

Influencer Program

Challenge Accepted

Objectives



TAP INTO BRAND LOVE SHARED BY LOYAL CUSTOMERS



DEVELOP AUTHENTIC CONTENT & BOOST ENGAGEMENT



GROW FOLLOWERS ON FACEBOOK & INSTAGRAM



GARNER ATTENTION WITH KEY STAKEHOLDERS

Rite Aid Enthusiasts Scream for Thrifty Ice Cream

Activating customer content around a beloved brand in social media

Rainbow Sherbet

Variety is the spice of life! You love to keep life interesting—that's why we get along so well.



70 SOCIAL POSTS

37,000 IMPRESSIONS

3,000 ENGAGEMENTS

8% ENGAGEMENT RATE

779 LINK CLICKS

Drove to website for sweepstakes entries

Fans Share Passion for Halloween

Brand advocates share fun experiences and are featured across Rite Aid social media

103 SOCIAL POSTS

19,000 ENGAGEMENTS

178,000 IMPRESSIONS

11% ENGAGEMENT RATE

5X ENGAGEMENT
3X IMPRESSIONS



Holiday Magic Rite Aid Style

Extending the program to the big dance: end of year Holidays!

158 SOCIAL POSTS

17,000 ENGAGEMENTS

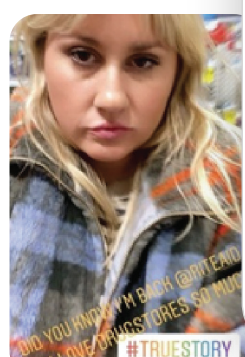
252,000 IMPRESSIONS

7% ENGAGEMENT RATE

INFLUENCER POST USED FOR HANUKKAH AD YIELDED
2.8 M IMPRESSIONS



Rite Aid Engagement Creates Memorable Moments



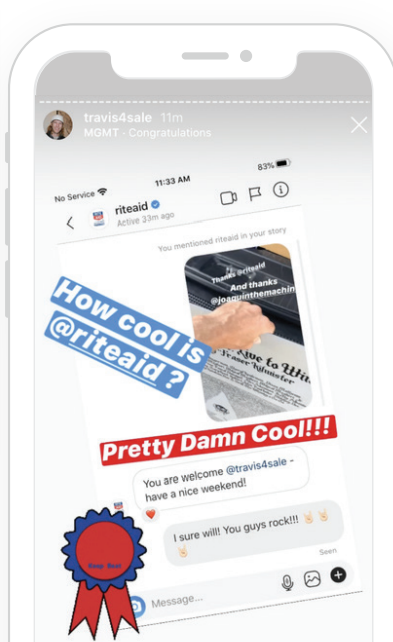
khgallegos13
Did you know I'm back @RiteAid BC I love drug stores so much #TrueStory

We are happy you were back @khgallegos13!

khgallegos13
Omg you have no idea how much this means to me!!!💕💕

khgallegos13
#crying

Conversations deepen relationships
Customers boast about brand engagement



Growing Followers by Showcasing Customers in Social Media

Leveraging brand love to create content that boosts engagement



TOTAL SOCIAL MESSAGES REVIEWED

158K

SOCIAL REPLIES WITHIN SLA

86% +4% YOY

SOCIAL MESSAGES REVIEWED

149K +137% YOY

SOCIAL REPLIES

20K +85% YOY

CASES CREATED

5.6K +106% YOY

REVIEW REPLIES

6.2K +84% YOY

CRISES AVOIDED

118