

Nonprofit Kiss the Ground's influencer campaign cultivates an impressive 5m impressions

Situation

Raising awareness to drive impressions and clicks for the nonprofit and its mission

Kiss the Ground aims to create awareness about the extraordinary potential of healthy soil — and ultimately combat climate change. Founded in 2013, the organization educates and inspires millions around the world.

To engage more people in its mission, programs, and resources, Kiss the Ground needed help developing an influencer partnerships program. The goal of the program was to reach and inspire new audiences and drive traffic to the organization's website, documentary, and donation pages.



About Kiss the Ground

Kiss the Ground is a 501(c)(3) nonprofit organization whose mission is to educate people on the possibilities of regenerative farming to combat climate change. It aims to inspire participation through media, communications, education, workshops, immersive programming, and advocacy.

“The impact.com team did a phenomenal job designing and implementing the Kiss the Ground awareness campaign. They guided us through the influencer selection process, managed the campaign, and delivered exceptional results.”



Tim Thomasson
Soil Advocate
Kiss the Ground

Solution

**Branching out
with a team of
exceptional
influencers**

Kiss the Ground chose Studio — impact.com’s managed services team for influencer and creator partnerships — to:

- Fully manage its influencer campaign
- Share its mission to combat climate change
- Inspire followers to learn more about the organization
- Motivate followers to take action
- Drive traffic to its website, documentary, and donation pages

The impact.com team selected niche influencers in areas such as activism, food, wellness, agriculture, and outdoor living. Thanks to impact.com’s extensive network and skillful negotiation, the team hired three mid-tier influencers (three times the original scope) and six micro-influencers. The team asked influencers to create either Instagram carousels or Reels and Stories with tracking links.

The impact.com team made the most of the assets by securing three-month usage rights for the campaign’s most eye-catching and engaging content. It also built a Kiss the Ground targeted amplification campaign via Facebook and email marketing.

Next, the team helped drive the audience to multiple landing pages with links to helpful resources, Kiss the Ground’s documentary, and its donation page. Each page featured a unique call to action, including “learn more,” “watch the film,” and “make a donation to support this important cause.”

5m+

total impressions

52

pieces of
influencer content

37k+

clicks

Outcome

Influencer campaign produces fruitful results

By negotiating great partnerships and taking full advantage of influencer content, the campaign overperformed on impressions and undershot expected cost per thousand (CPM) impressions. The campaign also delivered twice the promised influencer reach of 300,000 followers for a total of 651,817 followers.

The campaign predominantly reached female-identifying audiences in the United States between the ages 18–34 whose interests align with sustainability, climate change activism, and locally grown food.

Thanks to the impact.com team, Kiss the Ground's influencer campaign delivered:

- More than 2.5X the promised number of impressions
- 5m+ total impressions
- 37k+ total clicks
- 2.06% Instagram engagement (nearly double the industry standard)¹
- 52 pieces of influencer content
- \$4.94 CPM (a third of the average influencer campaign's CPM)
- \$0.67 cost per click (CPC)

Want to create a dynamic influencer program like Kiss the Ground did? Contact grow@impact.com to request a [demo](#).

¹ Blair Feehan, "2022 Social Media Industry Benchmark Report," RivalIQ, February 15, 2022. <https://www.rivaliq.com/blog/social-media-industry-benchmark-report/#title-nonprofits>

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