




# How I Increased Cherub Baby Australia's User- generated Content through Influencer Marketing

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CASE STUDY

2022





Bringing up little ones so often comes with little problems... but don't fear, we've got the solutions.

we make *little* easy

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# Meet Cherub Baby Australia

## A Brief Intro About The Company

Cherub Baby Australia is a multi-awarded baby feeding and healthcare brand based in Melbourne, Australia.

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# Amongst a myriad of achievements, Cherub Baby is a business behind the following initiatives:

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- first baby bottle brand in Australia to become completely BPA-free, Note: a toxin chemical for babies.
- the only glass baby bottle brand that has a bottle drop guarantee in the whole world!
- A proud contributor to WWF's "Don't let nature go to waste" campaign, an initiative that helps clean up plastics that end up in the ocean and waterways.
- Cherub Baby's feeding products can be recycled, processed, and converted into useful items like kid's playground mats and outdoor furniture!
- Cherub Baby is a home to 45 awards and more....





## Before working with me, Cherub Baby has been very successful in:

- Acquiring customers through a healthy mix of organic and email marketing
- having engaged audiences, thanks to its growing social media presence.
- creating a full marketing calendar that is heavily focused on giveaways, partnerships and local baby expos etc.

**Cherub Baby**  
January 9 at 4:01 PM · 🌐

0:18

🌟👉👉👉 Black Friday is here early 🎉🎄 BU...  
39 views · 7 weeks ago

**Shop** [See all](#)

Portable Car B... A\$29.99	Reusable Foo... A\$30.00	ThermoSens... A\$40.00
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**Q?**

Do you guys think that you had a better childhood without phones, tablets and social media?

👍❤️ 66 27 Comments 2 Shares

👍 Like    💬 Comment    ➦ Share

Most relevant ▾

Write a comment... 📷 📺 📄 🗨️

**Anne Bull**  
We had tv. There was more kids shows on years ago. I think it would have made learning easier and better if

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## However, despite these successes outlined...

- The market is getting more saturated with new eco-friendly baby brands entering it.
- It had a bit of a challenge having a new and fresh set of mummas (a.k.a their target customers) in their pipeline.
- The brand is up for an innovative product launch that needs to reach more potential customers.

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And boy, influencer marketing is **NOT** something that sounded new to them. In fact, they have been doing influencer marketing for about a year now...

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**However, there has been been very minimal success with influencer marketing due to:**

- Lack of systems and process
- Current collaboration with the **wrong set** of influencers
- Unclear expectations from influencers due to lack of thorough planning in sourcing target influencers and understanding the differences among each of them (i.e how they promote or work on their collaborations). The latter can potentially help the collaboration become an effective, two-way partnership.

*Not only did Cherub Baby waste money and time in this area, but many challenges also presented themselves, Cherub Baby had a challenge presenting its products to a fresh set of audiences being one.*



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# Solution

**I hypothesised that it is now the best time to brush up on their current influencer marketing campaign, to partner with new and qualified influencers that are in line with our target and our overall business goal.**

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# Here are what I found that worked:



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### → Engagement rate vs. follower rate

We had better results working with influencers that have at least 2% engagement rate vs. influencers with high number of followers.

### → Previous brand partnerships

Influencer should also have had previous brand collaborations to make sure they have relevant experience in creating sponsored content.

### → Influencer Marketing Software

Use of third-party influencer marketing software such as The Right Fit, Upfluence etc. has proven that communication, sourcing of influencers and onboarding can be as seamless as possible.

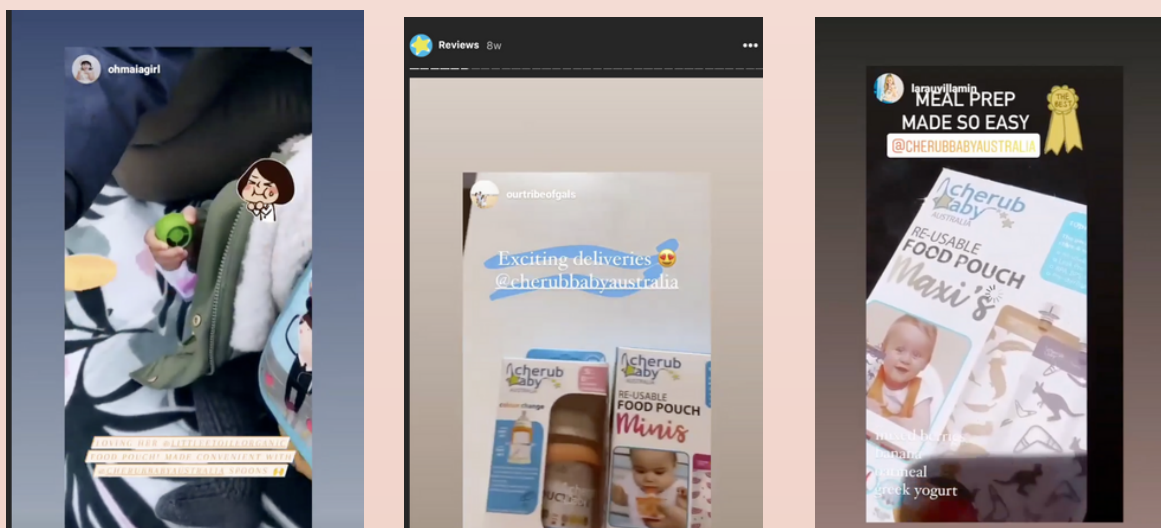
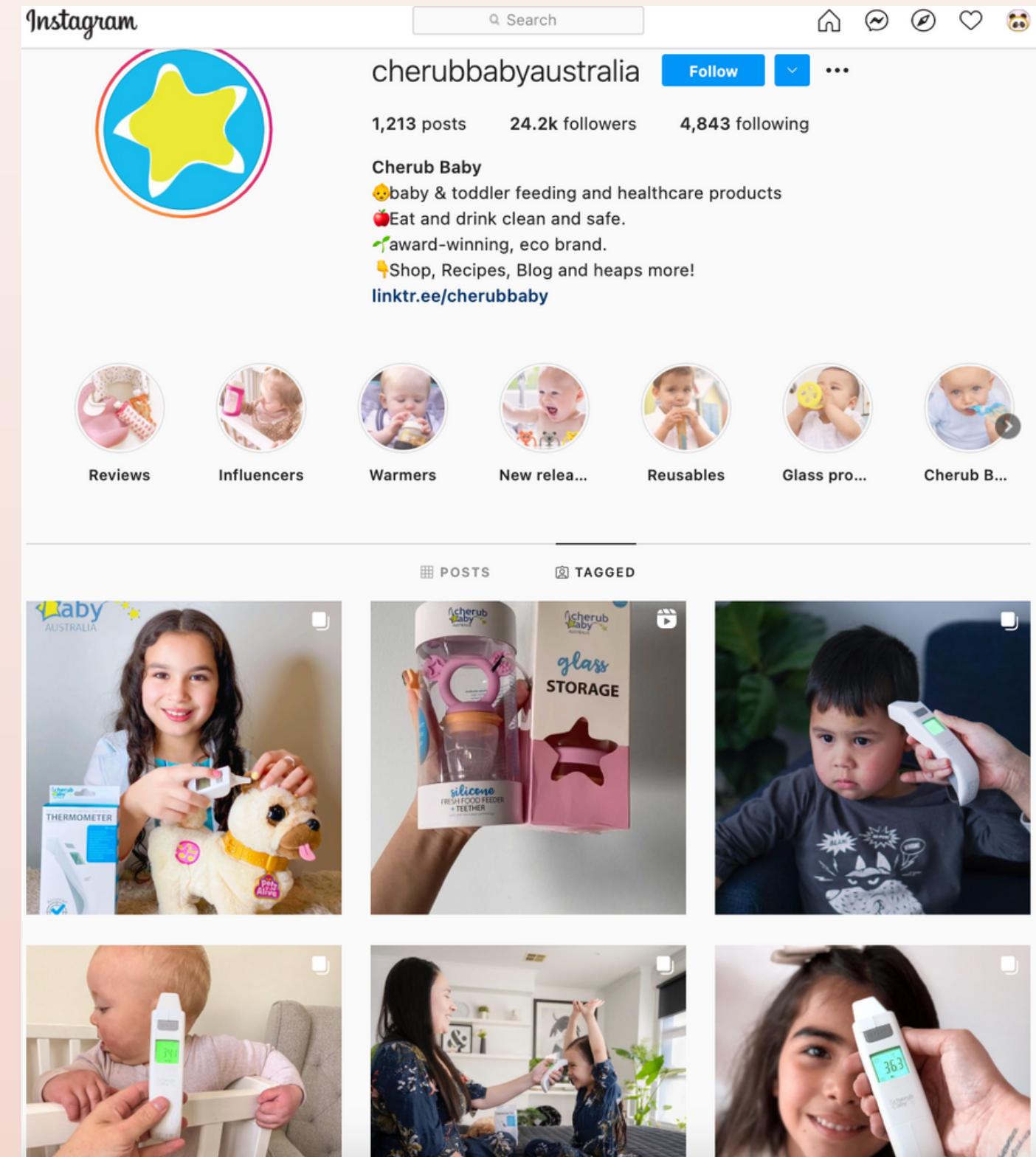
### → Signed Contract (i.e talent brief sheet, checklist etc.)

A signed written talent brief sheet, checklist etc. outlining all the deliverables and what is expected of the influencer, branded hashtags to be used etc.) should be a part of the influencer onboarding process.



# Result

Cherub Baby now has a steady influx of user-generated content from Australian influencers.

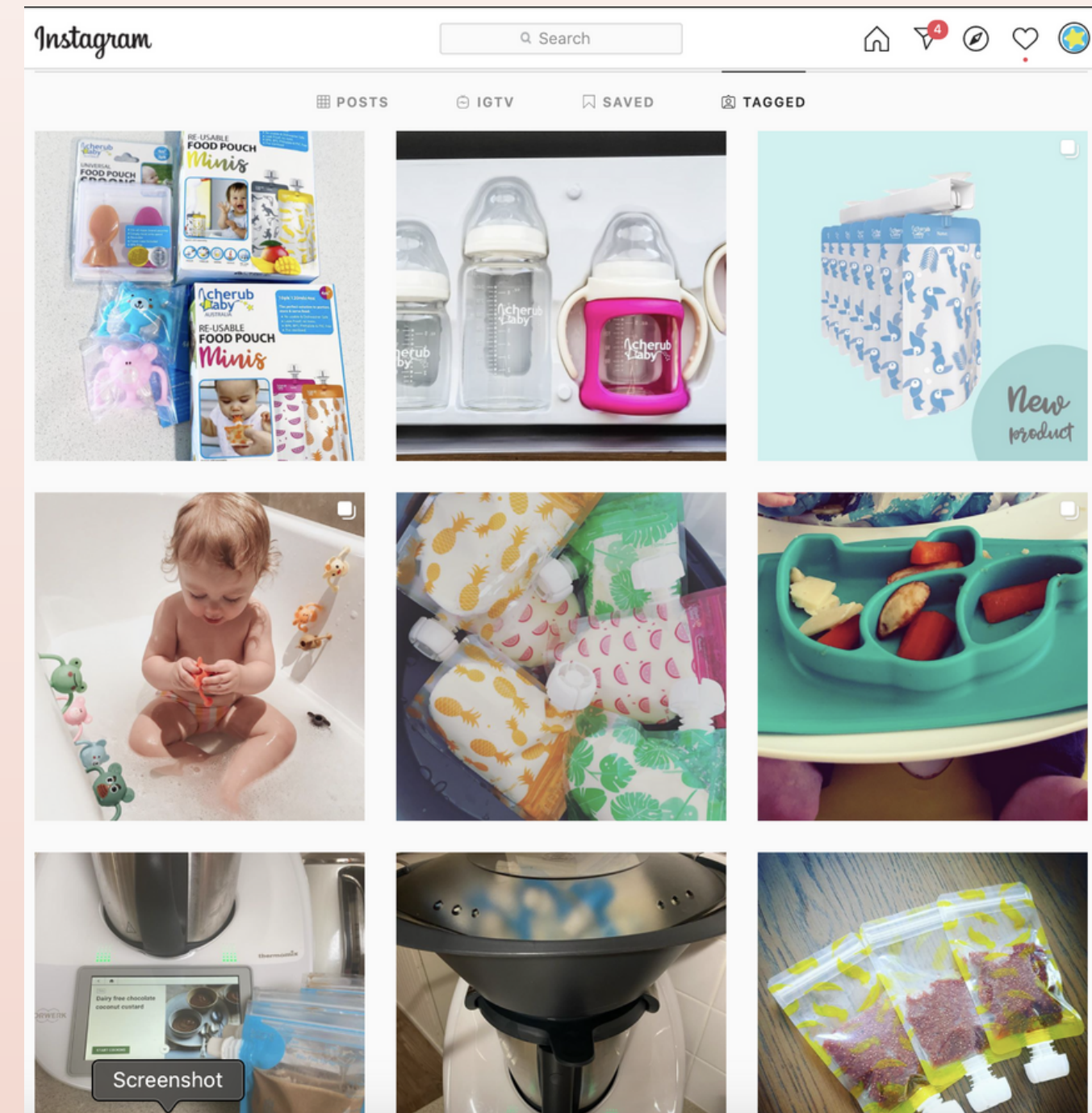


High-quality content means trust and credibility!



# Conclusion

If done right, Collaborating with influencers is a great marketing technique in order for brands to look more attractive and credible. to their potential customers.



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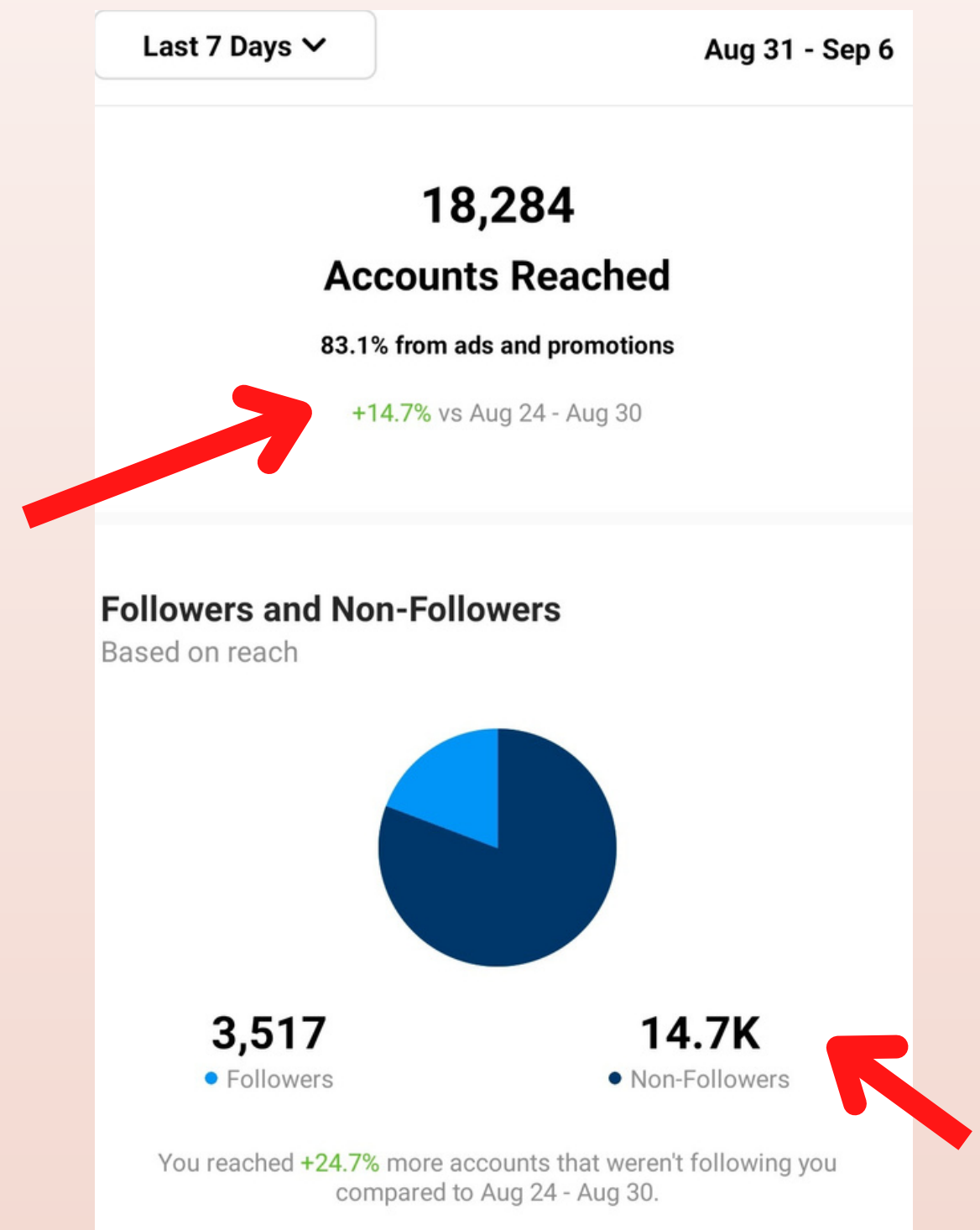
# Conclusion

Influencer marketing has been an important factor in why our accounts' reach has increased. (The increase is from our non-followers, this is probably because of the posts made by the influencers).

Influencer marketing is a great supplement to any marketing strategy. However, since it requires more investment, brands should take careful consideration & steps before fully diving into it.

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