

CASE STUDY

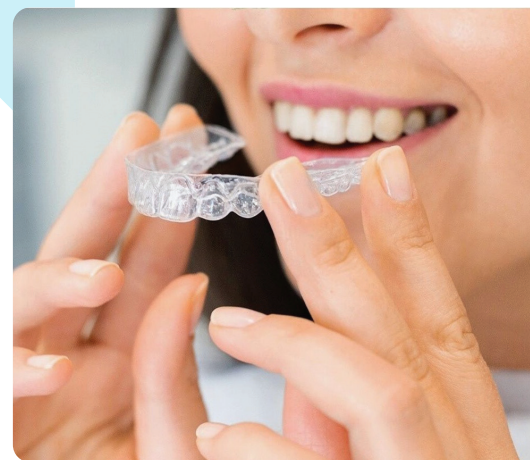
Invisalign



INTRODUCTION

Regardless of where you are in life, most people agree a lot of their confidence comes from having a great smile they are proud of.

Traditional metal braces can draw too much attention for many people to feel comfortable wearing them. That's where Invisalign, the clear aligner alternative to metal braces, has stepped in as a solution for many consumers.



CHALLENGE

While Invisalign already had a strong base of customers, they wanted to further expand their consumer base to younger audiences, and increase sales in the teen market. They decided to use influencer marketing on Tiktok to achieve this goal.

STRATEGY

Using Sideqik, Invisalign identified a blend of micro and macro-influencers that were popular with the audiences they wanted to raise awareness with. Their main strategy was making sure that they would get the amount of reach and impressions that they wanted out of their campaigns. But other details also played a factor.

They looked for diversity not just in the influencers themselves, but also in their content. Whether it's taking selfies, making funny videos about their before and after smiles, or focusing on travel needs, Invisalign recognized how important it is to have a variety of influencer content to reach the largest possible audience. Lastly, they paid close attention to whether that influencer's content was on top of current trends on Tiktok.

From there, Invisalign invited these influencers to join the Invisalign #SmileSquad. The influencers post about Invisalign's products on their own accounts, and the brand would also share these posts on their own official Tiktok account.

BENEFIT

Sideqik's robust end-to-end suite of software made Invisalign's strategy possible to implement. Using it allowed Invisalign to identify and vet influencers with the audiences they wanted to reach, and make sure that those influencers created content that aligns with their brand.

Sideqik also allowed them to use advanced metrics to identify the right message for their teen audience, ensuring that all the influencers promoting them on TikTok delivered the kind of content that would make an impact. This consistent message and direction allowed them to successfully achieve a unified goal of driving more traffic to Invisalign's website.

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When we're vetting and identifying those influencers that we want to partner with, Sideqik been very useful and very helpful. From finding the engagements, to their audience size, to finding out who their audience is, that really helps us find the right mix of influencers. It's been very helpful for us on TikTok.”

– Jose Garcia

RESULT

This strategy resulted in increased traffic and unique visits to their website. The influencers that Invisalign worked with created posts that boosted engagement and attracted a large amount of potential new customers.

One standout was Mackenzi Brooke, who used a music trend, answering frequently asked questions in text while dancing to a popular song. In this case, she answered questions about Invisalign that possible customers might have while using a song that she wrote and performed herself, “Almost Seventeen”. Her post went viral, and built a strong brand awareness for Invisalign on the platform.

Invisalign saw an increase in both brand awareness and sales from their desired demographics through influencer campaigns on TikTok.

