



CASE STUDY

INFLUENCER MARKETING

PRODUCT ENGAGEMENT

OBJECTIVE: Looking beyond their usual marketing efforts, Spotify needed a solution to push sign ups.

INSIGHT: Targeting should never be constrained to the brand’s category. An influencer’s audience goes beyond how their channel is categorized.

SOLUTION: To drive awareness that downloading the app is free, the strategy was to go beyond techies and tap multiple influencers across different fields and areas of interest for reach and relatability. Beyond communicating how they use Spotify, the influencers expounded the value Spotify brings.

RESULTS

Content Creators

Family: Judy Ann 	Sports: Gretchen 	Tech: Sulitech
Gaming: Alodia 	Lifestyle: Mimi 	Tech: Yugatech
Fitness: Joj 	Fitness: Jai 	



Instagram: 2%
YouTube: 3%
Average Engagement Rates



24,850,000	339,233	189,354
Impression	Reach	Engagements