

LEARNPICK



INFLUENCER MARKETING CASE STUDY

InfluGlue



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ABOUT LEARNPICK

LearnPick is one of the largest online platforms in India helping students find great tutors, institutes, and coaching classes at a moment's notice.



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STEP 1



PROMOTION OF THE WEBSITE ACROSS OUR NETWORK OF INFLUENCERS

LearnPick came to us for the promotion of their website. They wanted the influencer(s) to create a 40 to 70 seconds video talking about the positives of the platform and upload the same on their Instagram platform.

We selected a network of influencers based on parenting & lifestyle with a strong presence on Instagram.

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



STEP 2

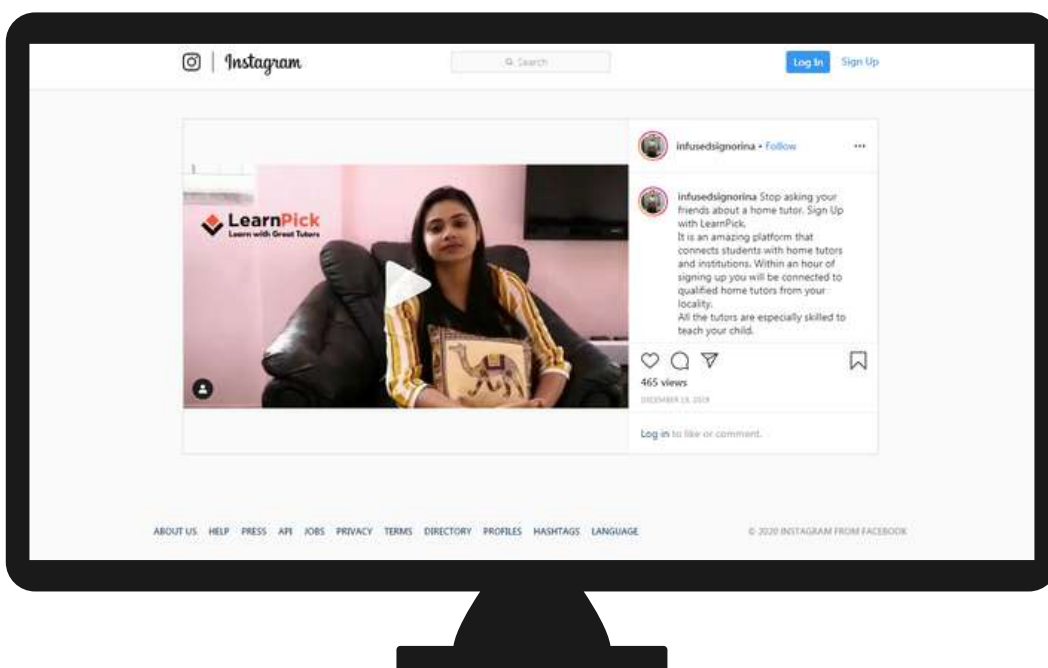


VIDEO RECORDING

The influencer creates a video on LearnPick describing all the positives about the platform talking from the point of view of a parent. The influencer then uploads the video on Instagram.

Here's the video link for your reference:

<https://www.instagram.com/p/B6QHebjgb00/?igshid=phzare3c0f10>



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STEP SUMMARY

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

2) Shortlisted influencers create a video on LearnPick talking from the point of view of a parent, uploading the same on their Instagram account.

NOTE

We engage influencers from different cities based on the client requirement. What you are seeing here, is the case study done of a single influencer ONLY.

All influencers follow similar steps while carrying out the same campaign.



THANK YOU



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