



THE POWER OF INFLUENCERS

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 17th.

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

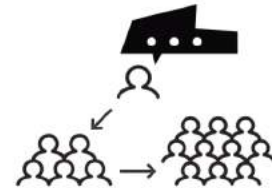


The Power Of Influencers

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.

338% MORE than our goal



THE POWER OF INFLUENCERS



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 Engagement (CPE)	\$0.22
CPE Industry Standards	\$0.35

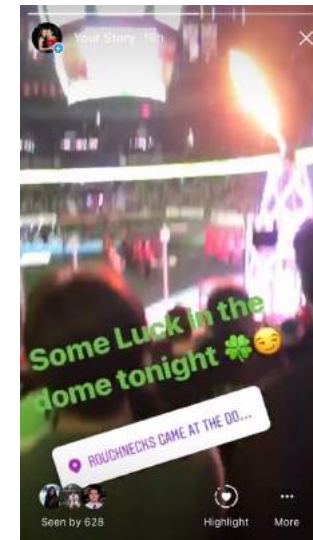
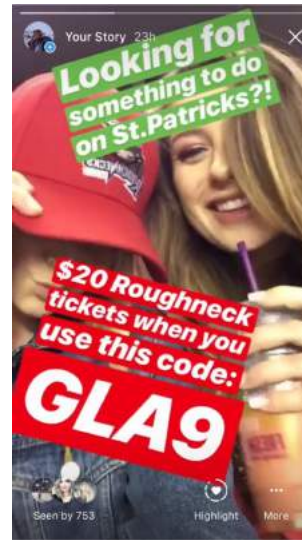
Reach: Total number of followers of each Influencer (Instagram)
Engagement: Number of likes, comments & video views across all posts



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 🍷 #troughnecks #roughnecks #roughnecks

_kendracarey Gorgeus!!

mak_lutz @_kendracarey Awe love yo 🍷

ashtynkisickok Rush is better

mak_lutz @ashtynkisick k bye

jared.farmer I beg to differ

399 likes

ADD A COMMENT...



mak_lutz • Following

mak_lutz Who's gonna be at the March 17th game? I know I am 🍷 #troughnecks #roughnecks

cassiehgerty_ See ya there nottie 🍷

abbyfooks Big Lacrosse guy hey?

jennapendock 🍷

mak_lutz @cassiehgerty_ yasss 🍷

mak_lutz @abbyfooks you know it :)

mak_lutz @jennapendock 🍷 I'll be watching you 🍷

sladersun89 Hot

ashtynkisick Ewww, sask Rush is so much better 🍷 but you're cute so I'll allow it

joanlemoonie So pretty girl!!!!

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

mak_lutz @kristianpatterson you maaha

471 likes

ADD A COMMENT...



mak_lutz • Following

mak_lutz That game Sham-rocked 🍷

#roughneck

sassykassy_b 🍷

abbyfooks What a pretender

mak_lutz @abbyfooks who?? You?? 🍷

qwanna_ Sham- wow 🍷

abbyfooks @mak_lutz yah guy 🍷

grandmaaghost_ @mak_lutz you just keep getting hotter

matt1111q I see somebody's getting lucky tonight lol

cassiehgerty_ I love you

jared.farmer Stop posting so much

mak_lutz @jared.farmer stop commenting so much 🍷

mak_lutz @cassiehgerty_ no I love you 🍷

386 likes

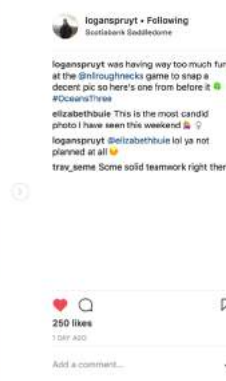
ADD A COMMENT...



Examples - Influencer Posts

Logan Spruyt
University of Calgary
1,125 Instagram Followers

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





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CONNECT:

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

