



Influencer Marketing – TopCashback Italy

A practical example of a channel I led at TopCashback UK, showcasing my approach to marketing, data, and partnerships

Objective

What I Set Out to Do

1

Find high-performing marketing channels in the Italian market to grow user base

2

Use influencer marketing to boost brand visibility and grow community



How I Started

Testing & Experimentation

- **Trialled and tested** different marketing channels: social media, affiliate, paid ads, and influencers
- **Continuously monitored performance metrics** to evaluate channel effectiveness
- Found **influencer marketing** as one of the **strongest drivers** of user acquisition

Finding What Works

Optimizing Influencer Strategy



Tested different types of influencer profiles to find which drove best results

"mom influencers" = top performers



Narrowed down the optimal follower size and engagement rate for impact



Started with Instagram stories and then scaled to reels for more reach

Building Strong Relationships & Guiding Content

Partnership Strategy



Designed an approach to **build loyalty** among influencers, stay **ahead of competitors**, **optimise costs** and **maximise visibility** by establishing up to **6-month partnerships** with **visibility packages** (stories + reels) for key campaigns.



Chose top influencers who were driving several hundreds of new users per story



Encouraged influencers to act as brand representatives to increase brand reputation

Content Strategy & Brand Alignment



Collaborated on content design: gave input and creative ideas, briefed influencers on key messages and ways to present information



Verified content was perfected and **aligned with brand guidelines**

Results

What I Achieved

Drove a ~20% monthly increase in new customers

Strengthened TopCashback's brand presence in Italy


Created a framework for future influencer campaigns

What I Learned

Key Takeaways

 Shaping content and messaging while maintaining alignment with brand guidelines

 Leveraging data for testing and optimisation

 Targeted influencer marketing, identifying effective profile types, follower range and engagement rate

 Building long-term partnerships that support growth

 Combining creativity and practical execution to make campaigns successful