



CASE STUDY

Nellie's achieves 44% increase in social media followers with help from Jilly Box campaign

THE CLIENT

Nellie's is a Canadian eco-friendly home cleaning product brand, focusing on sustainable packaging options and simple but effective formulas designed to make life easier.

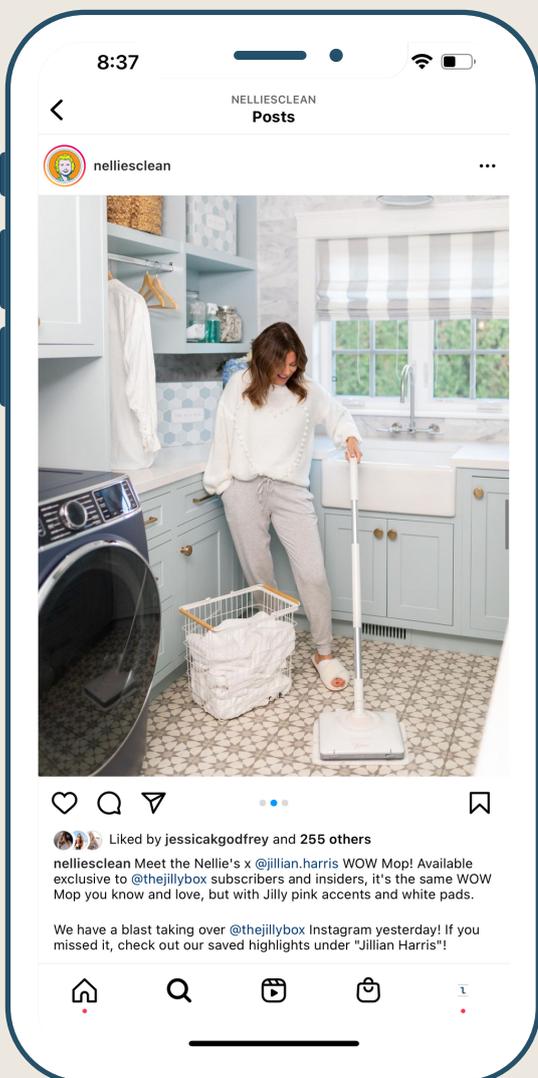
Nellie's has been working with Level for 2.5 years, with a main goal to increase e-commerce sales and expand brand recognition through social media.

THE OBJECTIVES

While Nellie's was struggling with brand awareness outside of their local community, their existing customer base showed strong brand loyalty – once consumers tried a Nellie's product, they became long-time customers. With 29k followers on Instagram predominantly located in the Metro Vancouver area, there was an untapped potential to expand its brand awareness to a larger, nationwide audience.

The objective was to:

- Increase brand exposure to key demographic on Instagram
- Get product into people's hands
- Increase online sales
- Increase traffic to the Nellie's website





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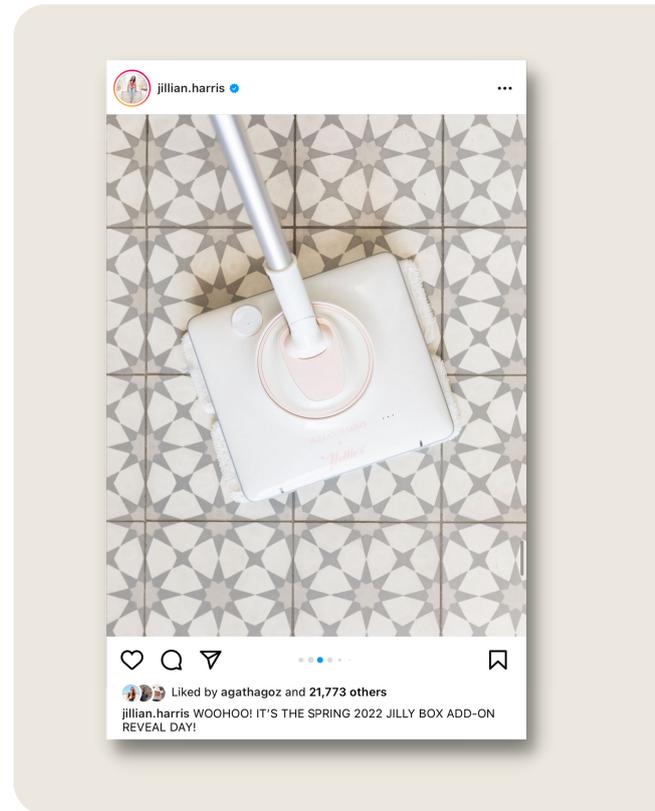
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THE SOLUTIONS

We planned a large-scale influencer campaign to reach a wider nationwide base – and to get product into people's hands.

We identified Jillian Harris, top Canadian influencer, as an ideal partnership opportunity, as her large audience matched Nellie's' key demographic. To generate attention, we created a custom, limited edition co-branded product that was featured in the influencer's quarterly subscription box (the Jilly Box). We also included a top-selling product in each box (getting the product into 15,000 homes).

Through co-branded giveaways, Instagram takeovers, and coupon codes, we were able to tap into Jillian Harris's 1.3m followers and Jilly Box's 124k followers on Instagram to significantly boost Nellie's' followers and increase e-commerce sales.



44%

increase in Instagram followers



134%

increase in e-commerce sales



15k

people received the product

THE RESULTS

- 44% increase in *meaningful* followers on Instagram (from 29k to 42k in 3 months)
 - The key here is '*meaningful*' – the follower growth came predominantly from our key demographic.
- 134% increase in e-commerce sales (Q1 '22 vs Q1 '21)
- 188 influencer coupon codes redeemed
- 15,000 people received the brand's top product
- 1,000 people received the limited-edition co-branded product
- 20% increase in website traffic