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# THE POWER OF INFLUENCERS

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Roughnecks Micro Influencer Case Study





# Goals & Strategy

## **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 11 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:**

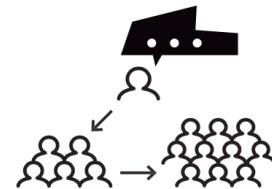
Social Media Posts, Authentic Influencers, Special Promos, Incentivized Packages + More



# The Power Of Influencers

**Client Goal :** Bring at least **150 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.



**THE POWER OF INFLUENCERS**

**338% MORE** than our goal







# ROI

## Attendance Stats

Recruiting Goals	150
Total Recruits	507
% More Than Goal	338 %
# of Influencers used	11
Average recruits per influencer	46







# ROI

## Engagement Stats

Total Reach	44,798
Total Engagement	26,652
Cost Per Engagment (CPE)	\$0.22
CPE Industry Standards	\$0.35

Reach: Total number of followers of each Influencer (Instagram)

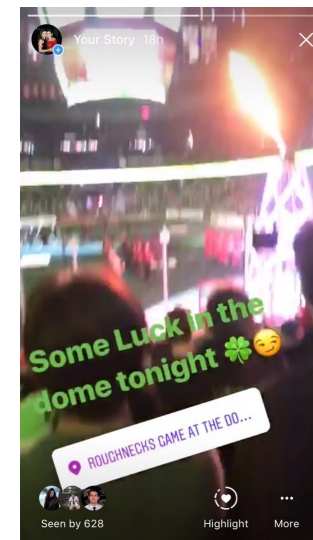
Engagement: Number of likes, comments & video views across all posts



# 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 Fri than at the Roughnecks with my fav. #liroughnecks #roughnecks #goroughnecks

\_kendracaray Gorgeous!!

mak\_lutz @\_kendracaray Awe love yo

ashtynkissick Rush is better

mak\_lutz @ashtynkissick k bye

jared.farmer I beg to differ

399 likes

FEBRUARY 18

Add a comment...



mak\_lutz • Following

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

cassieahagerty\_ See ya there hottie

abbylooks Big Lacrosse guy hey?

jennapendock

mak\_lutz @cassieahagerty\_ yasss

mak\_lutz @abbylooks you know it ;)

mak\_lutz @jennapendock I'll be watching you

sladerson69 Hot

ashtynkissick Ewww, ask Rush is so much better but you're cute so I'll allow it

joanlemoonie So pretty girl!!!!

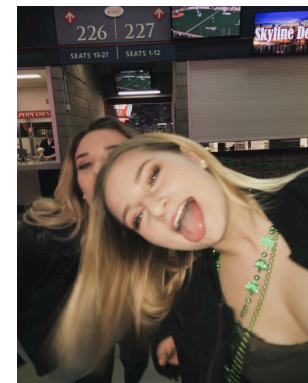
kristianpatterson The team I play for? Yea I'll be their

mak\_lutz @kristianpatterson unu mauha

471 likes

MARCH 6

Add a comment...



mak\_lutz • Following

mak\_lutz That game Sham-rocked

#roughneck

sassykassy\_8

abbylooks What a pretender

mak\_lutz @abbylooks who?? You??

qwannn\_ Sham- wow

abbylooks @mak\_lutz yah guy

grandmaghost\_ @mak\_lutz you just keep getting hotter

matt11111q I see somebody's getting lucky tonight lol

cassieahagerty\_ I love you

jared.farmer Stop posting so much

mak\_lutz @jared.farmer stop commenting so much

mak\_lutz @cassieahagerty\_ no I love you more

386 likes

2 DAYS AGO

Add a comment...

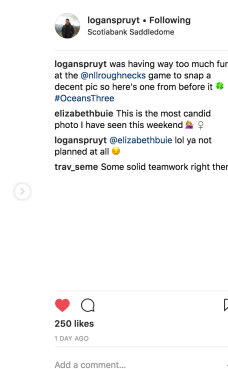
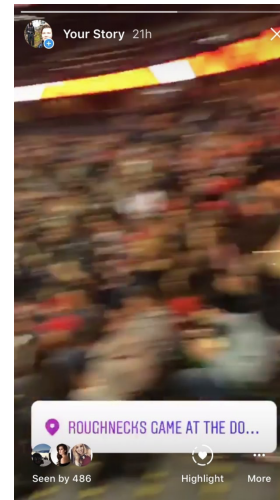




# Examples - Influencer Posts

Logan Spruyt  
University of Calgary  
1,125 Instagram Followers

Total Impressions: 2,376  
(Likes, Comments, Video Views)







# ENROLL WITH US

CONNECT:

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