

 Influencer Marketing

# How to launch your brand with influencer marketing?

CAS CLIENT – SCRUNCHIE IS BACK

 Skeepers

**SCRUNCHIE  
IS BACK**



# Client



Brand of accessories for women made in Montmartre, Paris.

As a digital brand, it mainly uses social networks to develop.

Since its creation, it has focused on developing its brand. Through influencer marketing, she has been able to achieve her goals.





48.6k Followers



**INDUSTRY**  
Fashion & accessories



**WEBSITE**  
[www.scrunchie-is-back.com](http://www.scrunchie-is-back.com)



**SKEEPERS CLIENT SINCE**  
2018



**PRODUCT**  
Influencer Marketing



**Marie ARAGON**  
Founder

"Skeepers Influencer Marketing has allowed Scrunchie is Back to excel in its marketing strategy and generate tangible, measurable results for the brand."



# Context and objectives



## Excel in its influencer marketing strategy

Before launching the Sleepers platform in March 2017, Scrunchie is Back had been facing the typical hurdles of many fashion brands today: difficulty generating notoriety, difficulty obtaining visibility, low engagement rates, unremarkable conversions on the website.

By working with micro-influencers, the brand wanted to develop the visibility of its products among its target: young women in their twenties, living in France. In addition, it wanted to increase its community and take advantage of the content generated by the influencers.



# Solution



## Micro Influencer marketing as a strategy

Micro influencer marketing is a powerful communication vehicle for brands to promote their products and services on social networks. When a micro-influencer shares his or her point of view on a product or service to their follower communities, the impact is consequential.

Since micro influencers, as opposed to macro influencers, are **highly engaged with their communities, they are perceived as authentic and accessible.** Their recommendations hold much more weight and have the power to drive followers to act. As a result, their engagement rates are higher than that of "star" profiles such as that of macro and celebrity influencers, despite the smaller follower numbers of this type of influencer.



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# Results

**32**

Influencer marketing  
campaigns

**192**

Posts

**5,1 M**

Reach

**57,7K**

Earned media value



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# Results



Scrunchie is Back launched its micro influencer strategy with Skeepers, using the platform's system to find the corresponding profile matches that aligned with the brand's positioning. For example, the platform enables the brand to evaluate influencers on precise criteria (number of followers, geographical position, age, interests, among others) to make sure these parameters are aligned with the campaign's objectives. Taking care to adopt an accessible dialog and offer quality and exclusive products to influencers in exchange for posts on social media, the brand also used Hivency to develop its relationship with influencers, using the platform's chat functions to exchange directly with them, and discuss plans built around campaigns.

In a few months' time, Scrunchie is back carried out 27 campaigns and 177 collaborations. The influencers' publications reach accumulated exceeded more than 4M users. In addition, the engagement with Scrunchie is Back publications on Instagram increased sharply, generating more than 9.4K comments and 144.9K likes during the period. Thanks to the platform's analytics dashboards, and individual influencer performance metrics, the brand can easily follow the evolution of its campaigns. The data available helps the brand understand which influencers have generated the most impact, as well as which product campaigns have driven the greatest success.



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# Results: top 1 post

**+8,96%**

Engagement rate

**3579**

"Like" mentions

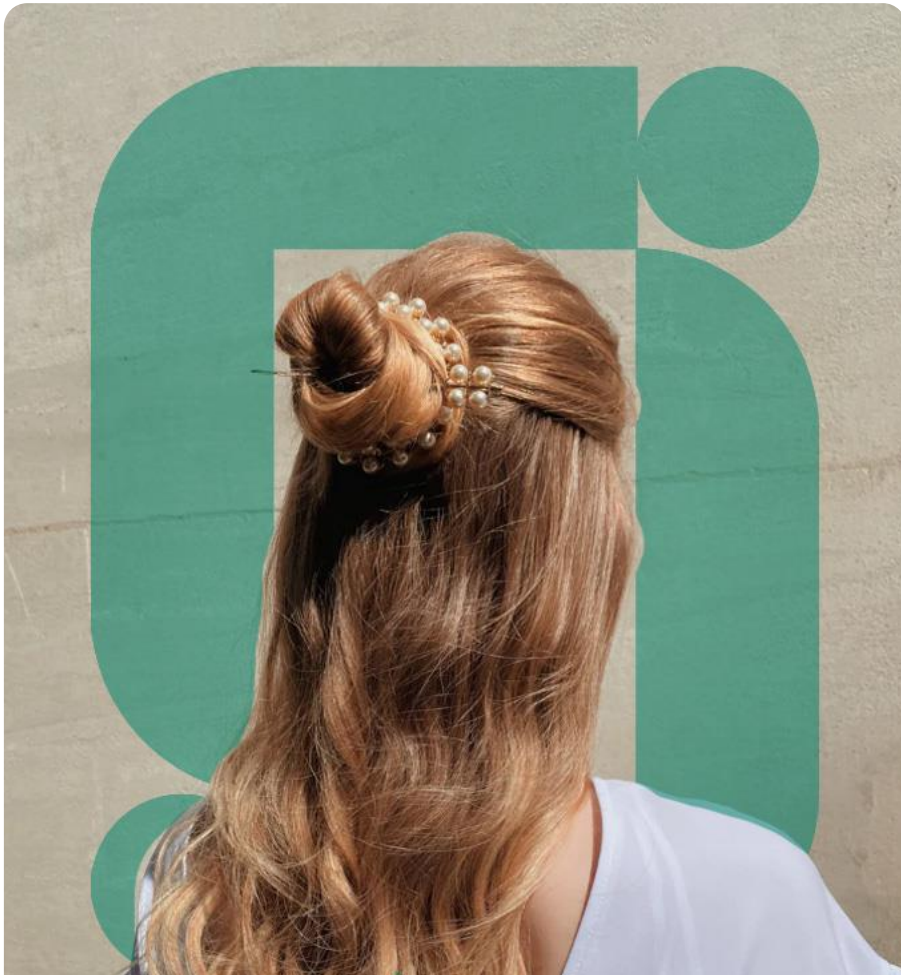
**1074€**

Earned media value





# Results



- Thanks to the platform, the brand was able to manage the campaign parameters itself so that they were consistent with its objectives (number of followers, age, geographical location, etc.);
- The brand was also able to manage its relationship with the influencers thanks to the chat available on the platform;
- Thanks to the analytics dashboard, Scrunchie is Back was able to easily track the progress of its campaigns.



# Results



The results have exceeded the founder's expectations. She's thrilled that she relied on influencer marketing to increase her brand awareness, create special relationships with micro-influencers and her customers, and build her brand. According to the founder Marie Aragon, "It's a way to create close and lasting relationships with your customers."



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