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balance Me®

CASE STUDY

THE BRAND

Balance Me is an award-winning British beauty brand. Their natural anti-ageing skincare, bodycare and haircare ranges combine pure high grade essential oils, powerful natural actives and extracts plus cutting edge, naturally derived formulations. Balance Me are leaders in sophisticated natural beauty that delivers tangible results without compromising on quality.

Clare and Rebecca Hopkins founded Balance Me in 2005. The sisters left their respective business and PR careers behind and retrained in the holistic field in their quest for a better work/life balance. They were making products in their kitchen as part of their Balance being enterprise when they were spotted by a leading high street retailer. Within a year they were selling throughout the UK and Sian Jones had joined, bringing her wealth of retail and aromatherapy experience to the brand.

Seven years on Balance Me have gone from kitchen table to international brand. Rebecca, Clare and Sian have been honoured with the Cosmetic Executive Women UK's Member Achiever Award and the range has won numerous awards along the way. As well as being available on balanceme.co.uk, the range is now stocked in John Lewis, Waitrose and Whole Foods in addition to a number of specially selected retail partners in the UK and further afield.

THE BRIEF

To combine Babushka Communications' expert knowledge of social media campaign management, beauty blog relations and taste-maker seeding placement with their understanding of natural skincare to create an innovative and results-orientated word of mouth strategy.

THE STRATEGY

- Increase follower numbers and engagement levels and nurture a more dynamic online brand community across Balance Me's Facebook and Twitter platforms.
- Create and share engaging, on-brand and articulate content to proactively share across their social media communities.
- Respond to all customer enquiries across social media platforms to provide first class customer service.
- Foster and encourage a dynamic two-way dialogue to increase online conversation.
- Instigate social media best practise recommendations to maximise engagement and results.



**Babushka
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Word of Mouth

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- Build buzz, conversation and awareness with influential top tier beauty bloggers and video bloggers.
- Carry out targeted and bespoke seasonal outreaches to bloggers and video bloggers.
- Recommend personal skincare prescriptions to top bloggers.
- Secure awareness driving and brand positioning blog coverage, creating loyalty and building buzz with the top tier beauty bloggers to increase awareness and drive traffic and increased sales to the Balance Me website.
- Recommend processes and mechanics to ensure that results and impact from social media and blog relations initiatives and activities can be measured.
- Seed industry influencers, taste-makers and opinion-formers with the Balance Me range to build awareness and buzz within the wider beauty industry.
- Ensure all activities carried out support, complement and enhance the Balance Me PR and Marketing strategies to build awareness, engagement and ultimately maximise sales.

SUCCESS

- During the nine week project period, Babushka Communications grew Balance Me's Facebook and Twitter following by 420 followers.
- On Twitter, Babushka Communications increased the following by 10%
- On Facebook, Babushka Communications increased weekly 'likes' by 147% (2.5x more likes per week) and weekly comments by 260% (3.5x more comments per week).
- During the nine week period, Babushka Communications secured 133 pieces of beauty blog coverage via seasonal outreaches and personalised product prescriptions.
- The total reach of all blog coverage secured was 1,233,224
- The Balance Me animated Valentine's Day blog outreach secured a total reach of 555,171 (sent to 30 bloggers).
- The increase in beauty vlog coverage resulted in an increase in traffic to the Balance Me website from YouTube of 475%, with 88% of those visiting being new customers.
- The increase in blog coverage increased traffic from blog sites to the Balance Me website by 56% in March 13
- The Balance Me team used the blog coverage within their email communications to their stockists.
- During the nine week period, Babushka Communications shared the Balance Me range with industry influencers, taste-makers and opinion-formers to build buzz within the industry. Experts sampled included leading make up artists, manicurists, top models, press and celebrities.

Babushka communications' word of mouth strategy enabled Balance Me to reach a wider audience through the strategic deliverance of social media platform management, beauty blog relations and taste-maker seeding activities Babushka Communications also nurtured Balance Me's online brand community and generated a high level of positive buzz about the brand in the industry to amplify their messages and increase brand awareness.



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Quote from Rebecca Hopkins, Co-founder

"We worked with the team at Babushka Communications over a nine week period to help build and nurture our social media channels, relationships with the beauty bloggers and influential industry taste-makers too. We found Babushka to be highly professional, approachable and flexible- they were a pleasure to work with and demonstrated a passion for our brand and an infectious enthusiasm for their area of expertise. We were most impressed with the increased engagement levels on our social media platforms, and have seen our online community grow and become much more involved with our brand. Their attention to detail was spot on and delivered a key change in our approach. We've also seen a dramatic rise in the number of blog coverage placements, which has definitely resulted in more interest and buzz around our brand. The taste-maker seeding initiatives have resulted in our products being shared with some of the industry's most influential movers and shakers!"

Rebecca Hopkins, Balance Me Co-founder