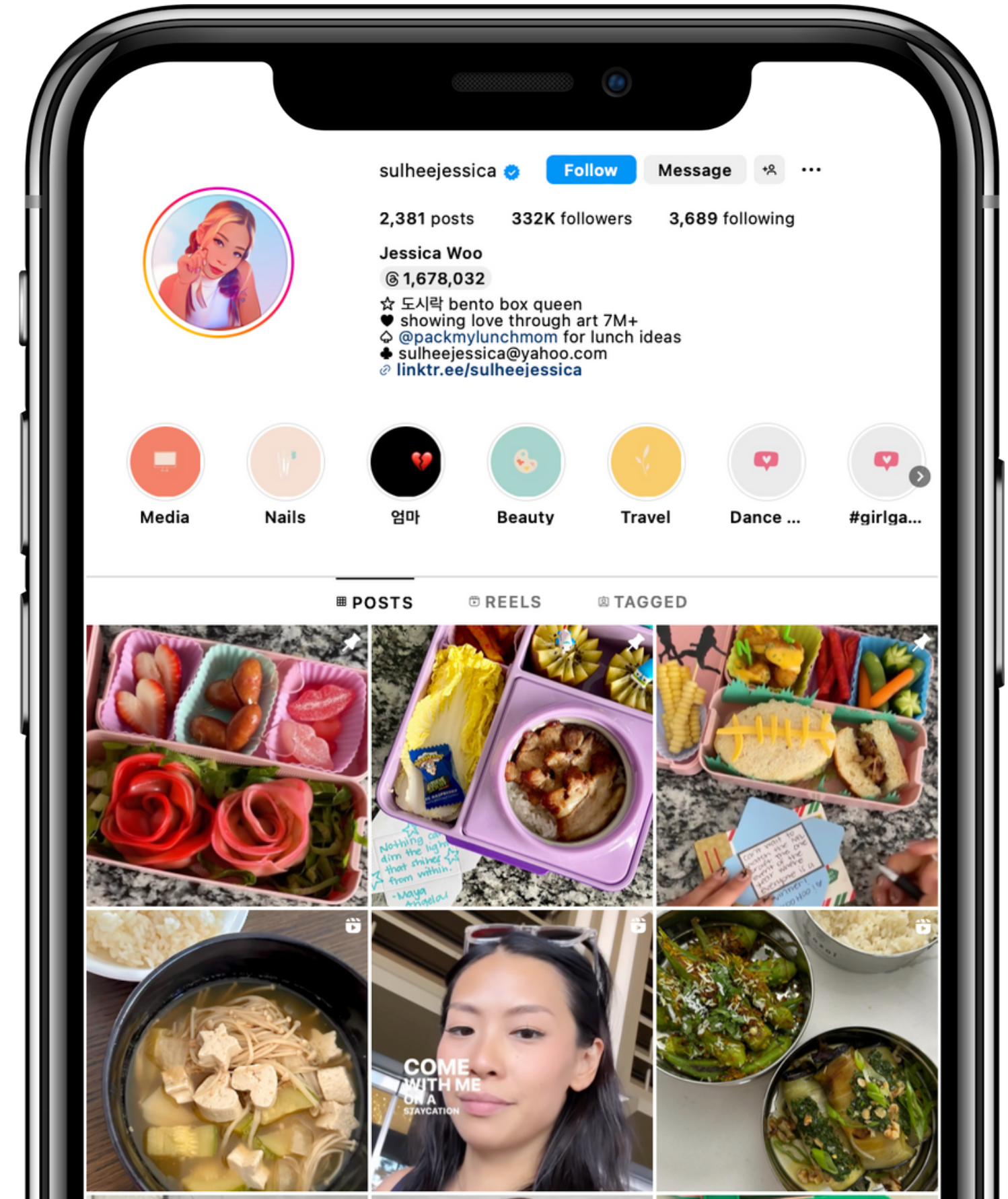
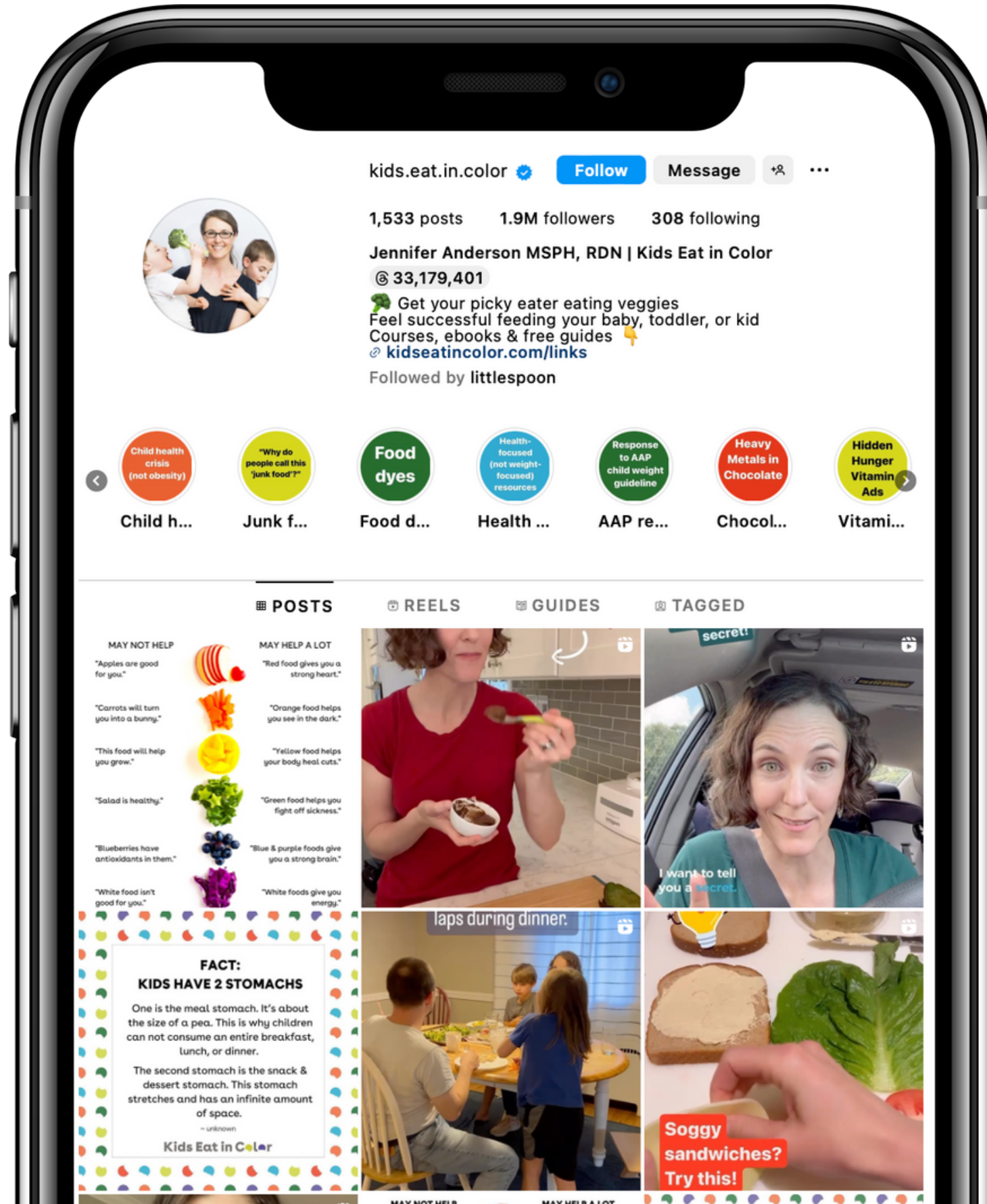


instagram: analysis

Total Likes by Post Type




instagram: recommendations




tik tok

< Nurture Life 🔔 ➡






@nurturelife ✓
Nurture Life, Inc.


11 Following | 3272 Followers | 8236 Likes

Follow Message  ▼

Delicious meals, snacks & smoothies for babies, toddlers & kids! Delivered 📦

<https://linkin.bio/nurturelife>

 Email |  Call |  Address

 Add Yours

< Nurture Life 🔔 ➡

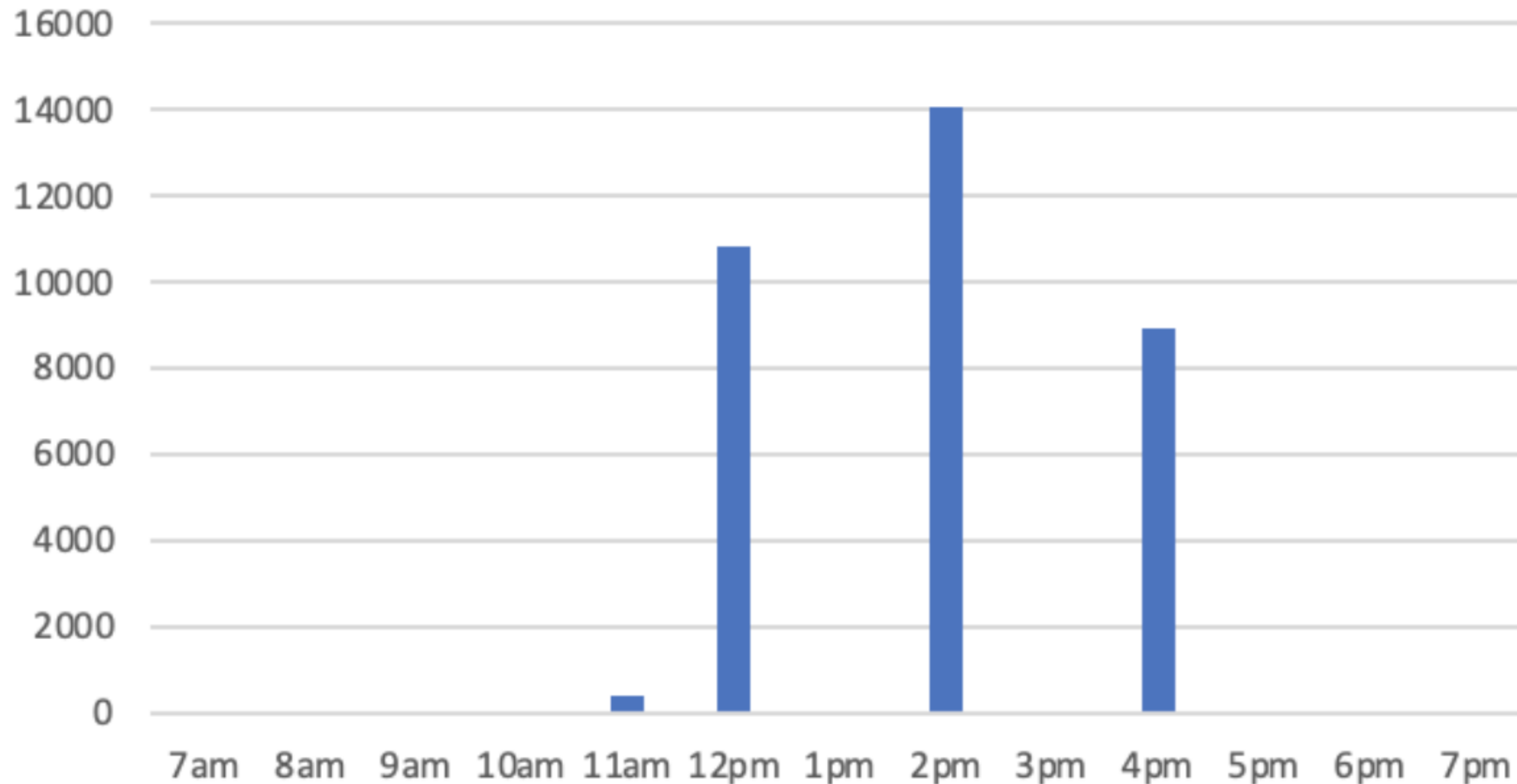


Grid of 9 TikTok videos:

- 1. Amping myself up to keep the kids entertained for a whole three-day weekend (8944 views)
- 2. My toddler trying to convince me that they don't need a nap (10.8K views)
- 3. Dramatically Acting Out Things My Toddler Says (390 views)
- 4. Kids whenever mom says no to something (9968 views)
- 5. A woman smiling while holding a baby (4114 views)
- 6. Veggie Serving Sizes: Babies, Toddler & Kids (353 views)
- 7. When I make my kid their favorite meal, served on their favorite plate, cut exactly they they like it, and they say they won't eat it... (partially visible)
- 8. A young girl sitting on the grass eating (partially visible)
- 9. Introducing... Nurture Life products (partially visible)

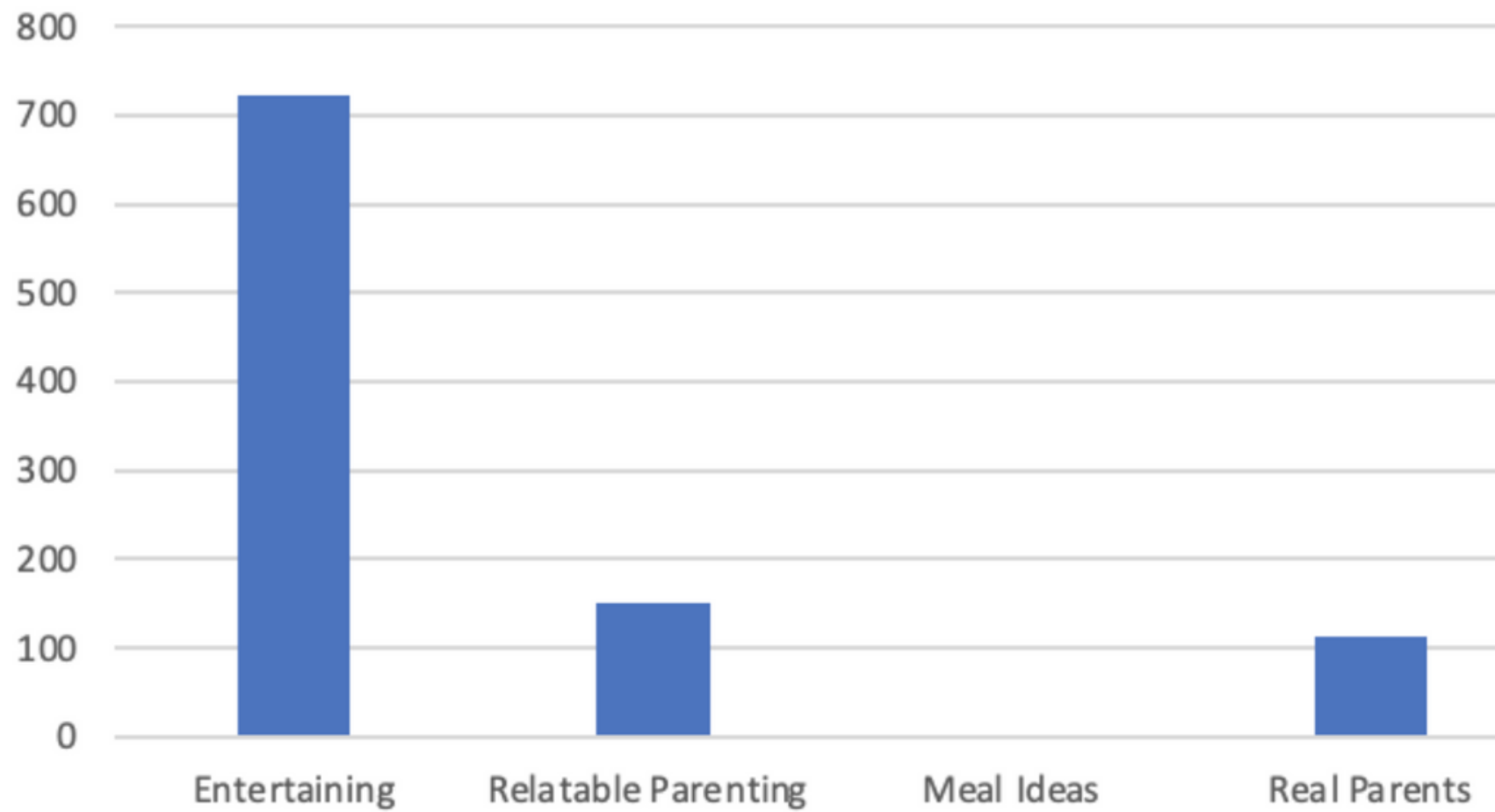
tik tok: analysis

Total Views on Tik Tok by Time of Day

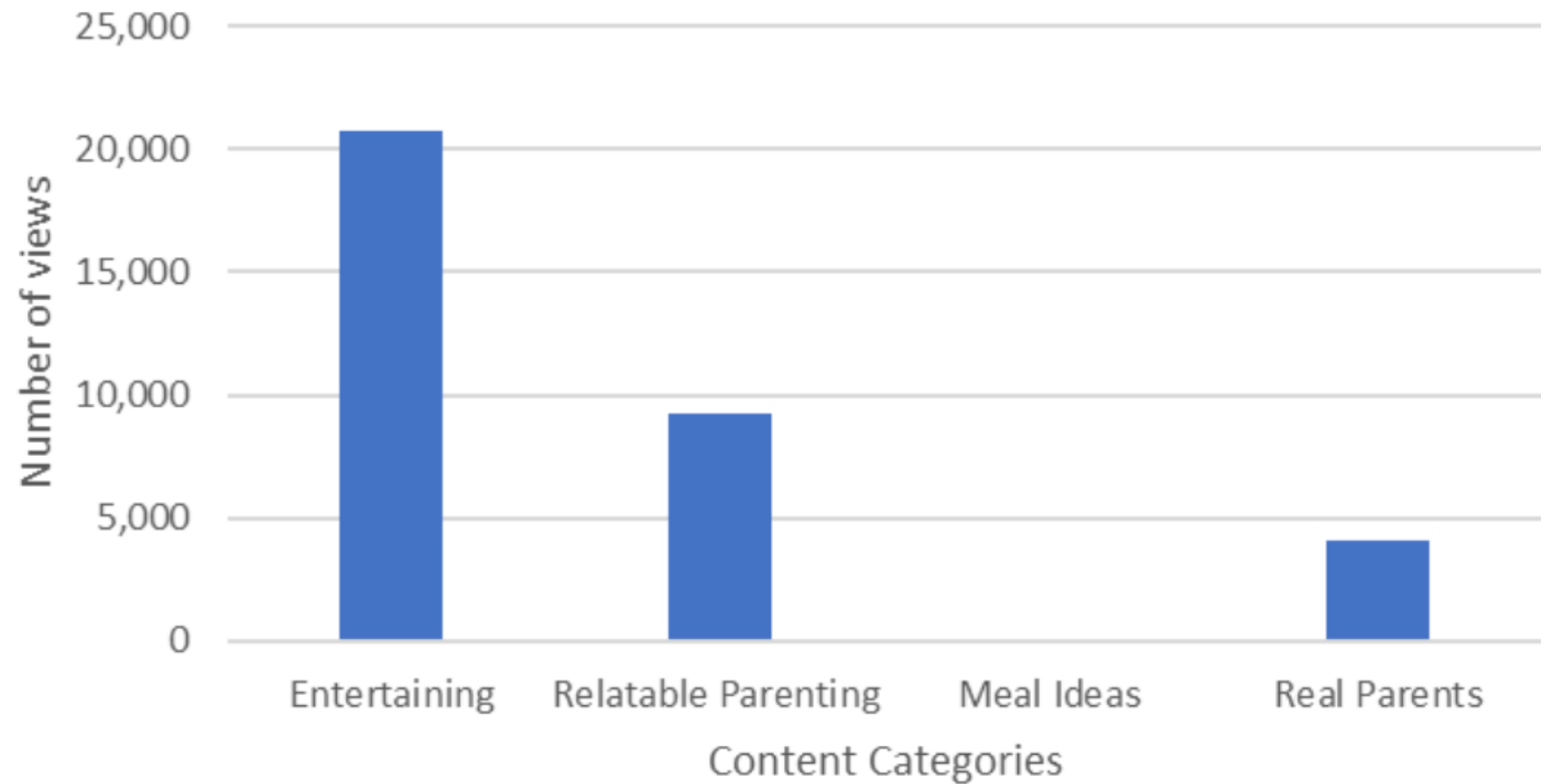


tik tok: analysis

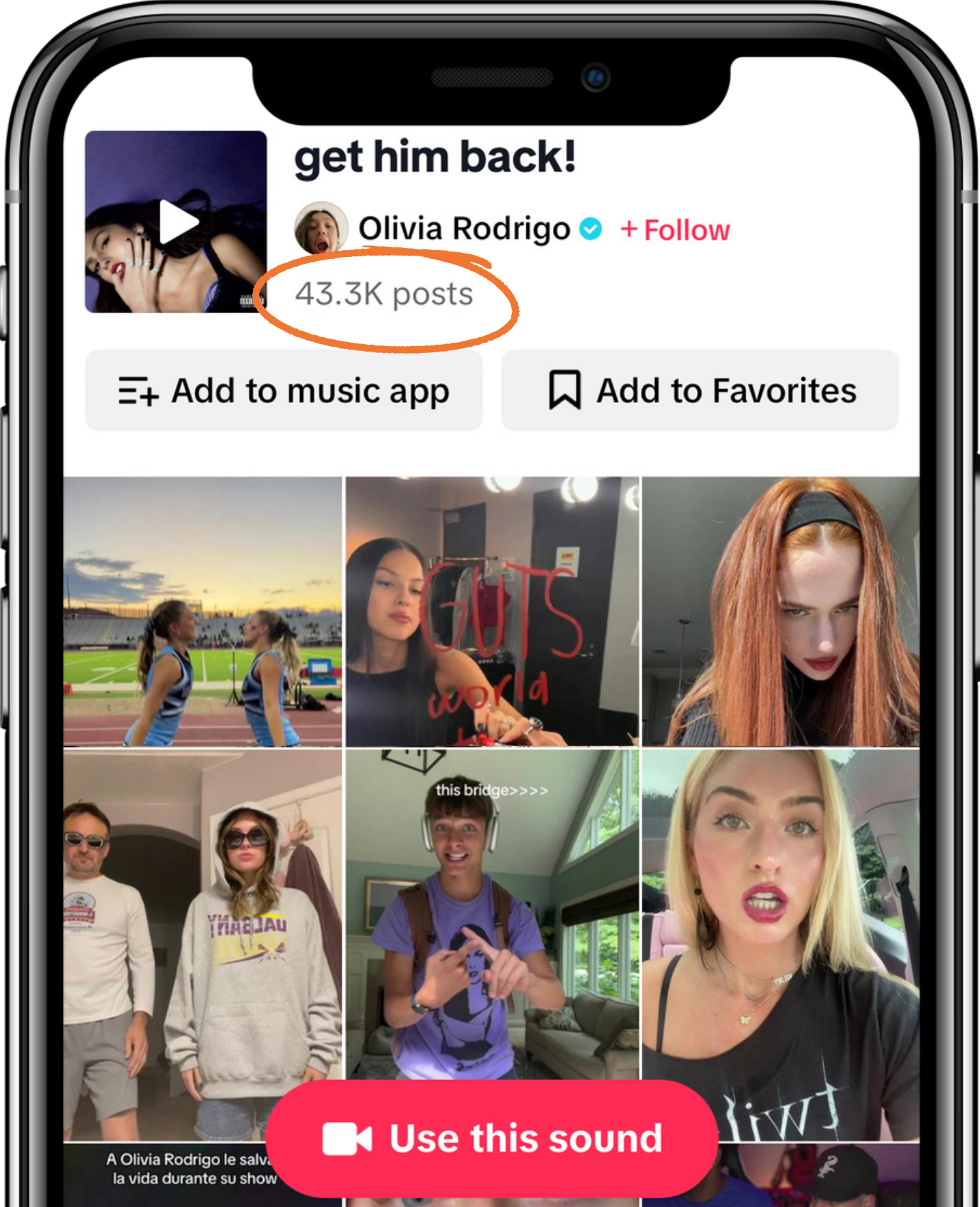
Total Likes by Tik Tok Content Category



Total Views by Tik Tok Content Category



tik tok: recommendations



evaluation

criteria	grade	weighted average
Child-Focused Posts	4/10	10%
Parent-Focused Posts	10/10	35%
Product-Focused Posts	8/10	25%
Educational	7/10	20%
Memes	7/10	10%
Total Grade		80.0

B-

← [EDIT ORDER](#)

CHECKOUT

Create Your Nurture Life Account

MKT2285_001

Group 1

Shipping Information

*Your order is scheduled for delivery on **September 19**

800 E. Lancaster Ave.

+ Add line 2

Villanova

PA

19081



Opt in to receive text updates on order status and be the first to hear about new products and offers. [See full privacy policy here.](#)







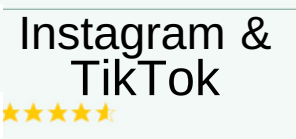
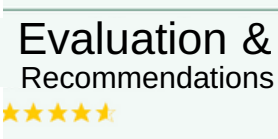
- Hide special delivery instructions

Delivery Instructions

0/35

Order & Delivery Summary

4 KIDS MEALS

 PICKY EATER FAV	 NEW	 BEST SELLER	 PREMIUM PREMIUM +\$2.00
 Brand Background ★★★★★	 Audit Timeframe ★★★★★	 Instagram & TikTok ★★★★★	 Evaluation & Recommendations ★★★★★
Add to Cart	Add to Cart	Add to Cart	Add to Cart

[Complete Order](#)

SKIP, PAUSE OR CANCEL YOUR SUBSCRIPTION ANY TIME





Nurture Life is a weekly subscription service. After completing this order, you will be notified via email each week to modify your order, skip, pause, or cancel before the cutoff. If you do not choose to skip, pause, or cancel, you will be charged weekly at your order cutoff. See [Terms & FAQs](#) for details.

Empty Box

16

Your Box Is Full!

[CHANGE PLAN SIZE](#)

	Brand Background - 4 +	✕
	Audit Timeframe - 4 +	✕
	Instagram & TikTok - 4 +	✕
	Evaluation & Recommendations - 4 +	✕

[Checkout](#)

← EDIT ORDER

CHECKOUT

Create Your Meal

MKT2285_

Group 1

Shipping Info

*Your order is scheduled for

800 E. Lancas

+ Add line 2

Villanova

- Hide special delivery instructions

Delivery Instructions

0/35



[See full privacy policy here.](#)



Any questions?!

not choose to skip, pause, or cancel, you will be charged weekly at your order cutoff. See [Terms & FAQs](#) for details.

Empty Box

16

Your Box Is Full!

[CHANGE PLAN SIZE](#)



Brand Background

- 4 +



Audit Timeframe

- 4 +



Instagram & TikTok

- 4 +



Evaluation & Recommendations

- 4 +



Checkout