



CASE - ellos

HOW ELLOS SUCCESSFULLY ACHIEVED THEIR SALES GOALS AND INCREASED BRAND AWARENESS WITH INFLUENCER MARKETING

Ellos is a market-leading and forward-looking e-commerce merchant in the Nordic market offering fashion and home furnishings. For Ellos, influencer marketing is one of the most important digital marketing channels. In this case study, we reveal how Ellos, with the help of Cure Media and influencer marketing, has made progress towards achieving its sales goals and increasing its brand awareness.

The primary objective of Ellos' focus on influencer marketing is to drive sales in fashion and home furnishings among the target group of middle-aged women in the Nordic region. Other important goals are to capture maximum reach and ensure significant interest among the target group and to drive relevant e-commerce traffic while increasing brand awareness.

With the help of Cure Media, hundreds of publications are released every month by selected influencers. The KPIs for the different periods vary, which also applies to the focus and objective for the period in question.

The strategy involves continuity and sustainability – to ensure top-of-mind awareness in the target group, it is important to develop strong credibility and to work with an always-on perspective - a strategy that has delivered clear results in this case.



”CURE MEDIA IS A SECURE AND MODERN PARTNER TO WORK WITH IN A DIGITAL AND DYNAMIC AGE. THEY UNDERSTAND THE BUSINESS AND ARE REMARKABLY COMMITTED AND RELIABLE. IT IS UNUSUAL TO COLLABORATE WITH INFLUENCER MARKETING AGENCIES WHERE THE AGENCY CAN DELIVER THE KPI THAT THE CUSTOMER REQUESTS. CURE HAS DELIVERED IN LINE WITH OUR EXPECTATIONS AND BEYOND. THANKS TO OUR COLLABORATION, WE HAVE PUT THE CHANNEL ON THE MAP INTERNALLY, WHERE IT PERFORMS ON DIFFERENT LEVELS AND RANGES, BUT IT ALSO PROVIDES STRONG SALES AND IMPETUS FOR OUR OTHER SOCIAL CHANNELS.” s

says Delli Holmblad, Digital Communications Manager Nordics, ELLOS

RESULTS FROM MAY 2019

Reach:

4,8 million

Engagement rate:

+4%



SUCCESS FACTORS

Some of the most important and distinctive factors behind Ellos' success with influencer marketing are continuity and sustainability – a continuous presence generates increases trust in the target group, and this has quickly yielded positive results. Every month, every influencer activation is evaluated and optimized based on data and statistics in order to constantly improve the outcome.

Another important aspect is that Ellos is bold enough to cede control and hand over creative freedom. This is thanks to a transparent collaboration and confidence in Cure Media and the profiles' ability to create high-quality content that engages the target audience and delivers results.

Finally, the team at Ellos and Cure Media have also gained a clear understanding of the best way to take measurements.

- **Continuity & sustainability**
- **Creative freedom**
- **Clear understanding of measurement results**

