## THE POWER OF INFLUENCERS

Roughnecks Micro Influencer Case Study





#### **Goal**:

In order to attract more University students to their lacrosse games, the Calgary Roughnecks partnered with Glacier to bring 150 students to their St. Patrick's day extravaganza game & party on March 17<sup>th</sup>.

#### Strategy:

We recruited II Influencers from various Universities in Calgary. Each of them designed 3 engaging posts for social media and were incentivized to bring at least 15 friends to the game.

#### Strategic Tools Used:

Social Media Posts, Authentic Influencers, Special Promos, Incentivized Packages + More



# The Power Of Influencers

**Client Goal** : Bring at least **I50 students** to the game using the strength of our Influencers network.

**Our Achievement** : We brought **507 University Students** to the St. Patrick's Roughnecks game.

338% MORE than our goal



#### THE POWER OF INFLUENCERS





### Attendance Stats

Recruiting Goals	150
Total Recruits	507
% More Than Goal	338 %
# of Influencers used	ll
Average recruits per influencer	46





### Engagement Stats

Total Reach44,798Total Engagement26,652Cost Per Engagment (CPE)\$0.22CPE Industry Standards\$0.35

Reach: Total number of followers of each Influencer (Instagram) Engagement: Number of likes, comments & video views across all posts



### Examples - Influencer Posts

Makenna Lutz Mount Royal University 2,208 Instagram Followers

Total Impressions: 3,389

(Likes, Comments, Video Views)



mak\_lutz • Following mak\_lutz No better way to spend a Fr than at the Roughnecks with my fav

ghnecks #roughnecks #goroughnecks \_kendracarey Gorgeous!! mak\_lutz @\_kendracarey Awe love yo

ashtynkissick Rush is bette mak\_lutz @ashtynkissick k bye jared.farmer I beg to differ

• Q 399 likes Add a comment.







mak\_lutz • Following

mak\_lutz Who's gonna be at the March 17th game!? I know I am 😔 #nilroughnecks #roughnecks

cassiehagerty\_ See ya there hottie 🗖

abbyfooks Big Lacrosse guy hey?

mak\_lutz @cassiehagerty\_ yasss 😆

mak\_lutz @abbyfooks you know it ;)

mak lutz @iennapendock 🤎 😘 I'll be

ashtynkissick Ewww, sask Rush is so much

better 😊 😊 but you're cute so I'll allow it

kristianpatterson The team I play for? Yea

n69 vou mavh

 $\square$ 

joaniemoonie So pretty girly!!!!!!

jennapendock 😓 😅 💙

watching you 😔

I'll be their

• Q

471 likes

mak lutz @s

Add a comment.

sladerson69 Hot



mak\_lutz • Following

More

mak\_lutz That game Sham-rocked 🍀 😔 #roughneck

sassykassy\_8 💘 💘 💘 💘 abbyfooks What a pretender mak\_lutz @abbyfooks who?? You?? gwannn\_ Sham- wow 😉 abbyfooks @mak lutz vah guy 😔 grandmasghost\_ @mak\_lutz you just keep getting hotter matt11111q I see somebody's getting lucky tonight lol cassiehagerty\_ I love you jared.farmer Stop posting so much mak\_lutz @jared.farmer stop commenting so much 😒 mak\_lutz @cassiehagerty\_ no I love you

П Add a comment.



### Examples - Influencer Posts

**Logan Spruyt** University of Calgary 1,125 Instagram Followers

#### Total Impressions: 2,376

(Likes, Comments, Video Views)











#### loganspruyt • Following Scotlabank Saddledome

Ioganspruyt Looking for something to do on St. Patrick's Day? The Calgary Roughnecks are hosting the BIOCEST party in the city! Use the code GLA7 at http://bi.lylloganspruyt (link in bio) to get your ticket, puis free food and beverage (between 5:00-5:30pm) for only \$20! (they also have bitchin' happy hour deals going al night) ⊕ th ymitchell11 Bitchin'

П

41 likes

Add a comment...



Ioganspruyt - Following Scotlaurik Saddedorre Ioganspruyt was having way too much fun the @rillowingwecks game to snap a decent jot so here's one from before it ⊕ allocarisfiree elizabethulie This is the most candid photo I have seen this weekend ♀ Ioganspruyt @relizabethulie Iol ya not janned at all ⊕ travy.seme Some solid teamwork right there

250 likes 1 UKY MAD Add a comment...



loganspruyt • Following Calgary Roughnecks at Scotiabank Sad...

loganspruyt shoutout to @nllroughnecks for the rowdy night and @colar.system for teaching me how lacrosse works m #GoNecksGo



## ENROLL WITH US

CONNECT: hello@weareglacier.org | 403-805-2447

### GLACIER IS AN EDUCATIONAL MARKETING POWERHOUSE

THAT EXISTS TO PROVIDE POSITIVE MESSAGING TO HIGH SCHOOL STUDENTS TO HELP THEM MAKE THE BEST LIFE DECISIONS POSSIBLE.



