

The Motherhood's influencer program reaches an impressive 90k+ engagements



Situation

The agency lacked deep discovery, in-depth reporting, and performance tools to build tailored campaigns

The Motherhood, a boutique social media influencer marketing agency, pairs influencers with its clients for a variety of social media campaigns. The Motherhood never compromises quality over quantity, and thus spent countless hours finding the perfect influencers.

The Motherhood's client, a home products brand, wanted to reach a targeted demographic on the West Coast — specifically California, Colorado, Idaho, Nevada, and Utah — for DIY and lifestyle content. The demographic included people of any gender or race between the ages of 18 and 45.

The agency's home products client wanted to engage two mid-tier lifestyle and/or DIY influencers who shopped at a specific retailer and lived in one of five West Coast states.

The Motherhood wanted to discover new influencers for precise campaigns with specific targets.

The Motherhood needed a platform with:

- Advanced influencer discovery and searches, including recruiting surveys
- Filters by demographic
- Automated and in-depth reporting metrics
- The latest technology and technical support so the team could focus on performance, not platform maintenance

About

The Motherhood

The Motherhood is an influencer marketing agency with PR roots and an agency background. The results-oriented agency acts as an extension of a client's marketing team.

The agency's work is built on trust, reliability, creativity, and authenticity.

The team's senior-level executives provide strategic counsel every step of the way. This includes hands-on collaboration and cross-collaboration to ensure a client's social media and influencer program are integrated.



Solution

Automated influencer recruiting surveys reach high-quality candidates

The Motherhood integrated impact.com’s platform into its partner discovery and recruitment processes for the home products client.

The agency launched influencer recruiting surveys to reach thousands of prospective influencers, gain specific insights into candidates, and find the best matches.

More than 200 influencers responded to The Motherhood’s recruiting surveys.

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“It has been a seamless platform to use for our influencer campaigns. The technology helps us uncover more influencers and really understand their data — from engagement rates to follower demographics. It’s so helpful in our process!”

Deanna Tomaselli
VP, Client Services
The Motherhood



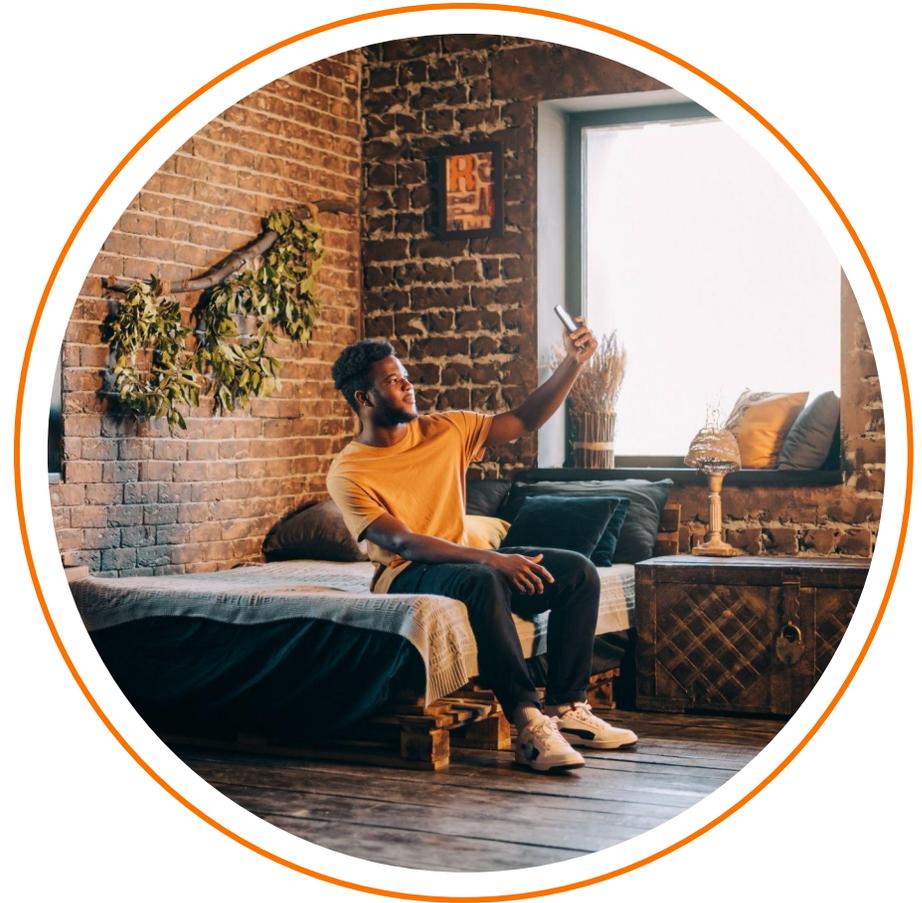
Solution (cont.)

Automated influencer recruiting surveys reach high-quality candidates

The Motherhood then used the Social Analysis feature to compare the following metrics between influencer candidates:

- Influencer reach
- Location
- Average views
- Similar users
- Engagement rates
- Audience demographics

The team hand-selected two high-quality influencers out of 212 applicants to create engaging content for the campaign. These influencers brought established relationships with the desired demographic.



Outcome

Influencer campaign exceeds content production goals by more than 1,200%

By integrating the platform into its network, The Motherhood:

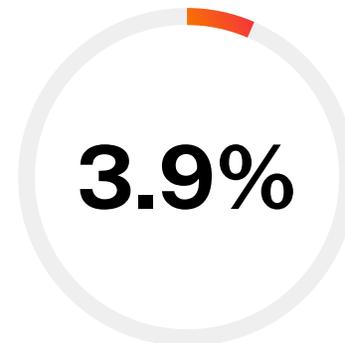
- Produced 55 pieces of influencer-generated content (above the agree 4 pieces). This high output was thanks to the creative freedom influencers were given to develop content that aligned with their personal brand and the client.
- Cut influencer discovery time in half.
- Used recruiting surveys to strengthen its partnerships program approach, inform influencer campaigns, and pursue new business opportunities.
- Sourced high-quality influencers to generate unique content for the target audience.



video views



engagements



Instagram engagement rate — above industry standards