



Nestle Gerber

INFLUENCER MARKETING CASE STUDY

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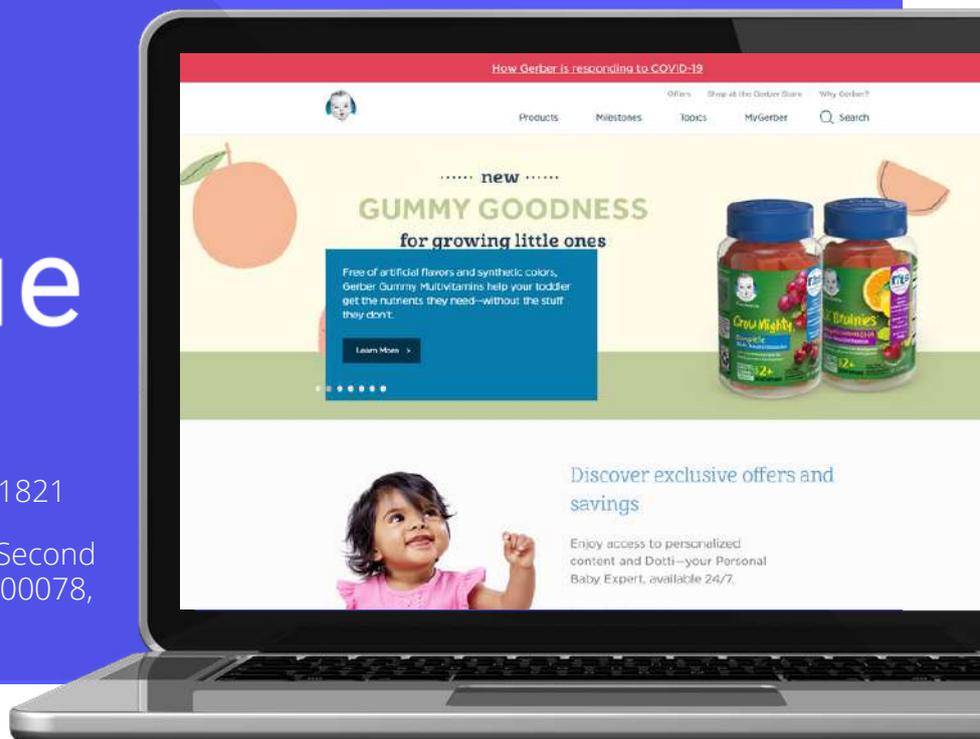
contact@influglue.com

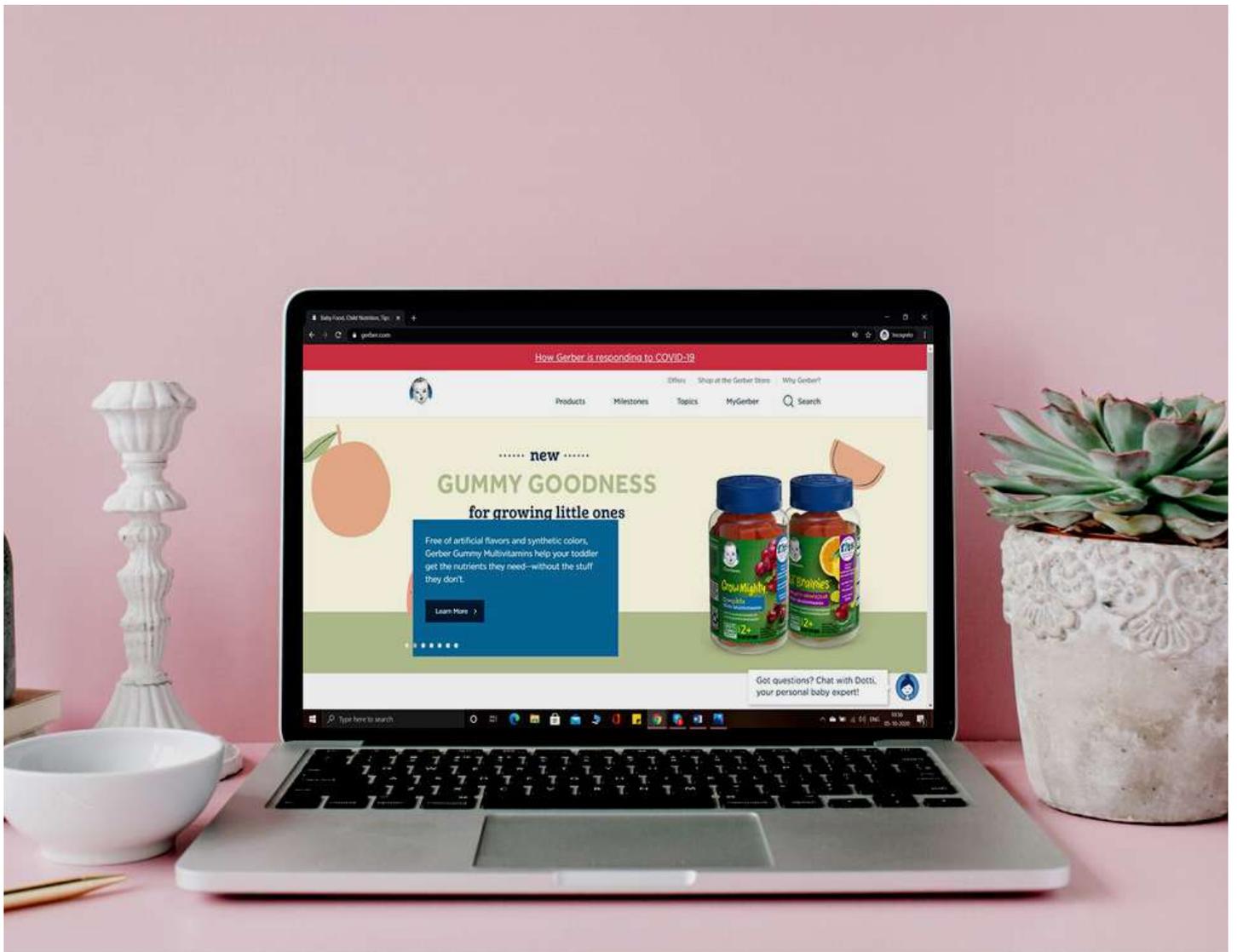


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ABOUT NESTLE GERBER

Nestle Gerber is committed to being a partner in parenthood with quality ingredients, nutritious food and expert guidance.

Nestle Gerber is working hard to ensure all little ones can live in a world that is as pure as they are.



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INFLUENCER SELECTION



PROMOTION OF THE WEBSITE/PRODUCTS ACROSS OUR NETWORK OF INFLUENCERS

Nestle Gerber came to us for the promotion of their website and products. They wanted the influencer(s) to create a promotional blog post based on their website and their nutritious baby food products talking from the point of view of a parent.

We selected a network of influencers based on parenting & lifestyle with their personal blog sites having high DA values and good number of followers in their respective genre.

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



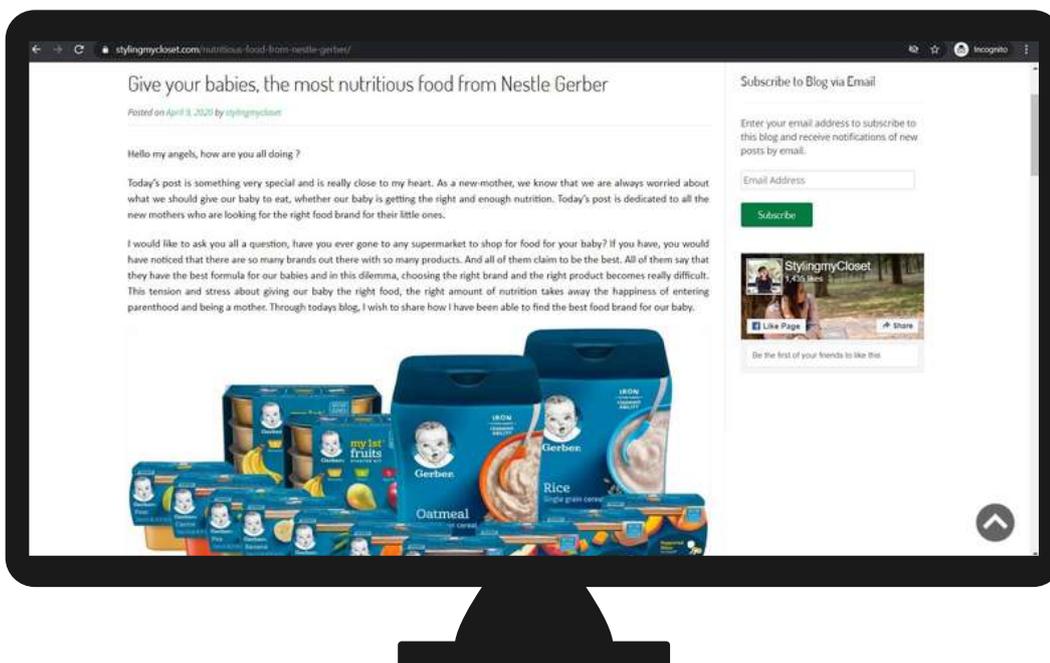
CREATION OF BLOG



BLOG PROMOTION

The influencer creates an informative blog post on Nestle Gerber nutritious baby food products talking from the point of view of a parent. The influencer **links to the Nestle Gerber product** and uploads the post on his/her blog. Here's a sample blog link for your reference:

kidskintha.com/gerber-organic-baby-food-pouches/



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STEP SUMMARY



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

2) Shortlisted influencers create a blog post talking from the point of view of a parent, uploading the same on their blog.

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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