



Case Study | Toys

Social Commerce on Instagram for gaining sales

Initial situation

Our client is an established manufacturer of high-quality toys that wanted to expand its online sales and increase its social media presence. The brand was looking for a way to promote its products via influencer marketing on Instagram and increase sales on Amazon at the same time.



Goals

The main goal of the campaign was to increase the brand's visibility on Instagram and drive traffic and sales to their Amazon product page. Specifically, the following goals should be achieved:

- Increase Instagram followers by at least 20%.
- Increase Amazon sales by 30% within 3 months.
- Generate positive user-generated content and customer reviews on Amazon.

Measures

1. Identification and selection of Instagram influencers that fit brand's target audience.

2. Development of a campaign strategy that highlights the USPs of the products.

3. Creating engaging content that influencers share on their Instagram profiles and link to Amazon.

4. Use of special discount codes for followers to incentivize purchases on Amazon.

5. Active monitoring of the campaign to monitor influencer performance and engagement and optimize the campaign during its run.

Outcomes

+27%

increase in Instagram followers after 2 months.

+36%

increase in Amazon sales revenue in the campaign period.

Positive customer reviews on Amazon after contact with campaign and purchase.

Increased brand awareness and a growing community of engaged customers on Instagram.

Key takeaway

Combining influencer marketing with a clear sales target on Amazon offers brand manufacturers new growth opportunities in ecommerce.

1. Choosing influencers who can represent the brand and the product is a critical success factor.

2. Well-prepared content creation and adaptation together with the influencer delivers authentic results.

3. Companies can generate new growth opportunities for already established brands through social commerce.



About eBazaaris

Since 2016, eBazaaris provides brand owners with a comprehensive approach to evaluating, developing and managing ecommerce marketplaces and social media platforms in Europe.

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