



INFLUENCER MARKETING CASE STUDY

InfluGlue



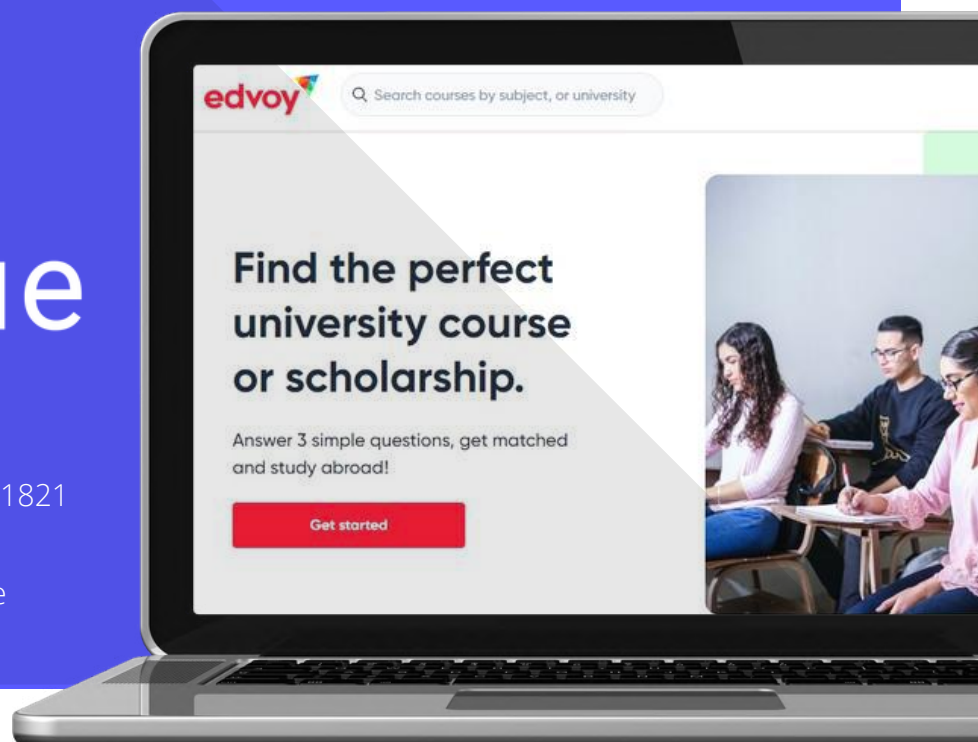
contact@influglue.com

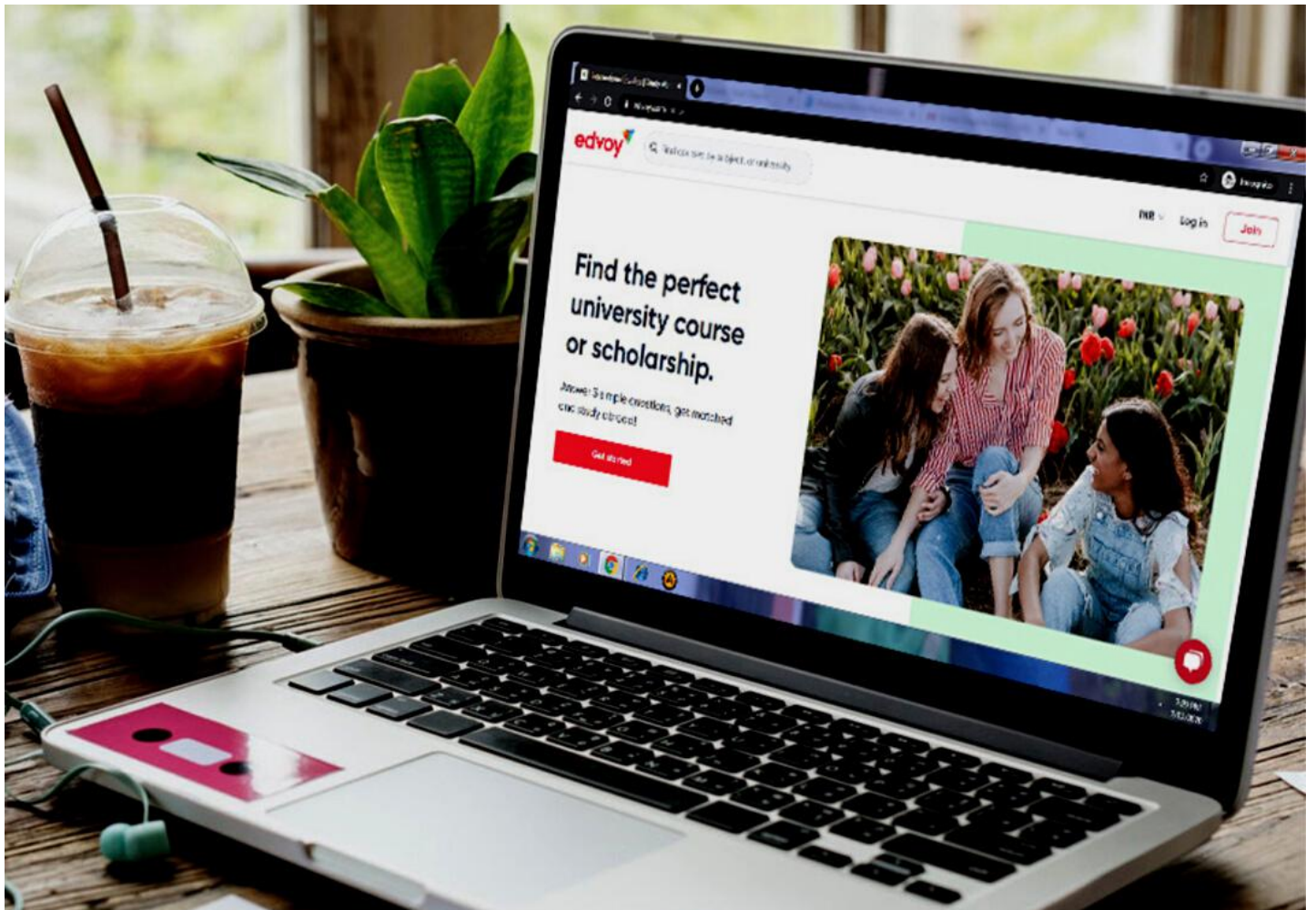


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ABOUT EDVOY

Edvoy is an innovative education platform for international studies.

Created by education consultants IEC Abroad, Edvoy uses artificial intelligence and machine learning to simplify the application process by allowing students to apply to multiple universities in the UK, Canada, the US and Ireland, in one place.



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STEP 1



PROMOTION OF THE WEBSITE/SERVICE ACROSS OUR NETWORK OF INFLUENCERS



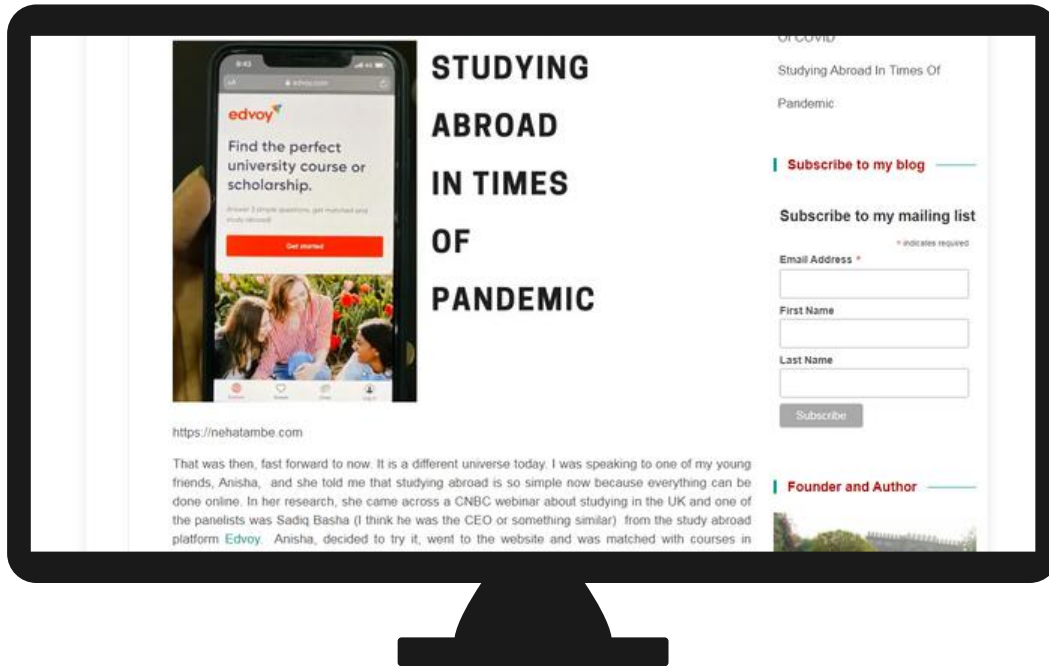
Edvoy came to us for the promotion of their website and service. They wanted the influencer(s) to create promotional matter including Instagram stories, blog, social media posts, etc. talking about the positives of the platform and upload the same on their Instagram/Facebook/ blog sites.

We selected a network of influencers based on education & lifestyle with a strong presence on Instagram. We also selected a network of influencers with their personal blog sites having high DA values.

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



STEP 2

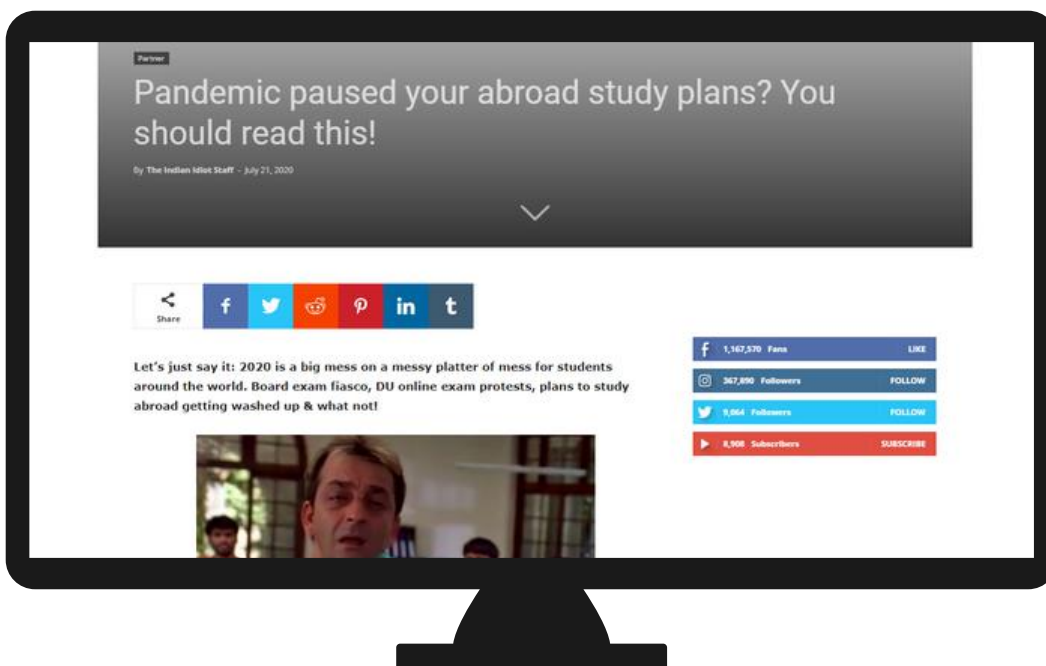


BLOG PROMOTION

The influencer creates an interactive blog post on Edvoy describing their service, the website and other related features in the form of a story from the point of view of a student. The influencer **links to Edvoy** and uploads the post on his/her blog.

Here's a sample blog link for your reference:

<https://theindianidiot.com/study-abroad-edvoy/>

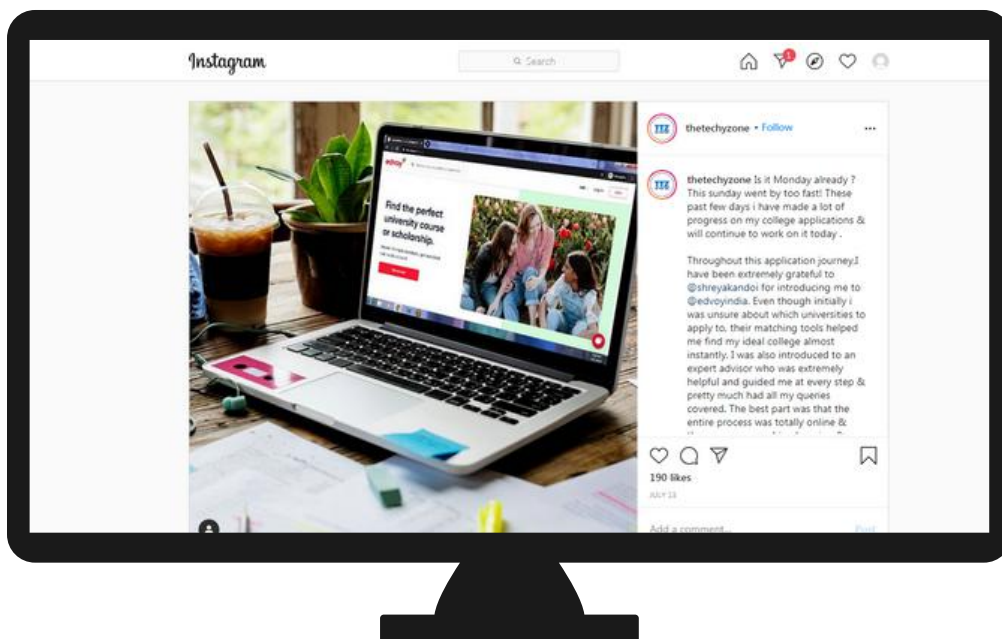


STEP 3

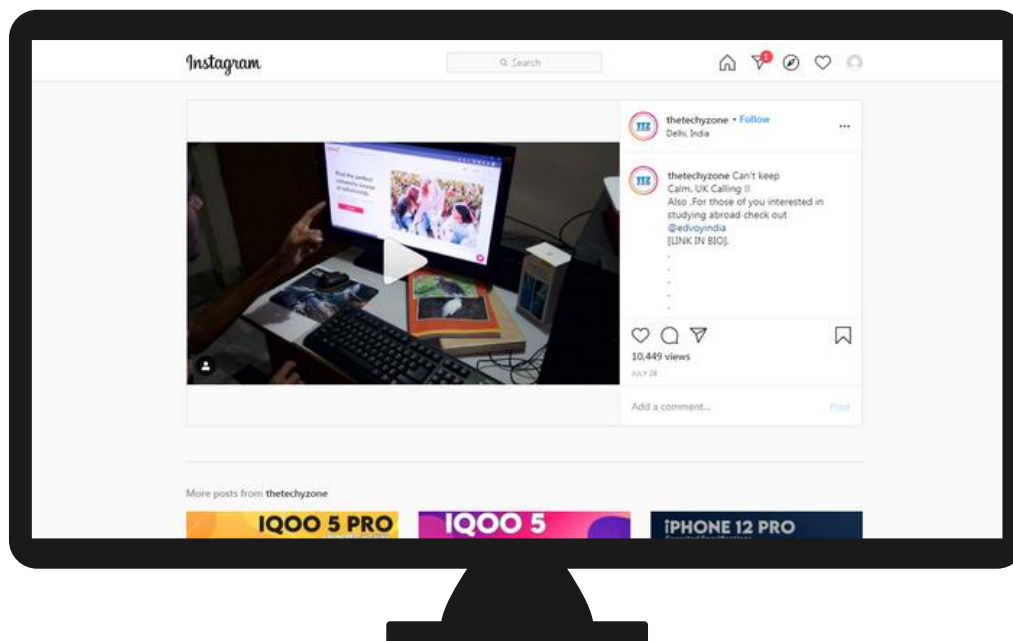
INSTAGRAM POSTS (VIDEO+STATIC)

Our selected influencers created a static Instagram post and an explainer video on Instagram reviewing the details of the website to their huge network of followers.

For example,
One influencer who was selected for this role (example is purely used for the sake of our case study) had a follower count of **28,000** on Instagram.



Static Post



Video Post

STEP 4

FACEBOOK POSTS (STATIC)

Our selected influencers created a funny static Facebook post based on Edvoy promoting the same to their network of followers.

For example,
One influencer who was selected for this role (example is purely used for the sake of our case study) had a follower count of **1.2 million** on Facebook.

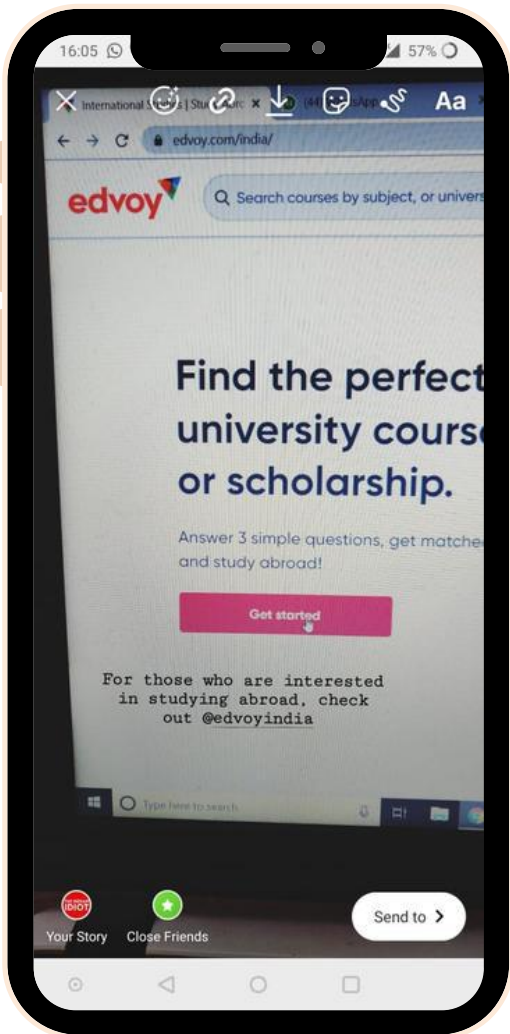


FB Static Post

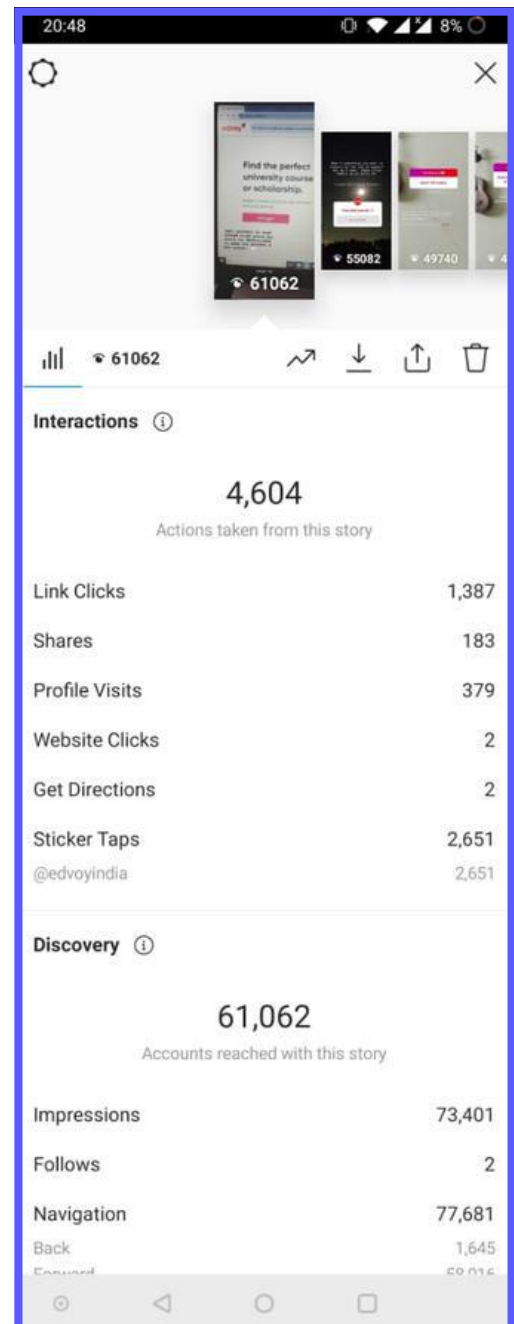
STEP 5

INSTAGRAM STORIES (STATIC)

Instagram stories were also created on Edvoy. Here are a few samples along with their analytics report.

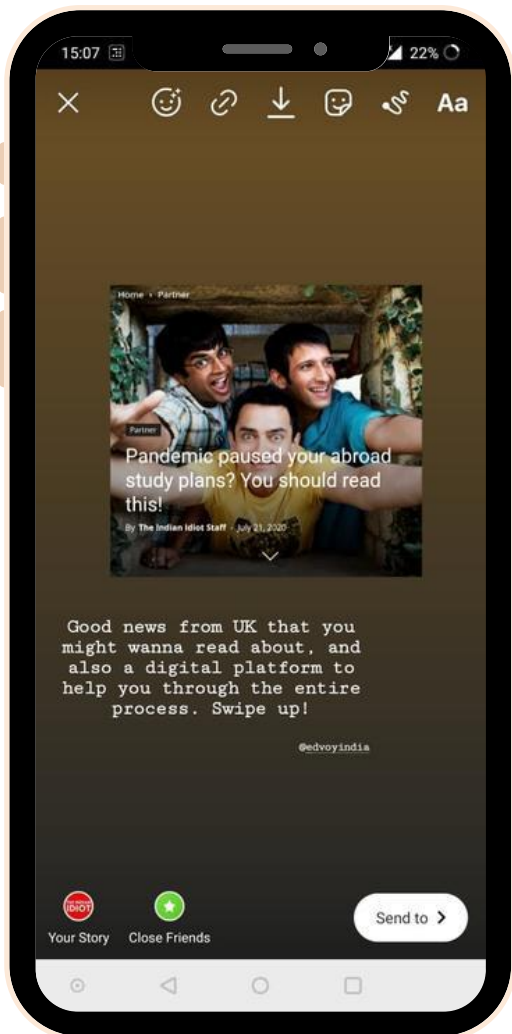


Instagram Story 1

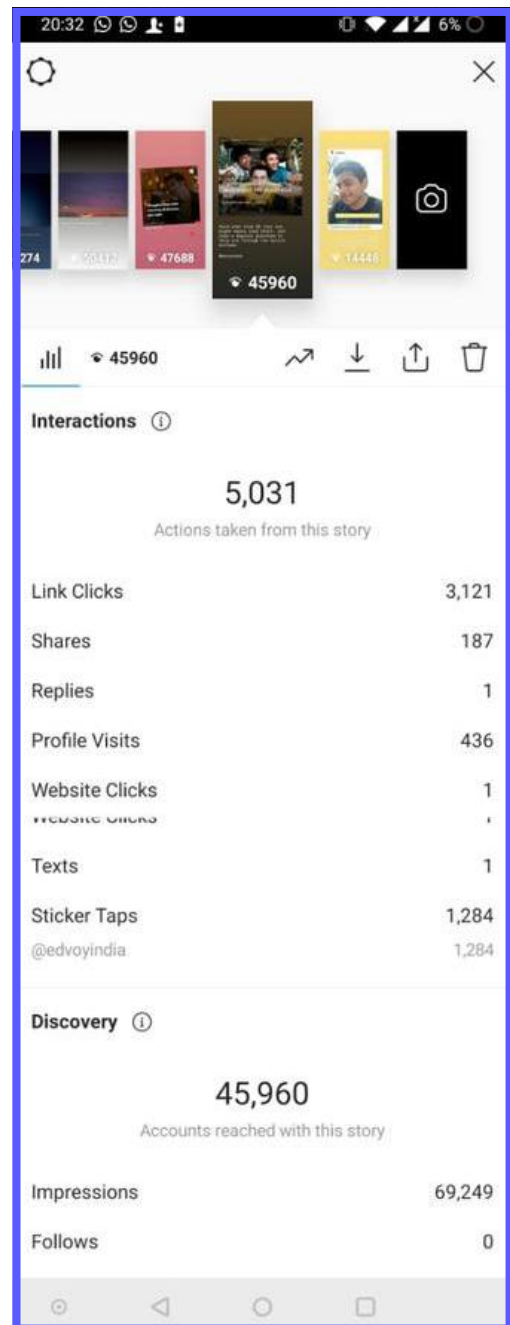


Performance Report

STEP 5 (CONTD.)



Instagram Story 2



Performance Report

STEP SUMMARY



1) InfluGlue creates the campaign and promotes the Edvoy website to their huge network of influencers.

2) Shortlisted influencers create a blog post, Instagram static and video post, Instagram stories, FB post on Edvoy talking from the point of view of a student, uploading the same on their blog/Instagram/Facebook account.

NOTE

We engage influencers from different cities 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.

THANK YOU!

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