



INFLUENCER MARKETING CASE STUDY

InfluGlue



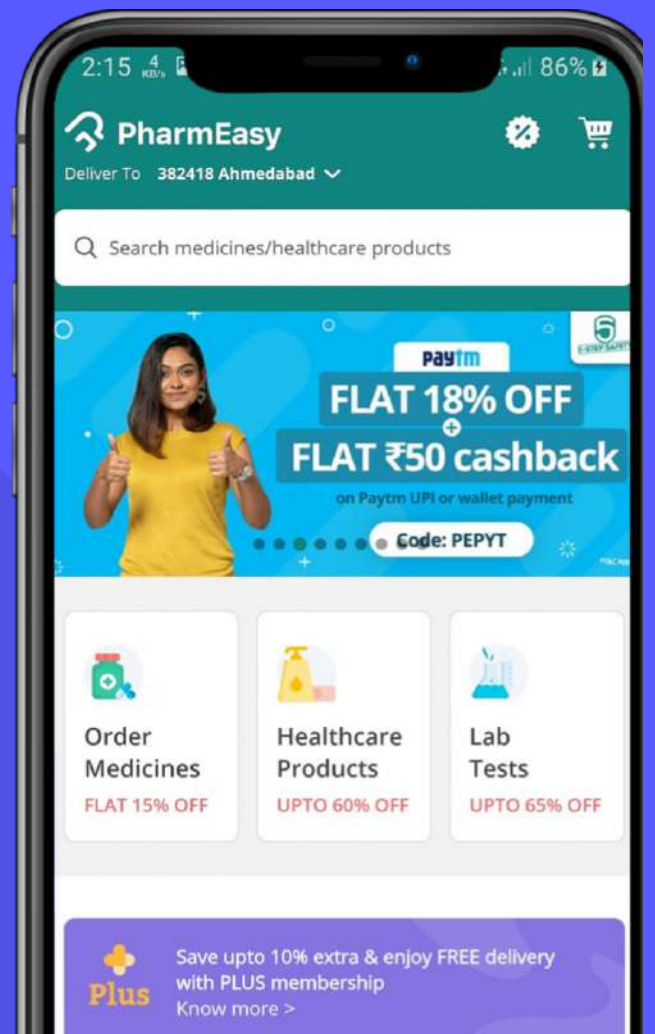
contact@influglue.com

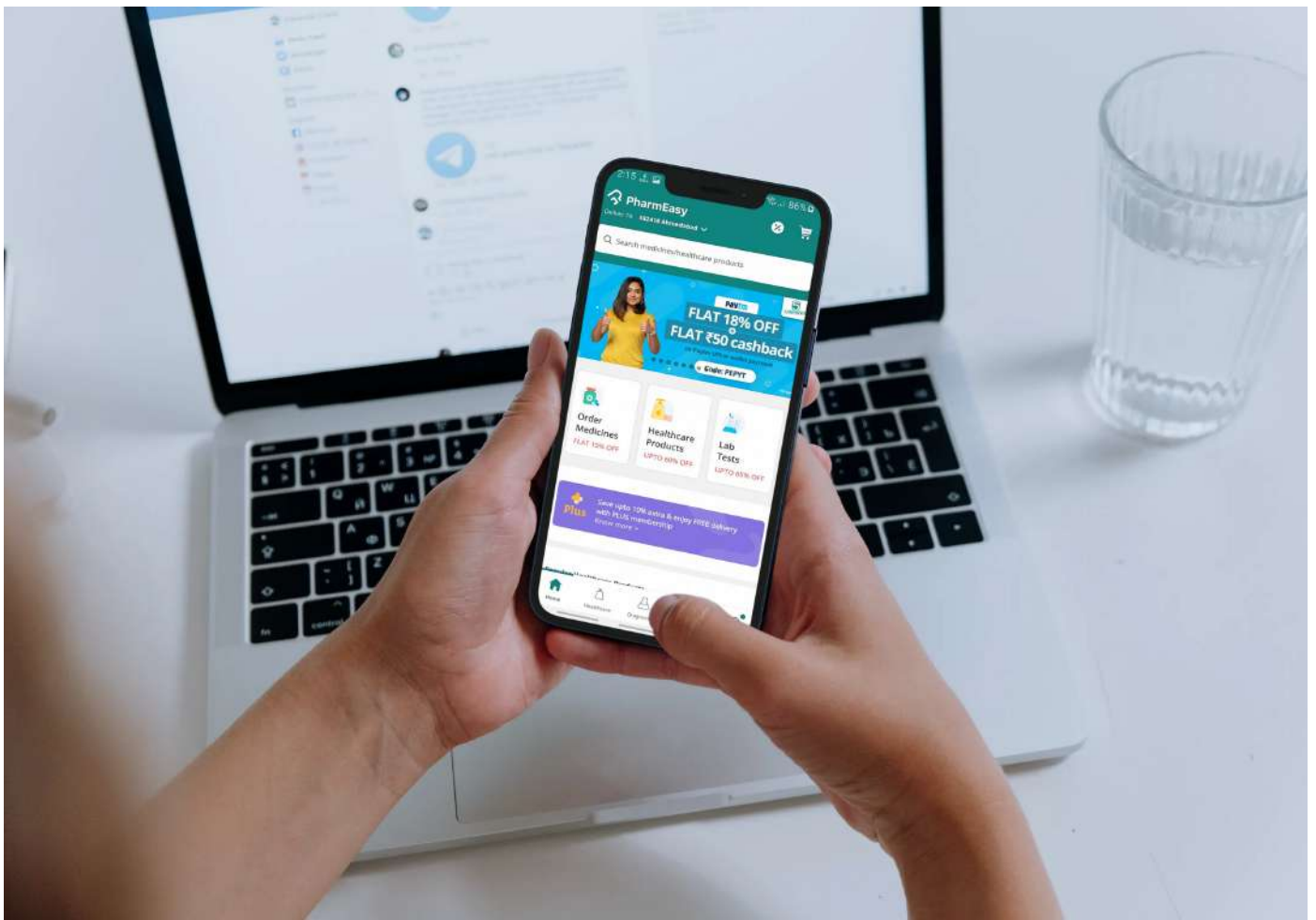


+91-9830015441 / 33 46021821



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





ABOUT PHARMEASY

PharmEasy is a company developing a healthcare delivery platform. It helps patients to connect with local pharmacy stores and diagnostic centers enabling them to order medicines, healthcare products, and diagnostic tests. The company aims to improve the supply chain in the pharmaceutical sector by digitizing the process.



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INFLUENCER SELECTION

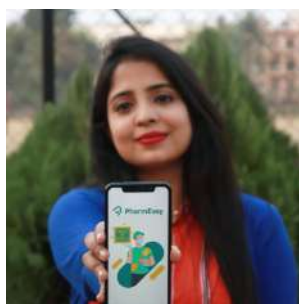
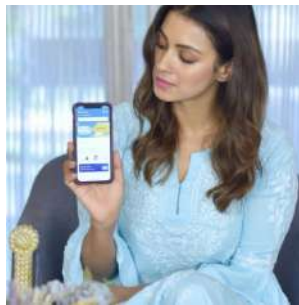


PROMOTION OF THE APPLICATION ACROSS OUR NETWORK OF INFLUENCERS

PharmEasy came to us for the promotion of their application and services. They wanted the influencer(s) to promote the platform through Instagram videos & swipe up stories.

We selected a network of influencers based on health ,lifestyle & with good engagements and Followership on Instagram. We even reached out to popular regional celebrities like Paoli Dam & Barkha Sengupta.

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



INSTAGRAM VIDEO

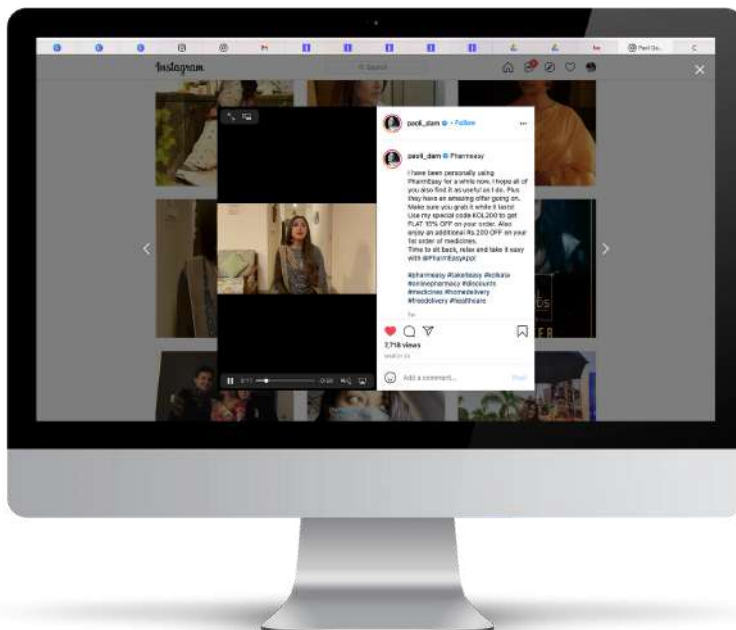


INSTA VIDEO

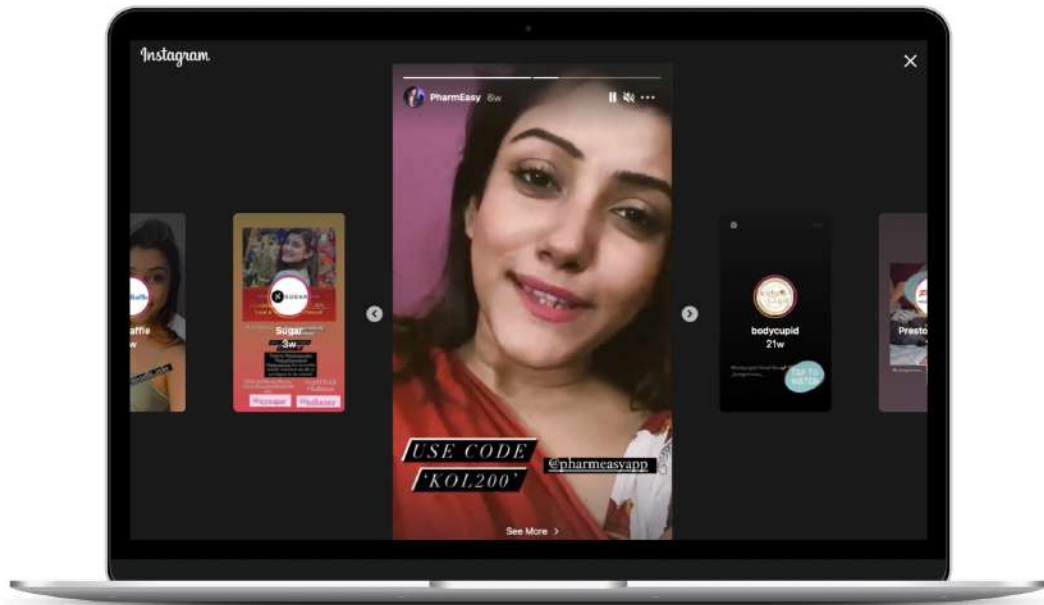
The influencer creates an Instagram video post on PharmEasy, informing them about how the platform works and the benefits of it. He or she also shares a coupon code with the audience for an extra discount. We had 44 videos live for this campaign.

Here's a sample link for your reference:

https://www.instagram.com/p/CMd9vGkj-qv/?utm_source=ig_web_copy_link



INSTAGRAM STORY



The influencers then created an Instagram Story , and reminding the audience about the special coupon code & tagging the social media handle of PharmEasy application.

Here is a link for your reference

<https://www.instagram.com/stories/highlights/17878206998107012/>

STEP SUMMARY

1) InfluGlue creates the campaign and promotes the application and services to their huge network of influencers.

2) Shortlisted influencers create an Instagram video and a story discussing how the PharmEasy platform works, sharing a coupon code for an extra discount.

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.

A detailed report & analytics is shared with the client after the campaign is completed. In this campaign we engaged a mix of macro and micro influencers, which comprised of 44 influencers and reached out to more than 1200000 potential consumers.



THANK YOU!

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