



Influencer Marketing. Simplified.

## Lionize Boosts Engagement for Diabetes Nonprofit Through Streamlined Services

Influencer marketing has fast become one of the best ways for businesses and non-profits alike to reach highly targeted audiences through the help of key figures in communities, both broadly based and niche. With an estimated value of nearly \$10 billion as of 2020, influencer marketing continues to see growing investments from organizations of all shapes and sizes eager to cash in on the opportunity to reach new audiences. However, managing these campaigns often proves challenging, especially for non-profit entities with limited time and resources.

With Lionize, such organizations can tap into a robust tool that opens the door to more cost-effective marketing and direct connections to relevant influencers. A recent success story with a non-profit organization speaks to that effectiveness.



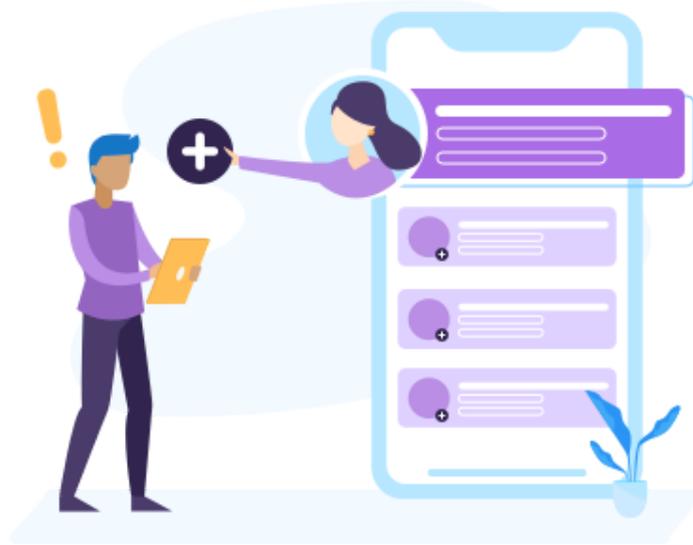
### What is the Lionize platform?

A web-based platform providing turnkey influencer marketing management, Lionize uses advanced data science and cutting-edge machine learning to modernize efforts surrounding influencer engagement. Lionize was designed to simplify the recruitment of influencers into a marketing program and provide matchmaking services so business users can quickly choose from a pool of qualified candidates. Part job-recruitment, part management portal, Lionize puts everything to do with influencer marketing under one roof, including post-management, payment, and analytics.

# WHY INFLUENCER MARKETING?

## About the Client

The client is a small-to-medium-sized nonprofit organization in the healthcare sector focused on online research into Diabetes. The key goal was to boost the recruitment of individuals into this ongoing survey-based study system by growing awareness and generating a more expansive reach for the project. The client chose to invest in influencer marketing in part to achieve these goals.



### The Challenge:

Our non-profit client needed to leverage the reach of influencers to attract the attention of individuals suitable for participation in their study and began a manually-managed program comprising about two dozen individuals on popular social media platforms. However, the client encountered several challenges:

- One-on-one management of influencers was costly and time-consuming.
- Drafting individual contracts for each influencer slowed onboarding.
- CPC was not as robust as desired.
- The time required.

### The Strategy:

Maintain the original pool of influencers for continuity while transitioning to the Lionize platform for end-to-end management of the entire process. The client-focused on recruiting new influencers through Lionize's matchmaking tools, deploying standardized contracts and automated payment arrangements, and overseeing post-management and performance tracking through the platform.

# THE RESULTS

Our client saw a dramatic shift in their program, recruiting at least 75 new influencers, including some outside of their typical profile. With a deep bench of additional influencers available at any time, the client's marketing plan is now fully mature.

## With Lionize, they achieved:

- A 35.9% growth in social media engagements over six months.
- A 5% reduction in cost per conversion.
- An average of 7.28 conversions per Lionize influencer.

Additionally, the organization's small team no longer has to dedicate an overwhelming portion of their time to influencer management. Lionize's in-depth analytics enabled the team to track KPIs at a glance and make adjustments when necessary while also identifying which influencers represented the best investment. With these tools, they freed up valuable time, allowing opportunities for other projects to mature and for additional outreach efforts.

Calling their work with Lionize "a huge success" and stating that they would "highly recommend" the platform to other organizations engaging influencers, we're proud to have earned our client's seal of approval. The non-profit continues to rely on Lionize and has developed a long-term strategy based on the wide range of advantages afforded to their small team by this innovative platform.

**Explore the potential for Lionize to change your marketing today. Find out more now.**

