



# INFLUENCER MARKETING

# INFLUENCER MARKETING CASE STUDIES



**MEDICOVER**  
F E R T I L I T Y

**Aspire**

## Overview

Influencer Marketing enhances your credibility and strengthens the reputation of your brand. Additionally, working with Influencers enables you to win over the confidence of their audience. This is the ideal instrument to develop a large following of devoted brand supporters over the long term.

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How Aspire - Digital Credit Card Was Able To Eliminate The Regional Barrier with YouTube Influencers



**CONGRATULATIONS!**

Your Aspire credit Limit is

₹ 4,000

## Most Important Terms

Billing Date: 1st to last day of the month

Due Date: 8th of every month

Monthly Credit Facility Fee: Rs 120

Late Fee: Rs 300



# MEDICOVER FERTILITY

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We will examine how Medicover Fertility was able to market its IVF services by utilising a variety of niche influencers for their intended audiences in this case study example.

Medicover Fertility created 30 incredibly captivating video ads to promote its services by collaborating with well-known micro and mega influencers and KOLs.

# How Medicovert Fertility Reached 1 Million Accounts With 30 Sponsored Videos

## APPROACH

Medicovert Fertility partnered with 30 Mega & Micro influencers & KOLs across Delhi, Hyderabad, Chandigarh, Ghaziabad, and Roorkee. Each influencer and KOLs posted a full 1 minute "promotional clip" across Instagram.

There were a total of 30 posts for the overall campaign. Each post included "For all your #FertilitySolutions, #MedicovertHaiNa #MedicovertmeansPOSSIBILITIES," as well as a link to the Medicovert Fertility website.

## GOALS

- Build brand awareness and promote services to targeted audience in different locations.
- Create high engagement with relatable content
- Lead Generation through service awareness



# Influencers & KOLs



**Astha Sharma**  
@arabellastyling  
65.1k Followers



**Mansi Wadhwa**  
@mansiwadhwaofficial  
171k Followers



**Priyanka**  
@hamari\_akansha  
128k Followers



**Dr Garima Kathuria**  
@the\_doctor\_mum  
73.1 k Followers

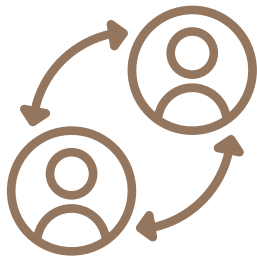


**Neha Gupta**  
@rocking\_vedaant  
118k Followers

Through this campaign, we picked the most influential icons on the Instagram platform from different locations, including mothers and married women.

As they were the specialized niche influencers in their industries, their audience could relate to their content.

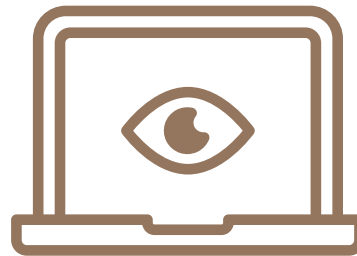
## Results



**Engagement**

**100,000 + Views**

On Instagram



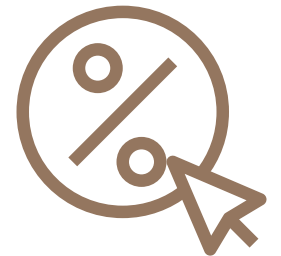
**Social Reach**

**50k+ Likes**

**10k+ Comments**

**7k+ Shares**

**4k+ Saves**



**Engagement Rate**

**5%**

# Influencer Examples From Medicover Fertility Campaign



**arabellastyling** • Follow  
Paid partnership with **medicoverfertility**  
Original audio

**arabellastyling** Egg freezing is like a retirement plan for your reproductive years. You should decide to freeze your eggs now, not later. If you are going through a decisive phase in your life, such as undergoing in vitro fertilization, cancer, or any other disease, or even if you want to preserve your eggs for the future.

It's never too late to begin making plans for your future **#babybump**.

Egg freezing boosts reproductive functions and makes it possible for you to have healthy children even



**rocking\_vedaant** • Follow  
Paid partnership with **medicoverfertility**  
Original audio

**rocking\_vedaant** Motherhood is the greatest blessing that a woman experiences in her life. But unfortunately, there can be many issues that can prevent women from getting pregnant naturally despite trying for years. Therefore seeking medical help might help you get your way—Medicover Fertility help to boost your chances of pregnancy success and help you fulfill your dream of becoming a mother.

For all your **#FertilitySolutions**,  
**#MedicoverHaiNa**  
**#MedicovermeansPOSSIBILITIES**



**hamari\_akansha** • Follow  
Paid partnership  
Original audio

The good news is that most of this is curable and there are solutions. So, Kindly take a step and get your **#fertility** checked today and plan wisely to ensure when to have a **#healthybaby** in your life

Or if you are one of those couples , who have been trying for more than a year but still unable to conceive, then you should definitely consult a **#fertilityexpert**

For all your **#FertilitySolutions**  
**#medicoverhaina**  
**#medicovermeanspossibilities**

To know more, Click on the link -

<https://bit.ly/3rrTLce>

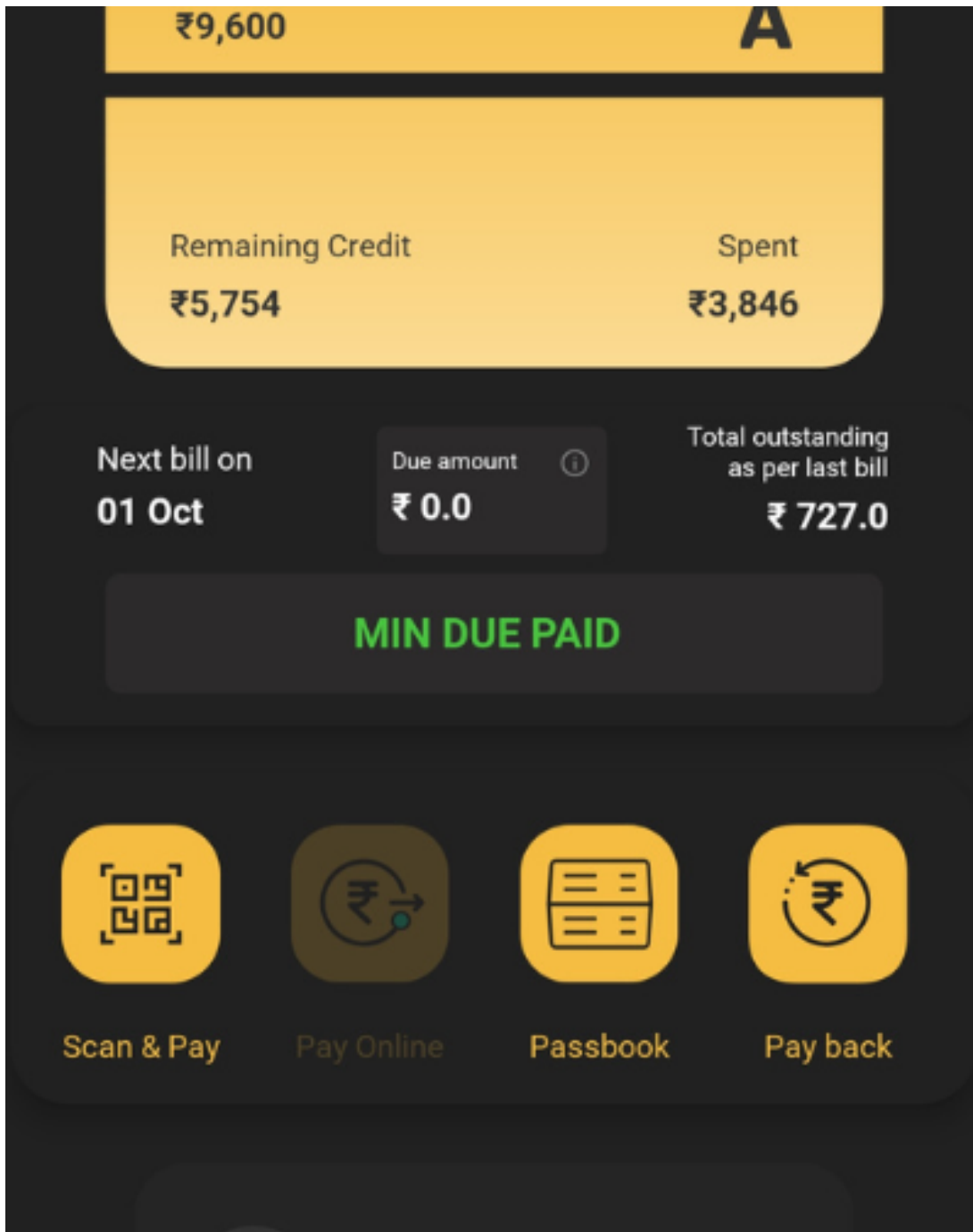


**mansiwadhwaofficial** • Follow  
Original audio

**mansiwadhwaofficial** Majority of us are unaware of the fact that lifestyle choices that we make like smoking, drinking, minimal physical activities are adversely affecting our health and mainly fertility, which means reduced chances of having a baby. The good news is that most of this is curable and there are solutions.

So, if you have any queries related to IVF or Fertility tests or treatment, simply call 8906 082 082 or visit [www.medicoverfertility.in](http://www.medicoverfertility.in)  
[@medicoverfertility](https://www.instagram.com/medicoverfertility)

**#Lifestyle #Lifestylechanges #Fertility #Fertilitytest #Medicoverfertility**



# Aspire

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The effectiveness with which Aspire was able to connect with its audience by working with local and regional influencers to overcome language hurdles is explored in this example. Aspire achieved social media presence to build Youtube marketing campaign.

In this case study, we will take a closer look at Aspire's partnership with the regional Youtube icons.

# How Aspire Was Able To Eliminate The Regional Barrier with YouTube Influencers

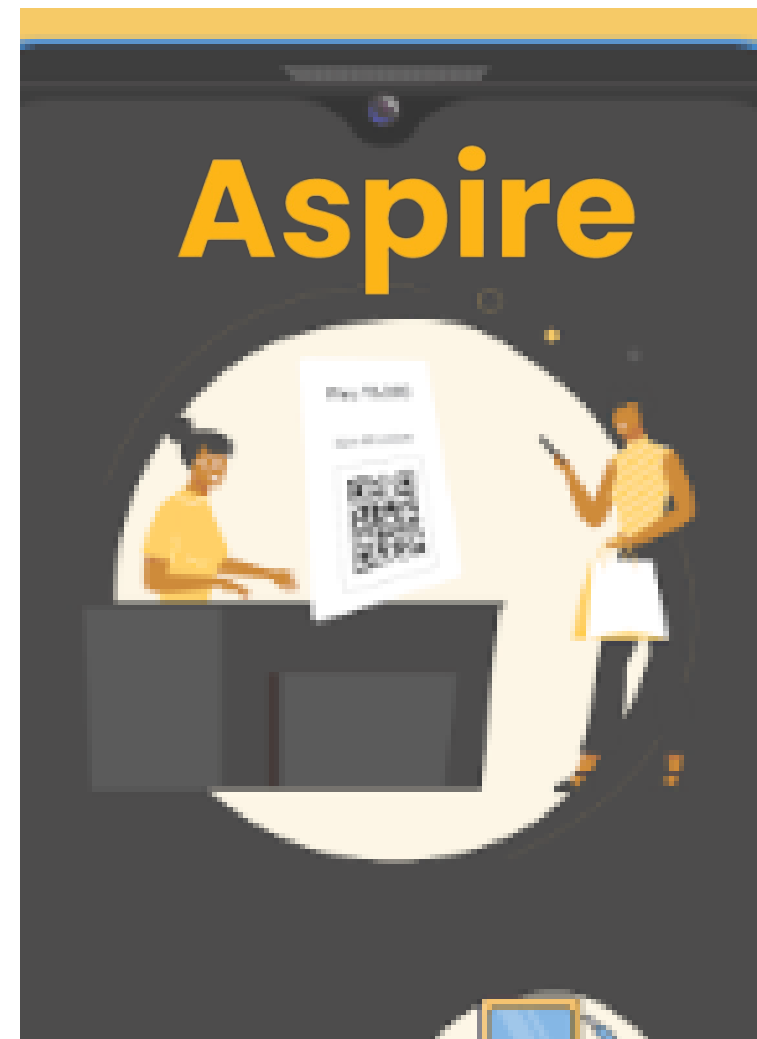
## APPROACH

Aspire - Digital Credit Card partnered with regional YouTube influencers across Maharashtra, Tamil Nadu, Gujarat, Karnataka and other regions. Each influencer posted a promotional segment for Aspire in between their regular videos.

There were a total of 40 posts for the overall campaign. Each post included a complete description of the Aspire app and how it works with its play/app store download link in the description.

## GOALS

- Build brand awareness and promote services to targeted audience in different locations.
- To reach audiences from southern Indian states and diminish any language barrier.
- Create highly engaging content to promote app downloads.





# YouTube Influencers



**Marathi Kida**

Subscribers: 840k



**Technical Chennai**

Subscribers: 150k



**Sam Point**

Subscribers: 276k



**Local Boi Nani**

Subscribers: 824k



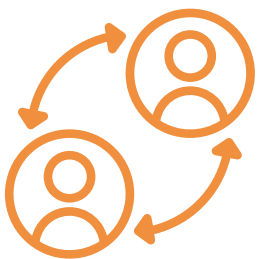
**Kannada Kuvara**

Subscribers: 655k

The campaign was targeted to reach local audiences without any dialectal challenges.

This was overcome by collaborating with the top YouTube influencers in the specific area.

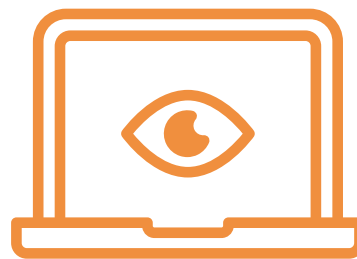
## Results



**Engagement**

**200,000 + Views**

On YouTube

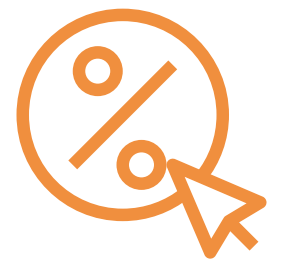


**Social Reach**

**40k+ Likes**

**15k+ Comments**


**10k+ Shares**



**Engagement Rate**

**7%**

# YouTube Influencer Examples From **Aspire** Campaign



Scan & Pay across  
7+ crore stores

Get Your New Student  
Starter Pack! **ORDER NOW**


#emcard #crediscardonline  
Digital Credit card | Instant approval | Aspire Digital credit card | Kannada kuvara

20,000 views · Feb 11, 2022

707 DISLIKE SHARE

ಕನ್ನಡ ಕುವರ Kannada kuvara  
656K subscribers

Download Aspire UPI Digital Credit Card App NOW - <https://00le5.app.link/7uU0eEDtnb>  
\* Self-employed and business owners welcome



Aspire

How to Shop with Aspire

2:30 / 10:29

#sandwood\_cid #pointy\_gang  
ಪಾಡು ಅಕ್ಕ ಕಾಗೆ ಪುಕ್ಕ... | SamPoint | Paaru Serial Funny Roast.

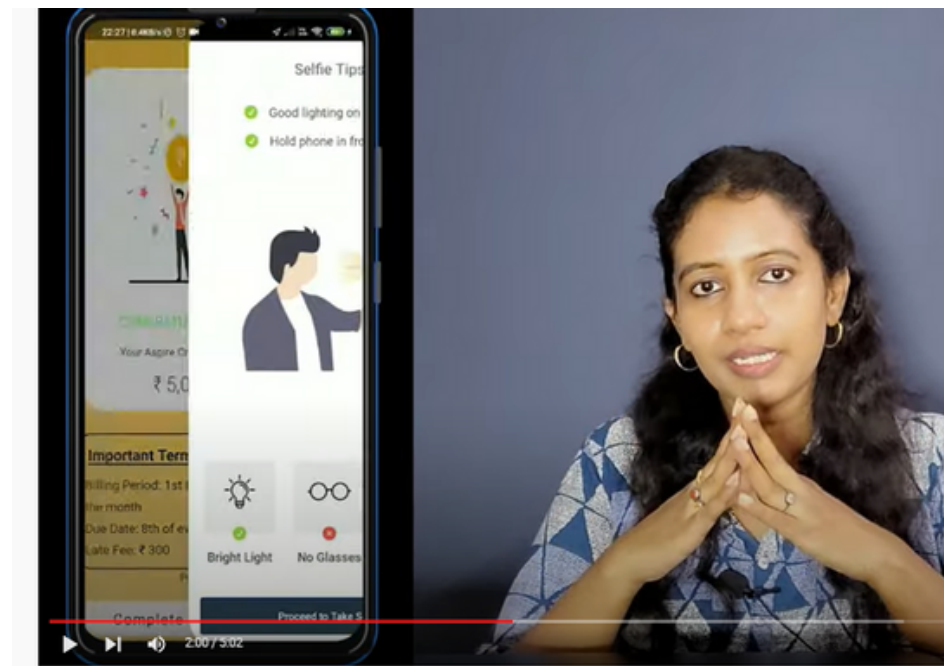
180,361 views · Feb 20, 2022

17K DISLIKE SHARE DOWNLOAD SAVE

SamPoint  
276K subscribers

Hello everyone  
Welcome to SamPoint

Download Aspire UPI Digital Credit Card App NOW - <https://00le5.app.link/McZ8q9leKnB>



Selfie Tips

- Good lighting on
- Hold phone in front

₹ 5,000

Important Terms

Billing Period: 1st  
Due Date: 8th of ev  
Late Fee: ₹ 300

Bright Light No Glasses

Complete Proceed to Take S

2:07 / 3:02

Aspire Digital Credit Card | Instant Approval | Easy EMI | Technical Chennai

6,292 views · Feb 23, 2022

166 DISLIKE SHARE

Technical Chennai  
151K subscribers

Download Aspire UPI Digital Credit Card App NOW - <https://00le5.app.link/EyugYAzQnb>  
\* Self-employed and business owners welcome