

# **INFLUENCER MARKETING FOR YOUR SUPPLEMENTS BRAND**

March 2023



# NO VANITY METRICS HERE.

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This is not just about assembling an influencer network.

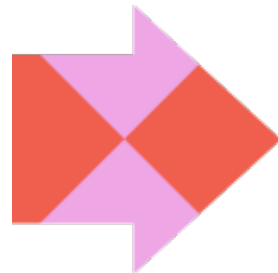
This is about building and nurturing a community who can naturally talk about your brand to their engaged audiences with the authenticity that drives sales.

# Do it right



## Influencer analysis

Using leading software, we can track engagement rates, provide detailed follower analysis and can assess for fake followers to make sure the influencers we choose are on brand and can deliver bang for buck.



## Negotiation & contracting

Our influencer and agent relationships span over 12 years, giving us the volume to negotiate preferential rates. Our influencer contracts have been written by our tier 1 media, tech and IP law firm, so campaign deliverables, usage rights and exclusivity are covered in watertight agreements.



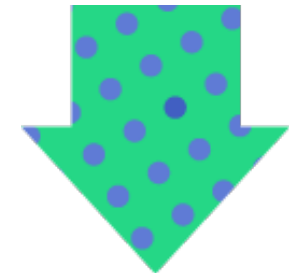
## Brand immersions

It's important that influencers feel part of the brand family so, we'll facilitate a session between you and them where they can learn more about the business and ask any questions.



## Influencer management

Up to date with ASA and CAP guidance, we ensure your campaign is compliant with the regulators. We'll craft a clear posting plan so there is no ambiguity. After every post, our team collects the engagement stats directly, so you don't have to.



## Influencer reporting

After every campaign, we'll analyse the stats and compile a report containing learnings and ideas for your next campaign.



**INFLUENCERS  
FOR YOUR  
BRAND**

A decorative graphic on the left side of the page consisting of a grid of pink squares of varying shades, creating a geometric pattern.

# GOOD EGGS

Having worked in influencer marketing since before it was even a coined term, we've seen a lot and along the way, we've developed life-long relationships with creators, their agents and know the good eggs from the bad.

# 12 YEARS

of running influencer marketing campaigns.

# 127%

Above average purchase consideration on campaigns for our clients based on industry average.



# Recommended influencers

Across the next few pages, we share examples of existing relationships we have with influencers who we believe have a strong audience crossover with your brand.

Through us, you can tap into that existing relationship meaning you'll get much **more bang for your buck.**

# Energy and emotional balance



## Mothers

Each of the women featured have young children and babies. Having run multiple campaigns with each of these women, we are confident that with the right campaign, messaging and mechanic, they would drive strong results and new lifelong customers for your brand.



### Roxie

Roxie is the manifesting queen! She turned her life around in the last 3 years and thanks manifesting for all of it. She's an amazing public speaker and sells out stadiums such as Alexandra Palace. She's also mother to Wolfe (3 years old).

Followers: 232,000

ER: 3%

Rating: B+



### Louise

Louise is a BLL favourite! We worked with Louise pre pandemic, when she was on the rise and has grown over the last few years. Every time we work with her, her results are incredible! Louise is full of energy, has the ability to turn any brief into a fun, engaging piece of content.

Followers: 430,000

ER: 4.3%

Rating: B+



### Anna

Anna is a single mum living in the midlands, she has 2 daughters aged 6 and 4 and shares food, fashion and beauty. She is amazing to work with. Her audience are really loyal and buy a lot of her recommendations.

Followers: 12,000

ER: 5%

Rating: B



### Jessie

Jessie is known for being a fashion influencer and has risen to fame over the last 5 years. She recently had a child in London where she documents her life and travel adventures around the UK and beyond.

Followers: 600,000

ER: 3.1%

Rating: B-

# Mum's to be



## Expecting mothers

These influencers are all currently pregnant and are all keen to be healthier than ever in this important time in their life.



### Tayla Blue

Tayla is a mid sized fashion influencer and foodie. She recently shot to fame when she became friends with Mollie Mae. She is co-host of the podcast "Say Watts".

Followers: 185,000  
ER: 3%  
Rating: B-



### Rikke

Rikke is a fashion influencer, often rocking couture pieces. She lives in Chelsea and has built up her following over the last 10 years. She's recently announced she's pregnant.

Followers: 101,000  
ER: 3.5%  
Rating: B



### Mallory

Mallory is a lifestyle influencer, she's currently pregnant with her third child and is living (for a short sabbatical) in Japan but her following is mainly UK based.

Followers: 77,000  
ER: 3.2%  
Rating: B



### Florrie

Florrie is a fashion influencer but focuses a lot of her attention on vintage style. She's currently pregnant with her second baby.

Followers: 20,000  
ER: 4%  
Rating: B



# Be at your best



## Sports and performance

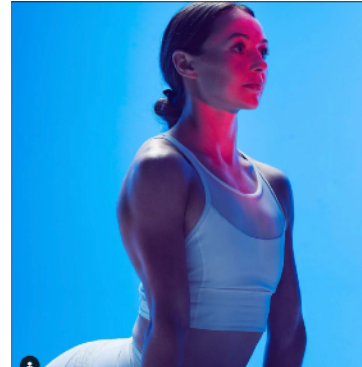
Nutrition and sports go hand in hand. We have worked with these four ladies in the past who delivered great social engagement and sales for our clients. We are confident they could do the same for your brand.



### Jools

Jools is a cycling influencer based in East London. She's amazing to work with and currently runs the podcast "Adventures in Coffee". She's recently had health problems and has shared notes recently about prioritising health.

Followers: 13,300  
ER: 4.1%  
Rating: B+



### Daisy

Daisy is a trainee stuntwoman and founder of 'Girls Who Pull' a community to inspire and encourage girls and women in sports. Daisy is also a Lulu Lemon ambassador and just loves a challenge!

Followers: 8,000  
ER: 3.7%  
Rating: Too micro



### Rubi

Rubi is a sports influencer. She loves running and being active whilst documenting online. She's amazing to work with and has recently been working with brands such as Sonos and Sports Direct.

Followers: 12,000  
ER: 5.1%  
Rating: B



### Scola

Scola is a fitness influencer and has a large following on both Instagram and YouTube. She has been on a major weight loss journey and has taken her followers on the journey with her over the last 10 years.

Followers: 43,800  
ER: 2.9%  
Rating: C+

# Focussing the mind



## Female entrepreneurs

Focus and energy are key to building successful careers, but when pressure builds it can leave us feeling stressed, tired and runned down. These successful business women will therefore be able to create relevant content for their audiences on how to manage a good work/life balance with your brand at the heart.



### Olivia

Originally a Sky Sports presenter, Olivia is now best known for being a fashion and style icon working with the likes of SheerLuxe, River Island and Cefinn. Olivia was also a correspondent at Wimbledon 2022 and has two young sons.

Followers: 53,300

ER: 2.9%

Rating: B+



### Sarah

Founder of WAT The Brand and Twinset, Sarah is a mother of two living in London and has done collars with Peloton, Bugaboo and Westfield London.

Followers: 61,900

ER: 3.7%

Rating: B-



### Varaidzo

Founder of Ruka Hair, a D2C hair extension brand that offers personalised hair products for black women. Varaidzo is one of the 0.02% of black female founders who have received VC funding in the last decade.

Followers: 3,800

ER: 10.5%

Rating: Too micro to rate



### Caroline

Caroline is a fashion stylist and founder of "The Paperwork Club" a new admin and diary management boutique service for creatives who are in need of a helping hand to push their businesses further.

Followers: 134,000

ER: 2.7%

Rating: B-

# Life changing experiences



## Peri-menopause and menopause

A key moment in your product marketing calendar, these are the types of influencers we would reach out to for your peri-menopause and menopause campaign.



### Louise

Louise is a GP and menopause specialist and holds an Advanced Menopause Specialist certificate with Faculty of Sexual and Reproductive Healthcare and the British Menopause Society. She is passionate about improving education about the perimenopause and menopause and improving awareness of HRT to healthcare professionals.

Followers: 382k  
ER: 1.1%  
Rating: C



### Trinny

Trinny is a fashion personality and often teaches her "Trinny Tribe" how to dress on her various channels from Instagram to YouTube. She's extremely selective about which brands she partners with. She's spoken a lot about menopause in the past.

Followers: 1.2M  
ER: 2.8%  
Rating: B



### Gabby

Gabby is a journalist and TV personality. Widely known in the sporting world and has recently spoken about how important it is to talk to men about menopause to break the stigma about 'the change'.

Followers: 177,000  
ER: 3.5%  
Rating: B-



### Karen

Karen is host of "menopause whilst black", centering the menopause journeys of black UK based women. Karen has spoken in detail about her big 'shift' into her sixties and how she was able to battle through a depression diagnosis when she first started her menopause.

Followers: 15,000  
ER: 3.9%  
Rating: C+

# WINNING EXAMPLES



# Headspace

**ALA**  
Insurance

An influencer led campaign to turn a rational purchase decision into an emotional one. Targeting a new audience who prioritise mental health and wellbeing.

[Read more >](#)

**11%**

**ENGAGEMENT  
RATE**

Average is 3%

**0.38%**

**PURCHASE  
CONSIDERATION**

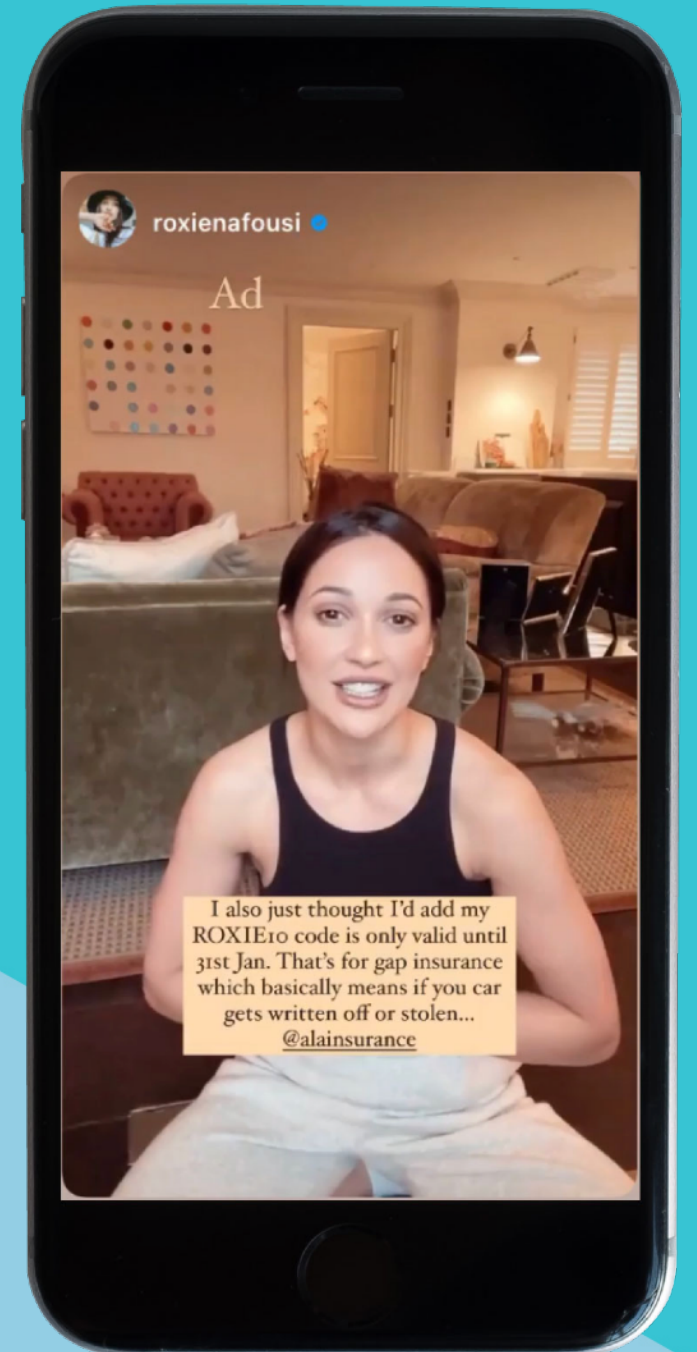
Average is 0.22%

**426**

**IG LIVE  
VIEWERS**

**21%**

**FOLLOWER  
UPLIFT**



# Your Life

**ALA**  
Insurance

A strategic influencer campaign to drive sales and attract a new audience of affluent women, aged 35+ with children under the age of 10.

[Watch case study film >](#)

**9.25%**

ROI

**31%**

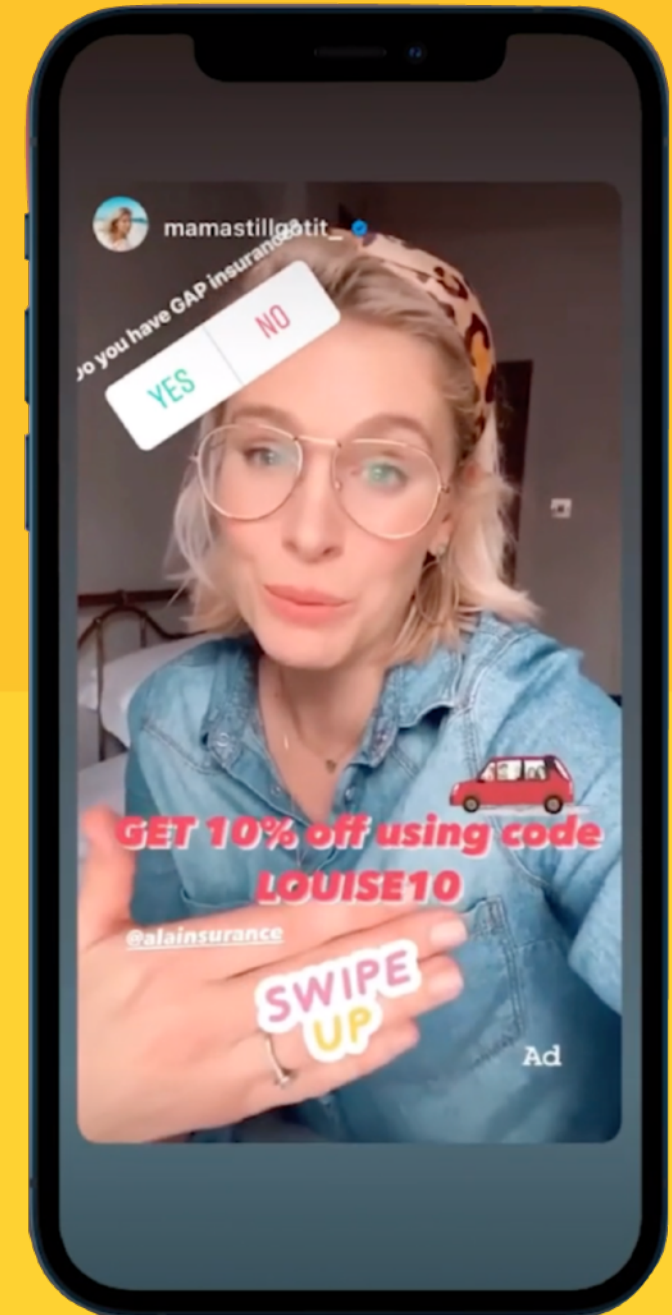
CLICK TO  
QUOTE  
CONVERSION  
RATE

**340K**

IMPRESSIONS

**99%**

POSITIVE /  
NEUTRAL  
SENTIMENT



# Unleash Your Better Nature



A multi-influencer campaign over 4-weeks to drive social media engagement and sales.

[Learn more >](#)

**10%**  
SALES  
CONVERSIONS

**71%**  
CAMPAIGN  
ENGAGEMENT

**15%**  
FOLLOWER  
UPLIFT

**0.84%**  
PURCHASE  
CONSIDERATION

Average is 0.22%



# ABOUT US







# BIGGER TOGETHER

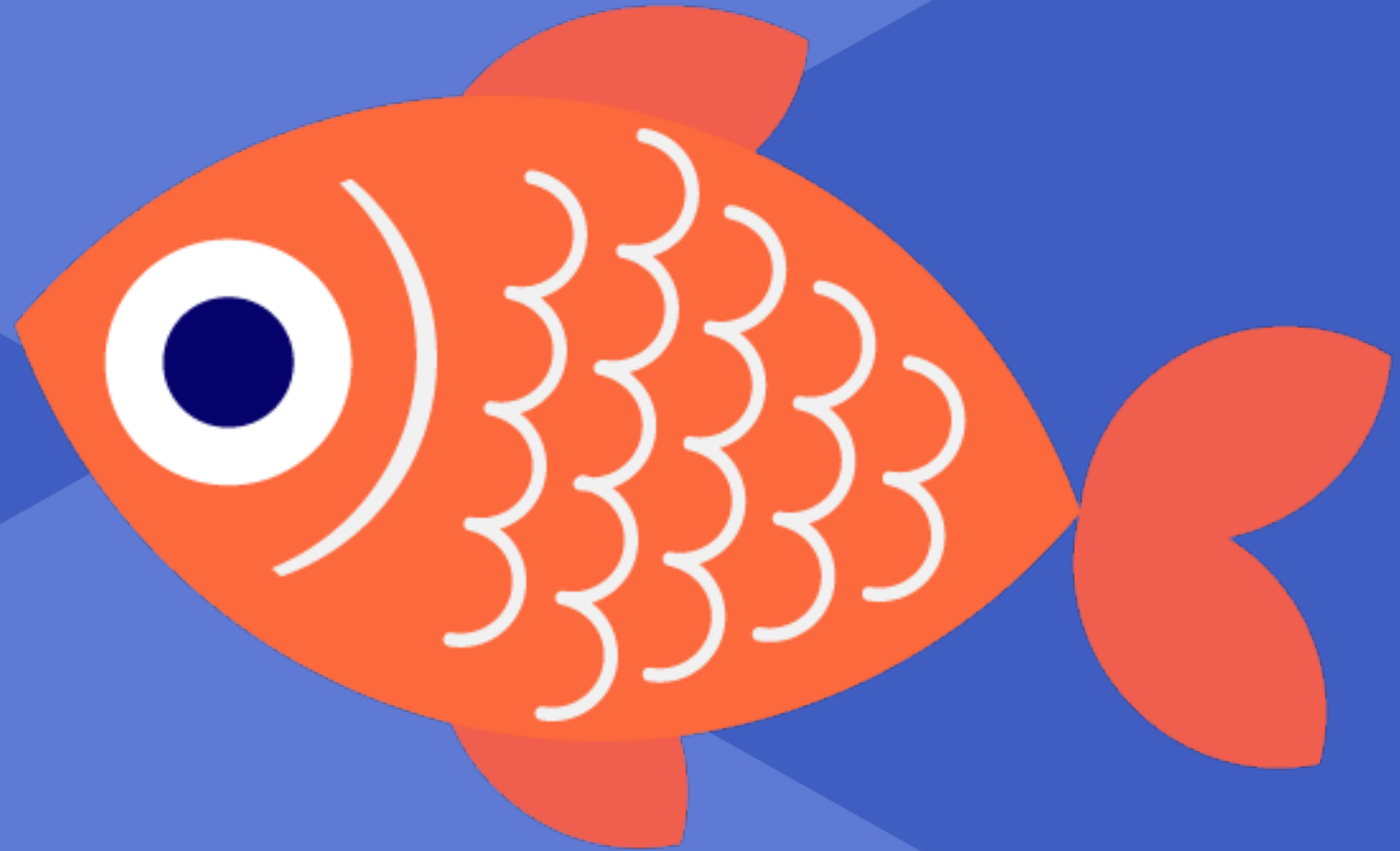


We're a small (award-winning) agency and we want to stay that way.

Why?

Because BIG things happen when the expertise you need is in hands reach, not arms length.

# BIG FISH LITTLE POND



We're the same team who have worked with brands like yours throughout our careers, but our lean agency model means we can give you the reach and voice you're used to, for a fraction of the cost.

Plus, we never pass the work on so, the team you meet at the pitch, is the team who'll work with you throughout.

Big fish + little pond = BIGGER bang for buck

# Our services



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## Brand strategy

Discovering how to create memorable experiences and audience connections.

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## Public relations

Helping you create the news that gets people talking about your brand.

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## Influencer marketing

Building you an army of genuine brand ambassadors for greater ROI.

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## Social media

Identifying where your audience are and optimising content for the channel.



A collective of young people aged between 11-23, with big ideas and even bigger opinions - because true insights can't be discovered behind a desk.

A group of five diverse young people are laughing together. On the left, a woman with braids and a bucket hat smiles broadly. Next to her, a man with a shaved head and sunglasses on his head laughs. In the center, a man with glasses and a white tank top is laughing. To his right, a woman with long brown hair and braces is laughing. In the background, another woman is smiling. The scene is brightly lit, suggesting an outdoor or well-lit indoor setting.

# **BIG SHOT**

BIG Shot is a collective of young people aged between 11-23, with big ideas and even bigger opinions.

Their job: help brands who want to tap into the consideration and purchasing mindset of the most socially conscious and digitally aware demographic - Gen Z.

Why?

Well because true cultural insight, can't be found sat behind a desk.

# WAYS OF WORKING

# Bang for your buck



## Bang

Working collaboratively with the BIG little LDN team, we can host a series of quarterly creative consulting sessions where together we map out the next three-months of campaigns including influencers, mechanics and top line messaging. Once influencers have been contracted, we can work with you to refine messaging and scripts.

## Bang Bang

A six-month trial managing all aspects of the influencer marketing process.

- Strategy and creative ideation
- Sourcing, vetting, negotiating and contracting of influencers
- Managing influencers, their agents and ensuring delivery of assets
- Writing influencer scripts and captions
- Setting up trackable links
- Managing influencer payments
- End of campaign reporting

## Biggest Bang

Same as previous, but we do this over a 12-month period. In combining your annual influencer budget, it allows us to negotiate better deals with influencers over longer campaign periods, that get your more content, more buy in and more authenticity from influencers who become advocates invested in Wild Nutrition over the long-term, building credibility amongst their audience.

[I'd like more bang for my buck >](#)



**THE  
TEAM**

# Our Team



**Emma Critchley-Lloyd**  
Founder



**Holly Eddleston**  
Head of Influencer Marketing



**Sophie Collins**  
Marketing Manager



**Lili Small**  
Junior Planner



**Maya Behzadi**  
TikTok Strategist



**Matt Percival**  
Creative Director



**Helen Connolly**  
Designer



# SAY HELLO

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