

Adrian Entry #1263480

# INFLUENCING AN EFFECTIVE LAUNCH

Public Relations/Communications | Influencer Marketing

# GOALS

- Introduce Corella Café & Lounge to locals
- Create brand awareness
- Gain followers on a newly created Instagram channel
- Support Corella's revenue goals
- Connect face-to-face with popular micro-influencers

Invited eight micro-influencers hyper-focused on local F&B and lifestyle

Hosted a tasting event to showcase three cocktails, three appetizers, three entrees, and a specialty dessert

# WHAT WE DID

# RESULTS

**232,114**

total Instagram  
Reel plays

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from eight micro-influencer  
foodie accounts

**33,702**

Instagram profile  
impressions

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in one week following  
the event

**1,238**

new Instagram  
followers

---

in three months  
following the event

**164**

website clicks

---

in one week following  
the event

# 232,114

Instagram Reel plays

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# 211,706

accounts reached

# 9,314

likes

# 5,499

saves

# 6,548

shares



# COLLAB EXAMPLE:

@ZOOZOOWALLA

113,564

plays

106,522

accounts reached

84,405

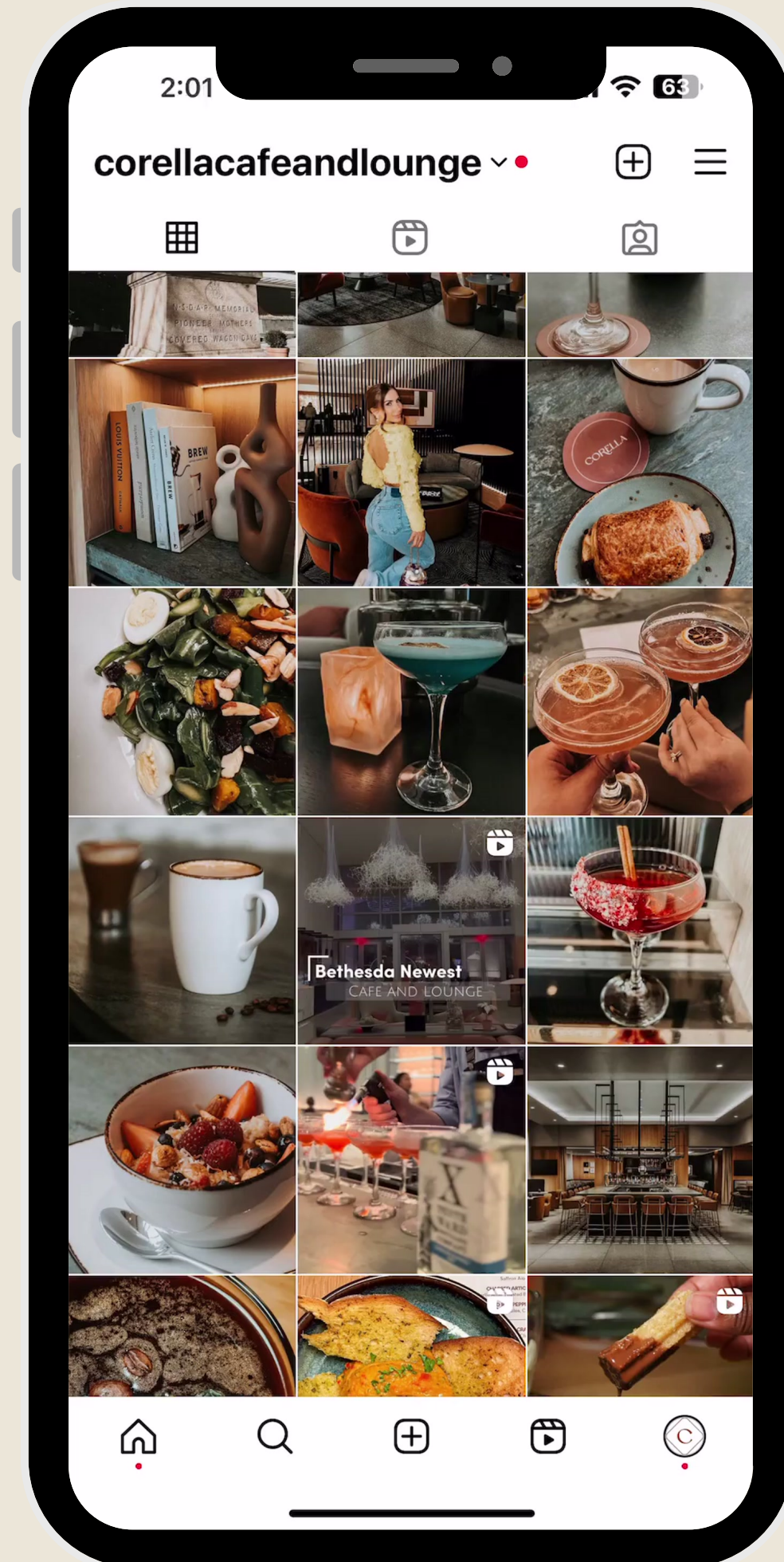
non-followers reached

5,162

likes

4,242

shares





# COLLAB EXAMPLE:

@FOODMUCHER

**45,179**

plays

**40,317**

accounts reached

**35,890**

non-followers reached

**1,471**

likes

**1,434**

shares

# COLLAB EXAMPLE:

@DMVFOODFINDS

21,036

plays

19,809

accounts reached

470

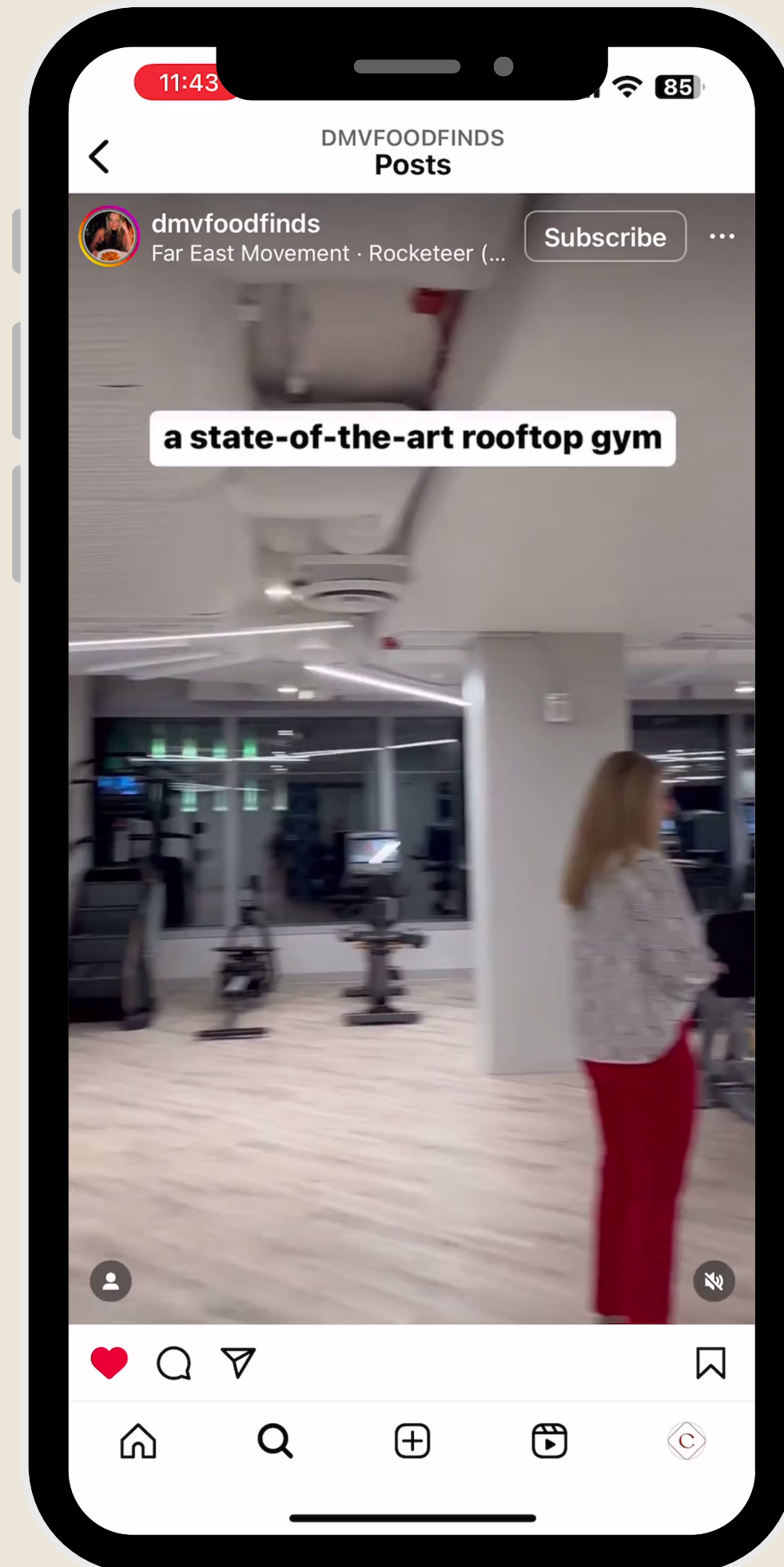
likes

198

saves

88

shares



# COLLAB EXAMPLE:

DMV DATE NIGHT FEATURE WITH @ADORKANDHERFORK

**124,211**

plays

**116,509**

accounts reached

**6,709**

likes

**5,614**

saves

**3,765**

shares

