

8THIRTYFOUR

INFLUENCER CAMPAIGN CASE STUDY – Sartori Cheese

Task

8THIRTYFOUR was tasked with implementing and managing a social media influencer campaign for Sartori Cheese surrounding their involvement with ArtPrize in Grand Rapids in the fall of 2018.

We were given a set budget for influencer compensation and had a very tight timeline set for the first coverage to run, as to line up with the beginning of the ArtPrize festival.

Goal

The goal for this influencer campaign was to create massive buzz for the Sartori Cheese brand in West Michigan through social media posts and original blogs created by paid influencers.

The influencer campaign was part of a larger overall integrated campaign that included digital and billboard ads, supporting key messaging and driving measurable action.

Process

A targeted influencer campaign requires strategic research and exceptional project management; our process for success included:

- Market research to identify social media influencers that aligned with the Sartori Cheese brand
- Creation of campaign messaging and unique hashtag
- Influencer outreach and ongoing communication/management
- Campaign contract creation and negotiation that aligned with designated budget
- Coordination of influencer product delivery
- Creation of required social media and blogging tactics for influencers to follow
- Real-time monitoring of social media coverage
- Ongoing campaign reporting
- Coordination of final influencer payment

Results

Our team secured 5 local social media influencers for this campaign within a short time frame that aligned with the Sartori Cheese brand. The coverage for the campaign resulted in:

- Content that reached a combined following of **183,330 followers**
- 4 full blog posts that contained original imagery of the Sartori Cheese product
- 18 photos and 1 video posted to Instagram using the campaign hashtag and tagging the Sartori brand
- 40 Instagram story posts tagging the Sartori Cheese brand
- Several additional campaign posts on Facebook, Twitter, and Pinterest

Did we mention how much we love cheese? Cause we really, really do.