

# Strategic Plan for Linvilla Orchards Spring/Summer 2025

## Influencer Outreach Initiatives

Drafted 2.25.25

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### Overview

Linvilla Orchards aims to enhance its brand visibility, drive visitor engagement, and increase traffic through targeted influencer outreach. This plan outlines actionable strategies to achieve these goals, with a focus on leveraging partnerships, seasonal events, and digital storytelling.

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### Influencer Outreach Goals:

- Increase social media engagement and reach.
- Drive traffic to seasonal events and farm activities.
- Showcase Linvilla Orchards as a family-friendly, must-visit destination.

### Target Audience:

- Local influencers in Philadelphia and the Tri-State area.
- Niche influencers in family lifestyle, food, gardening, agriculture, and travel.
- Micro-influencers (10k-100k followers)
- Mid-Tier influencers (100k-500k followers)
- Macro influencers (250k-1M followers)

### Tactics:

#### 1. Seasonal Campaigns:

- Develop influencer campaigns for key seasons (Bunnyland, spring planting, summer pick-your-own). We will revisit our strategy for Pumpkinland, and Christmasland.
- Example: Partner with multiple influencers to promote spring/summer activities.

#### 2. Exclusive Experiences:

- Host influencer events such as private orchard tours with a farmer, to talk about planting and picking.
- Provide shareable experiences with photo opportunities to encourage authentic content creation.

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**Measurement and Evaluation Metrics for Influencer Outreach:**

- Total reach and impressions of influencer-generated content.
  - Engagement rates (likes, comments, shares).
  - Website traffic from influencer promotions.
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By implementing these strategies, Linvilla Orchards can attract new audiences and create memorable experiences that resonate well beyond 2025.

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## **Spring/Summer Influencer Outreach Initiatives**

### **1. Bunnyland (April 5th - 19th)**

**Influencers list:**

@gracemihalich - 18.6k  
@cass\_andthecity - 162k  
@thewalkergirls\_ - 18.3k  
@thelivefeed - 7.8k  
@phillyfoodgirl - 37.3k  
@\_houseofhenry - 9.5k  
@trendyambitiousblonde - 99.8k  
@bellyofthepig - 12.3k  
@LivingLesh - 105k  
@Ann.le.do - 480k

**Budget:** \$100 gift card to all influencers attending to use at Linvilla that day

**Parameters:** Influencers visiting would need to agree to visit April 5 and post their content by April 10.

**First email or DM to influencers for Bunnyland:**

Subject: Hop into Spring with Bunnyland at Linvilla Orchards

Hi [influencer name],

We'd love to invite you and your little ones to a magical springtime adventure to hop on over to Bunnyland at Linvilla Orchards on Saturday, April 5! Enjoy a scenic hayride through the woods, where you'll meet Linvilla's very own Easter Bunny, hear a delightful story from one of Bunny's friends, and receive a special treat. Don't forget your camera - this is a picture-perfect moment you won't want to miss!

To make your visit even sweeter, we're offering you a \$100 Linvilla Orchards gift card to use during your visit.

We ask that you share your Bunnyland adventure in an Instagram reel and/or TikTok with your audience no later than Thursday, April 10. We'd love for you to capture the magic of Bunnyland and help spread the word about this one-of-a-kind experience. Let us know if you're interested, and we'll reserve your spot for this unforgettable Easter celebration!

Best,

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## **2. Garden Center (April 15th - May 15th)**

### **Influencers list:**

@vittoria.woodill - 8.9k

@phsgardening - 62k

@thecottagepeach - 240k

@phillyfoliage - 68k

@theblackplantman - 301k

@andrew\_the\_arborist - 184k

@farmerjawn - 51.6k

@herphilly - 6k

@alexandmike - 37k

@edynethmelgarejo - 100k

**Budget:** \$100 gift card to all influencers attending to use at Linvilla that day

**Parameters:** All influencers agree to post their content during the spring

**First email or DM to influencers for Garden Center:**

**Subject:** Calling All Plant Lovers: A special Invite from Linvilla Orchards

Hi [Influencer's Name],

We love your content and would love to invite you to explore the Linvilla Orchards Garden Center! Discover a vibrant selection of tropical plants plus an incredible variety of fruit trees, shrubs, annuals, perennials, vegetables, herbs, and seasonal plants. The Linvilla Orchards onsite horticulturists are always ready to answer your questions and help you find the perfect plants.

In addition to exploring the amazing selection of plants available at the Linvilla Orchards Garden Center, you'll receive a \$100 gift card to use during your visit. While you're there, you can also enjoy a spring hayride, browse the farm market and bakery, relax at the Ship Bottom Beer Garden, or go fishing at Orchard Lake. Linvilla is open daily from 8am-6pm.

In return, we ask that you share content about the Linvilla Orchards Garden Center experience with your audience.

Best,

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### **3. PYO Peonies (May 15th ish)**

**Influencers list:**

@vittoria.woodill - 8.9k

@phsgardening - 62k

@thecottagepeach - 240k

@phillyfoliage - 68k

@theblackplantman - 301k

@andrew\_the\_arborist - 184k

@farmerjawn - 51.6k

@Phillydateideas - 89k

@trendyambitiousblonde - 99.8k

@itsgracegswrld - 21.3k on TikTok  
@edynethmelgarejo - 100k

**Budget:** \$100 gift card to all influencers attending to use at Linvilla that day

**Parameters:** All influencers agree to post their content within 15 days

**First email or DM to influencers for Peonies:**

Subject: Pick, Pose, & Post - Peony Season is in Full Bloom at Linvilla Orchards

Hi [Influencer name],

Spring has arrived, and so has the best bloom of the season, peonies at Linvilla Orchards! We're excited to invite you to experience our vibrant peony fields, where you can hand-pick your own stunning flowers while soaking in the beauty of nature. With endless rows of colorful blooms and picture-perfect scenery, it's the ultimate spot for capturing the perfect spring content.

As our guest, you'll receive a \$100 Linvilla Orchards gift card to enjoy on food, the garden center, and more during your visit!

We'd love for you to share this experience with your followers in an Instagram reel or TikTok, showcasing the beauty of the fields at Linvilla and the joy of picking your own peonies. Our goal is to inspire your audience to visit while these flowers are in peak season. Let us know if you're interested - we'd love to have you out for this limited-time floral experience!

Best,

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#### **4. PYO Fruit (May 25th ish through September)**

**Influencers list:**

VisitPhilly	phillychitchat
Wooderice	JessicaBoyington
Phillyfoodies	Billy_penn
Theabbyhoy	Jacobdoesphilly
Thelonebruncher	discoverPHL
Phillyfoodgirl	welive4food
Phlfoodstagram	coffeestainedlace
Houseofhenry	phillyphoodz
Phillyfoodlove	phillyfoodandbarrs
Thelivefeed	feedingtimetv
Gracemihalich	baris_belly
Phillyfoodladies	love_phillyfood
Trendyambitiousblonde	lowermerionfoodie
Phlmyplate	eats_with_deesy
Bon_nappetit	dietstartstomorrow.phl
Josheatsphilly	eatadelphia
Healthy.happy.toni	bellyofthepig
Thewalkergirls_	katieeatspphilly
thephillyfoodblog	impulse.food
Fueledonphilly	foodscenephilly
Cass_andthecity	foodbythegram
Maggiemcgill	bran_flakezz
Pustika_samaddar	betweenusgirliespod
Wildkidswander	deb_peifer
Infatuationphilly	

**Budget:** \$100 gift card to all influencers attending to use at Linvilla that day

**Parameters:** We will try and secure a number of influencers to visit on the same day in the beginning of the fruit picking season for a VIP PYO experience where we have a farmer available to discuss some tips etc. All influencers agree to post their content within 15 days

**First email or DM to influencers for PYO Fruit Subject:**

- Join Us for Pick and Learn... All About Strawberries
- Join Us for Pick and Learn... All About Blueberries
- Join Us for Pick and Learn... All About Peaches

-Join Us for Pick and Learn... All About Apples

Hi [Influencer name],

We're super excited to kick off fruit-picking season at Linvilla Orchards. We'd love to invite you for an exclusive Pick-And-Learn outing on (DATE). We're bringing together a group of amazing influencers for this event, making it the perfect opportunity to connect, create, and capture the essence of fruit picking at its finest. You'll get an insider's look at the ins and outs of growing and harvesting strawberries. One of our expert farmers will be on hand to share tips for this behind-the-scenes experience.

We'll provide you with a \$100 gift card to use during your visit. While you're there, you can also enjoy shopping in the Garden Center, browsing the farm market and bakery, relaxing at the Ship Bottom Beer Garden, or going fishing at Orchard Lake.

In return, we ask that you share your adventure with your audience in a Reel and/or TikTok within 15 days of your visit.

If you're unable to join us for the Pick-And-Learn event, we'd still love to welcome you to Linvilla for a pick-your-own visit at a time that works for you. While this visit won't include the guided tour with our farmer, you'll still have the chance to explore the orchard, enjoy the farm, and capture beautiful content. Linvilla is open daily from 8 am to 6 pm, with picking available until 4 pm—just let us know when you'd like to visit!

Best,