

INFLUENCER MARKETING

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PRODUCT REVIEW LOGITECG G435 & G 502





At a Glance

Here is the crisp summary for influencer marketing campaign which was conducted by BIZCOPE



15 Influencer

15 Influencer from Bangladesh Gaming Industries.



6 Months

Influencer marketing campaign duration 6 months



Logitech G435

Logitech G435 LIGHTSPEED Wireless Gaming Headset



Logitech G502

Logitech G502 HERO High-Performance Gaming Mouse



Facebook & Youtube

The campaign has been published on the gamer's social media platforms.

ECHALLANGE

Logitech wanted to run an impactful influencer campaign to promote their 2 gaming devices: Logitech G435 and G520, targeting the Bangladeshi gaming community. However, the gaming community in Bangladesh is still developing, and it was difficult to find relevant influencers.

THE STRATEGY

Bizcope engaged 3 macro and 12 micro-influencers whose total followers were in total around 5,000,000 in their YouTube channels and Facebook pages.

THE RESULTS

Our campaign generated 40% more engagements than expected including 150K+ organic views in YouTube and 140K+ organic views in Facebook. Logitech reported an uplift in organic sales in the period the campaign was running.

3 MACRO INFLUENCER



Sam Zone

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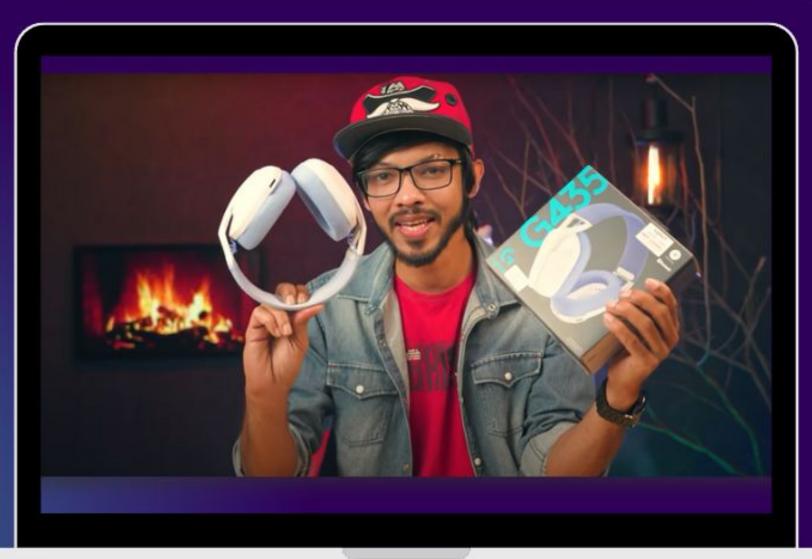


Results

YouTube: 2.02M subscribers

- 53,201 Youtube views
- 4.1 YouTube likes
- 337 comments





ATC Android



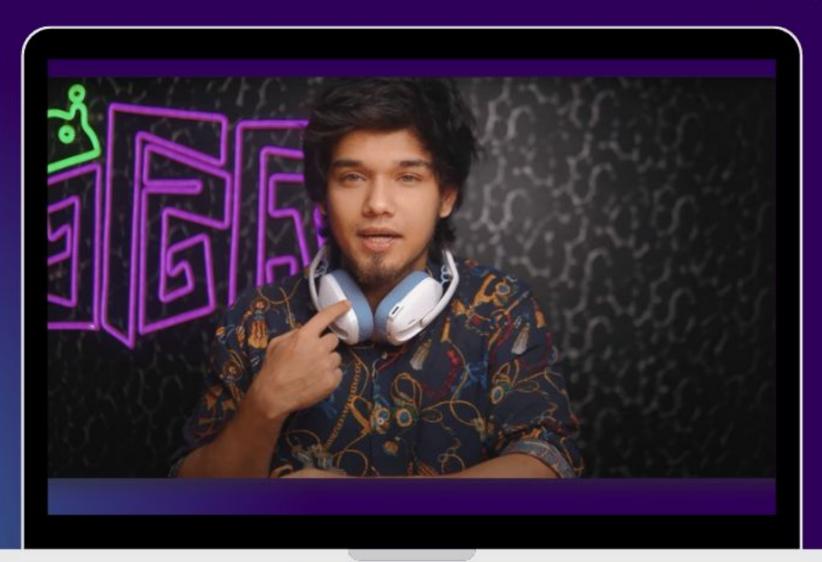


Results

YouTube: 1.64M subscribers

- 45K Youtube views
- 2.5K YouTube likes
- 161 comments





Arpon Plays YT

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Results

FACEBOOK: 430K followers

• 39K Facebook Views

• 3.2K Facebook Reactions



YouTube: 91.6K subscribers

- 14,169 Youtube views
- 1.5 YouTube likes



12 MICRO INFLUENCERS

Time Burner Gaming

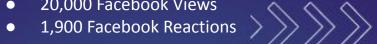




Results

FACEBOOK: 91K followers

20,000 Facebook Views





- 5079 Youtube views
- 690 YouTube likes



Mr. Kapshi

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Results

FACEBOOK: 70K followers

- 19.8K Facebook Views
- 3K Facebook Reactions
- 89 Facebook comments



YouTube: 88K subscribers

- 7,402 Youtube views
- 1.1K YouTube likes
- 73 comments



Finixop Gaming





Results

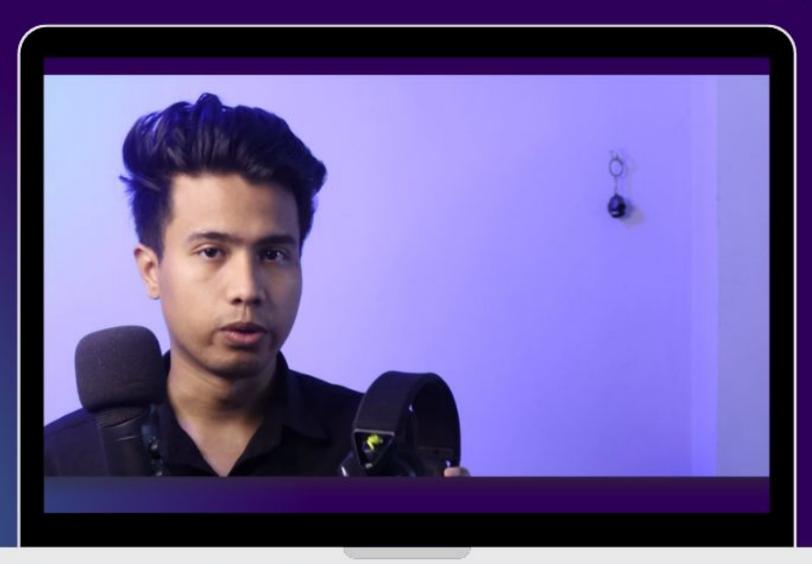
FACEBOOK: 21.5K followers

- 8.1K Facebook Views
- 960 Facebook Reactions
- 14 Facebook comments



YouTube: 19.5K subscribers

- 1.1K Youtube views
- 140 YouTube likes



Nishh Gaming





Results

FACEBOOK: 79K followers

- 14K Facebook Views
- 1.5K Facebook Reactions
- 118 Facebook comments

YouTube: 1.85K subscribers

- 109 Youtube views
- 8 YouTube likes



Sallu YT





Results

FACEBOOK: 19K followers

• 7.6K Facebook Views

• 117 Facebook Reactions



YouTube: 14.4K subscribers

- 866 Youtube views
- 117 YouTube likes



ItZ Tinkerbell

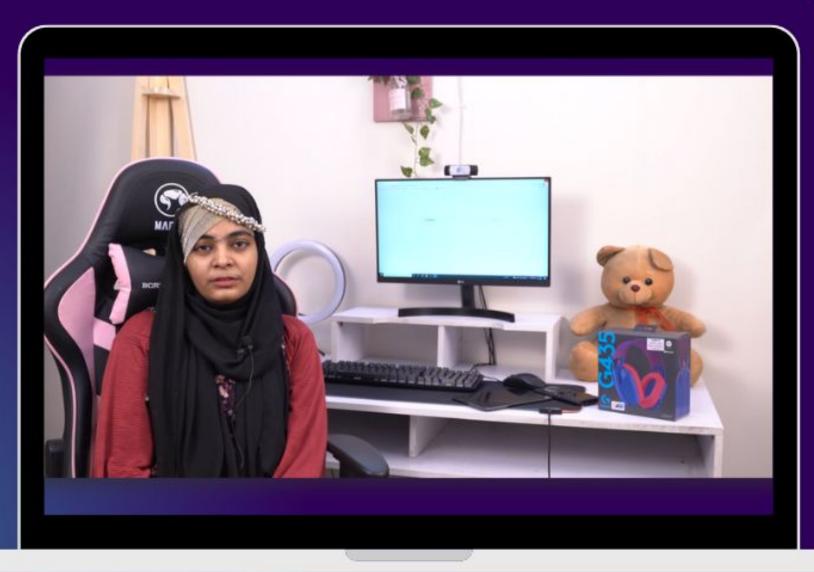




Results

FACEBOOK: 86K followers

- 8.8K Facebook Views
- 8.8K Facebook Views
 364 Facebook Reactions
- 35 comments



Cyclops GM





Results

FACEBOOK: 66K followers

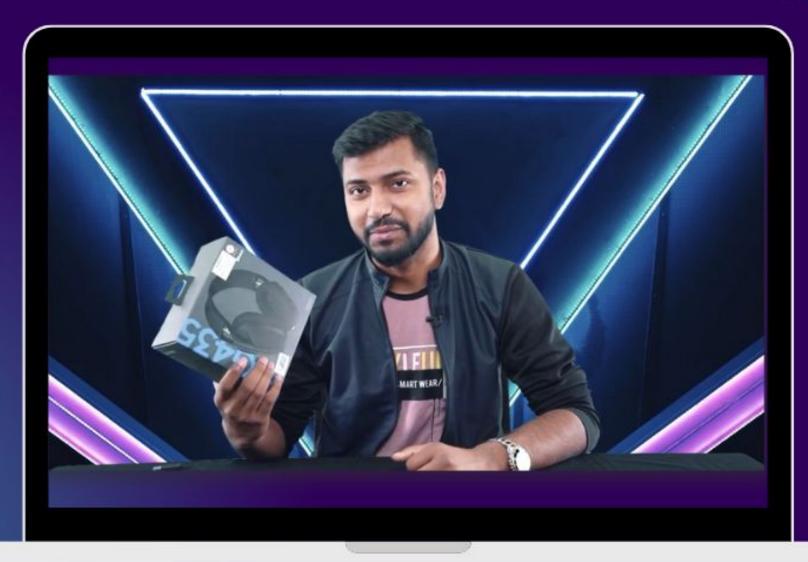
• 3.5K Facebook Views





YouTube: 6.15K subscribers

- 194 Youtube views
- 16 YouTube likes



5 OTHERS







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