



Swisse

NATURAL DEFENCE CAMPAIGN

TRIBE 
CASE STUDY



CAMPAIGN OBJECTIVE

Posts of you using our skincare product.

THE BRIEF

We'd love for your posts to highlight your experience with a product from our Swisse Natural Defence range. We'd love to see BB cream selfies, application videos, premium flat lays and for you to talk about the importance of SPF in pure, natural beauty.



MOODBOARD



TRIBE



25

CREATOR
POSTS

\$4K-\$6K

BUDGET

637K

COMBINED
FOLLOWERS



11,346

LIKES &
COMMENTS

2.65%

ENGAGEMENT

\$0.44

COST PER
ENGAGEMENT

TRIBE

Swisse



TRIBE



cheekycharlieboo Love this cream!

immyjaye I love products with sun protecting properties!

healthy.mama.of.two I may have to give it a try!

__fletch__ So need some of this

memoirs.of.us Looks great need to try

cassrwong Ooh it's so hard to find a good tinted sunscreen!
This looks good

neighha Always love finding new spfs

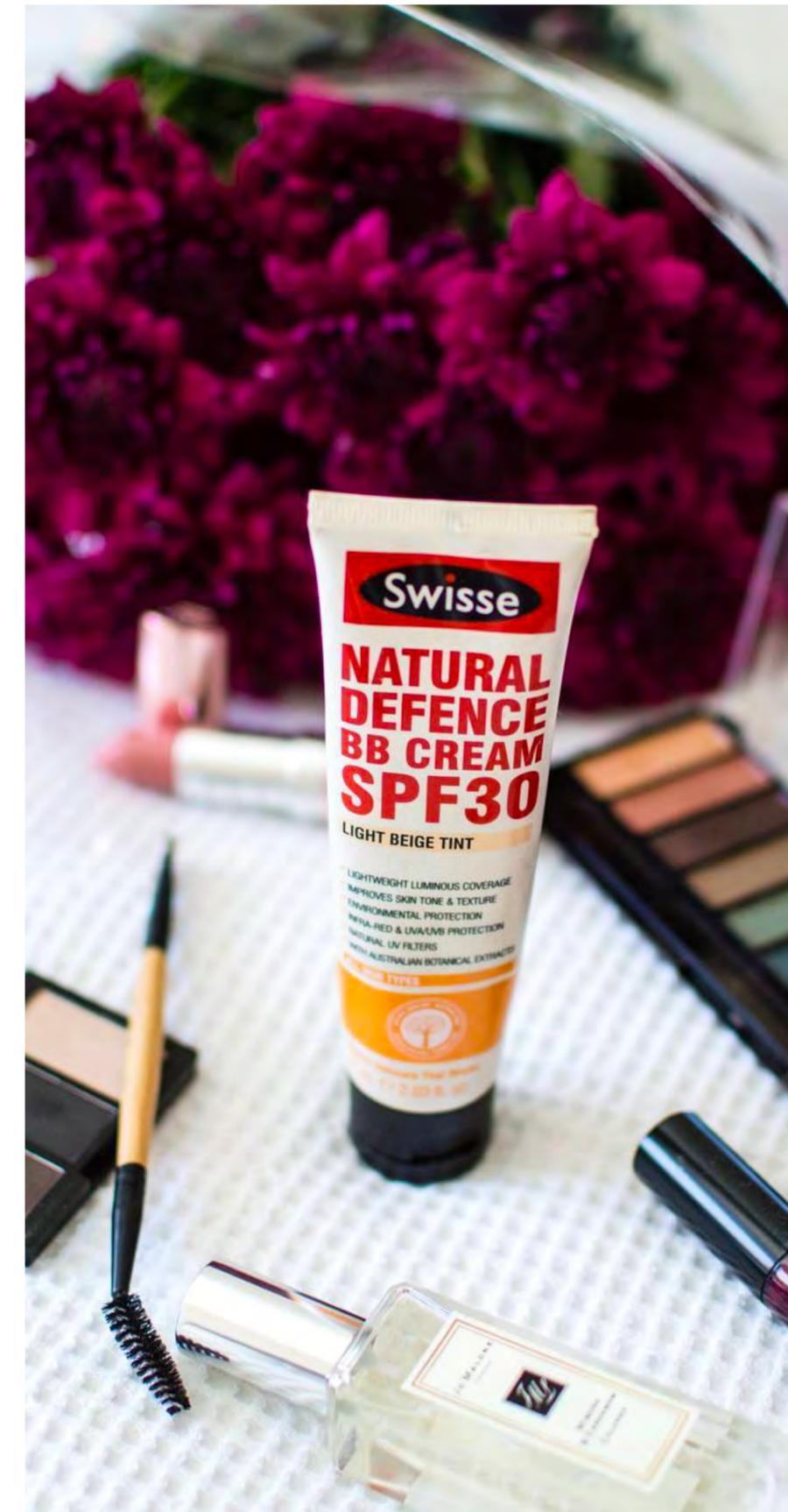
journeysofc Sounds like an awesome product!

allthingsbeautymichelles These sound so good for your skin 💜

temporaryprincess I love their clean packaging!

wholeheartedlisa Oooh yes just used this for the first time today
it's just lovely, hydrating, light coverage I'm a fan! 🥰👏

fabulousandfunlife I love the fact it contains SPF30!



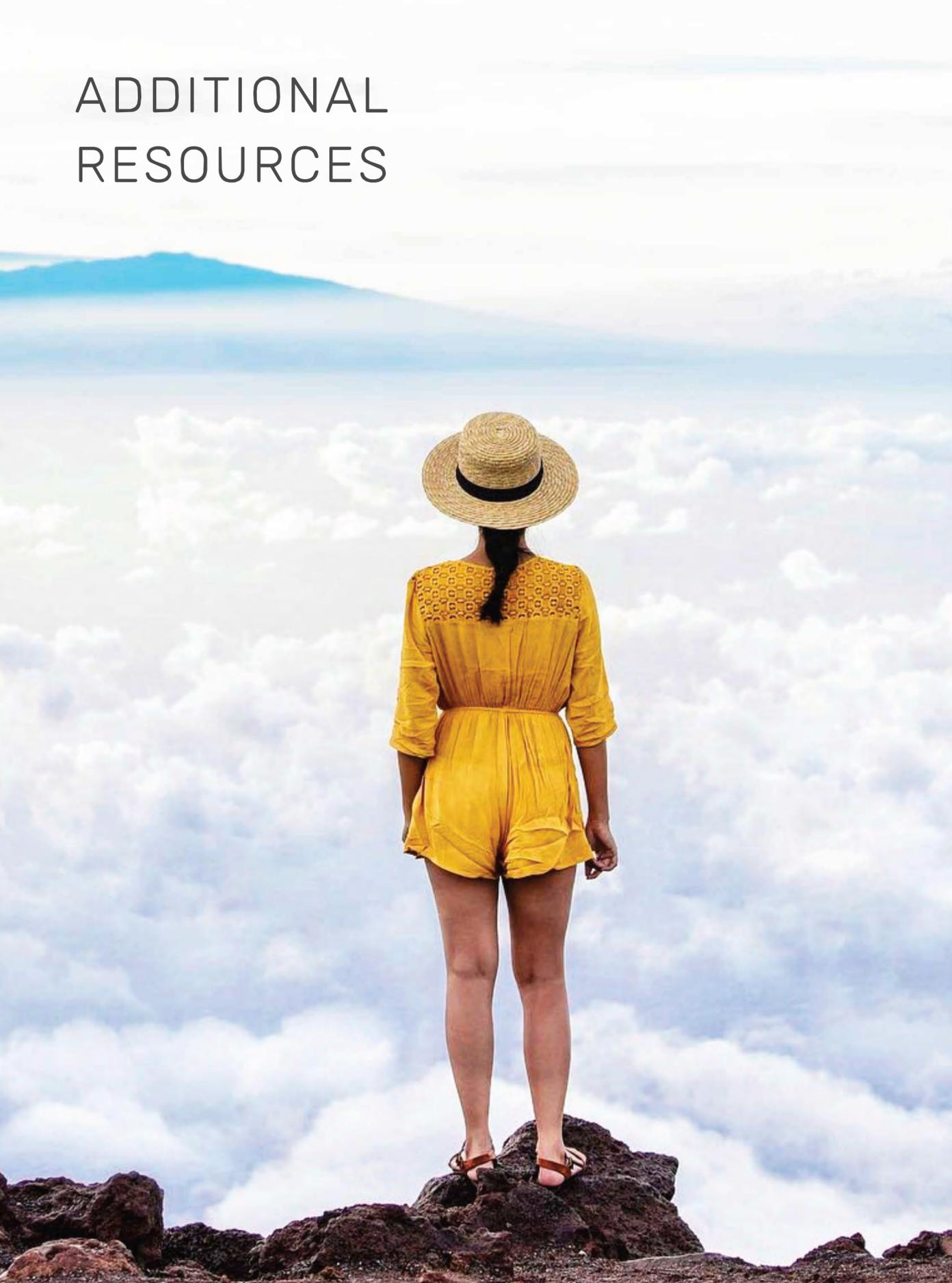


Siobhan Wend

PR ADVISOR

“We saw an uplift in the product sales throughout the campaign period. Some campaigns didn’t have any other marketing activity during that time, so it was phenomenal to see how such a low investment in a new product was driving an amazing uplift in sales.”

ADDITIONAL RESOURCES



GLOSSARY

COST PER ENGAGEMENT:

The cost of the post divided by the number of comments, likes and shares. A lower CPE is better value.

POST ENGAGEMENT%:

The total comments, likes and shares divided by the number of followers.

INDUSTRY BENCHMARKS

.05%

Avg Engagement
Linkedin ¹

.06%

Avg click through
rate on display ad ²

0.9%

Avg click through
rate on Facebook
(all industries) ³

3.02%

Avg eng. on TRIBE
Influencer post on
Instagram

RATE CARD PER POST:

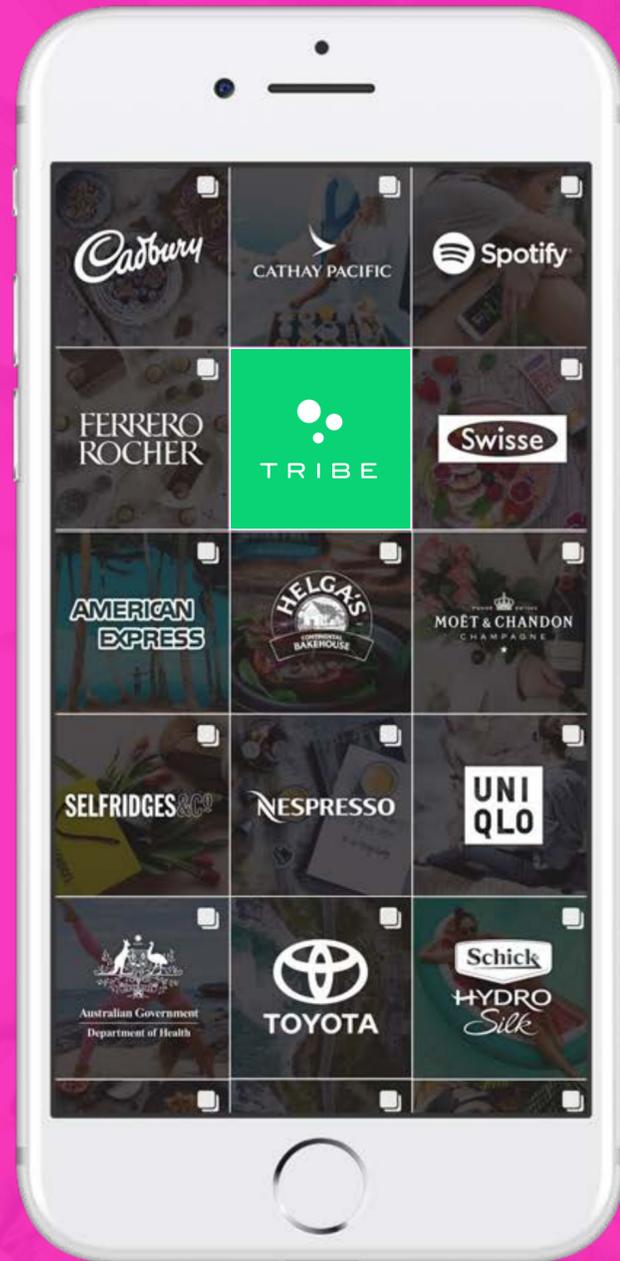
FOLLOWERS	BALLPARK
3-10K	\$75-\$150
10-25K	\$150-\$220
25-50K	\$220-\$350
50-100K	\$350-\$500
100K+	\$500+



Due to a high ROI achieved through Instagram, it's uncommon for brands to request organic Facebook and Twitter posts from influencers. Therefore data from these platforms vary too much to derive benchmarks.

1. Forrester
2. ThinkwithGoogle
3. Wordstream

TRIBE



 @tribe.content

[BROWSE MORE CASE STUDIES](#)

TRIBE

[START YOUR NEW CAMPAIGN TODAY](#)

UK/EU/USA

LISA TARGETT
UK General Manager

+44 7414 828 173
lisa@tribegroup.co

AU/NZ

NICK RANDALL
CRO

+ 61 418 143 007
nick.randall@tribegroup.co

[TRIBEGROUP.CO](http://tribegroup.co)

