



# INFLUENCER MARKETING CASE STUDY

# SITUATION

Source Naturals wanted to launch an influencer campaign that would help **drive sales of their products** while also **generating beautiful lifestyle content to use on their social channels**. Our approach was to **partner with a mix of micro and macro influencers** who spoke to Source Naturals' target demographic and who would work with us across deliverables.

# STRATEGY & ACTIONS

- Developed influencer criteria based on target audience
- Identified a large influencer pool for clients to select from
- Oversaw outreach and contracted 3 micro and macro influencers
- Developed creative guidelines and strategic copy for influencers to include in their posts
- Implemented branded content campaigns that leveraged the influencers' audiences layered in with retailer audiences to drive in-store and online sales

# LIFESTYLE CONTENT



# RESULTS

**NEW  
CONTENT**

**Generated on  
influencer and owned  
social channels**

**85%**

**More efficient at  
driving link clicks  
than previous  
traffic campaigns**

**29%**

**Increase in sales  
compared to the  
same month of  
the previous year**