

## Community Manager training

### Module TM\_01: Digital Marketing Tools: Trends and Usage

#### Group case study

Teams consist of five participants, time for case solution 30 minutes. Participants prepare written reports answering questions located below the text.

#### **Wheyhey! From kitchen start-up to £50 million turnover with authentic social influencer marketing at the core of their strategy.**

Inventors of the 'healthy' ice cream Wheyhey, Greg and Damian, went from a kitchen start up to a £50 million business when they realised the power of social and micro influencers. Being incredibly driven and talented, and having a really good product, are two of the three reasons their business succeeded. The third came as a result of meeting supermodel David Gandy at a trade show. David loved the product and started to authentically endorse it through social media posts and photos capturing him eating Wheyhey. Shortly afterwards, Harry Styles also name checked the brand in an interview.

Not having the budget to compete with bigger brands, Greg and Damian instinctively started to reach out to their own social media followers, on social platforms such as Twitter and Instagram, who were gym goers, runners and aspiring models - micro influencers who really loved the brand for what it gave them in fitness returns.

Now, Wheyhey's whole marketing strategy is shaped around influencers, turning over £50 million a year and are now a major UK brand in this space.

- from start-up to £50 million turnover in four years;
- using authentic relationships with huge social influencers; David Gandy and Harry Styles;
- backed up by working with hundreds of micro influencers in the sports and fitness space.

#### **How L'Oreal product sales increased by 51% after 'everyday influencers' posted stories on SNAPCHAT**

L'Oreal deployed 2,000 UK-based women, aged 20 to 55, to help with their "clay the day away" campaign that ran across Snapchat, Instagram, Pinterest, Twitter and Youtube.

L'Oreal's reports ran from August through to October last year, as its army of micro influencers pushed the company's new skincare product; Pure Clay Mask. Encouraged to "clay the day away" with the detox cream, they posted photos, reviews and videos to various social platforms, including Snapchat where more than 500 stories were posted.

Across all six social channels, 741,000 consumers were reached with 5,800 pieces of content as social conversations jumped by 53%, and resulted in a 51% sales lift for Pure Clay Mask.

- identified 2,000 socially savvy consumers from target demographic;
- more than 500 stories posted on Snapchat - a platform known for authenticity;
- campaign was live for four months;
- L'Oreal saw a 51% increase in product sales.



Questions:

1. In which sectors is it possible to use influencers marketing?
2. Prepare the list of 5 advantages and 5 disadvantages of using influencers marketing.
3. Give 3 examples of using influencers marketing in 3 different countries.

Source: <https://netnatives.com/wp-content/uploads/2017/06/Social-Influencers-Whitepaper-copy.pdf>