

INFLUENCER MARKETING CASE STUDY

Strategy

Sauce Beauty crafts haircare products inspired by recipes that are beneficial for your hair and scalp.

Lux214 Media Group set out to promote Sauce's product line to foodies and highlight its desirable price point and luxurious results.



Process

For the campaign, influencers were given Sauce hair care products to try, provided campaign specific hashtags and asked to share their experiences with their social networks.

Influencers incorporated key messaging into their content in different ways. Some produced videos, wrote blogs and made social media posts. Others produced editorial content and shared their new found love of Sauce with their email subscriber base. The results speak for themselves.



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Influencer Selection

4264 Food, Lifestyle & Beauty Influencers and Journalists identified

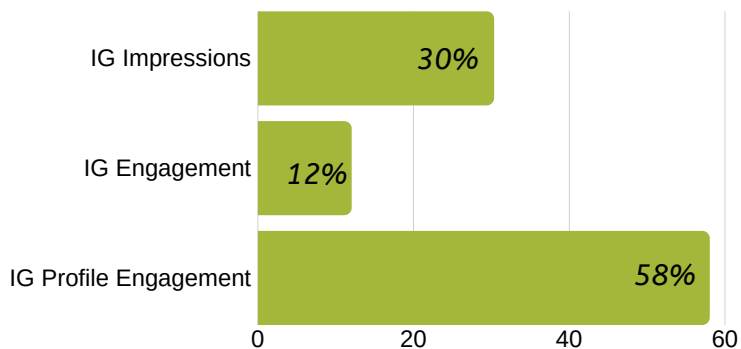
1565 Top Influencers & Journalists narrowed down

124 Influencers & Journalists personally selected

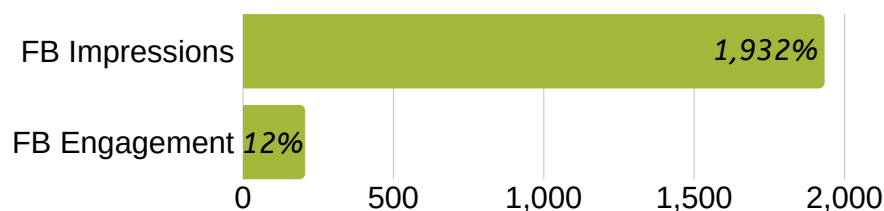
Media Coverage

Coverage secured with **46** publications

Instagram % Increase



Facebook % Increase



Lux214 Media Group has helped us reach an enthusiastic group of creative partners who collaborate with others for a living.

The campaign results speak for themselves.

Andy Rah

Founder
Sauce Beauty