

Natalie Livingstone book launch

Case study

THE WOMEN OF ROTHSCHILD

NATALIE
LIVINGSTONE

The challenge

The main objective of the campaign was to drive awareness of Natalie Livingstone: The Women of Rothschild book launch in the USA market in October 2022 and encourage the audience to order the book through unique links.

Influencers' content had to include their authentic reviews of the book, as well as, highlights of key themes from the book, provided by the client.

The solution

We set our AI discovery engine to find highly engaging content creators that fit the client's vision and aesthetic. All were then handpicked by our experienced team and presented to the client.

We discovered a mix of YouTube and Instagram female influencers from the USA. The influencers we onboarded fitted in the clients desired audience of passionate book lovers, book reviewers and strong female voices.

The outcome

Overall, 8 influencers created 17 pieces of content with **some boasting a 10% engagement rate** which is way above industry average and generated **650 unique link clicks**.

Influencers shared their reviews of the book, read a few excerpts from the book and encouraged their followers to purchase the book.

917K combined follower count was achieved (against a 880K KPI) and 227k impressions (455% of the 50k KPI).

Meet some of the influencers



Regan

📺 @peruseproject

81.6k followers

27,800 views

1,540 engagements

41% retention rate

[View post](#)



Meet some of the influencers



Christina

@bookedtildawn

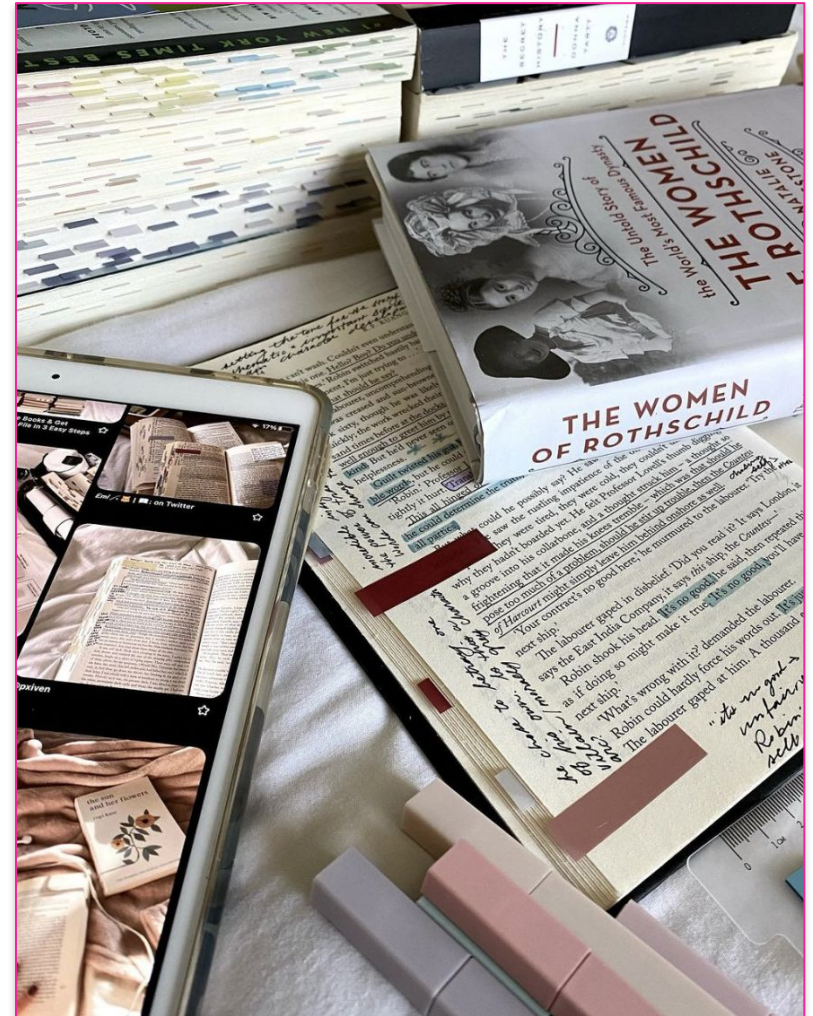
81.6k followers

3,006 engagements

16,717 reach

17.98% engagement rate (Ind Stan - 6%)

[View post](#)



Campaign highlights

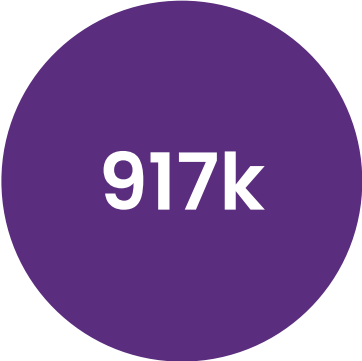
Influencers



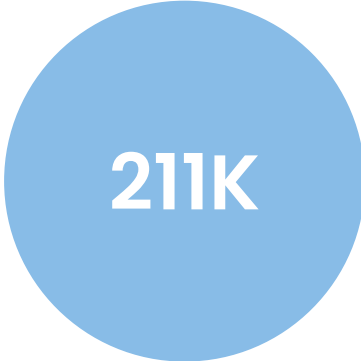
Content Pieces



Combined Follower Count



Reach



Impressions



Engagements



Story/Video Views



Duration



* Industry standard engagement rate = 3%