

NIRAKL

INFLUENCER MARKETING CASE STUDY

InfluGlue



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





ABOUT NIRAKL

Miracles of Nature, the Goodness of Authentic Ayurveda. Nirakle's focus is solely in One Business, the Beauty & Personnel Care.

The Promise of Nirakle:

- Gentle on your skin, Nirakle products are 100% natural, cruelty free, plant based, safe, free from other synthetic substances.
- Nirakle products are carefully handcrafted to enchant you with best quality of Authentic Ayurveda.
- To ensure that the bio potency of the ingredients, Nirakle maintains the highest quality of packaging.
- Staying true to Ayurvedic tradition, NIRAKLE products address the root cause of your Beauty & Personnel Care problems.
- Partnered with the legacy of 110 year old Ayurvedic Wisdom, Nirakle uses the best of Ayurvedic herbs and preparation methods to ensure its efficacy.

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INFLUENCER SELECTION



PROMOTION OF NIRAKLE BEAUTY PRODUCTS THROUGH BEAUTY INFLUENCERS.

Nirakle came to us with the requirement of brand awareness for their wide variety of products in tier 1 cities. We have selected macro beauty influencers for the campaign.

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



ISHANKI
TIWARI



PURTY
SAMADDAR

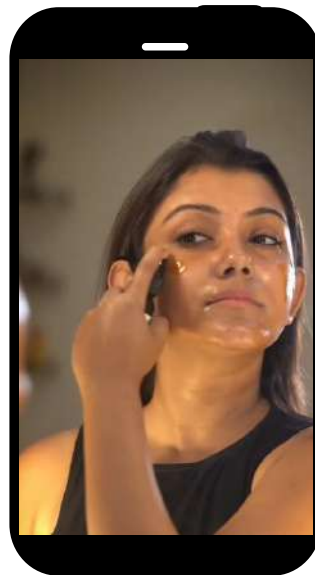


SAHELI
DEBRAY



SWATI
RAI

INSTAGRAM REELS



Each influencers have worked on 1 reel. Here is a link for your reference.

Reference links:

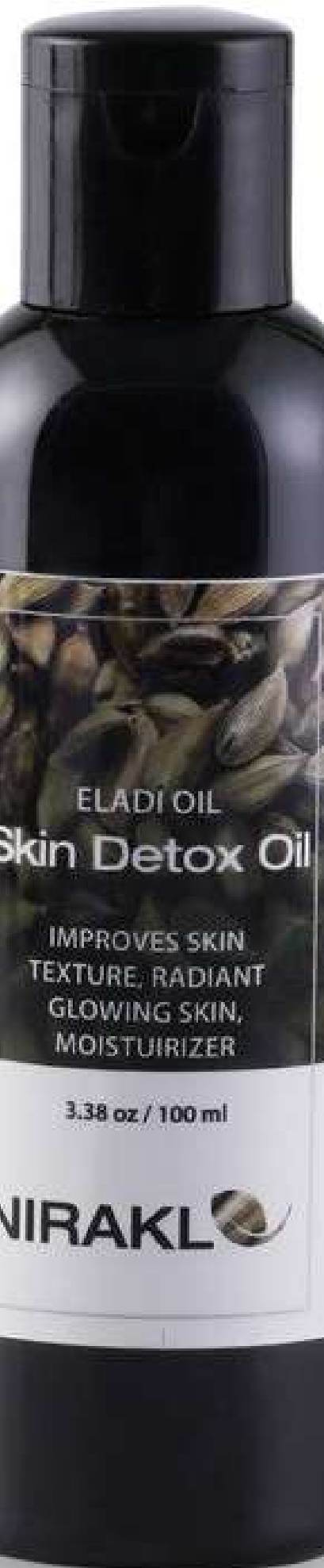
<https://www.instagram.com/reel/CXLwZnspCKV/>

https://www.instagram.com/reel/CW8mmY0MnQn/?utm_medium=copy_link



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STEP SUMMARY



- 1) InluGlue creates the campaign and promotes Nirakle's wide range products through their network of influencers
- 2) Shortlisted influencers create content like reels & videos, 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

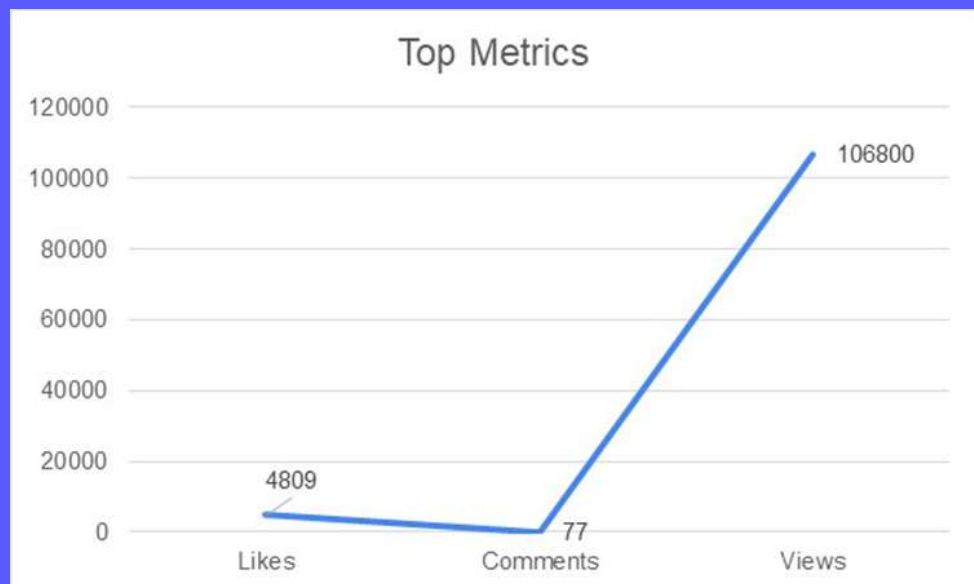
5 Creators

5 reels

106,800+ Views

77 + Comments

4809+ Likes



THANK YOU!

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