

# SUPPLY6

## INFLUENCER MARKETING CASE STUDY

### InfluGlue



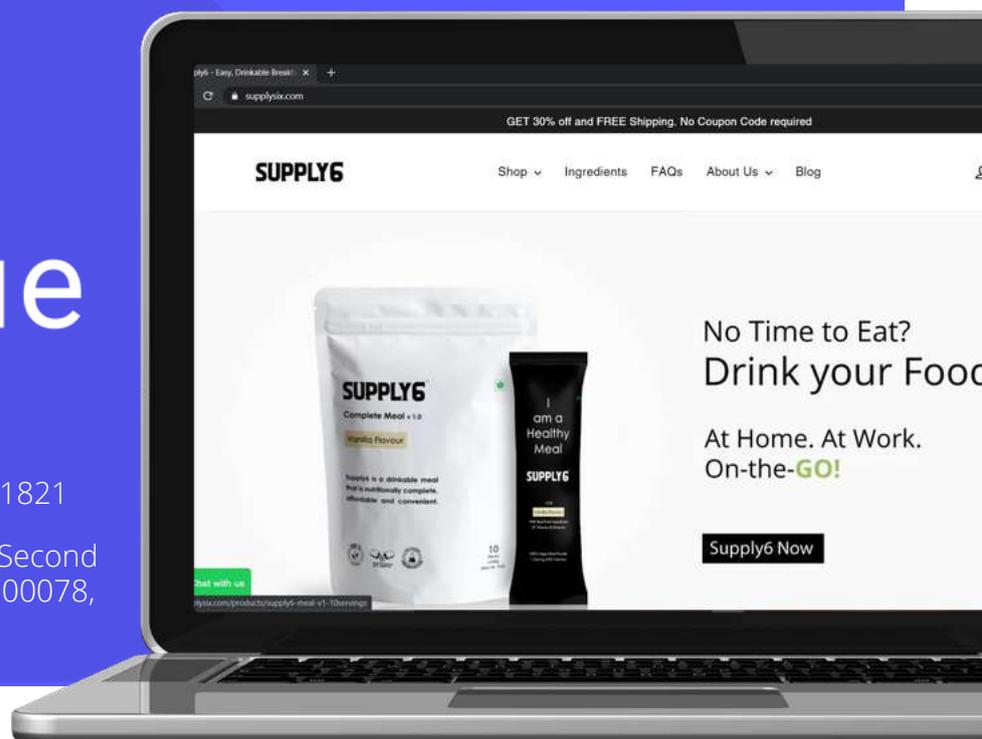
contact@influglue.com

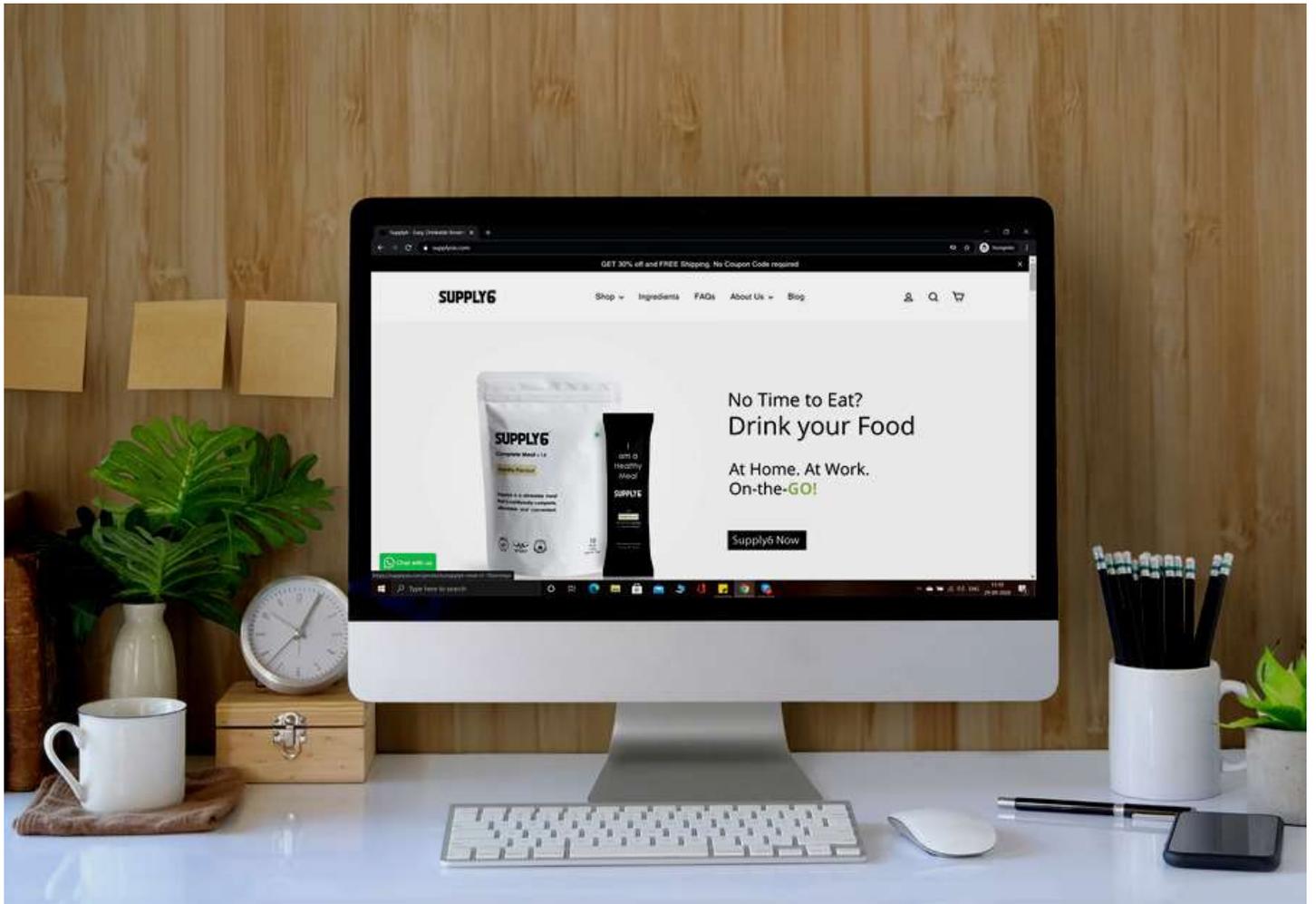


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# ABOUT SUPPLY6

Supply6 is a revolutionary concept that is going to change the way we eat food forever! A one-stop meal with all the essential nutrients. This will facilitate the availability of high-quality nutrition and make it affordable.

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**SUPPLY6**

InfluGlue

# STEP 1



## PROMOTION OF THE WEBSITE/SERVICE ACROSS OUR NETWORK OF INFLUENCERS



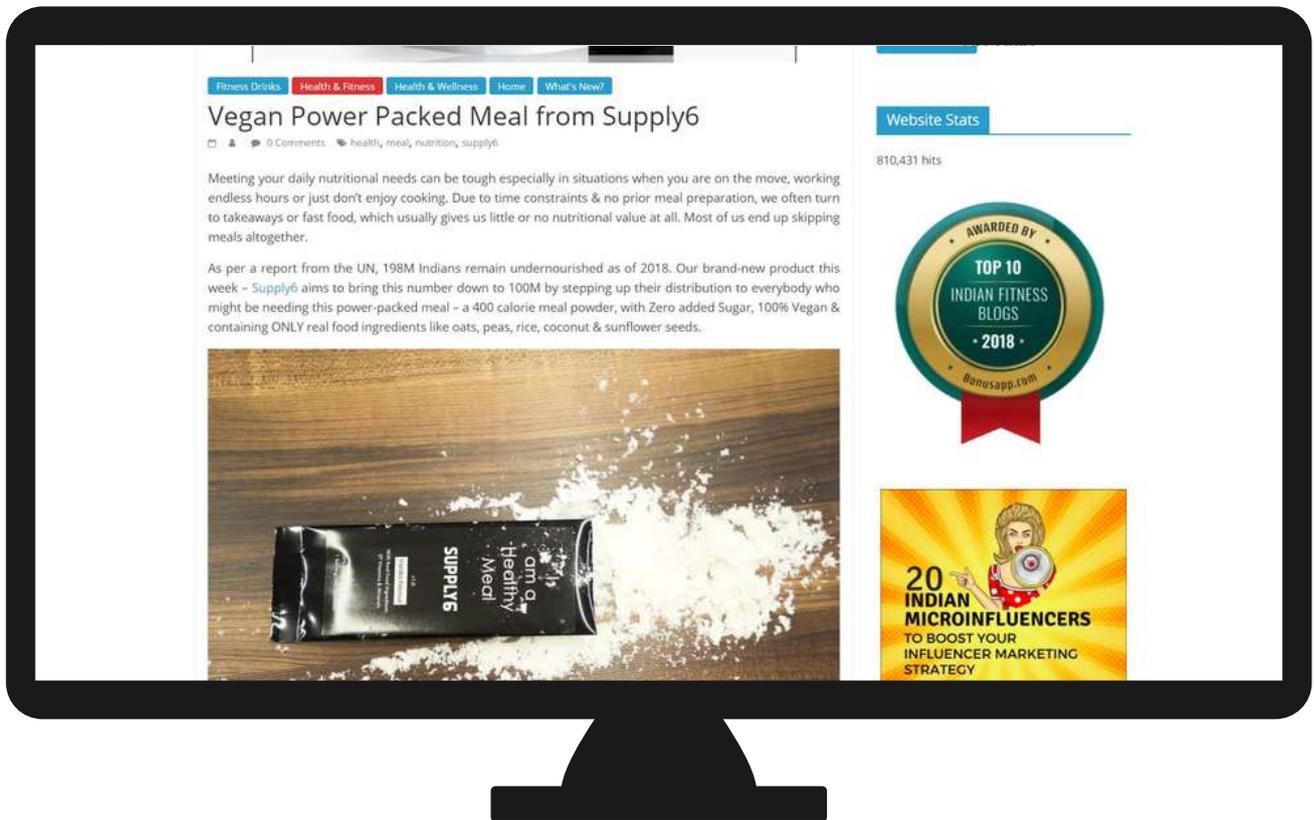
Supply6 came to us for the promotion of their website and their nutritional drink. They wanted the influencer(s) to create promotional matter including Instagram stories, posts, blogs, posts, etc. talking about the positives of their product and upload them on their Instagram/ blog sites.

We selected a network of influencers based on fitness and 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://rjheartnsoul.com/vegan-power-packed-meal-from-supply-6/>

# STEP 3

## INSTAGRAM STATIC POSTS

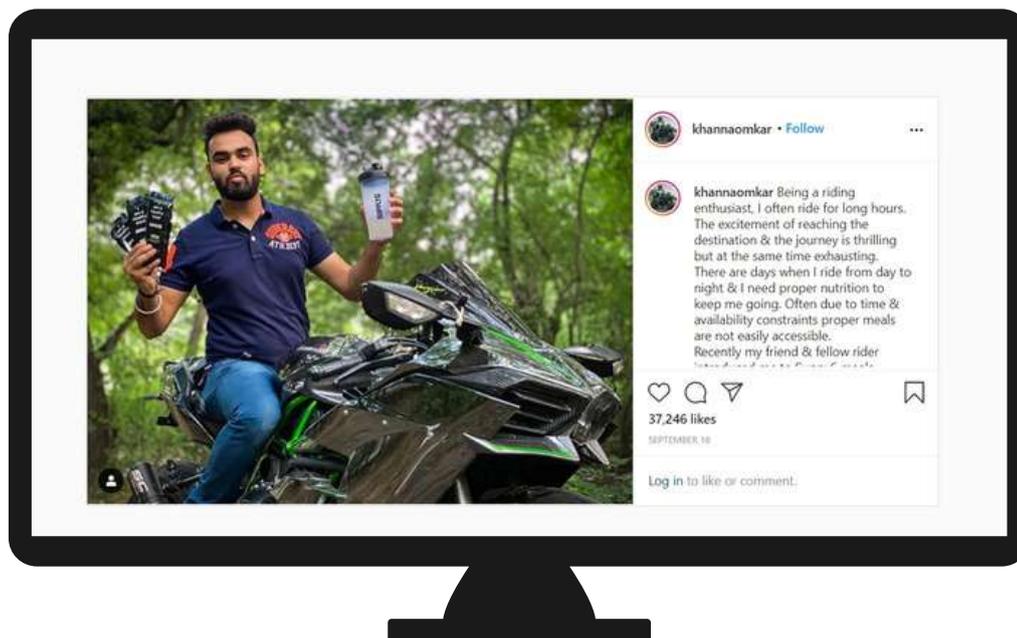
Our selected influencers created a static Instagram post and an explainer video on Instagram reviewing the details of the website to their huge network of followers.

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.



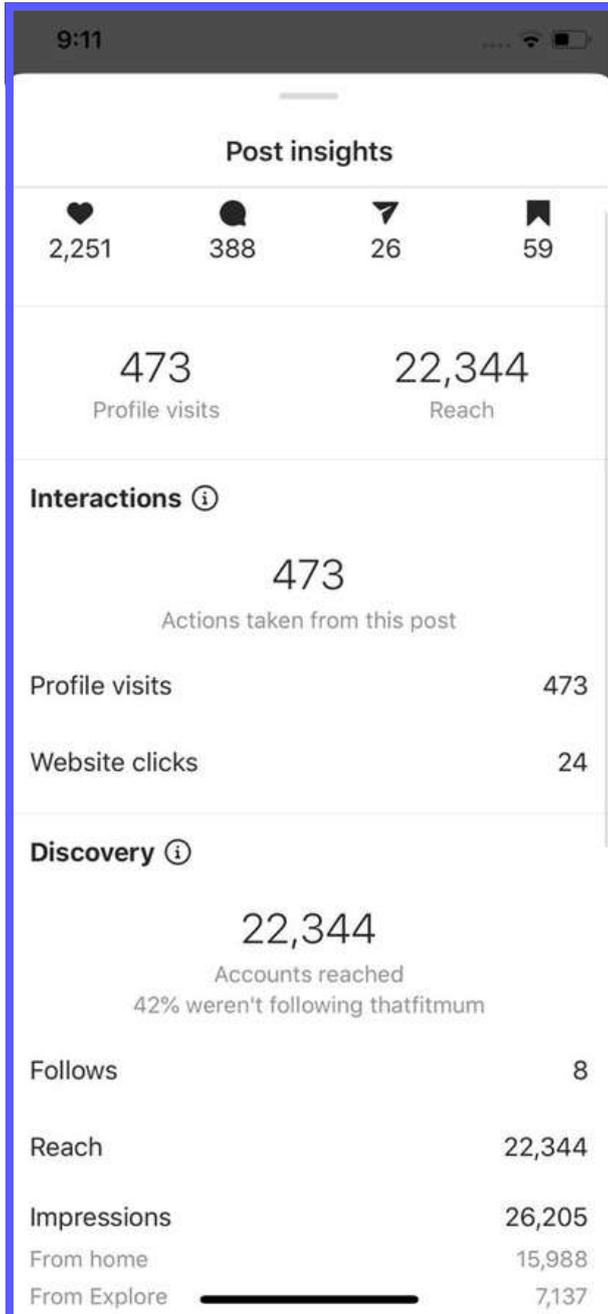
Static Post 1



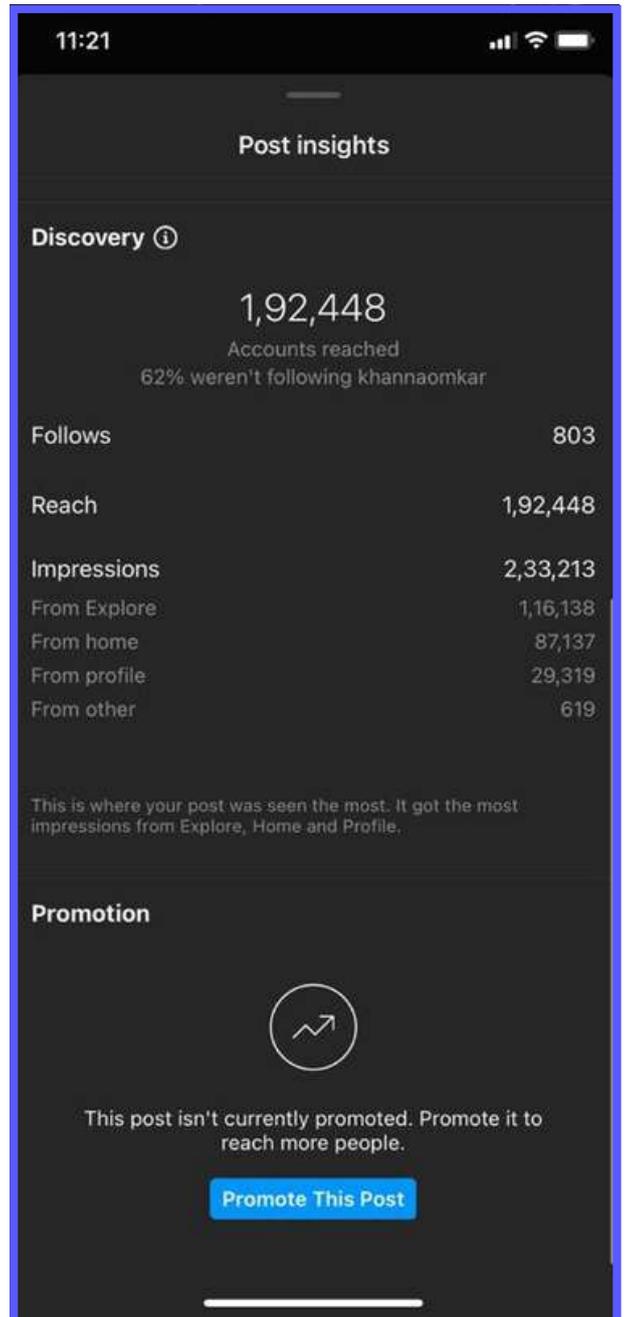
Static post 2

# STEP 3 (CONTD.)

## INSTAGRAM STATIC POSTS INSIGHTS



Post 1 with the lady



Post 2 with the guy on the bike

# STEP 4

## INSTAGRAM STORIES

Our selected influencers created an Instagram story (specifically an **Instagram Boomerang**) based on the campaign. Here's a screenshot for reference.

**Note: We are only providing one Instagram story post for our case study reference along with all insights and details.**



Instagram Story  
(Insta Boomerang)



Insight

# STEP SUMMARY



1) InfluGlue creates the campaign and promotes the Supply6 website and product to their huge network of influencers.

2) Shortlisted influencers create a blog post, Instagram static post, Instagram stories, talking from the point of view of a customer, uploading the same on their blog/Instagram 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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