

A photograph of three beauty products (two red tubes and one pink tube) lying on a bed of pink powder. A semi-transparent blue box is overlaid on the left side of the image, containing the case study title.

Case Study: Influencer Marketing Programme

An Influencer Marketing Case Study

Beautyworld Middle East

The largest international trade fair for beauty products, hair, fragrances and wellbeing in the Middle East.

“Richard’s team did a fantastic job guiding us through the process of managing key influencers and creating engaging relevant content that contributed to the enormous success of Beautyworld 2016.”

Executive Summary

The Beautyworld Team decided they wanted to engage in an influencer marketing program in order to increase footfall to their 2016 exhibition.

The brief given to Richard’s team was to contract key influencers with a significant and relevant following on various social media platforms to promote the event. Two influencers, Samira Olfat and Nilo Haq, were chosen for the project.

After the campaign came to a close we could establish –

- 28% increase in visitor numbers at Beautyworld Middle East 2016
- Combined social reach of a 844,572 audience

Challenges

In recent years Beautyworld Middle East was noticing a flat-lining of visitor numbers attending the exhibition. The team knew that the traditional tactics employed in the past, such as direct mailing and print advertising, were not creating the same engagement and contributing to the level of awareness that needed to grow the show in the future.

The Beautyworld marketing team had only recently began to promote their event with dedicated social media accounts and paid advertising, and had begun to notice tangible results. To further support their online communications they believed there was an opportunity to engage with social media influencers to promote the exhibition.

The goal was to significantly raise the level of brand awareness for the exhibition, however the major challenge was to source influencers that could allow us to access a broad professional audience whilst avoiding the perception that the show was consumer focused.

How Product Helped

Richard's brief was to contract key influencers with relevant and engaged followers on various social media platforms like Instagram and Snapchat to promote the event.

After eliminating a number of potential influencers, he identified two ideal candidates that fit the client's requirements, Samira Olfat the Max Factor Arabia Brand Ambassador in the UAE and Nilo Haq,

Owner and Founder of Saudi Beauty Blog. Both provided access to the professional audience our client requested.



Richard's team worked in collaboration with the Beautyworld team and influencers to create engaging content that would fit natively within each platform, along with establishing KPI's for the campaign.

Results, Return on Investment and Future Plans

The campaigns for both Influencers began two weeks prior to the event, and included multiple images with text on Twitter, Instagram and Snapchat. Blogs were also created and shared on Nilo Haq's own blogging site Saudibeautyblog.com, and Samira Olfat created Snapchat stories on-site at Beautyworld Middle East on each day of the show.

With post show analysis complete we can determine that our program delivered the following -

- Contribution to 28% increase in 2016 visitor numbers
- Combined social reach of 844,572 audience
- Average 3.3% Engagement Rate on Social Platforms
- 3.11 minutes reading content hosted on the influencers personal blog