



# Rollie Influencer Marketing Campaign

## PROBLEM TO SOLVE:

There was no photo collateral or marketing campaign for an up and coming shoe collection.

- 1 **Lifestyle product shoots were costly (20k-30k)**
- 2 **Traditional influencer campaigns can be time consuming**
- 4 **The brand wants to be positioned as 'for creatives'**

## BENEFITS OF A CREATIVE STREET PHOTOGRAPHY WORKSHOP

- Less costly than a photoshoot (models, hair/makeup, studio)
- Creators see the brand is invested in their upskilling and networking with other creatives
- Puts Rollie ahead other shoe companies who only offer gifted or paid campaigns
- Incentivises other influencers to join the Enemies of Gravity ambassador program
- Photos taken by a photographer are owned by Rollie, and can be used on socials, in the retail store, and for wholesale collateral.

## THE WORKSHOP



A workshop was organised and pitched to creators an opportunity to upskill and network. **Creators were not paid to attend nor contractually obligated to post anything.** The following content outcomes were due to fostering a genuine connection with the influencers that they wanted to support and post about the brand on their volition.

## OUTCOMES

Valuing stories at \$50 and feed posts at \$300 for the influencers' micro follower counts, the workshop generated \$6650 worth of publicity spend and 253 pieces of content. Subtracting the workshop cost (\$2602), **the total amount of free publicity generated was \$4047 worth.**

	Outcome
Attendees	12
Instagram Stories	61
Instagram Posts	12
Posts + Stories Total	73
BTS photos	107
Pieces of content total	253

CONTENT SNAPSHOT

