

# sesa

## INFLUENCER MARKETING CASE STUDY

### InfluGlue



contact@influglue.com



+91-9830015441 / 33 46021821



796, Purbachal Main Road, Second  
St, Gitanjali Park, Kolkata - 700078,  
West Bengal, India





# ABOUT sesa

SESA is proud to be a small business that sources locally and makes locally. We make Sesa Ayurveda products at our facility nestled in the foothills of the Himalayas.

sesa's founder, Dr Dahyabhai Patel was a passionate Ayurvedic doctor who practised medicine at his dispensary located in the small town of Rajkot in Gujarat. One of the concerns he used to get from his patients often was hair fall. Deeply moved by how this affected their confidence and self-esteem, he resolved to use Ayurveda to solve this problem.

---

sesa

InfluGlue

# INFLUENCER SELECTION



## PROMOTION OF SESA ONION RANGE THROUGH CELEBRITY YOUTUBERS

Sesa came to us with the requirement of some famous youtubers from the beauty/ lifestyle categories to promote their newly launched onion range - shampoo, conditioner & hair oil.

We selected a network of influencers based on their requirements including some famous celebrities.

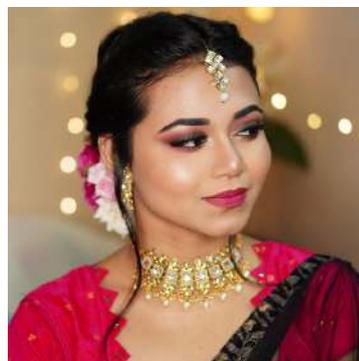
Once everything was finalized, we proceeded to the next step.



HIMADRI  
PATEL



GARIMA  
GOEL

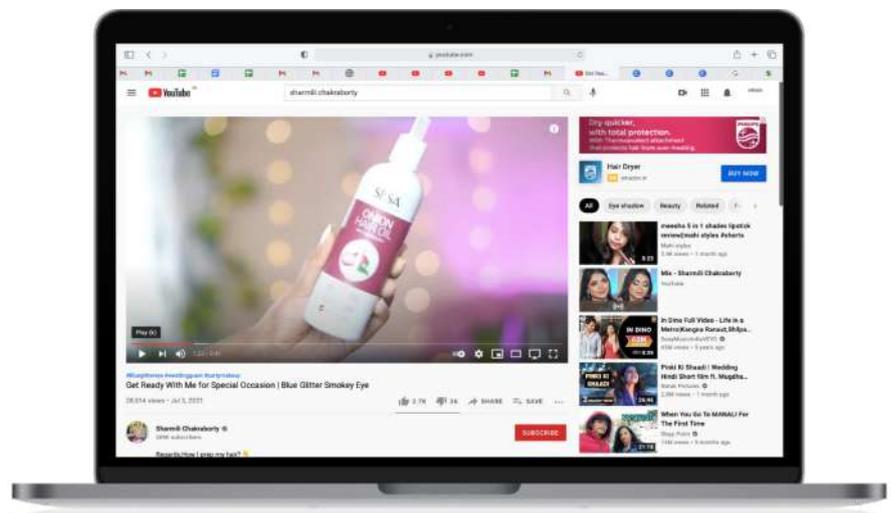
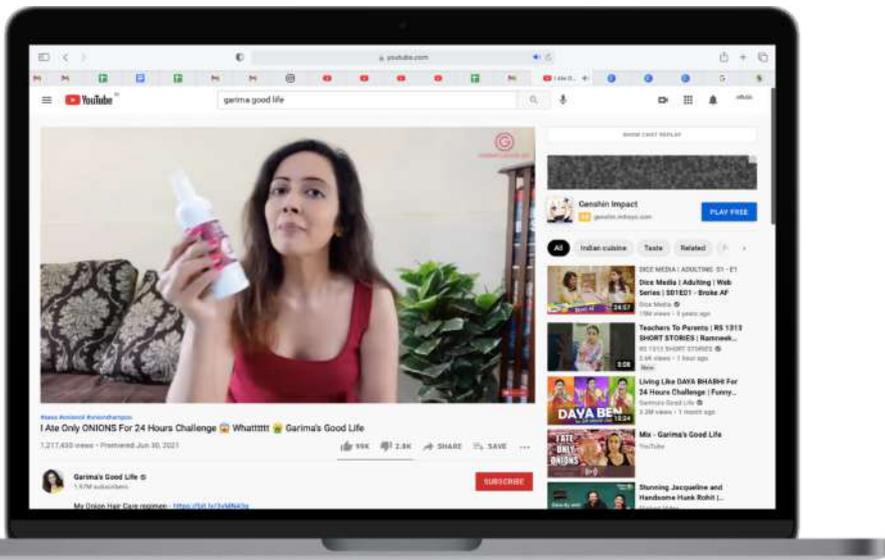


SHARMILI  
CHAKRABORTY



SHIVANI  
TANEJA

# YOUTUBE INTEGRATION



The influencers did a Youtube integration video of 2-3 minutes, making the integration a seamless one and following concepts as approved by the brand and content team. Dedicated links & Coupon codes were assigned to the influencers. Here are a few links for your reference :

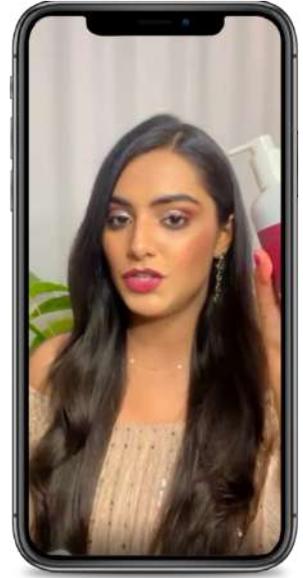


INTEGRATION  
VIDEO

<https://www.youtube.com/watch?v=MfjhQJ2NcDE&t=290s>  
<https://www.youtube.com/watch?v=mMLik99AO8&t=256s>  
<https://www.youtube.com/watch?v=sLEPhtQmWDA&t=224s>  
<https://www.youtube.com/watch?v=poZOaVtHv5w&t=343s>  
ht

InfluGlue

# INSTAGRAM REELS & STORIES



After a few days, the influencers put up a swipe up story / reel for a shoutout & gave dedicated swipe up links to the stories

Here is a link for your reference

[https://www.instagram.com/reel/CRLWqKvjcTP/?utm\\_medium=copy\\_link](https://www.instagram.com/reel/CRLWqKvjcTP/?utm_medium=copy_link)



InfluGlue

# STEP SUMMARY

1) InfluGlue creates the campaign and promotes Sesa onion range products through their network of influencers

2) Shortlisted influencers create content like videos and stories where they share creative concept ideas and highlight the key benefits of this range.

## NOTE

We engage influencers from different cities & having different followers based on client requirement. What you are seeing here, is the case study done only of a handful of influencers.

All influencers follow similar steps while carrying out the same campaign.



sesa

# CAMPAIGN SUMMARY



## CAMPAIGN INSIGHTS

4 Creators

1.5 M + Views

800 + Comments

2M+ Reach



# sesa



# THANK YOU!

## INFLUENCER MARKETING CASE STUDY

### InfluGlue



contact@influglue.com



+91-9830015441 / 33 46021821



796, Purbachal Main Road, Second  
St, Gitanjali Park, Kolkata - 700078,  
West Bengal, India

