

CASE STUDY

Benefit activates engaging micro-influencers who share its brand DNA



ABOUT



Discover the world's #1 dedicated eyebrow brand. The genesis of Benefit Cosmetics dates back to the '70s in San Francisco. Twin sisters Jean and Jane developed a brand around flagship products such as liquid blush for lips and cheeks, mascara...

Today, the brand boasts over 3,000 brow bars and nearly 6,000 beauticians. All this on 5 continents and in nearly 60 countries! The brand has successfully asserted its friendly, funky identity.

CHALLENGES

A Skeepers client of Influencer Marketing since 2017, Benefit Cosmetics has strong influencer demands due to its beauty-focused industry, as well as the need to constantly develop impactful campaigns for its audience. Indeed, every two months, the cosmetics brand seeks to launch new campaigns to stimulate and engage.

Once this need for new publications has been established, the brand needs brand ambassadors who match its image and DNA: fun, colorful and funky. The search for and selection of influencers is therefore essential to launch campaigns that are both effective and appropriate for Benefit.

Another challenge, and not the least for the brand now under the ownership of luxury group LVMH Moët Hennessy Louis Vuitton: mastering influencer selection, campaign management and production, and tracking campaign performance.



Influence is an extremely important lever for us, providing the dimension of transmission that we have always wanted to emphasize.



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SOLUTION

At the heart of their influencer marketing strategy: "beauty" content creators who publish regularly and have a naturally engaged community interested in the world of cosmetics. Essential to the strategy: the ability to select and mobilize micro-influencers who will stage the Benefit experience on Instagram and TikTok with unique, simple and accessible content, combining spontaneity and proximity.

Beauty is one of the most popular topics on social networks. Benefit has succeeded in creating a strong brand image within this universe, stemming from the spirit of its Californian-born creators, combining a very girly aesthetic with humor and lightness. Benefit's communication campaigns, always inventive, focus on authenticity and trust, essential values for the brand.



Another pure Benefit challenge was to select, mobilize and brief target influencers in the most effective way possible. The choice of timing and innovative operating methods, as well as support in execution, are also key. The customer journey is taken into account in its integrality: the activation of an influencer campaign must resonate with verified reviews, reinforcing reassurance and conversion on the e-commerce site. Not to mention the need to measure the performance of each campaign on a weekly basis.

As influencer marketing is essentially human-based, Benefit aims to develop a real attachment to the brand, by combining large-scale launches and proximity to customers. This translates into a fusion of digital and physical experience, through innovative and differentiating formats, such as the "Pore Care Bus" campaign.



Influencer Marketing's interface is highly intuitive and ergonomic, and information is easy to find: influencer statistics, content and scorings, campaign performance indicators. . . It is also possible to view videos created directly on the platform.



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RESULTS

Why did Benefit Cosmetics choose Skeepers' Influencer Marketing solution? Because it enables Benefit to launch and manage large-scale campaigns with micro-influencers. Word-of-mouth 2.0 is a key to creating a buzz: that is the power of User Generated Content (or UGC). Content published on social networks is inspiring and reassuring for beauty consumers. A total of 22 collaborations to date.

The Influencer Marketing solution has enabled Benefit to access a talent community of thousands of hand-picked influencers, view statistics on each creator, and make selections with very precise granularity. The platform makes it possible to assess their potential and affinity with the spirit and theme of each Benefit campaign.

Teasing operations designed to mobilize influencers around a campaign can include a newsletter, stories. . . The aim is to create emulation and curiosity around the product to be revealed. Reviews are one of the most effective ways of reassuring influencers. So, before each campaign, Benefit activates the Ratings & Reviews solution to reinforce the relationship of trust and the conversion rate. On its e-commerce site, people reached by influencer marketing campaigns arrive on product pages featuring a maximum number of certified authentic reviews.



Get Real with your Community

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