

## CASE STUDY



# Stella & Dot Drives Brand Awareness and Customer Engagement with Influencer Marketing

## THE OPPORTUNITY

Influencer marketing is growing in popularity among online retailers as they seek to expand their reach with relevant shoppers and drive traffic to stores. By managing mid-tier to long-tail influencers through their affiliate programs, online retailers can better reward performance, manage costs and comply with regulations.

Boutique style jewelry and accessory brand, **Stella & Dot**, partnered with Acceleration Partners (AP) to run an initial influencer marketing campaign through their affiliate program. The campaign aimed to increase brand awareness and customer engagement with content generated from a select group of fashion influencers.

## OUR APPROACH

Within a one-week period, Acceleration Partners identified and received proposals from over 150 high-quality fashion and style influencers who matched Stella & Dot's unique brand, using a combination of quantitative and qualitative criteria. The online retailer selected eight fashion-forward influencers to promote their spring and summer fashions. These influencers created posts across blogs, Facebook, Instagram, and Twitter, sharing unique Stella & Dot styles.

## THE RESULT

The success of Stella & Dot's campaign demonstrates how partnering with targeted social media influencers can accelerate brand awareness and drive customer engagement. By managing influencers through their affiliate program, Stella & Dot had the opportunity to track results, reward influencers based on performance and ensure that their promotional efforts were brand aligned.

**150**

proposals from fashion & style influencers

**16**

posts across social media channels

**18K**

engagements in 7 weeks

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