




AFILIADA A
KETCHUM

Influenciadores
FIFCO



La combinación entre nuestras herramientas de inteligencia artificial y nuestros asesores ofrece ventajas en el trabajo con influenciadores, líderes de opinión y creadores de contenido, logramos agilizar la gestión de campañas desde la identificación y el mapeo de influenciadores hasta el seguimiento del éxito de los contenidos que generan y los resultados en sus comunidades.

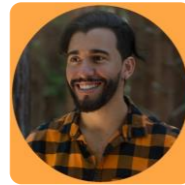
Detectamos influenciadores en función de criterios como la industria, la ubicación, el tamaño de la audiencia, las tasas de participación, etc. esto nos permite llegar a creadores de contenido altamente relevantes para la marca.

Podemos contar con perfiles detallados, sobre datos demográficos de su audiencia, tasas de interacción, estilo de contenido y colaboraciones anteriores. Esto nos ayuda a tomar decisiones informadas sobre con qué influenciadores trabajar, asegurando una mejor alineación con los valores y objetivos de cada campaña, velando, además, por la reputación de las empresas.

Contamos con información en tiempo real sobre el rendimiento de los influenciadores a través de diferentes métricas como la tasa de participación, el alcance y las tendencias de crecimiento. Mediante el seguimiento de estas métricas, podemos identificar quiénes logran más impacto y ofrecer el mejor retorno de la inversión.

Como ejemplo de estos criterios hemos hecho una selección de algunos influenciadores de acuerdo con las tres divisiones de negocio: “Florida Bebidas” (alimentos y bebidas), “Florida Hospitalidad” (sector inmobiliario) y “Florida Retail” (ventas al detalle).

Alimentos y bebidas



Fabián Andrés Vargas Chavarría

Top Category	Location	Followers	Reach	Influence
-	-	433.8K	185.8K	82

Social Stats

Platform	Handle	Likes	Comments	Eng. Rate
Instagram	@fabianrecomienda	1.4K	106	4.34%
TikTok	@fabianrecomienda	6.8K	1.3K	5.5%

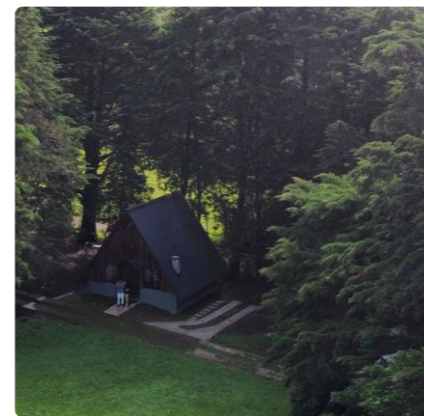
Audience Demographics

Persona	Countries
Popular Hashtags	Interests

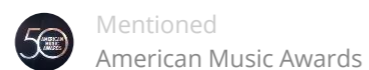
Portfolio



22.6K Likes 847 Comments



12.2K Likes 6.5K Comments



15K Likes 166 Comments



¿Hoy dónde estamos? by Emilio Valverde

Top Category	Location	Followers	Reach	Influence
Food	Costa Rica	245.1K	27.1K	72

Social Stats

Platform	Handle	Likes	Comments	Eng. Rate
Instagram	@dondeestamos	188	66	2.89%
Facebook	@hoydondeestamos	1 Likes per post	-	0.96%
TikTok	@dondeestamos_	480.1	142	3.73%

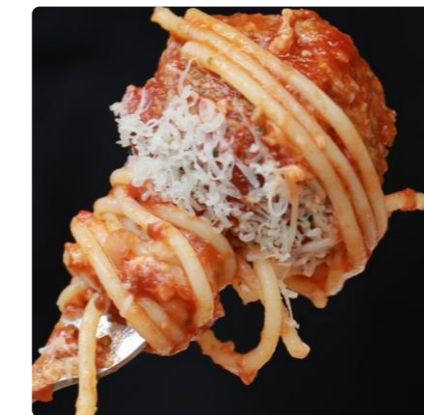
Audience Demographics

Persona	Countries
Age	Costa Rica
Women	United States
Popular Hashtags	Interests
#costarica	Food
#foodlover	Chef

Portfolio



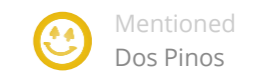
11.7K Likes 160 Comments



5.8K Likes 186 Comments



5.1K Likes 226 Comments





LaFatFluencer by Cristina Mora Jiluta

Top Category	Location	Followers	Reach	Influence
-	Costa Rica	333.3K	81.9K	78

Social Stats Avg. Engagement Per Post


Platform	Handle	Likes	Comments	Eng. Rate
Instagram	@lafatfluencer	1.1K	270	6.28%
Facebook	@LaFatFluencerCR	1 Likes per post	-	0.36%
TikTok	@lafatfluencer	2.5K	872.3	6.06%

Audience Demographics

Persona		Countries	
Age	37	Costa Rica	84%
Women	65%	United States	4%

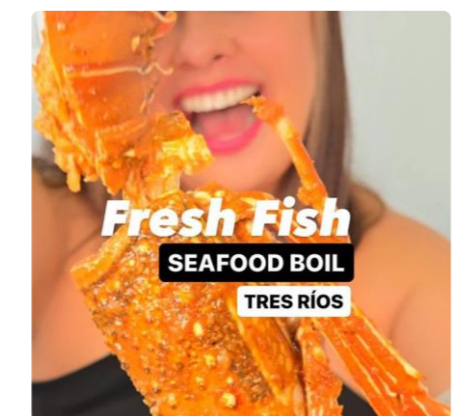
Popular Hashtags	Interests
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Portfolio




29.1K likes, 313 comments

Mentioned FOODIES®



13.7K likes, 9K comments

Mentioned Compartes Chocolate



15.3K likes, 226 comments

Mentioned Comida



Nom Nom®

Top Category	Location	Followers	Reach	Influence
Food	Costa Rica	220.9K	27.7K	72

Social Stats Avg. Engagement Per Post


Platform	Handle	Likes	Comments	Eng. Rate
Instagram	@nom_nomcr	234	19	3.17%
Facebook	@nomnomcr	10 Likes per post	6	2.68%
TikTok	@nom_nomcr	689	177.6	5.29%

Audience Demographics

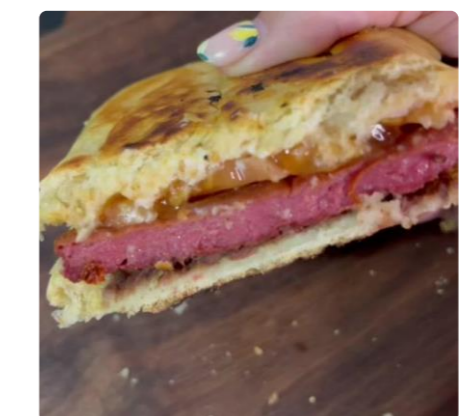
Persona		Countries	
Age	27		
Women	75%		

Popular Hashtags	Interests
#gallopinto	Food 20%
#heredia	Restaurants 17%


Top Content



70.6K likes, 13.8K shares



44.1K likes, 6.4K shares



42.1K likes, 333 comments



Tome pal pinto

Top Category	Location	Followers	Reach	Influence
LDA	Costa Rica	1.2M	71.1K	83

Social Stats Avg. Engagement Per Post

Instagram	@tomepalpintocr	2K Likes	47 Comments	5 Eng. Rate
Facebook	@Tomepalpinto	509 Likes per post	154 Comments	2.77 Eng. Rate
X (Twitter)	@tomepalpintocr	0.07 Reposts	0.02 Replies	0.1 Eng. Rate

Audience Demographics

Persona		Countries	
Age	29	Costa Rica	70%
Women	61%	United States	13%
Popular Hashtags		Interests	
#costarica	26%	LDA	33%
#puravida	17%	Industrial	9%

Portfolio



15.3K 255

Mentioned Pura Vida@



9K 248

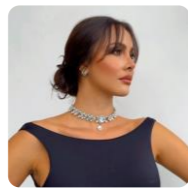
Mentioned Carrera Eyewear



7.4K 264

Mentioned LEGO

Sector inmobiliario
(hoteles y viajes)



Karina Ramos 👑 Tv host • Miss Universe Costa Rica '14

Top Category
Business

Location
Costa Rica

Followers
1.4M

Reach
119.8K

Influence
91

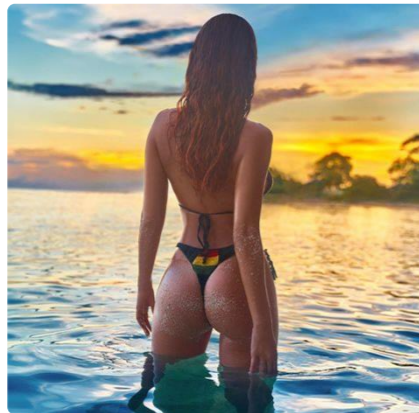
Social Stats Avg. Engagement Per Post

Instagram	@karyamoss	6.4K Likes	121 Comments	10.8% Eng. Rate
X (Twitter)	@ramoskary	8.1 Reposts	1.2 Replies	5.49% Eng. Rate
Facebook	@karyamosoficial	453 Likes per post	18 Comments	5.42% Eng. Rate

Audience Demographics

Persona		Countries	
Age	29	Costa Rica	48%
Men	55%	United States	17%
Popular Hashtags		Interests	
#costarica	7%	Journalists	49%
#tb	5%	Management	43%

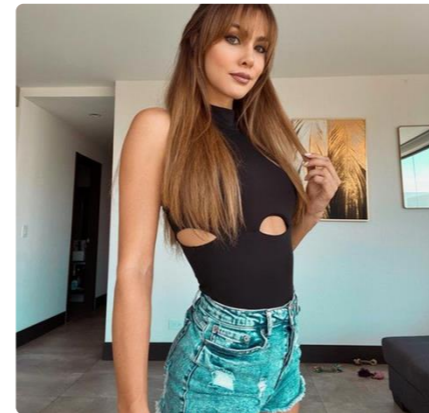
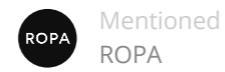
Portfolio



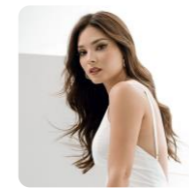
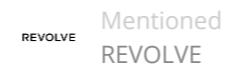
42.9K 295



41.1K 950



39.8K 514



María González Roesch

Top Category
Lifestyle

Location
Costa Rica

Followers
525.9K

Reach
322.8K

Influence
86

Social Stats Avg. Engagement Per Post

Instagram	@mariagonzalezroesch	3.1K Likes	49 Comments	7.79% Eng. Rate
Facebook	@m.gonzalezroesch	244 Likes per post	6 Comments	5.36% Eng. Rate
TikTok	@mariagonzalezroesch	14.3K Likes	519.4 Shares	5.59% Eng. Rate

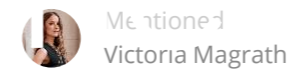
Audience Demographics

Persona		Countries	
Age	34	Costa Rica	79%
Women	54.7%	Mexico	4%
Popular Hashtags		Interests	
#costarica	13%	Management	25%
#puravida	8%	Journalists	23%

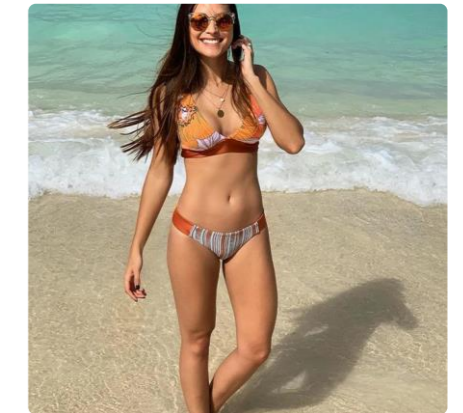
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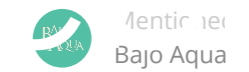
33.2K 487



21.7K 203



15.3K 112





A donde ir CR CR

Top Category	Location	Followers	Reach	Influence
Travel	Costa Rica	111.5K	27.8K	77

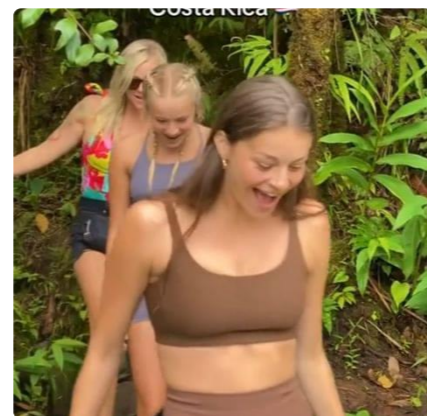
Social Stats	Avg. Engagement Per Post
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Instagram	@adondeircr	1.8K Likes	17 Comments	7.45 Eng. Rate
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Audience Demographics

Persona		Countries	
Age	30	Costa Rica	52%
Women	74%	United States	12%
Popular Hashtags		Interests	
#costarica	60%	Hotels	22%
#puravida	51%	Travel	21%

Portfolio



6.5K 56

Mentioned Pura Vida@



4.5K 37

Mentioned Luisillo El Pillo



3.9K 35

Mentioned ESPN

Sector *retail*



Rafael calderon

Top Category	Location	Followers	Reach	Influence
Food	Costa Rica	352.6K	18.2K	70

Social Stats	Avg. Engagement Per Post			
Facebook	@chefrafaelcr	323 Likes per post	27 Comments	3.86% Eng. Rate
Instagram	@chefrafaelcalderon	263 Likes	4 Comments	3.37% Eng. Rate
YouTube	@chefrafael	780.6 Views	63.2K Subscribers	4.53% Eng. Rate

Audience Demographics

Persona		Countries	
Age	31	Costa Rica	80%
Women	84%	United States	9%
Popular Hashtags		Interests	
#costarica	49%	Chef	20%
#puravida	30%	Food	17%

Portfolio



4.6K 61



546 3



498 7



Marce de Vamos Al Super

Top Category	Location	Followers	Reach	Influence
Nurturing	Costa Rica	47.8K	19.6K	64

Social Stats	Avg. Engagement Per Post			
Instagram	@marce.vamosalsuper.cr	90 Likes	124 Comments	13.2% Eng. Rate
Facebook	@vamosalsupercr	19 Likes per post	8 Comments	2.61% Eng. Rate
TikTok	@marcedevas	185 Likes	28.1 Shares	1.37% Eng. Rate

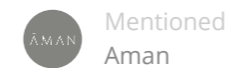
Audience Demographics

Persona		Countries	
Age	38	Costa Rica	96%
Women	92.9%	United States	1%
Popular Hashtags		Interests	
		Nurturing	23%
		Lactation	19%

Portfolio



722 3K



294 1.6K



281 1.4K





La Foodie Queen CR

Top Category	Location	Followers	Reach	Influence
-	-	64.6K	14.4K	63

Social Stats	Avg. Engagement Per Post			
Instagram	@lafoodiequeen_cr	97 Likes	12 Comments	19.05% Eng. Rate
TikTok	@lafoodiequeen_cr	512.5 Likes	164.5 Shares	4.97% Eng. Rate

Audience Demographics

Persona

Countries

Popular Hashtags

Interests

Portfolio



2.4K likes, 125 comments

Mentioned Fried Chicken



1.7K likes, 12 comments

Mentioned Pedro Benoliel



1.6K likes, 36 comments

Mentioned Jorge Barcelos



AFILIADA A
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Influenciadores
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