

# case study

Client:  
Go Girl Designs

Project:  
Influencer Campaign

Strategy:  
Drive holiday sales and increase social media presence.

Tactic:  
Launch themed holiday sales campaigns promoted on Facebook and Instagram.  
Infuse influencer content with Busy Girl Bangle images and key messages across various social platforms and blogs.

Result:

- Influencers potential audience reach of 557,800 through 27 posts.
- Tripled year-to-date sales over 5-week period.
- Social media campaign produced 3,208 link clicks, and 3,931 engagements.
- 236% increase in Twitter followers, 45% increase in Instagram followers and 15% increase in Facebook followers.
- Appeared in 3 giveaways and 4 holiday gift guides.

fletcher  
Marketing + PR + Social

