

# TRACK SUCCESS THROUGH CONTINUED INFLUENCER RELATIONSHIPS

How Coca-Cola generated nearly 5x earned media value by building connections with influencers

**82**  
POSTS

**86,841**  
ENGAGEMENTS

**572%**  
ROI

## AT A GLANCE

Coke sends a pipeline of swag to influencers who are passionate about Coca-Cola products. Since these “surprise and delight” gifts are sent with no contract, there is no obligation to post. However, when influencers do post, especially when it yields high engagements, they are rewarded with more Coke rewards.

Coke used Sideqik to track the results of their delivered gifts and move influencers up the scale ultimately netting them huge returns. Sideqik helped identify what influencers were true friends of Coke and gained nearly 1 million impressions.



## What Challenges Did Coca-Cola Face?

Since Coke ESports worked with nearly 100 influencers over the course of the year, it was incredibly important that they track the results of their gifts and see which influencers proved to be true friends of the brand. In order to know which influencers to continue working with, they needed an easy way to track who was providing the most value over time.

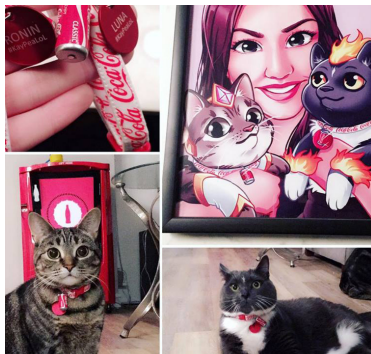
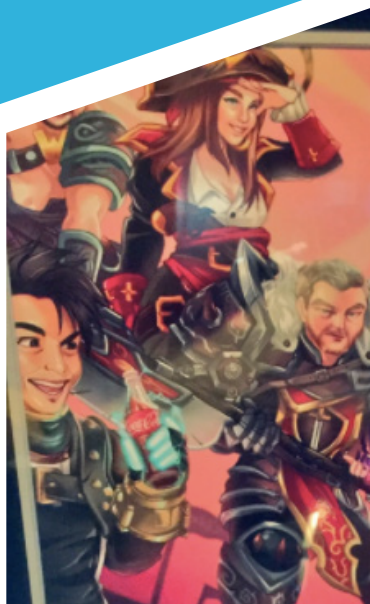
## What Was The Solution?

Coca-Cola used Sideqik to automatically track influencers mentioning Coke Esports, CocaCola, Coke Gaming, or Coke as well as manually inputting influencers they were interested in working with. Then, over the course of a year, Sideqik tracked who posted and what their posts earned all in one easy-to-use location.

Influencers who posted about receiving Coke products — which ranged from personalized bottles to mini refrigerators to Coke-branded cat collars — were rewarded with an escalating array of deliveries. Influencers were able to leverage their audiences to engage with Coke in authentic ways that didn't feel like advertising.

## Thanks Coke!

Coke Esports' gifting program spawned **82 posts** that garnered **86,880 engagements** and nearly **1 million impressions** over the course of 2017. These posts earned **\$82,600 in earned media value**. Here are some of our favorite posts!



@ANTHONYKONGPHAN — 438K REACH

@KAYPEAHD — 1.7M REACH

@JESSECOX — 1.7M REACH



@ITMEJP — 576.4K REACH

@2MGOVERCSQUARED — 1.2M REACH



@CHUBOI — 489.5K REACH

@HAYLINIC — 199.5K REACH



@SP4ZIE — 2.2M REACH

## How Did Coca-Cola Leverage Sideqik?

Coke used Sideqik’s reporting tools to help define their influencer rewards program. Each and every influencer they interacted with was tracked within Sideqik’s platform and decisions were made based on results. Influencers who received more Coke products were directly linked to results tracked in Sideqik. Sideqik’s easy reporting tools made it possible to continuously stay informed on influencer activities.

Sideqik automatically tracked influencers who mentioned Coke Esports, Coca-Cola. Coke gaming or just Coke and inputted them into an easily editable activation. Coke was also able to add their own influencers they expected to yield positive results.

Coke’s use of Sideqik ultimately yielded 572 percent ROI. With some influencers providing more than 1,000 percent ROI with just two posts. Sideqik helped Coke build relationships and strengthen business ties with only the best influencers for their program.

## What Social Stories Were Tracked?

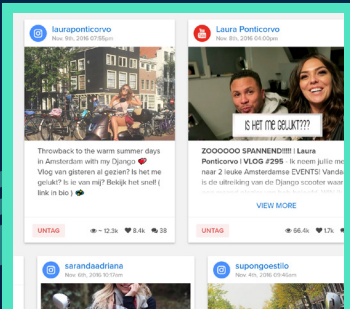
Coke Esports tracked influencers’ “thank you” posts using Sideqik. Influencers posted all sorts of stories to social media, from promoting game-a-thons for charity to posting art Coke sent them. Audiences appreciated the authenticity of influencer’s posts and the genuine delight Coke inspired.

## Results From Coca-Cola Deliveries

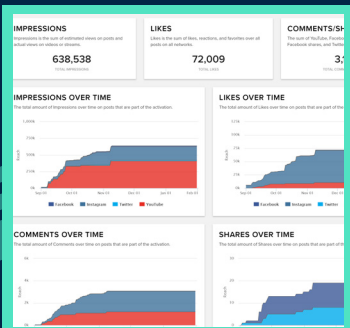
The influencers generated nearly **1 million impressions**, **85,249 likes**, and **hundreds of shares and comments** through only **82 posts and videos**. This generated a **572% ROI** for Coke, especially since many of the gifts and incentives were low- or no-cost.

## Keys To Success

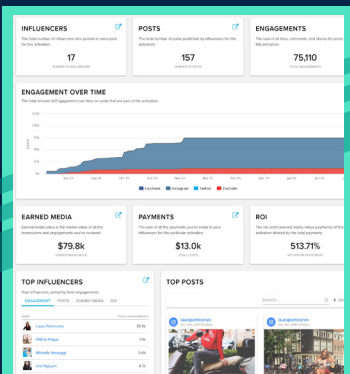
- **Identify relevant influencers** to build relationships with and to surprise with deliveries. Coke used Sideqik to find true friends of the brand who were passionate about Coke products.
- **Form new relationships with influencers** through gifts and develop deeper relationships with the best performing ones. Coke reacted to Sideqik’s metrics by moving influencers through the pipeline and continuing to send Coke products.
- **Track performance** so the right influencers are rewarded and audiences only see influencers who are truly passionate about Coke. This build authentic relationships between Coke, specific influencers, and, in turn, their audiences.



TRACK INFLUENCER POSTS BASED ON BRAND KEYWORDS



QUANTIFY ENGAGEMENTS AND SEGMENT BY GOALS



MONITOR THE CAMPAIGN IN DETAIL THROUGH UNIFIED DASHBOARDS