

VAGABOND

SHOEMAKERS

X

ALINA FRENDIY



INFLUENCER MARKETING FOR VAGABOND

The aim of the campaign is to showcase new collection in context of Vagabond by utilizing a select group of popular and stylish influencer in Ukraine.

OBJECTIVES

Drive awareness and consideration of brand, create engagement, attract new consumers.

RESULTS

- **8** publications on social media
- **544 396** coverage on social media
- **+ 50%** increase sales of SS'23 collection





OUR SOLUTION

We chose one of the most popular bloggers in Ukraine — Alina Frendiy. A successful businesswoman, a charismatic girl, who inspire their audience to follow trends and be themselves.

To effectively communicate the Vagabond collection, we created fashion content with an interactive and stylish shoe review

ALINA FRENDIY / Followers: 1M
[LINK](#)



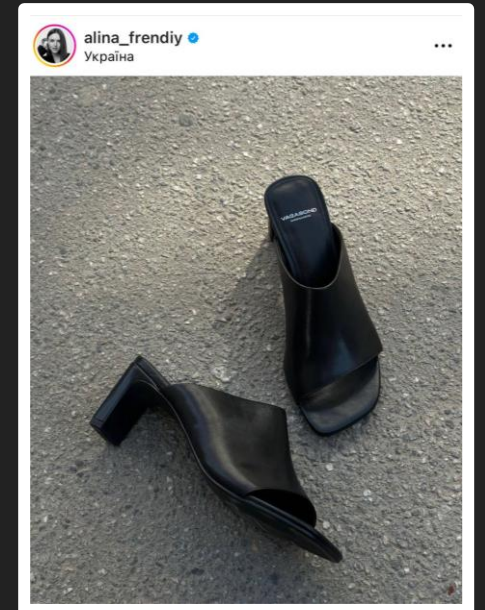
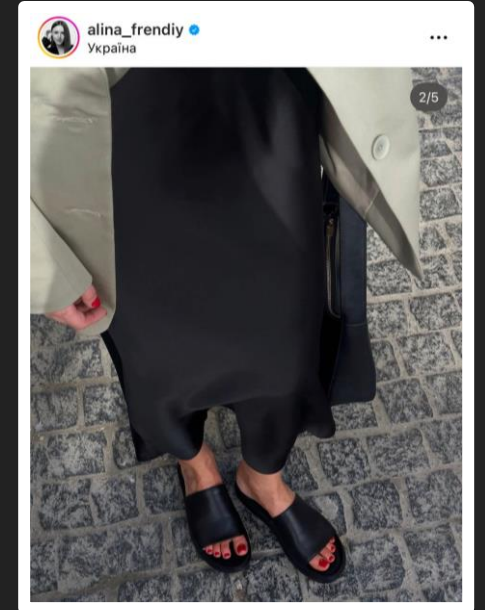
STEP 1. POST ON INSTAGRAM.

A post with a selection of shoes from the VAGABOND summer collection.

Alina described all the advantages of the brand, her own positive impression and her love for high-quality, stylish and at the same time stylish shoes.



Likes: 12 751
Reach: 170 522
ER: 1,2%



STEP 2. IG STORIES.

In IG stories, Alina made an interactive for her followers with a review of VAGABOND shoes.



Total reach of stories: 373 874

Clicks: 3 813

LET'S GROW TOGETHER