

### How to promote a new product with microinfluencers

CASE STUDY - MICHEL ET AUGUSTIN







### The Client



Created in 2004, Michel et Augustin creates simple and tasty recipes using high-quality ingredients.

After taking social media by storm, Michel et Augustin are now a **love brand.** 

The brand's success lies in its love of baking and pastrymaking. Michel et Augustin regularly shares its products and recipes on social media, often with **microinfluencers.** 









Food & Beverage



**WEBSITE** www.micheletaugustin.com



#### **SKEEPERS SOLUTION** Influencer Marketing



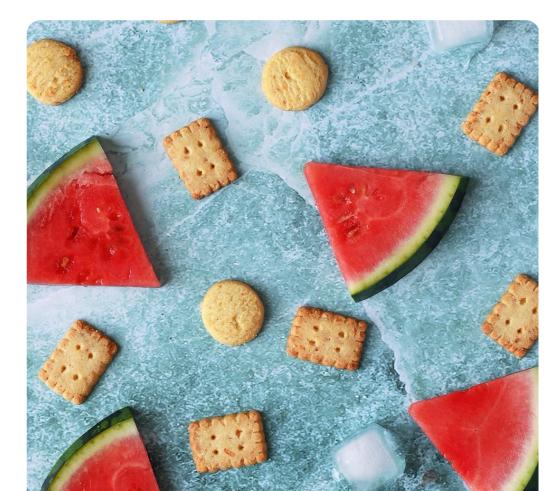
### **Carole COTTARD**

Head of External Communications

"Our main target audience is families, so microinfluencers are the most credible and legitimate for consumers. They produce high-quality, authentic content."



### **Context and Objectives**

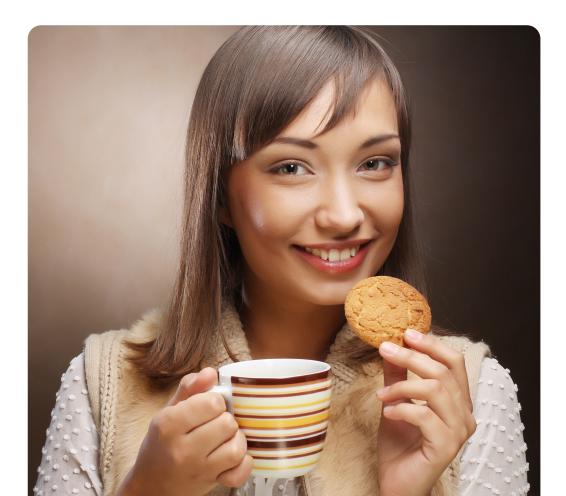


# Improve brand awareness with influencer marketing

Michel et Augustin runs year-round campaigns with microinfluencers to raise **brand awareness**.

In 2020, the brand launched its new book, Devenez l'expert mondial des cookies (Become the World's Cookie Expert) with **micro-influencers**. To promote its release, the brand encouraged influencers to **organize a competition** with the book as the prize, along with an icecream scooper for shaping cookies.

## Challenge

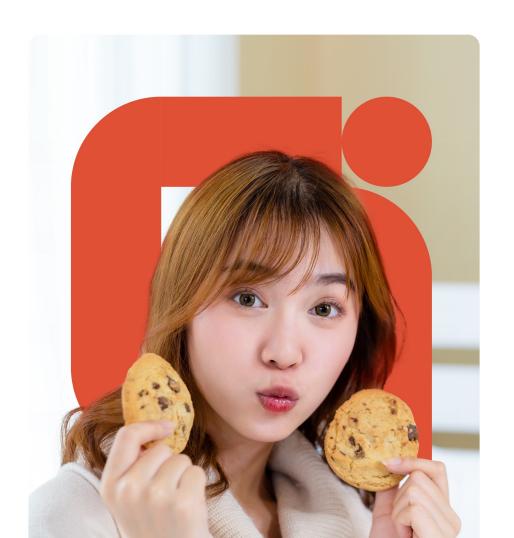


### CRITERIA

- Influencers with more than 3,500 followers
- 23 to 40 years old
- Based in France
- Present on Instagram



## Solution



# The competition: a winning Instagram strategy

The brand organized a competition via our influencer platform to promote its cookbook. Influencers posted about the competition on Instagram, enabling Michel et Augustin to:

- Boost its product visibility
- Grow its community
- Increase brand awareness
- Improve engagement

Micro-influencers also created stories mentioning the brand, generating fun and spontaneous content.



### **Results of 25 publications**



Likes



Average engagement rate

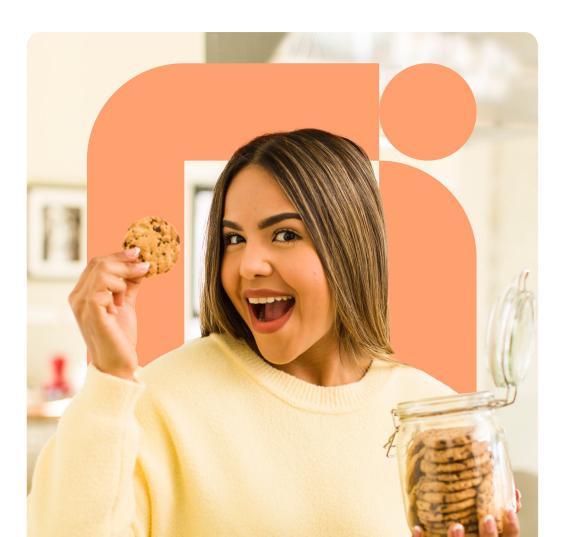


Earned Media Value\*



Global reach

### Results





**Carole COTTARD** Head of Internal Communications

At Michel et Augustin, we decided to keep as much of our influencer marketing in-house as possible. However, we could not manage everything without a tool like Skeeper's influencer solution. The platform enables us to personalize everything. What we do now is incomparable to what we could do before, including easy access to lots of influencers and data.



## UGC collected



Credit : @homeby\_sandra

Credit : @anais.tea

Credit : @healthy\_yumyum



#### THE UGC SOLUTION SUITE

# Get real about customer engagement

**Book a Demo** 

