



## CASE STUDY

### INFLUENCER MARKETING

PRODUCT ENGAGEMENT

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

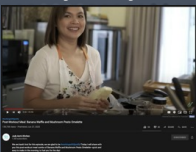
**INSIGHT:** Targeting should never be constrained to the brand's category. An influencer's audience goes beyond how their channel is categorized.

**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.

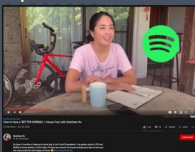
## RESULTS

### Content Creators

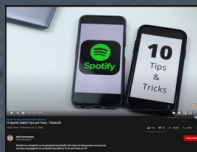
Family: Judy Ann



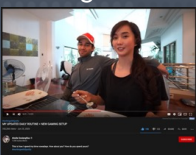
Sports: Gretchen



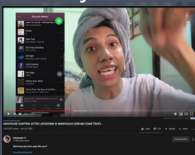
Tech: Sulitech



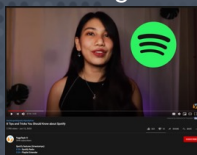
Gaming: Alodia



Lifestyle: Mimi



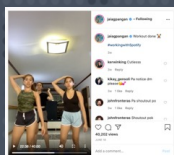
Tech: Yugatech



Fitness: Joj



Fitness: Jai



**Instagram: 2%**

**YouTube: 3%**

Average Engagement  
Rates

**24,850,000**

Impression

**339,233**

Reach

**189,354**

Engagements