

How to promote a new product with micro-influencers

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 pastry-making. Michel et Augustin regularly shares its products and recipes on social media, often with **micro-influencers**.





748k followers



BUSINESS & SECTOR

Food & Beverage



WEBSITE

www.micheletaugustin.com



SKEEPERS CLIENT SINCE

2018



SKEEPERS SOLUTION

Influencer Marketing



Carole COTTARD

Head of External Communications

"Our main target audience is families, so micro-influencers 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 micro-influencers 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 ice-cream 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

18.5K

Likes

+6,64%

Average engagement rate

5.5K€

Earned Media Value*

398K

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



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THE UGC SOLUTION SUITE

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