

 Influencer Marketing

# How PhotoSi ensured its presence internationally thanks to micro-influence

CASE STUDY - PHOTOSI

 Skeepers

*PhotoSi*



# Client



PhotoSì is a company leader in the photography market in Italy and expanding in Europe.

They have a presence in 8 countries and keep developing new markets. Since 2006, their main activity is photo printing through their mobile app or their web.

They also create personalized products such as albums, frameworks or decoration elements both for personal use or for gifting.





**INDUSTRY**  
Photo printing



**WEBSITE**  
[www.photosi.com](http://www.photosi.com)



**SKEEPERS CONSUMER SINCE**  
2020



**SKEEPERS PRODUCTS**  
Influencer Marketing



**Manuel Mainetti**

Business Developer

«We invest a lot on facebook ads, on macro, on tv so we needed a channel able to deliver a more authentic message. Micro-influencers are perfect for that, they are not paid and most importantly they do it because they love the product. »



# Context and objectives



## Increase their brand awareness internationally

Targeting mostly women between 18 and 45 years old, mothers and young girls, collaborating with influencers showed up to be the best way to address these potential customers. In fact, they represent the most active target on Instagram, so connecting with them through this social network via micro-influencers was the best option for the brand.

80% of their app downloads being from Italy, PhotoSì decided to start working with Skeepers in September 2020 in order to boost their international expansion across Europe. The goal? To increase their brand awareness internationally in some strategic markets by engaging with influencers on an ongoing basis in order to be present on social networks everyday. In this content we will discover the success story of PhotoSì and, why they decided to work with micro-influencers and how they manage multimarket micro-influencer marketing campaigns.



# Solution



**Manuel Mainetti**

Business Developer, Photosi

“We invest a lot on Facebook ads, on macro, on tv so we needed a channel able to deliver a more authentic message. Micro-influencers are perfect for that, they are not paid and most importantly they do it because they love the product. At Hivency they are applying for the campaign because they like it otherwise they would not ask for it. Also, once they are accepted and they do the order on our web or app, they are taking the time to do it. They invest their time, so this means that they have a real interest for the product, they have really engaged with the app, so consequently the message they send is more real and trustworthy.”



# Solution



## Micro-influencers, the always-on content creators

Focused on the Italian market, where they are leaders in their sector on a first step, PhotoSì decided to start its international expansion in 2017. For that purpose, the company started looking for a channel that could send a more organic message to their audience in a scalable way and micro -influencers presented themselves as a great option to reach that.

These smaller but powerful content creators allow brands to optimize their investments. Not being remunerated, they grant them with the possibility of being present on social networks everyday and not just on peak seasons.



# Solution



## One strategy adapted to a multimarket environment

Their strategy is focused on always being present on the conversation in the different markets they develop in order to create awareness of the brand. For that, simple mechanism, they offer the content creator a personalized product in exchange of publishing and sharing their experience on Instagram. Additionally, they provide them with voucher codes to share with their communities which allows them to link brand awareness to performance even though this last is not the priority they aim at with these actions.



# Solution



## One strategy adapted to a multimarket environment

Of course, different markets mean different stages and hence slightly different goals. In Italy for example, the brand is present since the launch of the company and is a leader in the market. That is why, she aims at sharing the message continuously so the conversation about PhotoSì keeps going, in order to maintain its presence. For France the idea is to generate awareness in order to show the potential consumers that there are other printing companies available in the market. In fact, this industry is more competitive in the hexagon country, and the goal is to ensure the presence in a competitive environment. A third example would be Spain, where the goal is to benefit from the power of micro content creators to enter the market in the best possible way and gain visibility everyday thanks to them.





# Results

## Spain

630 publications,  
5.96% engagement  
rate and 138K€ EMV

## France

417 publications,  
4.96% engagement  
rate and 80K€ EMV

## Italy

444 publications,  
3.23% engagement  
rate and 101K€ EMV



# Results

## Portugal

41 publications, 3%  
engagement rate  
and 7.3K€ EMV

## Belgium

33 publications,  
6.95% engagement  
rate and 4K€ EMV

## Switzerland

30 publications,  
4.97% engagement  
rate and 4K€ EMV

## Germany

118 publications,  
3.05% engagement  
rate and 18K€ EMV



# Results

The brand has been launching campaigns with micro-influencers through Skeepers in 7 countries: Belgium, France, Germany, Italy, Portugal, Spain and Switzerland. Since September 2020 more than 60 campaigns have allowed the brand to reach more than 21M users. With an average community of 13.000 followers, they have been able to collaborate with more than 1,5k influencers from the platform.

We can evidently observe some differences across the different markets. Spain, Italy and France, for example, position themselves as the most impacted countries where the always-on presence was in fact guaranteed. Belgian influencers created the most engaging content, their communities interacted more with the publications created compared to other countries. In fact, social networks users in Belgium are known for their high levels of interaction. Content creators can easily engage conversations with them around the different posts they publish.



# User Generated Content



Crédit : @Homeshots\_jenny



Crédit : @Cousette\_laysa



Crédit : @Mi\_principe17



# Results



Compared to similar companies within the same industry that launch campaigns in Hivency, we can state that PhotoSì has promising results so far. In fact in 8 months, the company has been able to reach more people than some of its competitors in 1 or 2 years and with 60% less campaigns. The engagement is slightly below the one of its competitors, but this remains normal, as it is due to the fact that influencers are activated in a big number of countries with higher communities than the countries activated by other similar companies. Overall PhotoSì has been able to generate in 9 months, 54% of the publications obtained by the leader in the market in 2 years, obtaining a media value which is almost the same one. The brand has been able to get incredible results being less mature in the market thanks to its multimarket strategy.



# Results in 9 months

**1 713**

Publications

**21M**

Reach

**+4.5%**

Engagement Rate

**353K €**

Earned Media Value



# Results



## Alessia MUCCIOLI

Influencer Marketing

“We think of all the themes of the different campaigns, by focusing on special events such as Valentine’s day, Mothers/Fathers day, Christmas, but also in day-to-day events, ideas for birthdays, to decorate the house, etc... Of course, we adapt this to each country, not all the events take place during the same dates. Mother’s day for example takes place beginning of May in Italy and Spain while it is celebrated at the end of the month in France. It is important to bear that in mind. [...] We have learnt from influencer marketing that it is important to give freedom to the content creators. We of course establish some guidelines, some “do’s”, we want them to clearly show our product and brand, to share codes, etc., but we give them freedom on how to present their content and the storytelling they want to share.”



# Lessons learned

## Establishing your campaign calendar

The best way to succeed in your influencer marketing campaigns is to create a retro planning to organize best yourself. Like this you will know when you have to contact the content creators, when you have to send them the products in order to get the publications by the date you want. When doing it internationally, you have to bear in mind that there might be changes in some key events during the year. Some of them will be common such as Christmas, Valentine's Day or the beginning of summertime, but others can be specific to each country.

## Creating a flexible brief

When collaborating with micro-influencers, flexibility is key. It is important to let the imagination of the content creators flow so they can showcase the product or service in the way they usually collaborate with their community. At an international scale this is even more important. There might be cultural differences when communicating and it is important to let each influencer adapt the message to its market in the way he thinks is the best.

## Establishing a relationship with the content creators

Building a bond between the content creators and the brand is also essential. It allows to get lots of insights from direct users and even improve the brand's offer. When dealing with a multi market strategy, having a good relationship with the microinfluencers, allows the brand to see the differences between the user behaviour in the different markets where she is present in a direct way.





THE UGC SOLUTION SUITE

# Get real with the brands you love

[Book a Demo](#)

