

How does St Michel collaborate with micro-influencers to increase brand awareness?

CASE STUDY – ST MICHEL



The Client



St Michel: a popular, authentic French brand

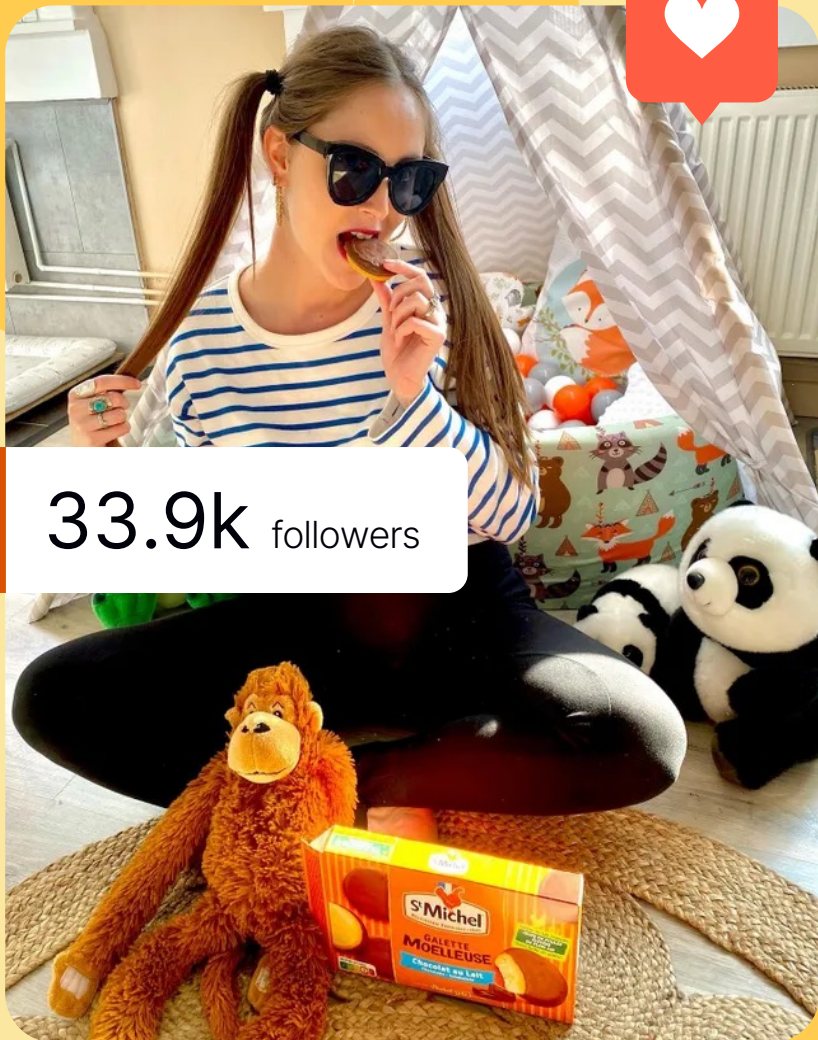
St Michel, an independent, family-run business since 1905, creates and manufactures tasty snacks for the whole family.

The company is firmly rooted in France, with 8 factories. The brand aims to promote its biscuits and cakes in France and abroad (present in 100 countries). St Michel is a leading player in the Food & Beverage sector: 50% of French people buy its products, with 97 million packets of biscuits and cakes sold in 2020.





33.9k followers



BUSINESS & SECTOR

Food & Beverage



WEBSITE

<https://www.stmichel.com/int/en>



SKEEPERS CLIENT SINCE

2021



SKEEPERS SOLUTION

Influencer Marketing



Eugénie DAUDU

Communications Project Manager at St Michel

"We work with Skeepers' influencer marketing platform to structure and centralize our micro-influencer partnerships. [...] The solution recommends influencer profiles, saving time during the selection process."



Context and Objectives

Develop a large-scale micro-influencer strategy

St Michel uses our marketing influencer platform to **centralize its campaign management**, select profiles, and measure their performance.

St Michel is a highly sought-after brand for social media partnerships. By implementing Skeepers' Influencer Marketing solution, the brand has successfully centralized its communications and built a strong relationship with micro-influencers, turning them into brand **ambassadors**.



Context and Objectives



Improve awareness and rejuvenate brand image

St Michel is best known today for its two flagship products: galette biscuits and madeleines. The brand's target audience is families and young adults. It aims to increase **brand awareness** and **rejuvenate its brand image**.

To meet this objective, St Michel decided to invest in micro-influencer marketing. Micro-influencers enjoy a close relationship with their followers who see them as experts, or even friends. The brand also created a **TikTok** account and wants to strengthen its presence on this social media platform with micro-influencer posts.



Context and Objectives



Capitalize on key sales periods and product innovations

St Michel rolls out influencer campaigns during key sales periods (back-to-school and Christmas), in-store operations, and new product launches.

In September, for International Day of Awareness of Food Loss and Waste and within the scope of the brand's CSR commitments, St Michel challenged micro-influencers to create recipes using biscuits in their cupboard.

These campaigns and engaging posts make St Michel products part of everyday consumer life. Micro-influencers regularly interact with their active communities, building close relationships.



CASE STUDY – ST MICHEL

Context and Objectives



Eugénie DAUDU

Communications Project Manager at St Michel

"At St Michel, we give influencers free rein to create appealing campaigns, but I sometimes share ideas to inspire them. For our back-to-school campaign, I suggested they make a backpack or an after-school snack in the playground or at the park."



Context and Objectives



CRITERIA

St Michel receives applications from up to 700 influencers per campaign. The brand then selects profiles based on several criteria:

- On Instagram: the feed must be aesthetic, with no competitor posts or ads.
- On TikTok: St Michel watches several of the influencer's videos to get a feel of their personality, creativity, and authenticity.



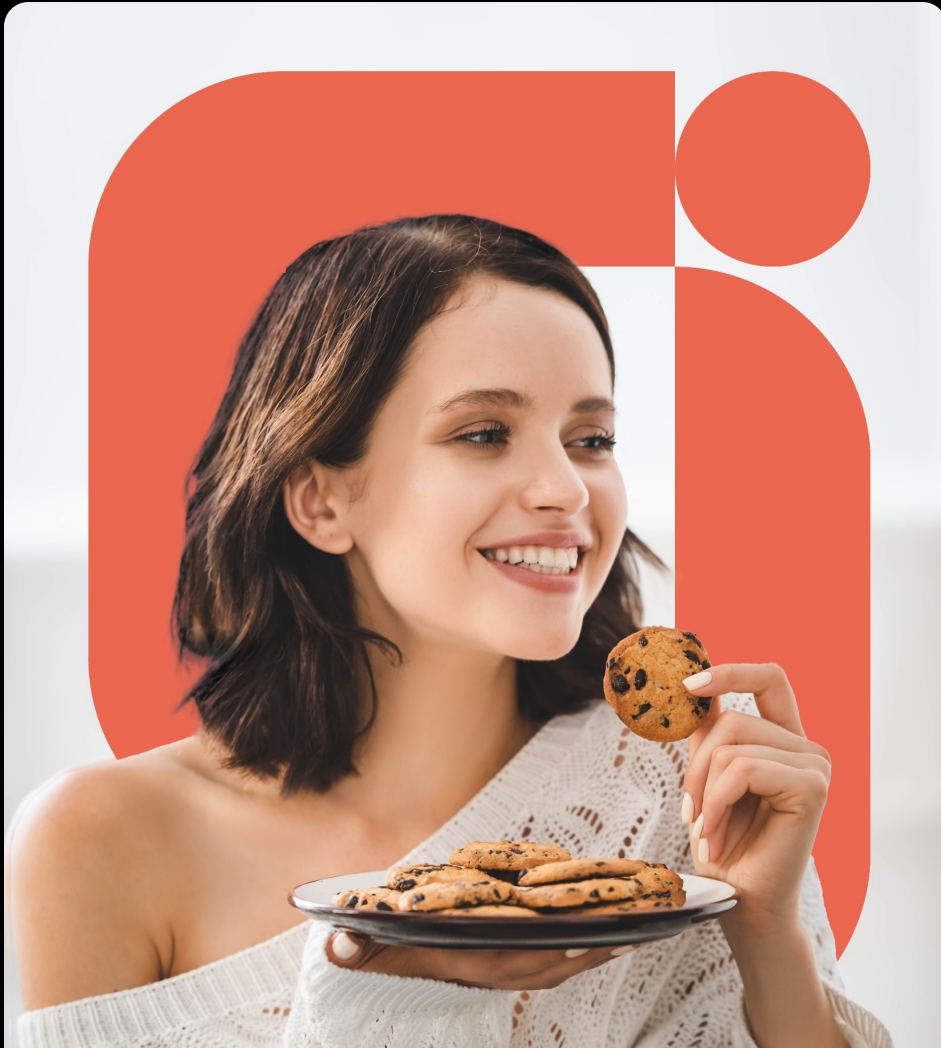
Context and Objectives



- The **engagement rate** is the most important indicator: it should be more than 2% or even 3%.
- The **number of followers** is not important. The brand just has to check that they are real people.
- **St Michel follows the Skeepers platform recommendations:** if the profile recommendation is less than 50%, it is not included in the selection process.



Solution



Building a micro-influencer strategy with the platform

Before using Skeepers' Influencer Marketing platform, St Michel would occasionally collaborate with micro-influencers. However, the brand found monitoring the campaigns and communicating with the content creators challenging. St Michel also wanted to work with a wider range of influencer profiles and build lasting relationships.

Our platform provides real added value: automated and centralized campaigns at scale, profile selection, influencer relationship management, and results analysis.



Solution



Brand awareness: acquiring new followers

St Michel organizes competitions on Instagram and TikTok at key sales periods, in partnership with micro-influencers, to quickly acquire new followers. In December, the brand held an “advent calendar” giveaway on TikTok. Next year, St Michel plans on rolling out even more campaigns on TikTok to expand its platform presence.



Solution



Generating content for social media accounts

The brand is very satisfied with the quality of the micro-influencer profiles on the Skeepers platform and the posts generated. The biscuit manufacturer reuses this content on its Instagram and TikTok accounts, boosting its visibility. Influencer posts also drive traffic to its e-commerce site; St Michel asks influencers to include a link to its online store in their post description.



Instagram results in 1 year

259 Collabs

209 Posts

392 Stories

5,6% Engagement Rate

37k€ Earned Media Value
The amount that would have been spent on a sponsored ad.

538k Reach
The number of people that saw the publications (excl. stories.)



CASE STUDY – ST MICHEL

Examples of content generated by influencers



Credit: [@amandinefrn](#)



Credit: [@leslubiesdechlo](#)



Credit: [@majori.marcon](#)



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TikTok Results in 1 year

60

Videos

8,2%

Engagement Rate

133k

Views

11k €

Earned Media Value

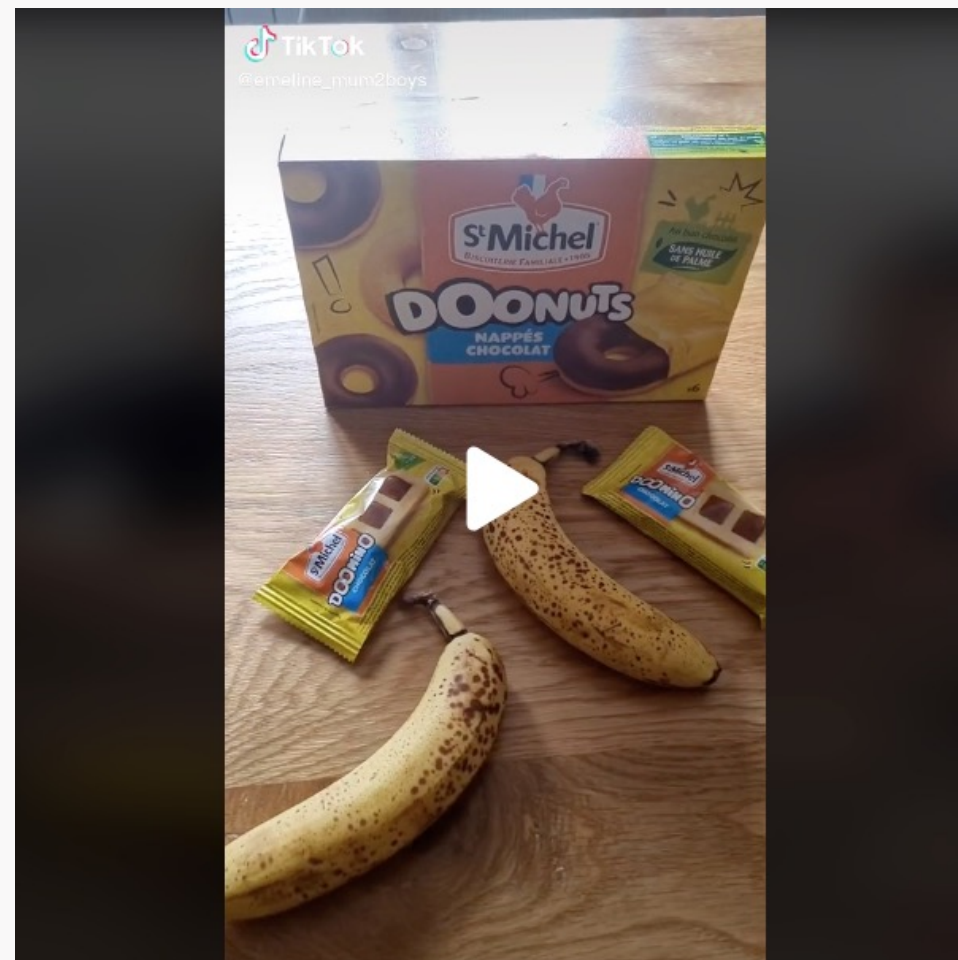


Photo Credit: [@emeline_mum2boys](#)



CASE STUDY – ST MICHEL

Our solution's strengths according to the brand



An ergonomic platform

St Michel chose Sleepers' Influencer Marketing platform because it is easy to use. The brand can measure its campaign results with custom KPIs: reach, engagement rate, and quantity of content generated. The platform has become an everyday tool.

Personalized support

A Customer Success Manager provides one-to-one support. A Sleepers expert helps the brand steer its influencer marketing strategy, improve its campaign results, and use the platform autonomously.



CASE STUDY – ST MICHEL

Our solution's strengths according to the brand



The quality of influencer profiles

The Skeepers solution selects influencer profiles that are a good fit for St Michel, saving time. The brand received more than 6,000 campaign applications in a year. The platform enables St Michel to easily view each profile and provides recommendations.



CASE STUDY – ST MICHEL

A look-back at St Michel's experience



Eugénie DAUDU

Communications Project Manager at St Michel

"I recommend the Skeepers platform because it combines humans and technology. We use the tool to create our briefs, generate content, track our objectives, etc. But there is a human aspect, too, with the Skeepers support team on one hand and influencer relationships on the other. I like that you can interact with people on the platform."



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