

SKIP*HOP®

BRANDVERGE PROVIDES SKIP HOP A SUCCESSFUL INFLUENCER SOCIAL MEDIA CAMPAIGN, REACHING A HIGH LEVEL OF VIRALITY

Challenge

Skip Hop is a global lifestyle brand devoted to designing innovative products for parents, babies, and kids. With a core philosophy that begins and ends with “Must-Haves Made Better,” Skip Hop re-thinks, re-energizes, and re-engineers essentials to infuse family life with joy and ease.

As a brand well known for its high-quality baby products, Skip Hop was looking to increase the number of customers visiting its website to browse and purchase their high-quality baby products, while also increasing the brand's overall awareness through influencer marketing.

With an ever-changing social media landscape, Skip Hop wanted influencers who strongly align with the brand's mission and values that could reach the target market.



Solution

In order to reach the targeted audience, BrandVerge focused on recruiting influencers with an active audience that have an Instagram and/or TikTok account to promote the products. To focus on generating content with a longer shelf life and thus better performance, the influencers centered on creating in-feed content, TikToks, and Instagram in-feed content, and Reels.

This goal was achieved through sourcing influencers with carefully curated content who were moms or moms-to-be who post about their children and have a consistent following that closely resembles their life stage. The influencers selected not only had a strong following and active audience but also reflected the diverse scope of parents and families that Skip Hop hopes to reach.

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Furthermore, BrandVerge prioritized crafting authentic content to create trusted referrals and recommendations to the Skip Hop audience. To do this, BrandVerge allowed influencers to select products based on what their family would enjoy the most rather than being gifted specific items to promote.

BrandVerge took this route in order to increase personalization for each influencer, as well as to ensure that the promotional content aligned well with the influencer's organic content. Each influencer was able to talk about why they selected the product and the personal benefits while incorporating real-life experiences with the product.



Results

Each influencer promoted gifted products in their own unique style that fit into their profile and through this method, we have seen outstanding results. The overall engagement rate was 3.082%, which is a significant increase of 62% from the industry benchmark.

Influencers with high engagement rates of 5.4% and up exemplify how Carousel posts and Reels perform stronger than in-feed static posts. Overall, through BrandVerge's expert and data-driven marketing strategy, Skip Hop was able to garner influencers and results that remarkably increase awareness throughout the parent community.

