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# INFLUENCER CAMPAIGN GUIDE GERMANY ECOHERO



# Executive summary

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This is a guide for ecohero to apply influencer marketing in their social media strategy. The company has no experience with this until now and therefore asked to create a manual for this. This manual is made with the information from the research justification and follows the recommendation to apply this as soon as people can order from the website.

This report contains information about what the goals of influencer marketing are, and which influencers are suitable for the German market. In addition, an appropriate way to approach the influencers. It shows which products are available and with which influencer what product fits. Finally, this report contains a number of examples to give you an idea of what the influencer campaign might look like.

This is a suitable option for ecohero because it fits with the kind of company they are and with their ambitions to inspire more people to choose for sustainable alternatives. Influencer marketing will help increase brand awareness and performance because more people will hear about ecohero. After presenting the professional product to the management team of ecohero they decided to allocate a part of the budget specifically to influencer marketing, this was approved by the main investor. Influencers offer an opportunity to present the product to the target group and introduce ecohero to the German market. A risk is namely that the target group cannot find ecohero, influencer marketing helps to reduce this risk.

This was suggested to the management of ecohero and received the following feedback ..... The management van ecohero and the investors expect a good return on investment, when choosing the right influencers this will be possible. The incompany supervisor agreed that this would be an acceptable solution

This solution would be feasible because ecohero already has the needed budget and manpower to perform this. Although it will take some practice and experience to learn which influencer work best and what is the best strategy for ecohero. This solution can be integrated as soon as the website and Instagram shop is ready.

In the best scenario, the influencer campaign improves performance on social media. This includes more engagement, more followers and a wider reach. In the best scenario, this increases the number of sales and ecohero gains more brand awareness in Germany. The costs incurred by this way of marketing are recovered and per influencer a profit is made. In the worst scenario, the influencers do not succeed in inspiring their followers to make a purchase or the chosen influencers do not want to promote the products for free. In that case, the strategy will have to be adjusted.

# 1 Goals of the influencer campaign

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Before the plan can be set out, it must be clear what goals ecohero wants to achieve with this campaign. Below are the 4 main goals, once these have been achieved the campaign can be considered a success.

## 1. Increase brand awareness

Firstly the goal of the influencer campaign is to create more brand awareness in the new market (Germany). The influencer has to be able to reach the target group and let them know about the brand. By increasing brand awareness

## 2. Increase the amount of followers by 20%

Currently ecohero has quite a lot of followers. However, the problem is that these followers are not real people who are interested in the company and do not result in engagement etc. The influencer campaign will have to result in new followers who are actually interested in ecohero. These followers will increase engagement on the social media account.

## 3. Increase the amount of people reached by 40%

Influencers promoting the brand will generate traffic to the Instagram page. This will help to increase the total amount of people that are being reached by social media. It is important to reach as many people from the target group as possible because they might be a potential customer for ecohero.

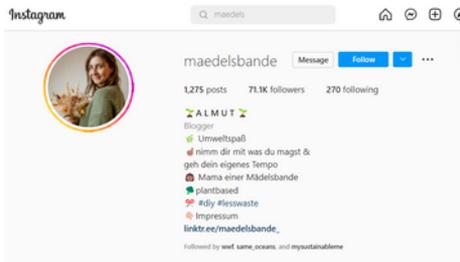
## 4. Generate sales from each influencer

The main goal of using influencer marketing is to generate more sales, these sales can both be online or offline. The influencer must try to inspire the target audience to become a valuable customer of ecohero.

# 2. List of influencer by priority

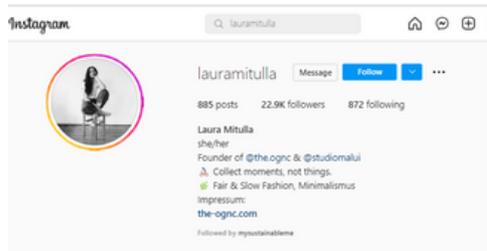
According to the strategy that has been described in the new social media strategy have these influencers been found. They are listed based on their priority, the criteria for this were the amount of followers, engagement on their account and how much their content was in line with ecohero's brand image. Since the influencer won't receive compensation in the form of money not everyone might be interested to participate in the campaign. For that reason, we will start by approaching the 10 most relevant influencers. The rest will be as back-up, find the whole list in the appendix.

## 1. Maedelsbande



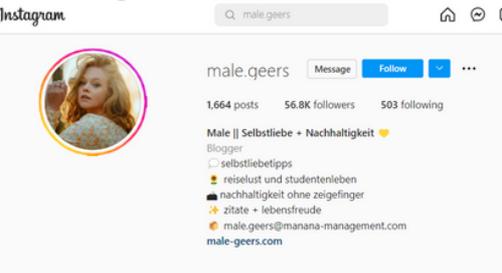
Instagram profile for **maedelsbande**. Bio: Blogger, Umweltspaß, ALMUT, 'nimm dir mit was du magst & geh dein eigenes Tempo', Mama einer Mädelbande, plantbased, #diy #lesswaste, Impressum: linktr.ee/maedelsbande. 1,275 posts, 71.1K followers, 270 following.

## 6. Lauramitulla



Instagram profile for **lauramitulla**. Bio: Laura Mitulla, she/her, Founder of @the.ognc & @studiomalul, Collect moments, not things, Fair & Slow Fashion, Minimalismus, Impressum: the-ognc.com. 885 posts, 22.9K followers, 872 following.

## 2. Male.geers



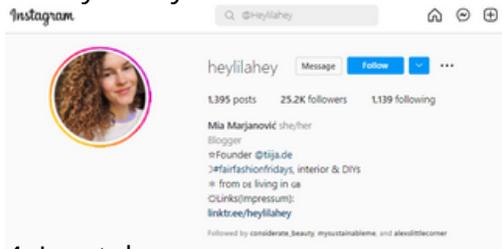
Instagram profile for **male.geers**. Bio: Male | Selbstliebe + Nachhaltigkeit, Blogger, selbstliebetipps, reiselust und studentenleben, nachhaltigkeits ohne zeigefinger, zitate + lebensfreude, male.geers@manana-management.com, male-geers.com. 1,664 posts, 56.8K followers, 503 following.

## 7. Issabelsophie



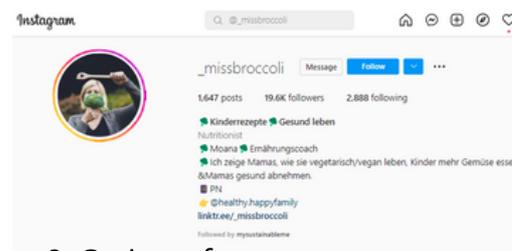
Instagram profile for **iisabelsophie**. Bio: isa | she/her, Digital creator, nachhaltig + ehlich + unperfekt, in love with animals and nature, girl with a green heart, Braunschweig, info@iisabelsophie.com, linktr.ee/iisabelsophie. 1,591 posts, 23.4K followers, 254 following.

## 3. Heylilahey



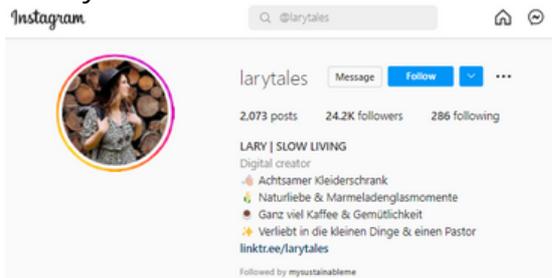
Instagram profile for **heyililahey**. Bio: Mia Marjanović she/her, Blogger, Founder @tija.de, #fairfashionfridays, interior & DIYs, from of living in ca, Links/impressum: linktr.ee/heyililahey. 1,395 posts, 25.2K followers, 1,139 following.

## 8. Missbroccoli



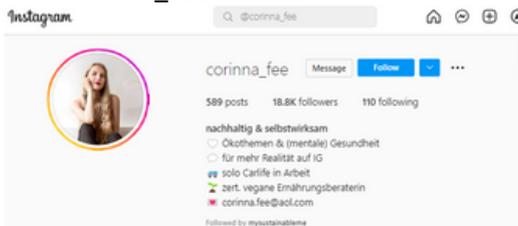
Instagram profile for **\_missbroccoli**. Bio: Kinderrezepte + Gesund leben, Nutritionist, #kicco, Ernährungscoach, Ich zeige Mamas, wie sie vegetarisch/vegan leben, Kinder mehr Gemüse essen & Mamas gesund abnehmen, PN, @healthy.happyfamily, linktr.ee/\_missbroccoli. 1,647 posts, 19.6K followers, 2,888 following.

## 4. Larytales



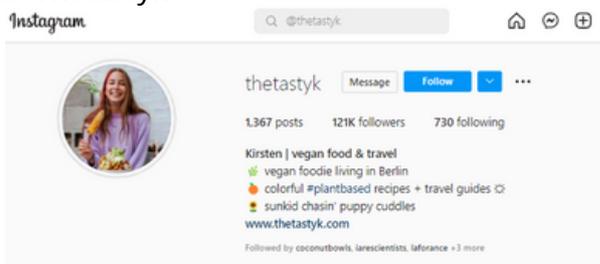
Instagram profile for **larytales**. Bio: LARY | SLOW LIVING, Digital creator, Achtsamer Kleiderschrank, Naturliebe & Marmeladenglasmomente, Ganz viel Kaffee & Gemütlichkeit, Verliebt in die kleinen Dinge & einen Pastor, linktr.ee/larytales. 2,073 posts, 24.2K followers, 286 following.

## 9. Corinna\_fee



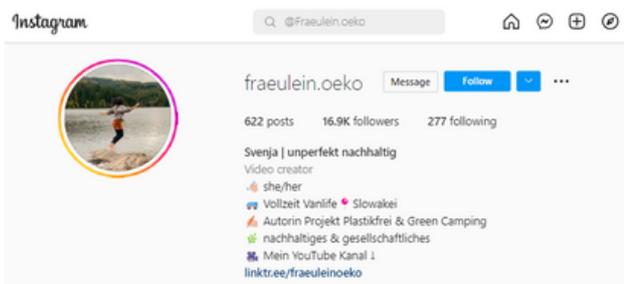
Instagram profile for **corinna\_fee**. Bio: nachhaltig & selbstwirksam, Ökothemen & (mentale) Gesundheit, für mehr Realität auf IG, solo Carlife in Arbeit, zeit. vegane Ernährungsberaterin, corinna\_fee@aol.com. 589 posts, 18.8K followers, 110 following.

## 5. Thetastyk



Instagram profile for **thetastyk**. Bio: Kirsten | vegan food & travel, vegan foodie living in Berlin, colorful #plantbased recipes + travel guides, sunkid chasin' puppy cuddles, www.thetastyk.com. 1,367 posts, 121K followers, 730 following.

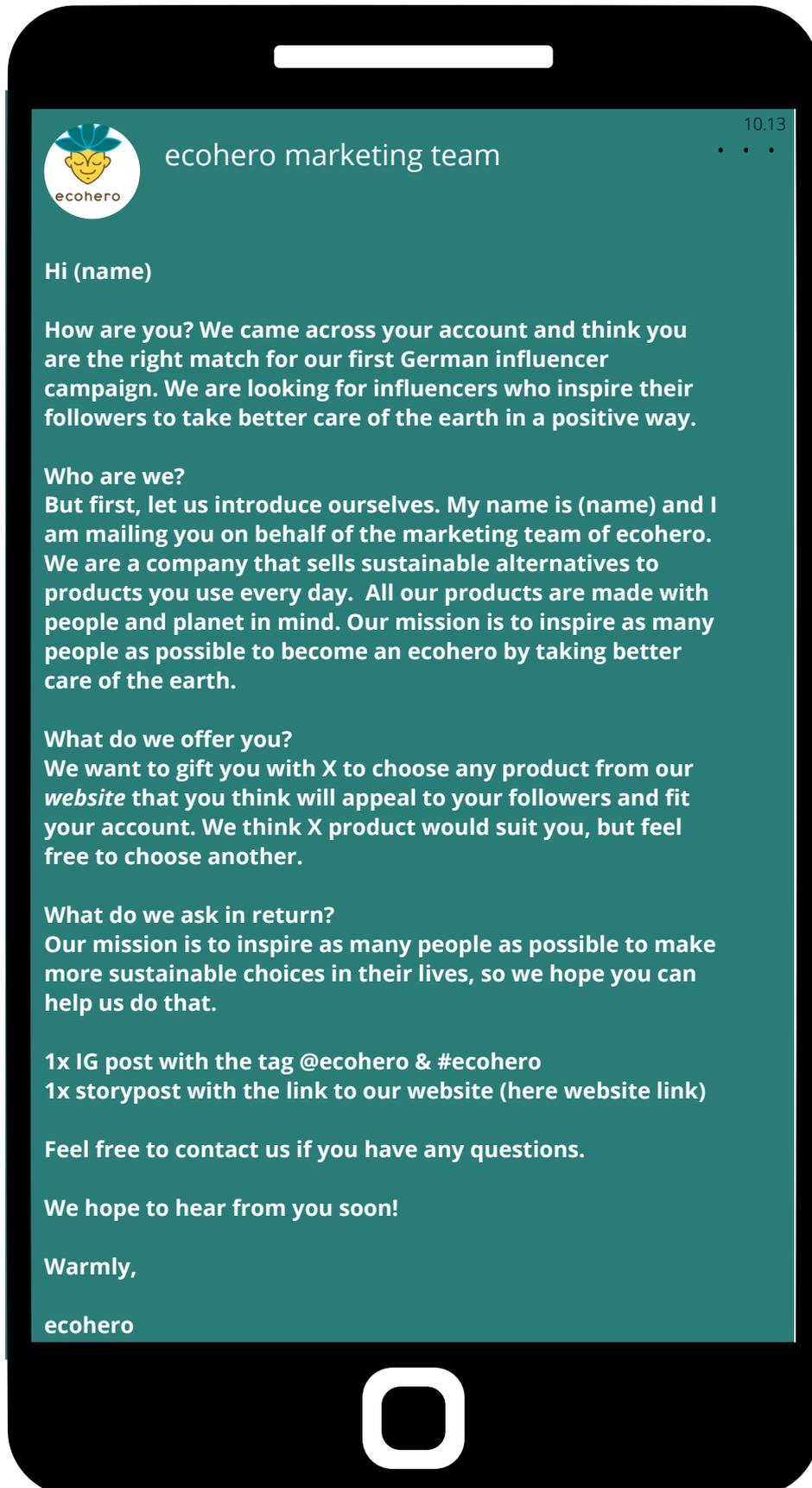
## 10. Fraeulein.oeko



Instagram profile for **fraeulein.oeko**. Bio: Svenja | unperfekt nachhaltig, Video creator, she/her, Vollzeit VanLife + Slowakei, Autorin Projekt Plastikfrei & Green Camping, nachhaltiges & gesellschaftliches, Mein YouTube Kanal | linktr.ee/fraeuleinoeko. 622 posts, 16.9K followers, 277 following.

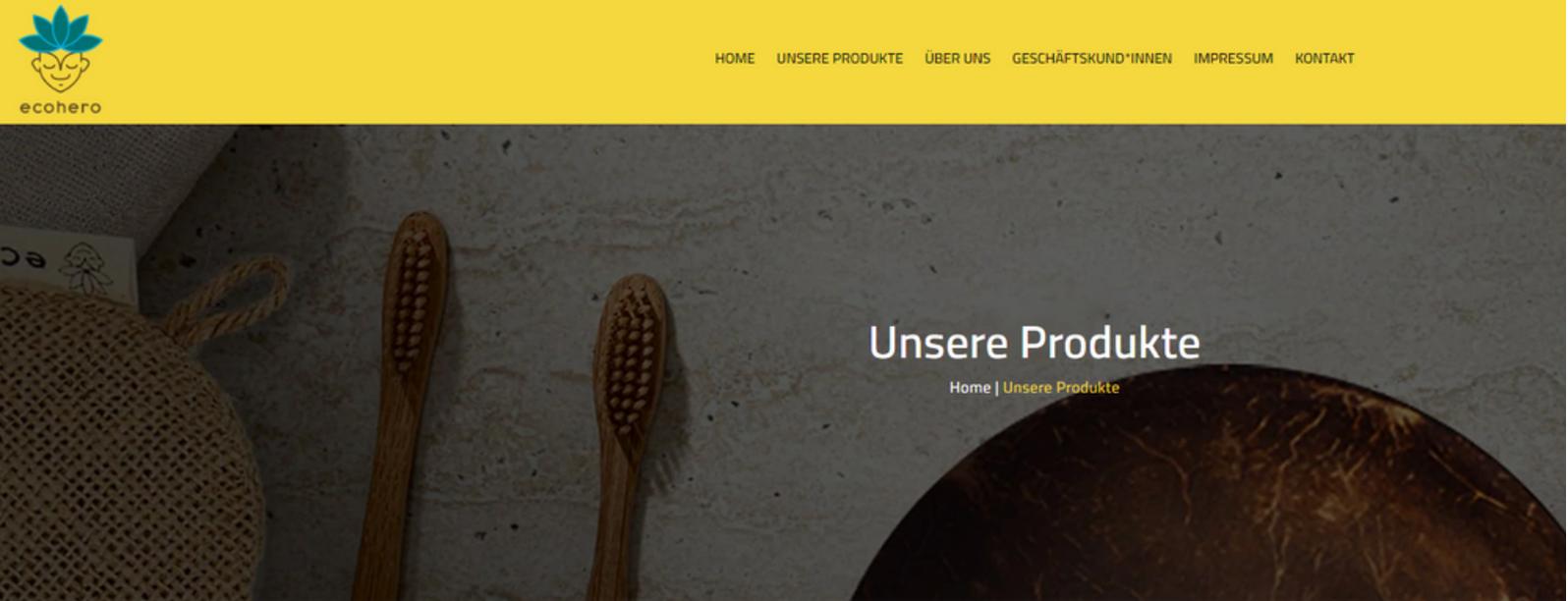
# 3. How to approach the influencer

The first impression is of great importance therefore it is important to send out a good message to the chosen influencers. Depending on the influencer, they will be contacted via email (if indicated on their account) or via direct message. Depending on the kind of reaction we receive further communication takes place. But this will be the standard message to send out



# 4. Catalogue

The chosen influencers can choose from different products from the website. These are the products available through the site and eventually in supermarkets.



## Produkte

9 Produkte    Sortieren nach: Alphabetisch, A-Z



**Bambus-Strohhalme**  
€11,99 EUR

Menge 1

**AUSVERKAUFT**



**Bambus-Tablett**  
€35,99 EUR

Menge 1



**Bambus-Wattestäbchen**  
€12,99 EUR

Menge 1

# 4. Catalogue



Make-Up-Entferner-Reinigungspads

€19,99 EUR

Menge 1



Make-Up-Entferner-Reinigungspads Nachfüllpack

€12,99 EUR

Menge 1



Wiederverwendbare Küchentücher Aus Bambusfasern

€10,99 EUR

Menge 1



Bambus-Wattestäbchen Nachfüllpack

€6,20 EUR

Menge 1



Bambuszahnbürsten Familienpackung

€10,99 EUR

Menge 1



Kokosnussschalen-Set

€17,99 EUR

Menge 1

# 5. Product suggestion per influencer

## 1. Maedelsbande

Instagram

maedelsbande

1,275 posts 71.1K followers 270 following

ALMUT Blogger

- Umweltspaß
- nimm dir mit was du magst & geh dein eigenes Tempo
- Mama einer Mädelsbande
- plantbased
- #diy #lesswaste
- Impressum

[linktr.ee/maedelsbande\\_](http://linktr.ee/maedelsbande_)

Followed by wwf\_same\_oceans, and mysustainableme



## 2. Male.geers

Instagram

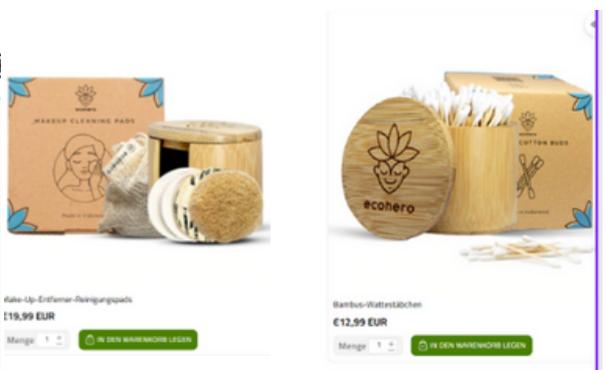
male.geers

1,664 posts 56.8K followers 503 following

Male || Selbstliebe + Nachhaltigkeit Blogger

- selbstliebetipps
- reiselust und studentenleben
- nachhaltigkeit ohne zeigefinger
- zitate + lebensfreude
- male.geers@manana-management.com

[male-geers.com](http://male-geers.com)



## 3. Heylilahey

Instagram

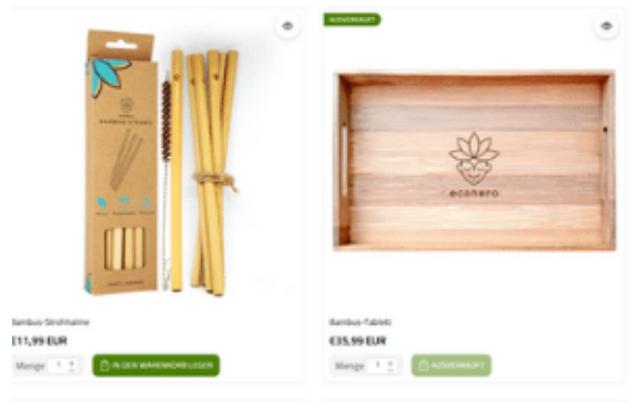
heyilahaey

1,395 posts 25.2K followers 1,139 following

Mia Marjanović she/her Blogger

- Founder @tija.de
- #fairfashionfridays, interior & DIYs
- from be living in gb
- Links (Impressum): [linktr.ee/heyilahaey](http://linktr.ee/heyilahaey)

Followed by considerate\_beauty, mysustainableme, and alexslittlecorner



## 4. Larytales

Instagram

larytales

2,073 posts 24.2K followers 286 following

LARY | SLOW LIVING Digital creator

- Achtsamer Kleiderschrank
- Naturliebe & Marmeladenglasmomente
- Ganz viel Kaffee & Gemütlichkeit
- Verliebt in die kleinen Dinge & einen Pastor

[linktr.ee/larytales](http://linktr.ee/larytales)

Followed by mysustainableme



# 5. Product suggestion per influencer

## 5. Thetastyk

Instagram

Search: @thetastyk



**thetastyk** Message Follow

1,367 posts 121K followers 730 following

Kirsten | vegan food & travel  
vegan foodie living in Berlin  
colorful #plantbased recipes + travel guides  
sunkid chasin' puppy cuddles  
[www.thetastyk.com](http://www.thetastyk.com)

Followed by coconutbowls, iaescientists, laforance +3 more



Kokosnussschalen-Set  
€17,99 EUR  
Menge: 1 IN DEN WARENKORB LEGEN



Wiederverwendbare Küchentücher Aus Bambusfasern  
0,99 EUR  
Länge: 1 IN DEN WARENKORB LEGEN

## 6. Lauramitulla

Instagram

Search: lauramitulla



**lauramitulla** Message Follow

885 posts 22.9K followers 872 following

Laura Mitulla  
she/her  
Founder of @the.ognc & @studiomalui  
Collect moments, not things.  
Fair & Slow Fashion, Minimalismus  
Impressum:  
[the-ognc.com](http://the-ognc.com)

Followed by mysustainableme



Bambus-Ströhhalme  
€11,99 EUR  
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Bambus-Tablett  
€35,99 EUR  
Menge: 1 AUSVERKAUFT

## 7. Issabelsophie

Instagram

Search: @issabelsophie



**iisabelsophie** Message Follow

1,591 posts 23.4K followers 254 following

Isa [she/her]  
Digital creator  
nachhaltig - ehrlich - unperfekt  
in love with animals and nature  
girl with a green heart  
Braunschweig  
info@iisabelsophie.com  
[linktr.ee/iisabelsophie](http://linktr.ee/iisabelsophie)

Followed by mysustainableme



Kokosnussschalen-Set  
€17,99 EUR  
Menge: 1 IN DEN WARENKORB LEGEN

# 5. Product suggestion per influencer

## 8. Missbroccoli

Instagram profile for **\_missbroccoli**. Bio includes: "Kinderrezepte", "Gesund leben", "Nutritionist", "Moana Ernährungscoach", "Ich zeige Mamas, wie sie vegetarisch/vegan leben, Kinder mehr Gemüse essen & Mamas gesund abnehmen.", "PN", "@healthy.happyfamily", "linktr.ee/\_missbroccoli".



## 9. Corinna\_fee

Instagram profile for **corinna\_fee**. Bio includes: "nachhaltig & selbstwirksam", "Ökothemen & (mentale) Gesundheit", "für mehr Realität auf IG", "solo Carlife in Arbeit", "zert. vegane Ernährungsberaterin", "corinna.fee@aol.com".



## 10. Fraeulein.oeko

Instagram profile for **fraeulein.oeko**. Bio includes: "Svenja | unperfekt nachhaltig", "Video creator", "she/her", "Vollzeit Vanlife Slowakei", "Autorin Projekt Plastikfrei & Green Camping", "nachhaltiges & gesellschaftliches", "Mein YouTube Kanal", "linktr.ee/fraeuleinoeko".



# 6. Examples of content

To give an idea what kind of content the Influencer could create a few examples have been shared below. This can be used if the influencer asked for more guidelines about what we are expecting from them.

## 1. Tutorial

People love to go on social media to get inspired and learn new things. One of the content that results in the most engagement are tutorials. The products of ecohero are suitable to create tutorials about.

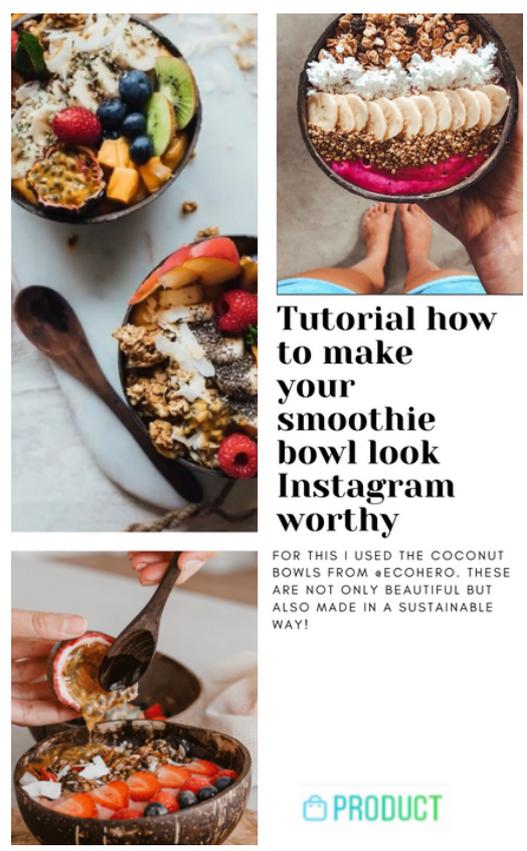
Picture 6.1: Tutorial example



## 2. Unboxing

The PR package should be a real present. With the unboxing the influencer involves the viewer into the experience of opening the product and showing their first impression.

Picture 6.2: Unboxing example



## 2. Explain

The influencer can also explain something about the product or about ecohero itself. Showing the viewer more insights behind the product/company

Picture 6.2: Explain example

