



VIRAL SUCCESS:

Leveraging Hyer to Meet Explosive Demand

THE CHALLENGE: TIKTOK TRIALS

When Pop Daddy first discovered Hyer in 2021, their team was busy bringing bold snacks made with big heart to more than 4,000 stores nationwide. “When we heard about Hyer, I thought ‘WOW’ what an amazing concept! From that point, we started using the app from time to time as we grew our business—it was a fast, convenient way for us to get labor,” remarked John Zebari, Director of Sales at Pop Daddy.

Fast forward to 2024 and 30,000 retail locations later—they decided to try their hand at TikTok. Like perfecting the perfect snack, mastering TikTok took a few attempts. Then one day, they noticed one of their videos gaining traction. Little did they know, it was just the beginning. Over the weekend, they went from hundreds of views, to thousands. Then—millions. As views grew, so did orders. “During the first week, our orders grew by 8,000%” said Zebari. “We stood there trying to figure out how we were going to fill the surge in orders because they weren’t slowing down. Going from hundreds of online orders a week to thousands, we didn’t have enough staff.”

Unlike other sales channels, Zebari explained, TikTok has specific rules around order fulfillment. “When TikTok blew up, we knew we had to find a way to get orders out quickly. If you’re not able to fill orders within three days—you get penalized and the amount of units you can sell is limited. We were racing against the clock,” he said.

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ABOUT POP DADDY SNACKS

In 2013, Mark Sarafa founded Pop Daddy Popcorn with the goal of improving his family’s favorite snack. After experimenting with different kernels and flavors out of his garage, Mark perfected his recipe using Ruby Red Kernels sourced from family-owned farms in Michigan and Indiana. Now based in Whitmore Lake, Michigan, Pop Daddy has grown to supply their popcorn and pretzels to millions of snack enthusiasts across the nation.



“Hyer was a lifesaver for us. We transitioned from uncertainty about fulfilling incoming orders to building a pool of Taskers we could rely on.”

John Zebari
Director of Sales

THE SOLUTION:

HOW THIS SNACK SENSATION SCALED OVERNIGHT

As TikTok orders continued to pour in, Zebari said he started posting multiple tasks on the Hyer app. There was no time for hiring or waiting on staffing agencies—they needed to find multiple workers overnight to keep up with demand. “Hyer was a lifesaver for us. We transitioned from uncertainty about fulfilling incoming orders to building a pool of Taskers we could rely on,” said Zebari.

“I can’t say enough about Hyer and the help the app was at an extremely critical point in our business. Those orders could’ve easily been canceled from TikTok. Hyer was there when we needed them. Without the Hyer app, we would have lost out on a massive opportunity. While I don’t know what the next big thing is going to be for us—I do know that Hyer will be there!”

John Zebari, Pop Daddy Snacks

BENEFITS:

SEIZING SALES DEMAND WITH ON-DEMAND STAFF

Throughout their journey using Hyer, the team at Pop Daddy has witnessed just how powerful the app can be. “Our hiring process can be lengthy,” said Zebari. “Using a typical job board, it takes us two weeks to get someone through the door. On top of that, when we’ve used traditional staffing agencies in the past, we can’t get 15 people for tomorrow. That’s not how their business model works. With Hyer, you can. And leaning on Hyer, we can select the Taskers we want and keep our standards high. We’re not compromising and just getting someone sent to us.”

Not only has Hyer been a great way for Pop Daddy to get workers on-demand, they’ve also been able to hire some Taskers on full-time. “We love the fact that after a few days, we can offer a Tasker a job and hire them without a conversion fee. It allows both parties to evaluate each other before making a commitment—which is great,” Zebari said.

As Pop Daddy continues to grow, they do so with confidence, knowing that staffing won’t impede their growth. “I can’t say enough about Hyer and the help the app was at an extremely critical point in our business. Those orders could’ve easily been canceled from TikTok. Hyer was there when we needed them. Without the Hyer app, we would have lost out on a massive opportunity. While I don’t know what the next big thing is going to be for us—I do know that Hyer will be there,” said Zebari.

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