

SPORTCHEK



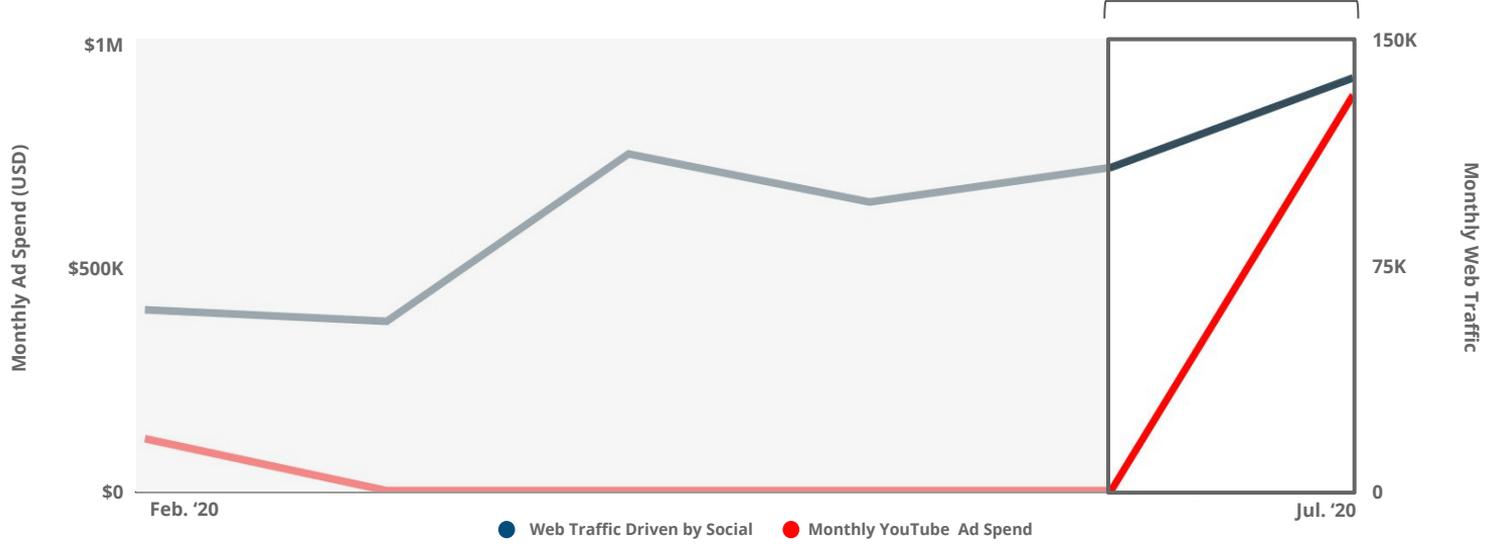
**Driving Traffic With
Athlete Micro Influencers**

Activewear

In July of 2020, Sport Chek began aggressively advertising on **YouTube** with a budget increase from \$0 to \$835K which contributed to a **+28%** increase in social web traffic.

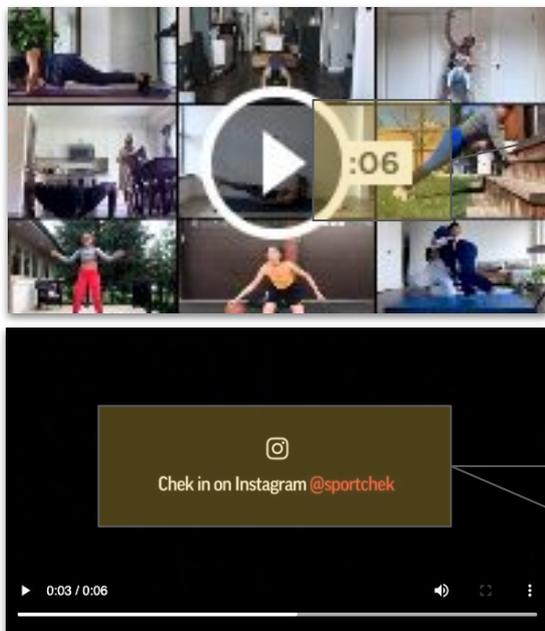


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The YouTube campaign featured micro-influencer [Alessia Scauzillo](#), who partnered up with Sport Chek to create various at-home workouts.



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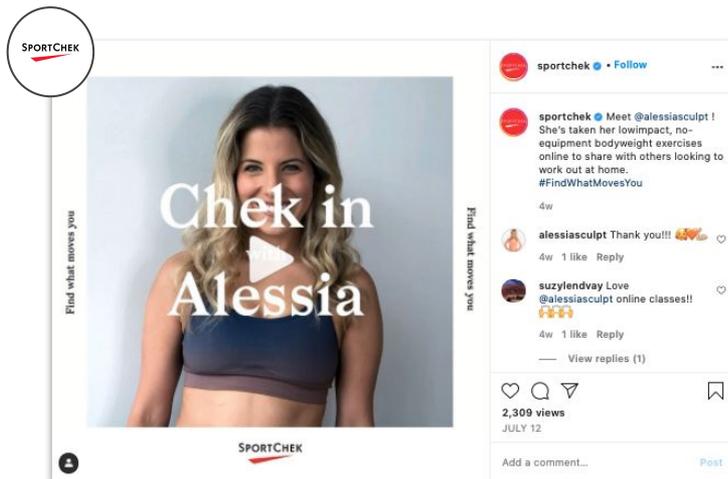
Video length is 6 seconds which falls within the optimal video length for display video (5 - 30s)

Video promoted at-home workouts, making the content timely and in demand during the pandemic

Ad directed viewers to both Alessia's and Sport Chek's Instagram account, driving further engagement on organic social

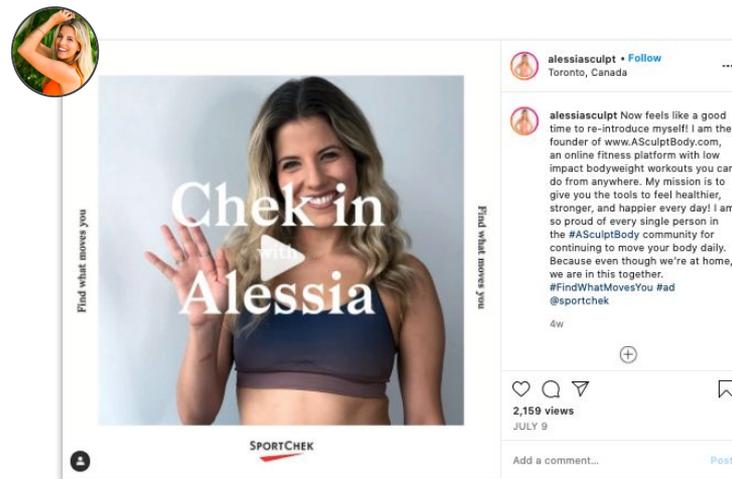
Ad has a clear CTA - "Chek in on Instagram"

Alessia and Sport Chek both published the same video featuring her at-home workout program. However, Alessia's channel generated 4X more engagement compared to Sport Chek despite her Instagram page only having 6K followers.



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Engagement: 100 | ER: 0.13%



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Engagement: 466 | ER: 7.42%

Social posts used the same campaign hashtag #FindWhatMovesYou and promoted Alessia's "A Sculpt Body" online fitness program which focuses on low impact bodyweight workouts.

Two days following the first Sport Chek sponsored post, Alessia hosted a giveaway where the prize was a membership to her online fitness program, sponsored by Sport Chek.



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Engagement: 955 | ER: 15%

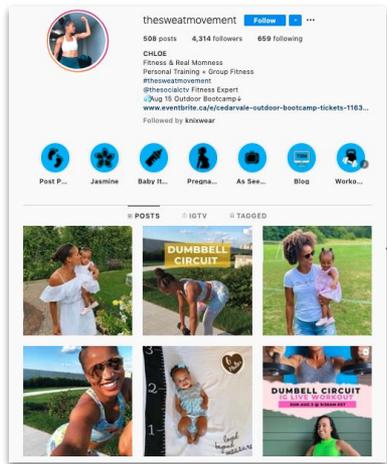
Prize: Six month membership to her online fitness program and a \$25 Sport Chek gift card for 6 people.

How to Enter: Tag someone who made a positive impact in the comments and follow Alessia's IG

Number of Entries: 383

On the giveaway post, Alessia announced that she will also be hosting a fitness class on IG Live, sponsored by Sport Chek.

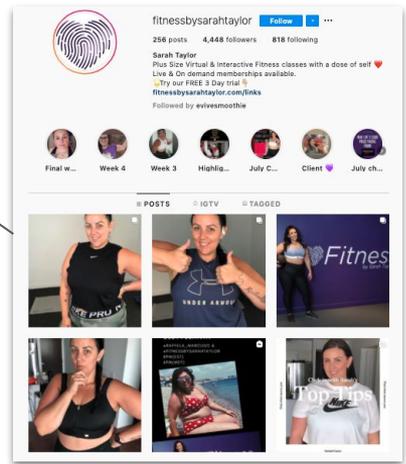
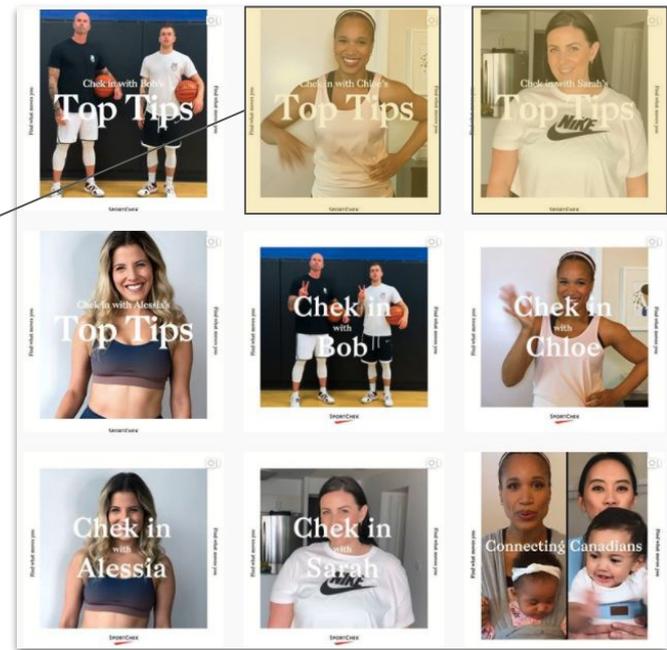
Sport Chek worked with multiple female micro-influencers for this campaign, who all had less than 5K followers on Instagram.



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Followers: **4,314**

Chloe is a new mom who is a personal trainer and focuses on group fitness.



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Followers: **4,448**

Sarah Taylor is a plus size virtual fitness trainer who has her own fitness program.

Key Takeaways

From the Sport Chek Influencer Case Study

Influencer Strategy — Focus on Micro Influencers: Sport Chek's micro influencer campaign featuring Alessia Scauzillo generated 4X more engagement when content was posted onto her own channel: Alessia's post outperformed Sport Chek in terms of engagements despite her account only having 4K followers, compared to Sport Chek who has over 70K followers.

Micro influencers tend to have a loyal fanbase who are highly engaging on social media, compared to larger influencers with millions of followers.

Although micro influencers have limited reach, macro influencers generally have a global audience, making the majority of their followers irrelevant for regional businesses. When working with influencers, ask for their demographic information and always check their engagement rate to see if a large proportion of their follower base might be fake.

Influencer Tactic — Inclusivity: Sport Chek collaborated with "unconventional" female fitness influencers representing all types of body shapes and sizes, such as [Sarah Taylor](#), who is a plus size fitness instructor.

Showcase inclusivity on social media and other digital channels. Step outside of the box and feature campaigns with different body types, genders, races, and ages. An inclusive brand identity is especially important in today's world with the BLM movement.