

# AUDIBLE BY AMAZON

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## **Objective:**

Audible by Amazon wanted to launch their product in the Indian market and change the way users “read” books. They wanted to identify key consumer groups and promote the product to them.

## **Ask from the Client:**

The service had to be promoted in such a way that different users could identify the problem areas with the traditional way that they consumed books and can connect with the revolution in this space. Influencer marketing and PR articles were decided as the best means to launch this.

## **Our Unique Solution:**

To promote the product and explain its features to the audience, we got influencers from various categories like Travel, Booktubers, Fitness, Entrepreneurs, and Lifestyle. Using our research and strong influencer network across the globe, we were able to figure out the appropriate people to reach the right TG.

We used Sonali Swami for fitness enthusiasts, Snehalata Jain & Prerna to influence working mothers, Settle Subtle for all the travellers, and even publishers like Inner Voice for those who need the motivation.

## **Results:**

- 10 influencers
- 1 publishing house
- 1 celebrity
- 12k+ website clicks
- 250k + reach
- 370k+ impressions
- 650k+ engagement

## **Reference Links:**

- Sonali Swami: <https://www.instagram.com/p/BuaeNOzgdMe/>
- Settle Subtle: <https://www.instagram.com/p/BtqaO7WA411/>
- Prerna: <https://www.instagram.com/p/BuixER5hkeo/>
- Manpreet: <https://www.youtube.com/watch?v=YGoZYsmLP54&feature=youtu.be>