



tea



Part I —

Our Tea Collection Campaign

Tea Collection is a children's apparel line with a global focus on exploration, discovery and innovation. They are a high-quality brand that brings the world to your little ones through well-made, beautiful items for all of life's adventures.

Tea Collection's mission is to use apparel to bring children from all walks of life together, regardless of their backgrounds, traditions or languages.

Tea Collection came to Markerly for an engaging and interactive marketing strategy to reach potential new customers and build brand awareness.

CAMPAIGN GOAL

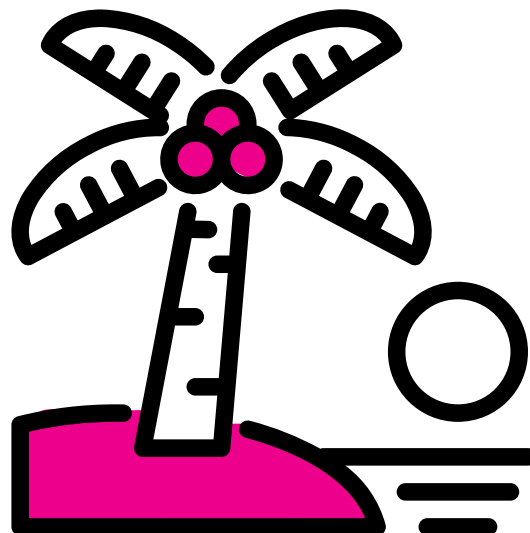
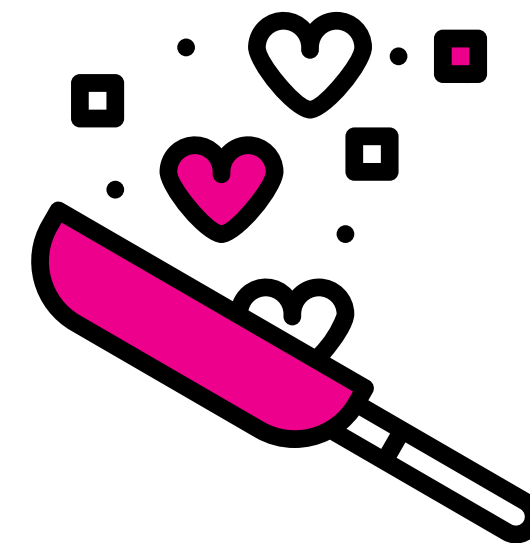
“To generate awareness around Tea Collection’s products and indirectly increase sales through influencer marketing.”

WHAT WE DID



Recruited influencers who were passionate about documenting their childrens' adventures.

Found influencers who were lifestyle moms.



We sought out influencers with large social followings of similar mothers seeking to create fun and beautiful memories with their children.

ROI BY THE NUMBERS

After activating only **25 influencers**, who created **37 posts**, we reached **35 million people**, with **46K engagements**. Tea collection experienced a **8.9x return on investment** with a **media value of \$99k**.

CAMPAIGN RESULTS



Intangible ROI:

Thirty-five million people received content featuring children playing, laughing, and smiling in Tea Collection's products, encouraging them to join in and share their own childrens' adventures through #teacollection. This exposure drastically increased the brand's awareness and inspired thousands of new customers.



CONCLUSION

To spread Tea Collection's message about bringing together children from diverse backgrounds, Markerly partnered with top internet and social media influencers on Instagram who were campaign-specific.

Via influencer marketing, Tea Collection saw an 8.9x return on investment and discovered a fantastic revenue generator through Markerly's strategies.

Markerly produced 37 posts during the campaign, with 46k total engagements and a total reach of 35 million, far exceeding the campaign's budgeted goals.

Real content. Real influence. Real results.



Part II –

Under the Hood of Markerly's Tea Collection Campaign

Every campaign is different.
But at Markerly, we have several linchpins.

LINCHPIN #1

Authentic Reach

Q: How does influencer marketing work best?

A: When we identify the most **authentic** influencers in your niche and help them promote your brand in the most natural way they see fit.

- These are influencers who will be happy to use your product.
- Who feel excited to tell other people about your product.
- And wield enough influence to bring you sales from their tribe.

We always reach for those influencers who will create max conversions. This means audience size is less of a factor compared to audience *engagement*. **A smaller, but more engaged audience will generate more sales** than a larger and less engaged one.

Consider:

Just 25 influencers = over 46,000 engagements. This campaign's potential to spread Tea Collection's brand message and awareness was boundless. Achieving a 8.9x return on investment shows the massive impact just 25 lifestyle moms can make when they promote a product naturally.

Controlling the Narrative

We want the influencer to decide how your company's product is best presented to his or her own audience. Why? It works. That being said, we highly encourage campaign collaboration between influencers and the brand they are presenting.

At least half of influencers want to be treated as brands will treat any 3rd party publisher. In other words, you're not going to pay off a reporter from the New York Times for a glowing review. Same for the influencer, no matter how niche he or she is.

Can influencers be bought? Yes! Most influencers (69.4%) are willing to take money to promote your product. That's why we steer brands to the influencers who will promote them with excitement, authenticity and trust. We assess our influencers and expect them to uphold acceptable standards throughout the life of every campaign.



LINCHPIN #2

Integrated Influence

Our Cedar Fair campaign used **content marketing** and **social media**, which inspired people to take an interest in Tea Collection's products and brand as a whole.

These are three parts of what we call **integrated influence**.

At Markerly, it's not enough to hammer a few posts together and blast them to the tribe. Whenever possible, we work with a *whole* brand. We help your company assemble an integrated influence campaign, which

- Social media
- Advertising
- Public Relations
- Campaigns
- Content
- Events

Integrated influence is our signature approach.

We use the full "marcom matrix," which amplifies an influencer campaign to reach your audience in the most effective way possible.

LINCHPIN **#3**

Doing Good

We help brands design socially responsible campaigns. It's not just that we want to do good.

Social responsibility sells.

To get this campaign running, we had to ensure that all our influencers were themselves socially responsible.

We help you design campaigns that do good AND get you positive attention. That's why we help ideate and create social-good elements in your campaign **for little, to no cost.**

Usually, there's no reason not to. But of course, it's up to you! If an influencer campaign will help the community, the environment, or a good cause that's important to you and your audience--it's a win-win.

- You'll create a campaign that inspiring, and more shareable.
- Your brand will visibly associate with what your audience loves.
- You *become* the story that's told by people of influence.
- Your brand creates the news.

Because people like people who do good.





MARKERLY

A woman with curly hair, wearing a white lace top, is smiling and holding a light blue t-shirt on a hanger. A young girl with blonde hair, wearing a teal dress, is looking up at the shirt with a smile. They are in a clothing store, surrounded by racks of clothes and shelves. A white shopping bag is visible in the foreground.