REACH Case Study:
Boutique Fashion Retailer
Increases Influencer Engagement
Through REACH

REACH Case Study

"The retailer chose REACH to help increase exposure and advocacy for the brand within a short timeframe."

Summary

A boutique fashion retailer leveraged REACH services to supplement online branding efforts with influential websites. The REACH team was able to identify a handful of respected influencers in the space, securing highly relevant placements for the brand.

Challenges

The fashion retailer was aware of the long-term benefits of influencer marketing and had started to execute on a content marketing strategy in-house. Although increasing influencer-site engagement was a targeted action, the in-house team did not have the resources or time to **identify, negotiate, and secure placements on relevant sites**. The retailer chose REACH to help increase exposure and advocacy of the brand within a short timeframe.

How REACH Helped

The REACH team worked closely with the client to identify the current objectives and end goals of their content marketing strategy. This drove strategy for who to target, what the footprint of a desirable site looked like, what types of placements and engagement would be considered a win, and what budget was available.

IDENTIFYING TARGET SITES

The REACH team focused on identifying potential partners who drew a large amount of blog post comments and Pinterest pins, as the client sees the most monetary value from these placements.

NEGOTIATION

High-ranking influencer sites receive tons of inquiries a day, so the REACH team knew that effective messaging was important to a successful campaign. The placement fee details and total reach metrics of receptive influencers were captured for client intelligence.
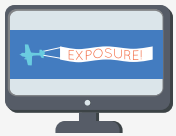
SECURING PLACEMENTS

After the client chose the placements that met their goals, the REACH team delivered product requirements, scheduled publish dates, and executed insertion orders.

The REACH team vetted sixty potential sites for engagement. Within two weeks, eleven confirmed interest in a partnership and were identified as "best fits" based on the client's criteria and goals. The client selected five for placement buys, **and one was an influencer the retailer had indicated was a "wish list" site they wanted to collaborate with.**

Once live, engagement metrics were tracked across the site placements and social footprint. Results were captured at 7 days after placement and at 4 weeks after placement.

Retailer inventory featured on influencer's site with influencer's original photography

June 24, 2015 @ 4:01 pm

Love your dress! You look beautiful!
Ari

June 24, 2015 @ 10:54 pm

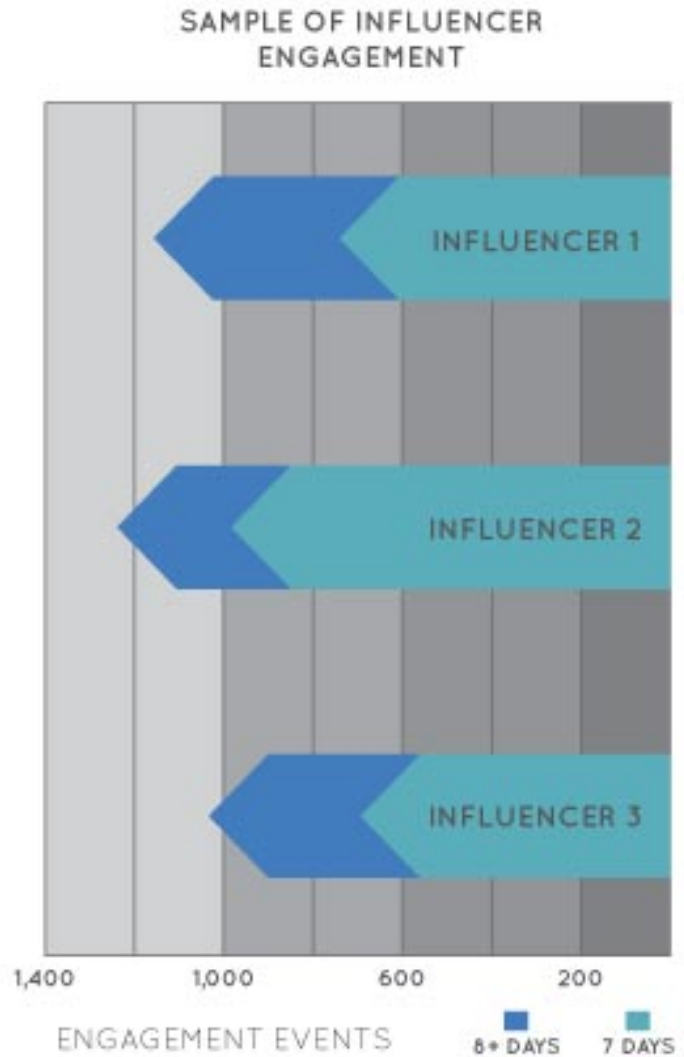Love the dress. Thanks for sharing.
Liv

June 24, 2015 @ 11:34 am

Hoping for the best and sending good vibes! I love that ombre maxi - Looks super comfy!
C'sCollections

Results and Future Plans

A hefty 63% of the social engagement occurred in the first seven days following the live date of the placements, with continual engagement seen in the following three weeks. In addition, because the influencers' content lives on, so does engagement with the content, a valuable long-term benefit to the retailer.

Instagram had the highest engagement across the social channels for all of placements, accounting for 92% of the social interactions that occurred within the 4-week period. **Pinterest** pins accounted for the second highest engagement, initially at 4%, but growing to 6% in the following weeks, a trend not seen in the other channels. The high level of engagement seen on Instagram supports why eMarketer predicts this channel will surpass both Google and Twitter in ad revenue by 2017.

The boutique apparel shop is interested in leveraging REACH to complement future influencer marketing efforts.

SAMPLE OF INFLUENCER ENGAGEMENT

INFLUENCER 1

INFLUENCER 2

INFLUENCER 3

1,400   1,000   600   200

ENGAGEMENT EVENTS   8+ DAYS   7 DAYS

If you're interested in learning how REACH can increase your customer engagement with curated influencer site placements, please contact us at reach@schaafpc.com.