

# GetSmarter aces its **influencer** campaign goals with a cool **8m+** impressions



## Situation

**GetSmarter wanted to boost brand awareness and encourage course sign-ups**

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GetSmarter delivers supported online short courses with edX, a 2U company. As an online learning expert with more than 15 years of experience, the team develops high-quality educational offerings from the world's leading universities.

GetSmarter wanted to create eye-catching user-generated content (UGC) with influencers to promote courses in collaboration with the University of Cape Town (UCT).

The GetSmarter team had two goals for its influencer program: Boost brand awareness for the GetSmarter platform and generate UCT course sign-ups to measure conversions.

The target audience included South African students and entrepreneurs interested in education and career advancement.

## About

**GetSmarter**

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GetSmarter offers market-led executive education courses with edX, a 2U company, delivering online education from world-leading universities and institutions to transform the lives of thousands of students across the globe. GetSmarter's online certificate courses are designed to advance your career and fit in with your busy lifestyle. Each course is expert-led, fully supported, and community-based, helping you build career-critical skills.



## Solution

Recruit a diverse mix of influencers to create inspiring, long-form content

GetSmarter partnered with impact.com's influencer services team to handle:

- Influencer recruitment
- Negotiating competitive industry rates
- Performance tracking
- Content amplification

GetSmarter hired 16 South African influencers across various niches, including entrepreneurs, business professionals, students, industry experts, and more.

The team asked each influencer to create inspiring educational content – generating excitement around the courses available and encouraging registration.



@alexismaymcmullin

## Solution (cont.)

Recruit a diverse mix of influencers to create inspiring, long-form content

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They briefed influencers with one of the following scopes of work:

- One Instagram Reel and four Story frames or TikToks
- One YouTube dedicated video or integration (two minutes or more) and four Story frames or TikToks

GetSmarter and impact.com's team strategized from a return on investment (ROI) perspective. This effort included a 20% off promo code (call to action) in the influencer content measured by impact.com's automated tracking technology.

impact.com gave the influencers creative freedom to create authentic content, and guidance through a brief that included high-performing examples from the previous campaign. Each influencer was encouraged to highlight one course, especially if it was a bestseller matching their personal brand.

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*I've had a great experience with the impact.com platform. The team was very helpful and always catching up with me. The workflow was great, I liked having everything in a central platform especially the content briefs to ensure I was doing the right thing.*

**Tshegofatso Isaac**

Content creator

@thetshegofatso



## Solution (cont.)

### Recruit a diverse mix of influencers to create inspiring, long-form content

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The influencers created core and short-form video series — with some creators including video subtitles. impact.com reviewed each video and story script to ensure the content aligned with the creator’s theme.

Each piece of content had at least two paid ad placements on Facebook or Instagram with custom links — which simplified tracking clicks and conversions.

**Some influencers were paid fixed fees, a compensation standard for most, while others were paid in hybrid models thanks to impact.com’s industry-leading payouts technology.**

impact.com also secured one month of usage rights for content and developed 29 unique ads for Facebook and Instagram to amplify reach. Next, the team helped drive targeted audiences to course sign-up pages.

The website could reach a larger target audience and generate buzz for courses without a heavy upfront investment. impact.com provided the team with a solid strategy to improve their influencer collaborations including:

- Reviewing influencer content to ensure it was consistent and of high quality
- Adding unique tracking links and promo codes for each influencer and paid ad
- Providing recommendations on retaining the three top-performing influencers
- Getting month-long usage rights for the best-performing content
- Performing weekly amplification optimizations
- Gathering detailed performance metrics



*“Working with the impact.com team and it’s robust platform allowed us to test and recruit high-performing influencers to produce high-quality content for our audience and track their progress. Having full visibility into our campaigns let us reach new milestones. The amplification from impact.com alone resulted in more than half a million clicks with an impressively low CPC. Our goal of course purchases included full-funnel metrics and surpassed our expectations.”*



**Lesley Barrett**

Head of Strategic Partnerships & Affiliate Marketing, GetSmarter

## Outcome

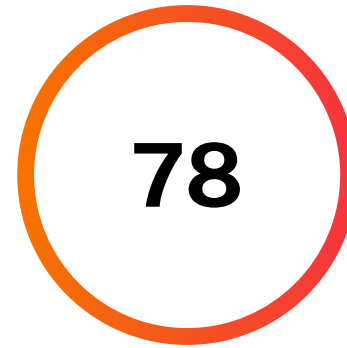
GetSmarter's influencer campaign graduates with impressive results

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By negotiating great partnerships and taking full advantage of influencer content, the campaign overperformed on impressions and undershot the contracted cost per thousand (CPM) impressions.

**In the end, GetSmarter and impact.com delivered impressive results including:**

- 264 total actions
- 620k+ clicks
- 1.5m+ reach
- \$0.01 cost per click (CPC) for the amplification



pieces of UGC



impressions



CPM