

SMALL BUSINESS DAY BY AMAZON

Objective:

The idea was to create an integrated offline and digital campaign to help promote the Small Business Day sale. An event was supposed to be organised, and continuous engagement activities online were supposed to be planned.

Ask from the Client:

Amazon wanted to further continue on their initiative and provide a platform to homegrown sellers of India. This was to be done in mainly 3 categories; karigars, saheli, launchpad

Our Unique Solution:

An event was organised where the 20 shortlisted CAT A influencers and 15 CAT B influencers were invited from all across the country. The idea was to segregate these influencers in the 3 categories of the sellers and interact with them. This in turn would be broadcasted on their digital platforms. The influencers were also given goodie bags with gifts from the sellers. The same products along with the idea of Small Business Day, were promoted on social media channels of the influencers.

Results:

- 20 Mega Influencers
- 15 Micro influencers
- 14.5m+ reach
- 25.6m+ impressions
- 200k+ website clicks
- 1.5m+ engagement

Reference Links:

- Nivriti: <https://www.instagram.com/p/B6C8eMjp3Af/?igshid=1I3pgr22jj6d0>
- Siddhartha Joshi: <https://www.instagram.com/p/B6DWLdhgy2V/?igshid=mu4novo26kce>
- Vipul: <https://www.instagram.com/p/B6C1cPgp2OI/?igshid=a7990ramz7fr>
- Aashna: https://www.instagram.com/p/B6C9Td_gS8B/?igshid=12915hzhgemwpi