



# INFLUENCER MARKETING CASE STUDY

## InfluGlue



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St, Gitanjali Park, Kolkata - 700078,  
West Bengal, India





# ABOUT



Hi9 Range of personal care products is the maiden and latest offering from the house of Ananya Herbal Private Limited. Hi9 Range of personal care products is the maiden and latest offering from the house of Ananya Herbal Private Limited. High Emphasis is laid to make the products chemically and environmentally safe, free of any hazardous chemicals, minimum use of petroleum derived ingredients with majority having a natural or plant source, dermatologically tested and cruelty free. With its specialization in formulation development and manufacturing of cosmetic products, tailor made to suit customer requirement, Ananya has now forayed with its own Brand Hi 9, so that, it can provide the best designed products without any interference, compulsion or riders, often put forth by the collaborating brand partners.

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# INFLUENCER SELECTION



## PROMOTION OF HI9 BEAUTY PRODUCTS THROUGH BEAUTY AND LIFESTYLE INFLUENCERS.

Hi9 came to us with the requirement of brand awareness for their wide variety of products. The campaign was done in two phases. We have selected 10 macro influencers for each phase of the campaign.

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



ISHANKI  
TIWARI



ANKITA  
SINGH

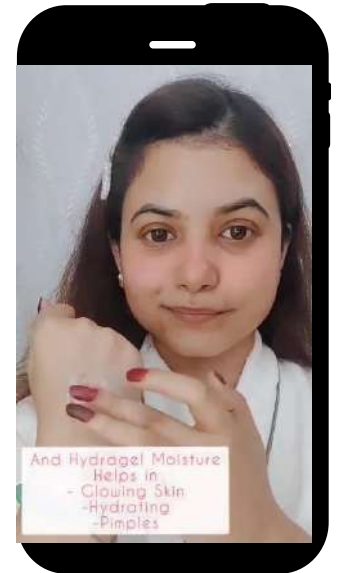


SAHELI  
DEBRAY



KIMMY  
NAGPAL

# INSTAGRAM & REELS



Each influencers have worked on 1 reel and 1 swipe up story. Here is a link for your reference.

## Phase 1:

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

## Phase 2:

<https://www.instagram.com/p/CXx2aPNjXN7/>



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# STEP SUMMARY



1) InfluGlue creates the campaign and promotes Hi9's wide range products through their network of influencers

2) Shortlisted influencers create content like reels and swipe up stories where they share creative concept ideas and highlight the key benefits.

## 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.

# CAMPAIGN SUMMARY



## CAMPAIGN INSIGHTS

20 Creators

20 reels

20 swipe up stories

6,79,100 + Views

600 + Comments

39k+ Likes



*Fall in Love*

A Premium Beauty Brand

# THANK YOU!

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