

# BRANDVERGE LAUNCHES SUCCESSFUL INFLUENCER CAMPAIGN FOR HIGH QUALITY BABY PRODUCT BRAND, SKIP HOP

## 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.

The company is established as a well known source for high quality baby products and was looking to extend their audience and consumer base through social media, targeting the influencer space on Instagram and TikTok.

Specifically, Skip Hop wanted to increase the amount of customers visiting their website to browse and purchase their baby products during the holiday season.



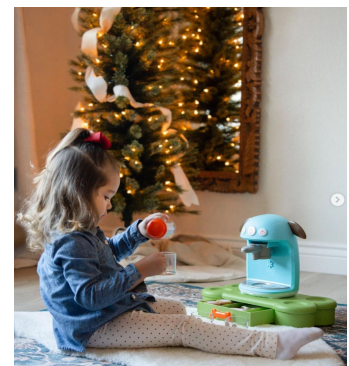
**What I really loved about working with BrandVerge was how they were so responsive to our feedback and how they were so transparent during the process. They made it easy to work with several influencers at a time and after the campaign ended, the prompt, detailed recaps are what made me want to move forward with future campaigns. It's really great to find a team that not only creates a successful campaign, but are also so great to work with.**



- Ryane Montañez, Marketing Director at Skip Hop

## Solution

In order to increase social media engagement, BrandVerge began sourcing influencers whose Instagram followers resonated with Skip Hop and their products. BrandVerge specifically targeted influencers who were both moms and moms to be, with a follower base that reflected the influencers life stage. We also focused on influencers who posted about their kids and whose overall brand aligned with parenting products and hacks.



# BRANDVERGE

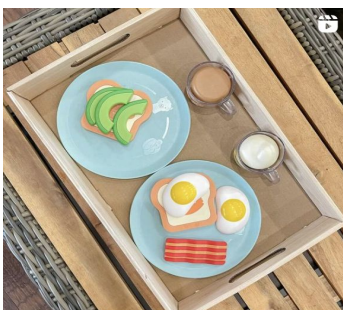
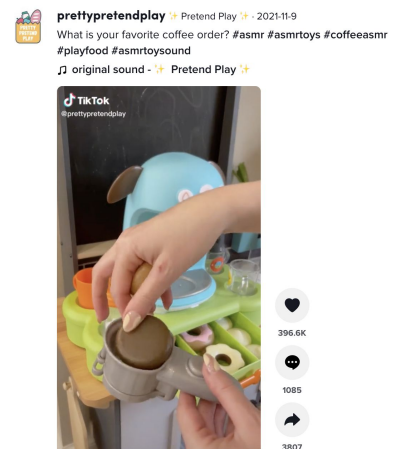
CASE STUDY | 2022



Influencers from different parts of the country with a wide range of unique backgrounds were selected to identify with the Skip Hop brand and join the campaign to truly expand the brand's reach.

After selecting influencers BrandVerge saw as aligning with the Skip Hop brand, influencers were able to select products that best fit the needs of their families. By allowing the influencers to choose their personal product, they were able to authentically promote products they needed, or loved. This led to a more impactful campaign, as our influencers were genuinely excited about the products they received.

To launch the campaign, BrandVerge worked with influencers to craft in-feed Instagram posts/videos, as well as Instagram story posts and Tik Tok videos. The quality of the products resulted in influencers showcasing Skip Hop on several of their social media channels, not just what we had contracted them for, in order to further showcase the products they had selected and expand the reach of the campaign. While the campaign was aimed towards Instagram influencer marketing initially, displaying the Skip Hop brand on other channels correlated to a viral TikTok video created by one of our partnered influencers, resulting in **5.6 million views in just 15 days**.



## Results

The overall campaign engagement for the Skip Hop holiday push was over 14%, which is **173% higher** than the industry average. The average engagement for Instagram was **25% above the industry average**. These stats signify the strong impact the holiday campaign had on each influencer's unique follower list. Altogether, the vast majority of our influencers exceeded their previous engagement rates and proved to capture the attention of their followers.