



# 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

## Partnerships & Content

# 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