



INFLUENCER MARKETING

B Bizcope

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.

THE CHALLENGE

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



Results

YouTube: 2.02M subscribers

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



[Video Link](#)



Results

YouTube: 1.64M subscribers

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



[Video Link](#)



Arpon Plays YT

Bizcope



Results

FACEBOOK: 430K followers

- 39K Facebook Views
- 3.2K Facebook Reactions



YouTube: 91.6K subscribers

- 14,169 Youtube views
- 1.5 YouTube likes

[Video Link](#)





12 MICRO INFLUENCERS



Results

FACEBOOK: 91K followers

- 20,000 Facebook Views
- 1,900 Facebook Reactions



YouTube: 52.3K subscribers

- 5079 Youtube views
- 690 YouTube likes

[Video Link](#)



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

[Video Link](#)



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

[Video Link](#)



Results

FACEBOOK: 79K followers

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



YouTube: 1.85K subscribers

- 109 Youtube views
- 8 YouTube likes

[Video Link](#)



Results

FACEBOOK: 19K followers

- 7.6K Facebook Views
- 117 Facebook Reactions



YouTube: 14.4K subscribers

- 866 Youtube views
- 117 YouTube likes

[Video Link](#)



Results

FACEBOOK: 86K followers

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



[Video Link](#)



Results

FACEBOOK: 66K followers

- 3.5K Facebook Views
- 225 Facebook Reactions



YouTube: 6.15K subscribers

- 194 Youtube views
- 16 YouTube likes

[Video Link](#)



×

5 OTHERS

×



THANK YOU



B Bizscope

