

Massage Envy Case Study

National massage therapy chain builds authentic connection with users through influencer marketing, connecting the brand with good health



Overview

Massage Envy, already the largest massage therapy provider in the country, was looking to begin a conversation about how massage therapy can help those suffering from arthritis and chronic pain.

And while many in their target audience associate massage therapy with reducing overall stress in your daily life, Massage Envy wanted to spark a conversation about the correlation between good health, preventative care, and the Massage Envy brand. Enter influencer marketing.

Solution

Through the FYI self-service influencer marketing platform, the Massage Envy digital marketing team was able to browse through more than 24,000 influencers of varying reaches and price points to find those that fit their target audience demographics, and their budget for the multi-month campaign.

After selecting 17 influencers, the team divided their campaign over five months, rotating three to five high-performing different influencers each month.

The creative supporting the focused on the influencer's personal health experiences, and how their ability to incorporate more "me" time (supported by Massage Envy full-day spa passes) made a tangible difference to their stress levels.

Every month, influencers posted additional, related content ranging from answering solicited questions, polling readers on seasonal issues relating to personal health, or incorporating a holiday theme, like Father's Day.

To aid in metrics and measure the impact of the campaign, influencers were asked to use a particular hashtag correlating to the monthly theme, which coordinated across the multiple posts (and multiple months)

Results

The influencer's posts were created to highlight campaign themes relevant to existing Massage Envy marketing strategy – the personal stories from added an authentic tone that helped drive connection – and conversion.

- **17** original content pieces, posted to blogs, offering **90,059** UUs
- **19** original Facebook posts, with **106** likes and an estimated reach of almost **280,500**
- **82** campaign tweets, **136** re-tweets and an estimated reach of **2.51 million**
- **14** different Vine posts, with **76** re-vines and **36,016** likes



Put the power of influencer marketing to work for your brand
Contact [FYI's Samantha Ley](#) at 602.733.9323 today!

