

Zappos Couture Case Study

High-end online retailer and fashion leader heads to The Hills, leveraging celebrity influencer marketing to drive last minute holiday

ZAPPOS
COUTURE.



Overview

Zappos approached Find Your Influence (FYI) looking to boost holiday sales and help differentiate the Zappos Couture brand in a cluttered marketplace. Part of the larger Zappos family, Zappos Couture is an online clothing boutique targets the ultra-stylish and “in-the-knows” — so it was critical that Zappos Couture found its way into the fashion blogger community and positioned itself as a hip & high-end boutique.

Instead of a traditional influencer marketing campaign, Zappos decided to do something different. In walks Lauren Conrad.

Solution

Zappos made the decision to feature a sole celebrity fashion blogger — someone who could make a big impact with only one post and someone who really represented the Zappos Couture brand (and the brand’s target audience).

With the help of FYI’s expert strategists and influencer relationship managers, Zappos was able to find the perfect match: Lauren Conrad. Conrad’s blog frequently featured the type of clothing found at Zappos Couture and the readership was a good match.

Throughout the negotiation process, Zappos Couture asked for a quality long-form blog post featuring select, hard to move SKUs from their site, and links back to the online store to boost sales as the holiday season came to a close. Lauren Conrad’s team highlighted ten fashion picks and linked back to their Luxe Report — a section of the site featuring a curated experience and fashion recommendations.

As one might imagine, the campaign had a large impact. Lauren Conrad’s celebrity presence and fashion-forward fanbase helped put Zappos Couture on the map.

The campaign made such an impact, that Sarah Jessica Parker herself thanked Lauren Conrad for featuring her brand of SJP shoes on the blog. What better way to top off a campaign than with a bit of celebrity buzz?

Results

At FYI, we call them celebrity influencers for a reason — each post generated both high engagement and reach helping Zappos Couture drive pageviews and sales for the holiday season.

The combined blog posts generated:

- More than **20,000 blog page views**
- **11,000 social media** clicks
- **6K Instagram likes**
- **1,981 Facebook likes**
- An astounding **Facebook reach of 696,128**



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

