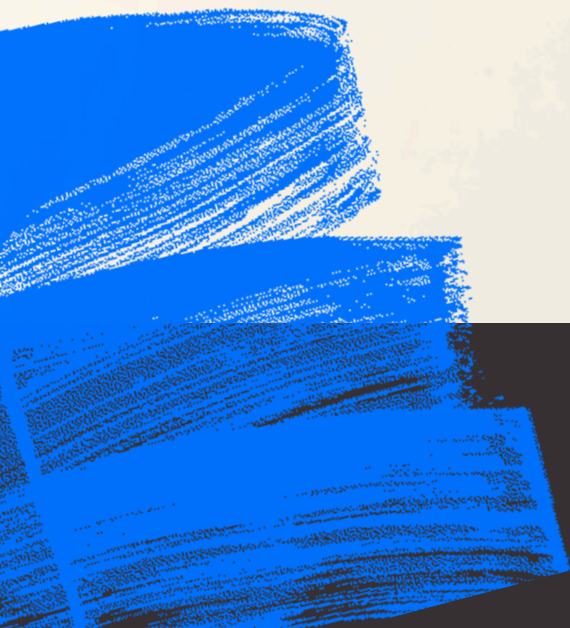


Blue Wheel 

**SKINCARE BRAND**

**CASE STUDY**

**INFLUENCER  
MARKETING**



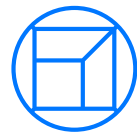


## BLUE WHEEL CASE STUDY

# *A Popular Canadian Pharmaceutical-Grade Skincare Brand*

The client is a popular Canadian pharmaceutical-grade skincare company committed to delivering the beauty of results with its products. The brand's product range includes cleansers, toners, serums, retinols, moisturizers, eye creams, masks, etc.





# Contents

The Skincare Brand case study has four sections, showcasing different aspects of our influencer marketing strategic efforts and accomplishments.

01



02



03



04

## The Challenges and Goals

The challenges we encountered and our client's goals.

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## The Actions

The strategic steps we took to achieve desired results.

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## The Results

The results we accomplished for our client.

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## The Conclusion

Our final thoughts and client testimonial.







# The Challenges & Goals

## *The Challenges & Goals*

Our client is a well-known Canadian pharmaceutical-grade skincare brand that wanted to break into the saturated US skincare market.

They approached Blue Wheel, a top agency for beauty and skincare marketing and advertising solutions, to spread awareness in the US through influencers. That was the beginning of our collaboration on traditional influencer marketing.

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In addition, our client's secondary goals were identified as:

- Increase conversions by partnering with influencers on the US and CA sites.
- Continue to build upon the already existing brand awareness in Canada by mixing in several Canadian influencers alongside our main focus on US-based influencers.
- Obtain high-quality user-generated content (UGC) from influencer collaborations secured by our team to bolster organic social and paid advertising efforts.
- Support B2B business expansion by engaging skincare professionals who can potentially promote its products on social media and in their spas, practices, etc.





# The Actions

Despite our client's success in Canada, launching a brand in a new country requires an investment in awareness as well as patience.

The Blue Wheel influencer marketing team worked to secure influencers in personas varying from skincare lovers to professional aestheticians. The goal was to spread the word about the brand's high-quality, performance-driven products.

Our influencer strategy helped raise awareness for our client in the US and assisted them in gaining entry into several spas across the country.

## KEY STEPS:

01 Outreach to Influencers



02 Rate + Deliverable Negotiation



03 Discount Code Creation



04 Content Approval



# The Actions



# *The Actions*

## **1. Outreach to Influencers**

Our team at Blue Wheel creates a list of approximately 100 influencers each month, based on our strategic personas and client budget, as well as what we believe would be a good fit for our client.

## **2. Rate + Deliverable Negotiations**

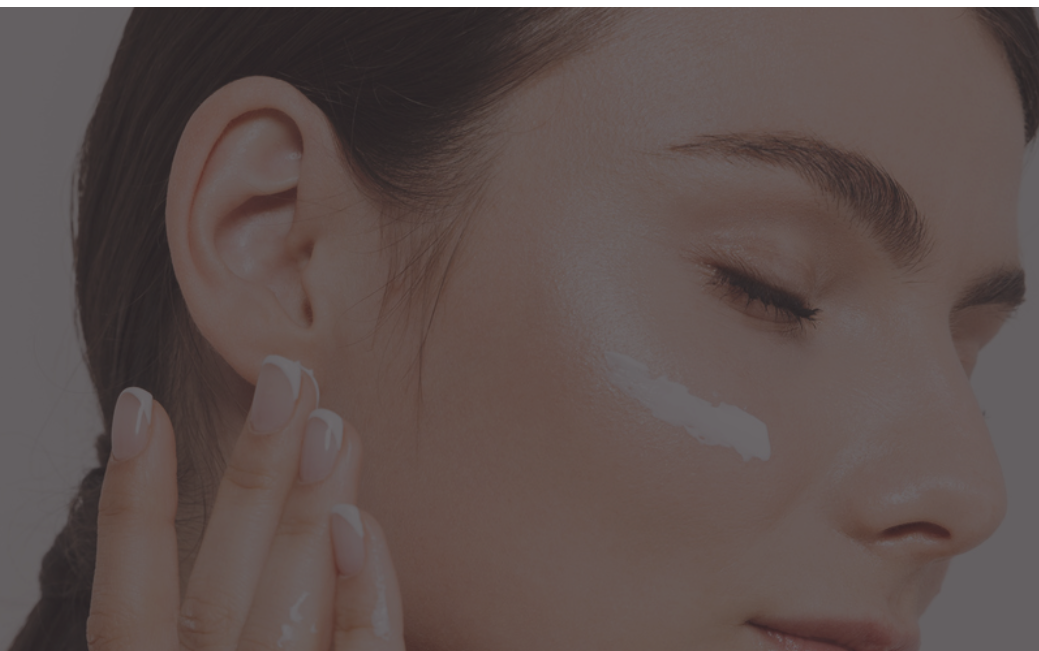
We have a specific influencer target who have highly engaged audiences that align well with the brand and negotiate to ensure they fit within the monthly budget. For our partnership with the Canadian skincare brand, we prioritize quality over quantity, which has proven most effective for them so far.

## **3. Discount Code Creation**

Each influencer receives a unique discount code that customers can use to get 15% off their orders. In addition, influencers will earn a 10% commission on all sales they generate.

## **4. Content Approval**

Based on our findings, content featuring before and after skincare results, educational information, and close-ups showcasing product textures performed best for our client. As a result, we focused on securing influencers to create style-specific content for the brand.





# The Results

Typically in the US market, new brands will need six months of consistent influencer posting before we begin to see conversions and positive results. For our client, after six months, we began to see the first conversions. Since then, the results have been continually improving.

In six months of our collaboration, we worked with 46 creators and saw 559K impressions, but after one year of our partnership, we worked with 90 creators and saw 1.02M impressions and 94 conversions. These conversions have consistently been coming in each month since the 6-month mark.

Throughout our partnership, we've been able to grow our client's awareness and drive conversions by building on and utilizing the influencer's audiences and the trust in their recommendations.

**559K**

Number of impressions  
after 6 months

**46**

Influencer partnerships  
during 6 months

**1.02M**

Number of impressions  
after a year

**90**

Influencer partnerships  
during a year

**94**

Conversions after a year







# The Conclusion

## *The Conclusion*

The client decided to collaborate with Blue Wheel because we are an experienced advertising and marketing agency with specialists in various digital services. We have a proven track record of delivering excellent results for our clients, many of whom are in the beauty and skincare industry.

“ As a new brand entering the US market, the Blue Wheel team really helped us ramp up quickly in the influencer space and utilize our budget most efficiently to gain traction and build efficient and effective influencer relationships. They also honed in very quickly on the personas and types of influencers that work for our brand making the entire process very efficient.

Our influencer program with Blue Wheel has brought in a lot of first-time customers for us, opening up our brand to new demographics and customers. Overall these conversions are very cost-efficient when compared to other advertising channels. ”

Canadian Skincare Brand







# About Us

## Blue Wheel

We're a new breed of eCommerce agency, supporting brands through marketplace management and performance advertising. With over \$1B in revenue managed for our clients, we'll help your brand from click to ship, scaling your brand's sales across DTC, Amazon, Walmart, eBay, and retail.

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