

8THIRTYFOUR

INFLUENCER CAMPAIGN CASE STUDY – Woodhouse Day Spa

Task

8THIRTYFOUR was tasked with implementing and managing a social media influencer campaign surrounding the opening of The Woodhouse Day Spa in Grand Rapids. The timeline for the campaign coincided with the grand opening of the spa.

We were given a set amount of complimentary spa services that we were able to schedule in exchange for social media and blog coverage.

Goal

The goal for this influencer campaign was to create local buzz around the opening of the day spa in Grand Rapids and the surrounding communities. This was to be done by exchanging complimentary spa services for influencer social media and blog coverage.

The influencer campaign was part of a larger overall integrated campaign that included public relations, creative support, and digital advertising.

Process

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

- Market research to identify local social media influencers that covered beauty and wellness
- Creation of campaign messaging
- Influencer outreach and ongoing communication/management
- Campaign contract creation and negotiation (coverage in exchange of complimentary services)
- Coordination of influencer spa appointments and follow-up
- Creation of required social media tactics for influencers to follow
- Real-time monitoring of social media coverage
- Ongoing campaign reporting

Results

Our team secured 6 local social media influencers for this campaign that aligned with The Woodhouse Day spa brand. The coverage for the campaign resulted in:

- Content that reached a combined following of **156,100 followers** in the Grand Rapids area
- 7 Instagram posts tagging The Woodhouse Day Spa and geotagging the spa's location
- 51 Instagram story posts covering The Woodhouse Day spa and tagging their page