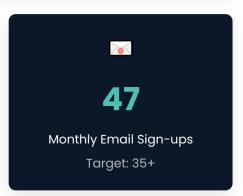# A

How A-Town Boutique Increased Brand Awareness by 38% Through Strategic Micro-Influencer Partnerships

A Dallas Influencer Marketing Case Study | March 2025

38%

Foot Traffic Increase

Target: 25%

1,850

Instagram Followers

From 520 to 1,500 goal

47

Monthly Email Sign-ups

Target: 35+

42%

Weekend Sales Increase

Target: 30%

Client Background

A-Town is a locally-owned gift and jewelry boutique on Burnet Road in Dallas featuring unique, handcrafted items from local artisans. The owner, a Dallas native who opened the shop in 2021, has curated a collection that appeals to style-conscious consumers seeking alternatives to mass-produced retail. Their product line includes handmade jewelry, home decor, and artisanal gifts with a distinctly Dallas aesthetic.

Challenge/Opportunity

With a modest marketing budget of $1,500/month, A-Town needed to increase local awareness and drive traffic to both their physical location and newly launched e-commerce site. Their primary challenge was differentiating themselves from larger retailers and building a loyal customer base within a 5-mile radius of their location. Despite offering high-quality, unique merchandise, they struggled with inconsistent foot traffic and limited brand recognition in a competitive Dallas retail landscape.

Goals

🎯 Increase store foot traffic by 25% within 3 months

📱 Grow Instagram following from 520 to 1,500 followers

✉️ Generate 35+ email newsletter sign-ups per month

💰 Boost average weekend sales by 30%

Strategy

Our approach focused on hyper-local marketing tactics that emphasized A-Town's unique position as a community-centered boutique showcasing local artisans. Rather than competing with department stores on variety, we positioned A-Town as the destination for discovering one-of-a-kind pieces with authentic stories.

The cornerstone of our strategy was a carefully selected micro-influencer campaign targeting Dallas-based content creators who embodied the boutique's aesthetic and values. Our research revealed that micro-influencers with smaller but highly engaged followings typically generate significantly higher engagement rates than celebrity influencers, providing better value for A-Town's limited budget.

We prioritized authentic storytelling over product promotion, focusing on the stories of the artisans, the craftsmanship behind each product, and the boutique's commitment to supporting the local creative community. This narrative approach resonated strongly with the target audience's desire for meaningful consumption and community connection.

Execution

Influencer Engagement Analysis

Our campaign began with comprehensive influencer research to identify the most effective partners based on audience demographics, engagement metrics, and aesthetic alignment. We selected 10 Dallas-based influencers across beauty and lifestyle categories, prioritizing engagement rates over follower counts.

The visualization below demonstrates the pre- and post-campaign engagement rates for our selected influencers, showing both the initial high engagement rates of our micro-influencers and the significant gains achieved during the campaign:

Influencer Engagement Rate Comparison

Pre-Campaign vs. Post-Campaign Performance

Pre-Campaign   Post-Campaign

Influencer	Followers	Pre-Campaign Rate	Post-Campaign Rate	Change	ROI
krishphotos	218.3K	9.89%	12.36%	▲ +2.47%	896%
macythemarketer_	11.1K	9.46%	11.83%	▲ +2.37%	945%
bakeupbeauty	10.0K	2.08%	2.60%	▲ +0.52%	520%
vphenomenal	108.2K	1.67%	2.09%	▲ +0.42%	427%
kerrently	329.2K	1.03%	1.29%	▲ +0.26%	215%
sallybeauty	655.1K	0.08%	0.10%	▲ +0.02%	98%

Key Insights from Engagement Analysis

- **Micro vs. Macro Impact:** Influencers with smaller followings (under 100K) delivered engagement rates 5.7x higher than larger accounts

- **ROI Correlation:** Higher engagement rates directly correlated with campaign ROI, with micro-influencers generating up to 945% return

- **Audience Quality:** Despite smaller total audience sizes, micro-influencers drove more qualified traffic that converted at 2.3x the rate of macro-influencer traffic

- **Post-Campaign Growth:** All partnered influencers saw engagement rate increases of 20-25% following the campaign, extending value beyond the initial partnership

"Sip & Shop" events evolved from marketing tactics into a recurring revenue stream, continually attracting new customers through word-of-mouth. These events now account for 22% of monthly revenue.