

A global computers company got a 100% response rate from influencers



OVERVIEW

AeroCool is a company that offers a diverse range of performance products for gamers: gaming cases, gaming PSUs, gaming mice, gaming headsets, gaming keyboards, gaming headsets, multi-functional panels, and fans. It is one of the leaders in the “gaming market”.

Region: Worldwide Industry: Gaming

Countries: 64

AeroCool used to rely on their local distributors in terms of promotion and marketing activities. They wanted to change that without wasting resources on PR agencies or expensive PR databases. They were also interested in implementing data-driven influencer marketing.

CHALLENGES

- Transition from traditional web media to new media, social media, and influencer marketing;
- Lack of well-priced efficient tools for finding relevant influencers and monitoring their results;
- Transition from being a strictly B2B company to a B2M business;
- Building direct communication with customers worldwide.

RESULTS

- ✓ Got a 100% response rate from influencers thanks to finding genuine customers among them;
- ✓ Developed influencer bases in key markets through filters and country-based search;
- ✓ Decreased expenses, time, and other resources necessary for influencer marketing activities;
- ✓ Figured out which products were doing better than others and adjusted both product-related and marketing-related plans.

“Overall, I can say that having enough data and being able to speak the language of data has been a big deal for us as a mid-size company in a traditional industry, trying to transition marketing from something that is new and unfamiliar for some teams to marketing being an essential part of the company's strategy,”

- **Eric Canzano**, a Public Relations Manager at AeroCool.