

THE CHALLENGE

Review of influencer activities & impact

Audit of Social Media Activities and Benchmarking Against Brand Interactions by Non-partner Influencers

Client Industry

Hospitality

Markets

Middle East



Objectives

- Understand impact and effectiveness of influencers collaborations

Implementation & Approach

- Tracking brand-related posts by partner influencers and non-partner influencers
- Analysis of user comments and reactions in relation to brand-related posts by the influencers
- Analysis of influencers' follower demographics vs. client's target demographic
- Assessment of influencer collaborations and recommendations for alternative partnerships

Outcome

- Reassessment of influencer relationships by the brand, leading to not only to newer, more targeted and impactful partnerships but also cost savings and improved ROI

