

 Influencer Marketing

# Leading e-commerce strategy with influencer marketing.

CASE STUDY - LALALAB

 Skeepers

*Lalalab.*



# Client



Lalalab is a photo printing service capturing your best moments.

Lalalab has a network of influencers 8 times larger than the industry average, and benefits from a high rate of engagement thanks to the content created by influencers on Instagram.

By running simultaneous campaigns, the brand can compare, optimize its influencer marketing strategy, and identify brand ambassadors.





### INDUSTRY

Photography / Tech



### WEBSITE

[www.lalalab.com](http://www.lalalab.com)



### SKEEPERS CUSTOMER SINCE

2018



### SKEEPERS PRODUCT

Influencer Marketing



### Anaëlle ANTIGNY

Partnership Influence Manager

"Skeepers' influencer marketing platform offers Lalalab the opportunity to further develop its social media presence and strategy."



# Context and objectives



Increase the visibility of the products on social networks

The brand has been **collaborating with our platform since 2018**, and thanks to the numerous campaigns it has carried out, it controls and **optimizes its image on social networks**. **In order to increase the visibility of its products**, it carefully targets the influencers to collaborate with so that they match the brand's identity.

Thanks to the volume of UGC (User Generated Content) generated by the influencers, the brand **reaches a large audience and meets its visibility objective**.



# Solution



## Driving e-commerce with micro influencer marketing strategy

Through the platform, the brand offers content creators the opportunity **to share Lalalab's best products**, such as photo prints and vintage albums), through Instagram posts or YouTube videos.

In addition to offering its products for free in exchange for publications, the brand offers a personalized promotional code for each influencer and his or her community: a strategy that pays off because it **increases Lalalab's conversion rate and sales, while developing the visibility of its products on social networks.**



CASE STUDY- LALALAB

# Results

**130**

Campaigns

**862**

Posts

**16,7M**

Global scope

**163K**

Earned Media Value



# Results



**Anaëlle ANTIGNY**

Partnership Influence Manager

"Because we've had such great results, influencer marketing has really become a customer acquisition lever for us."



# User Generated Content



Credits: [@callme\\_lili](#)



Credits : [@mum\\_of\\_meliha](#)



Credits : [@momofelena](#)





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