

# 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

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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

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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.



## Solution

### Branching out with a team of exceptional influencers

Kiss the Ground chose 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.**

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*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 (cont.)

### Branching out with a team of exceptional influencers

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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 secured three-month usage rights for the campaign’s most eye-catching and engaging user-generated content (UGC). It also built a Kiss the Ground targeted amplification campaign via Facebook and email marketing.

Next, impact.com 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.”

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## Outcome

### Influencer campaign produces fruitful results

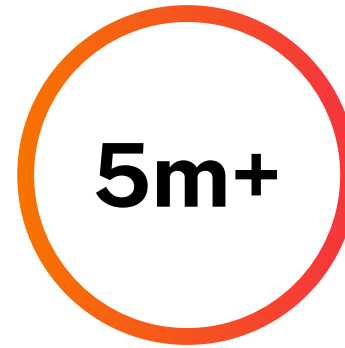
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By negotiating great partnerships and taking full advantage of influencer content, the campaign outperformed the promised influencer reach of 300k followers for a total of 650k+.

The campaign mostly reached female-identifying U.S. audiences between 18–34 interested in sustainability, climate change activism, and locally grown food.

Thanks to impact.com, Kiss the Ground delivered:

- More than 2.5X the promised number of impressions
- 2.06% Instagram engagement (nearly double the [industry standard](#))
- \$4.94 CPM (a third of the average influencer campaign's CPM)
- \$0.67 cost per click (CPC)



total impressions



clicks



pieces of UGC