

Erwan Derlyn

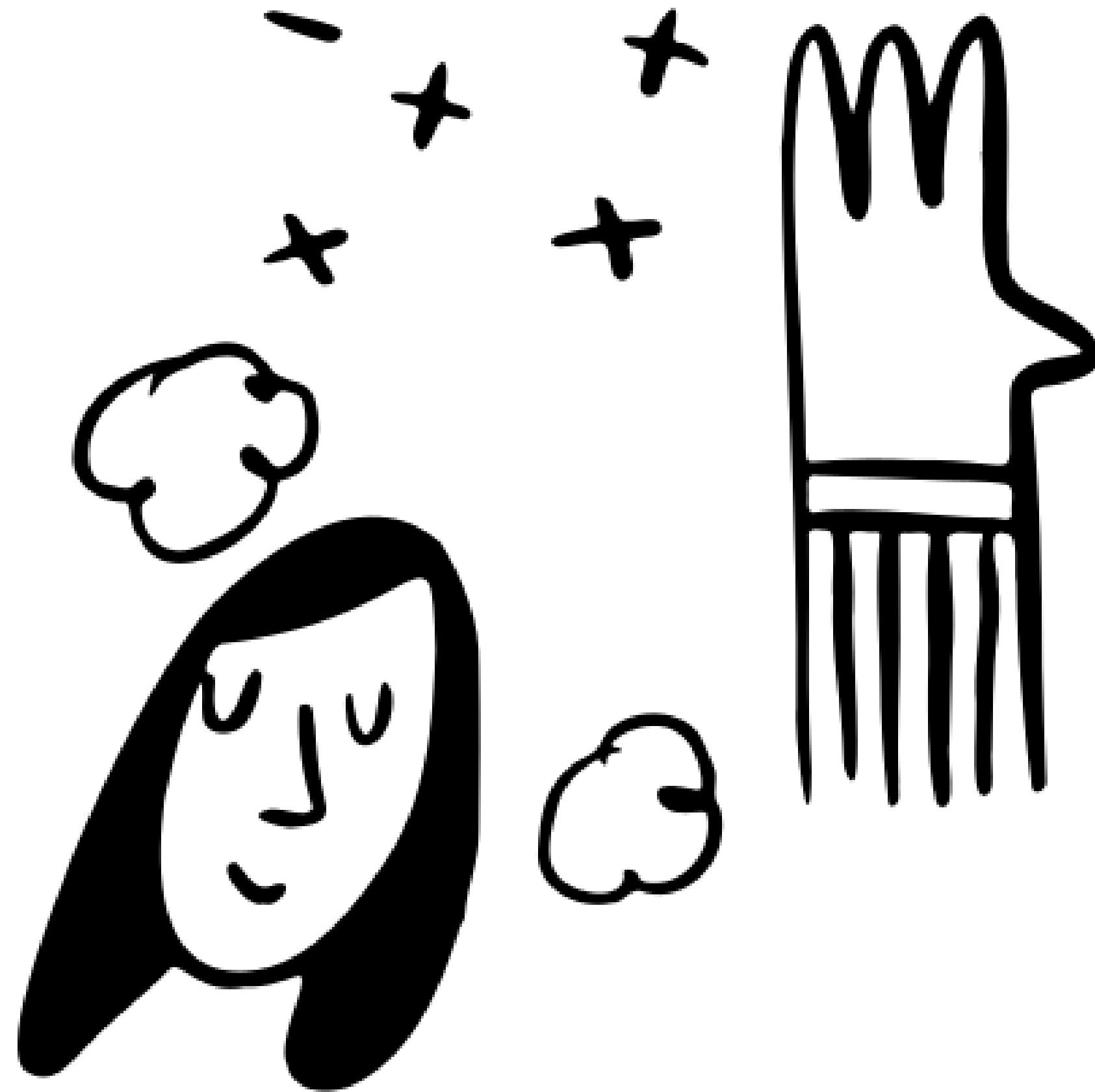
# How to drive a social-first brand strategy for growth?

Case: Estrid

Social Media Marketing Day 2020



Seriously, who cares  
about razors?





# Estrid launched in May 2019

ELLE

PRENUMERERA

BEAUTY

## NYTT RAKHYVELSMÄRKE HYLLAR KVINNLIK KROPPSBEHÅRING

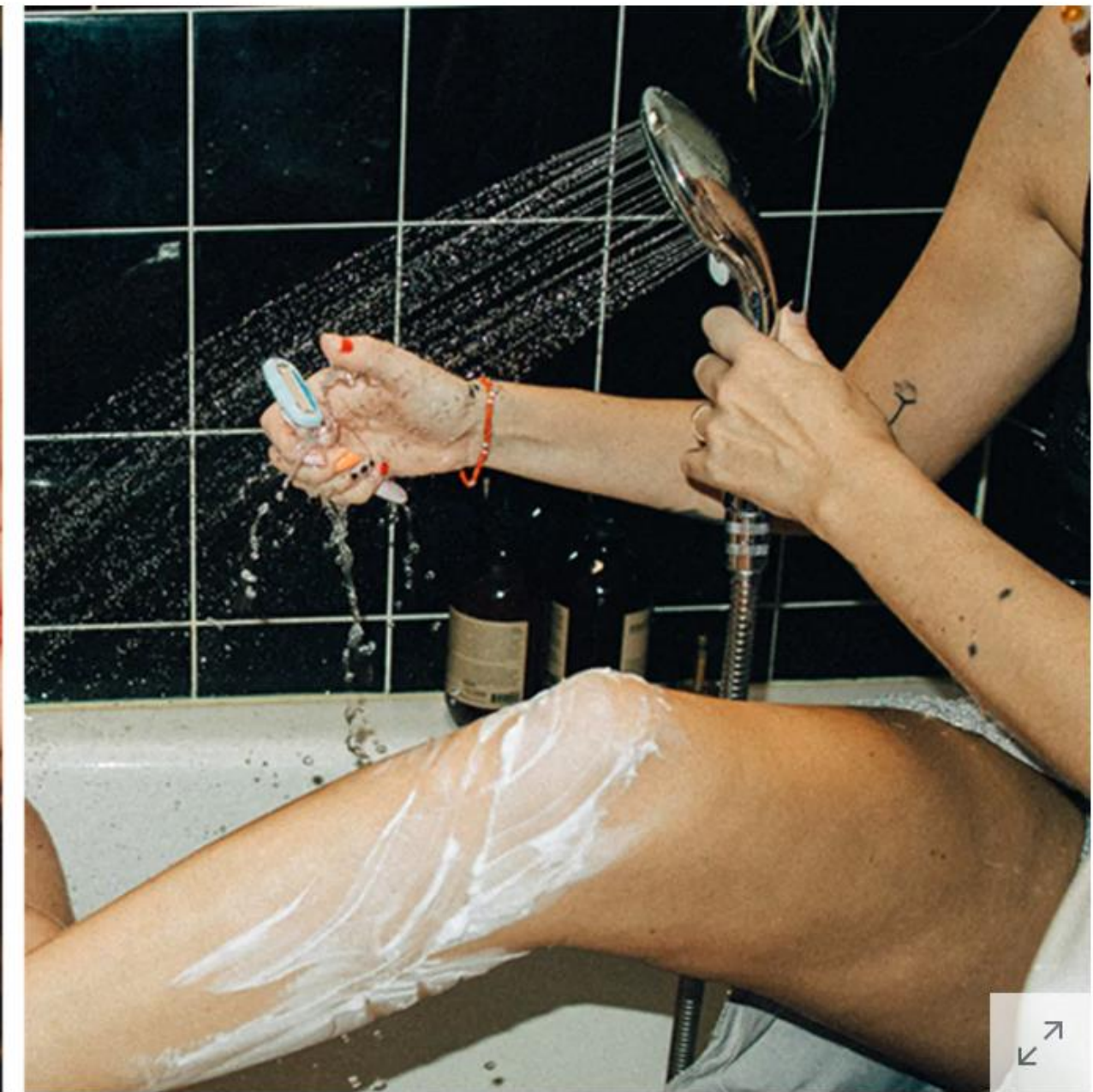


Var ärlig nu – när bytte du rakblad på din rakhyvel senast? Eller ens kom ihåg att köpa nya? En duo svenska kvinnor har kommit på en ny modell för att göra rakning enklare och mer "demokratisk". Rakhyvelsmärket heter Estrid och i kampanjen hyllas kvinnlig kroppsbehåring.

AV CARIN HELLMAN 16 MAJ, 2019

## Svenska varumärket lyfter kvinnlig kroppsbehåring – stoppas av Facebook

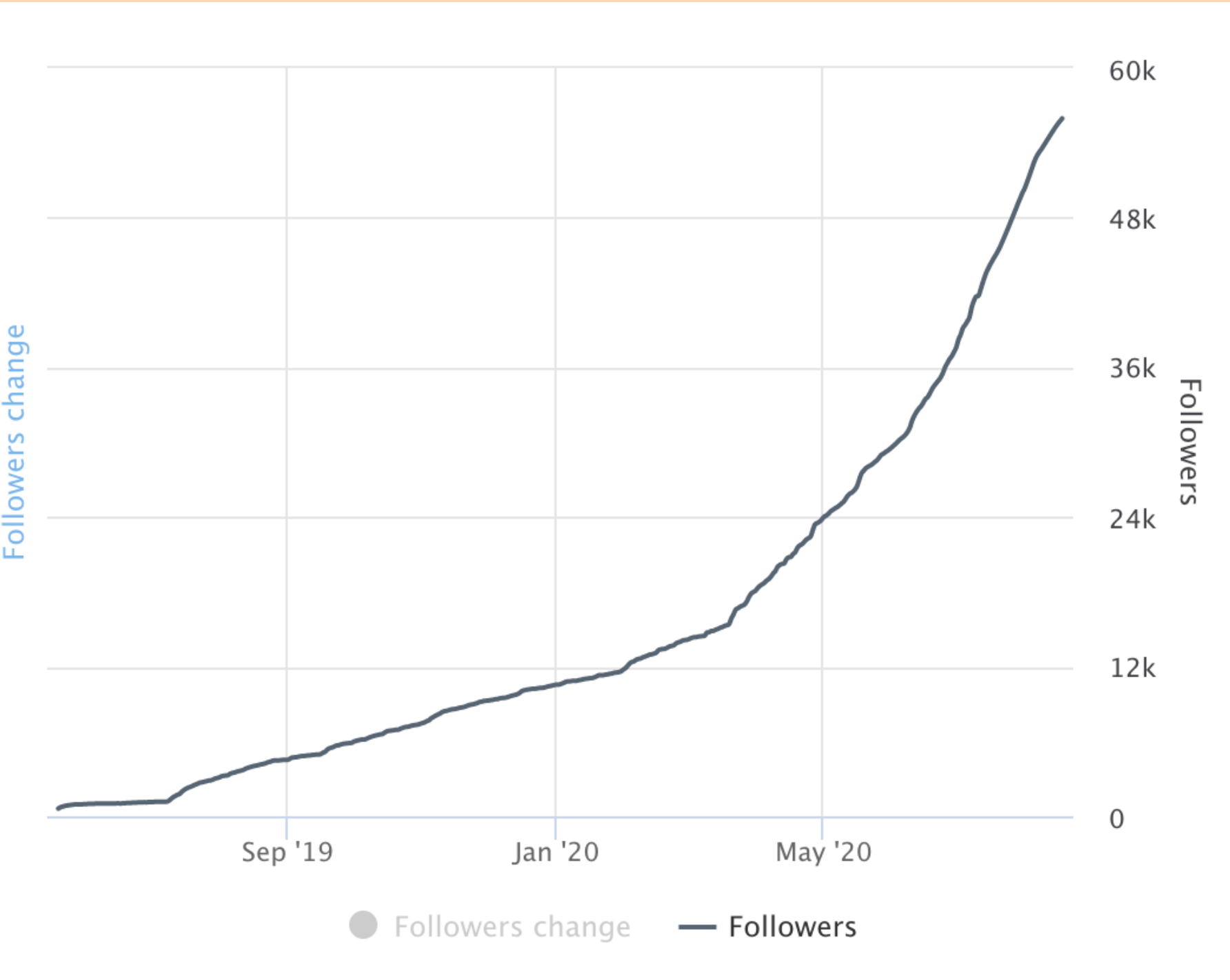
Publicerad: 17 Maj 2019, 11:03



Estrids reklamfilm var för explicit för Facebook.



# Estrid today





**H&M**  
August 5 at 3:30 PM · 🌐

Hej H&M-medlem! Nu finns Estrids veganska rakhyvlar i våra butiker och du kan vinna ett Estrid-kit för dig och en vän 🍷  
Bli medlem på <http://hm.com/> eller i H&M-appen, logga in på din medlemssida och tävla NU!



 122

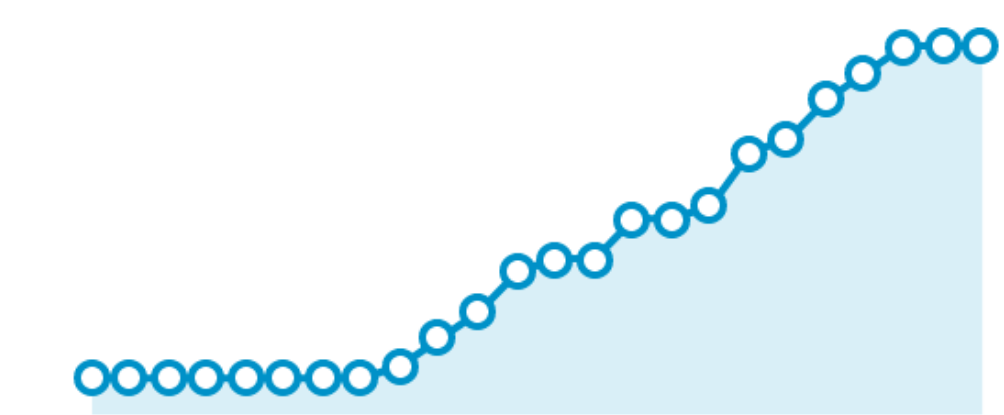
45 Comments 6 Shares

## Employee count ?

Based on your sales preferences

Show: past two years ▼


### Total Employee Count



(28)  
current employees

▲ 833%  
Increased around  
25 people





365

Posts

55,9 k

Followers

19

Following

**Estrid**  
When self-care meets body hair. Real people.  
🌈 Real bodies. 🍑 Real smooth razors. 🌊 All hairy & non-hairy humans welcome here. 100% vegan. 🌱  
[bit.ly/heyestrid](https://bit.ly/heyestrid)  
Followed by [berghs.growthmarketing](#)


View Shop

Follow


Message

Email


▼




Takeover




BODY CARE







#stayinside






we love you



Cuteness

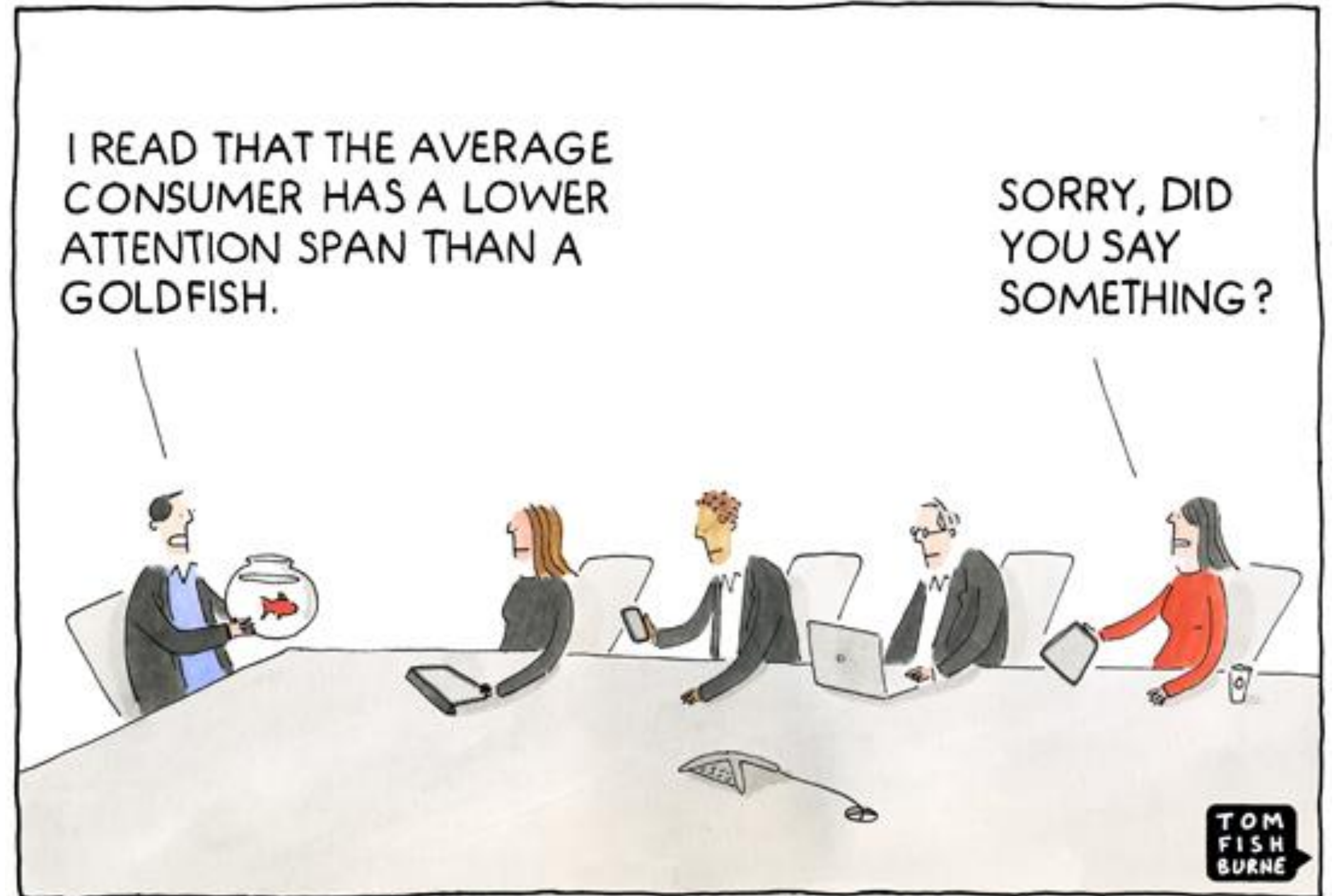




How could Estrid build a cult following and a striving business in less than 18 months?



# Launching something new is fucking hard!





“It is easier than ever to steal attention. But it is harder than ever to earn attention. You don’t get attention unless you’re trusted. You don’t get trusted unless you get attention.”



**Seth Godin**

# Why leveraging influencers as a GTM strategy?

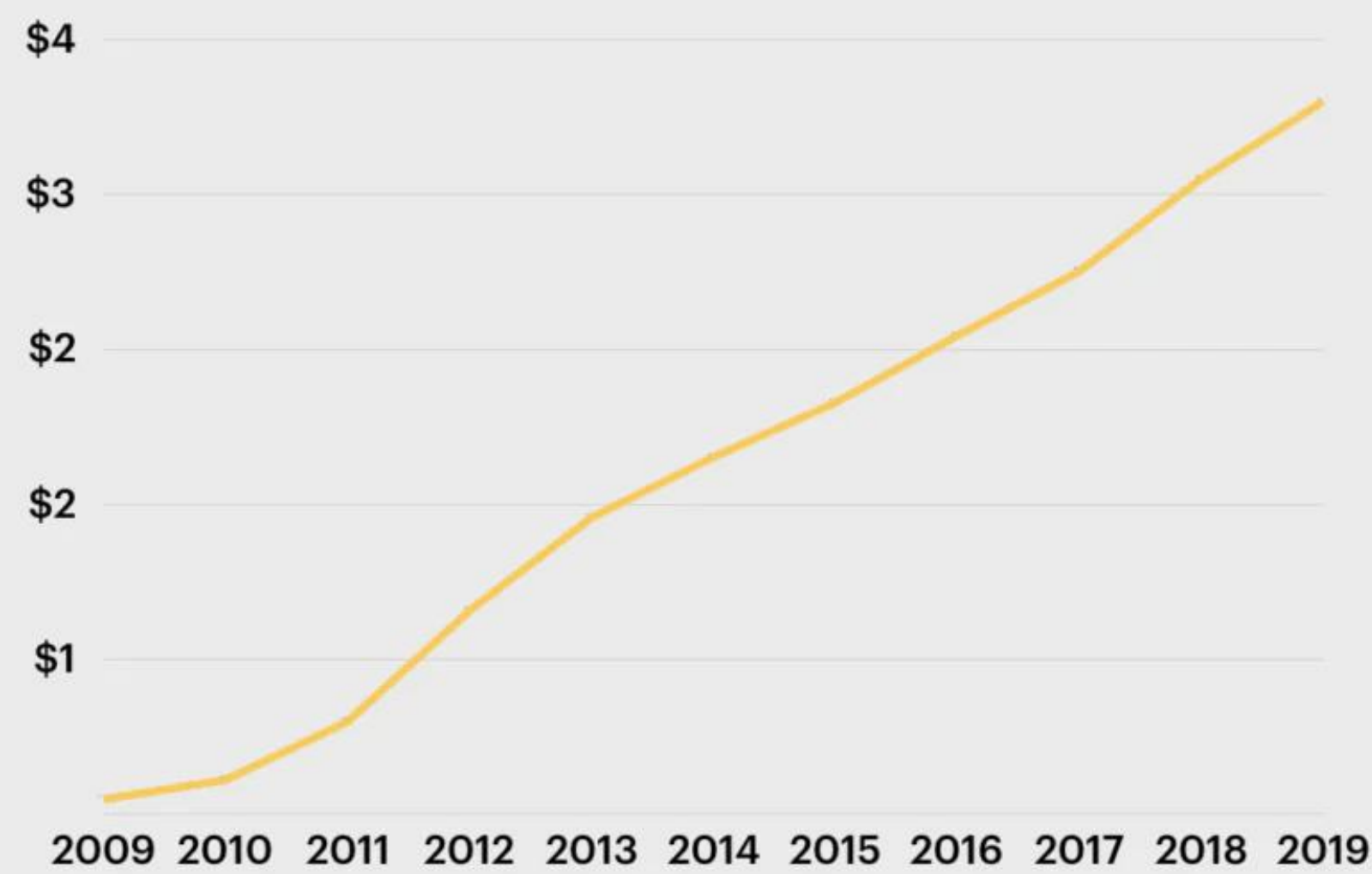
	Attention	Trust	TTR	Scalability
	Will you have the attention of many?	Will your brand be trusted?	Can you test and iterate fast?	Can you easily scale this channel?
Build an audience from scratch	X	✓	X	X
Advertise	✓	X	✓	✓
Direct sales	X	✓	✓	X
Leverage partners and influencers	✓	✓	✓	✓



# Growth hack...

VC investors have continued to pour cash into DTC beauty and fashion start-ups over the past decade.

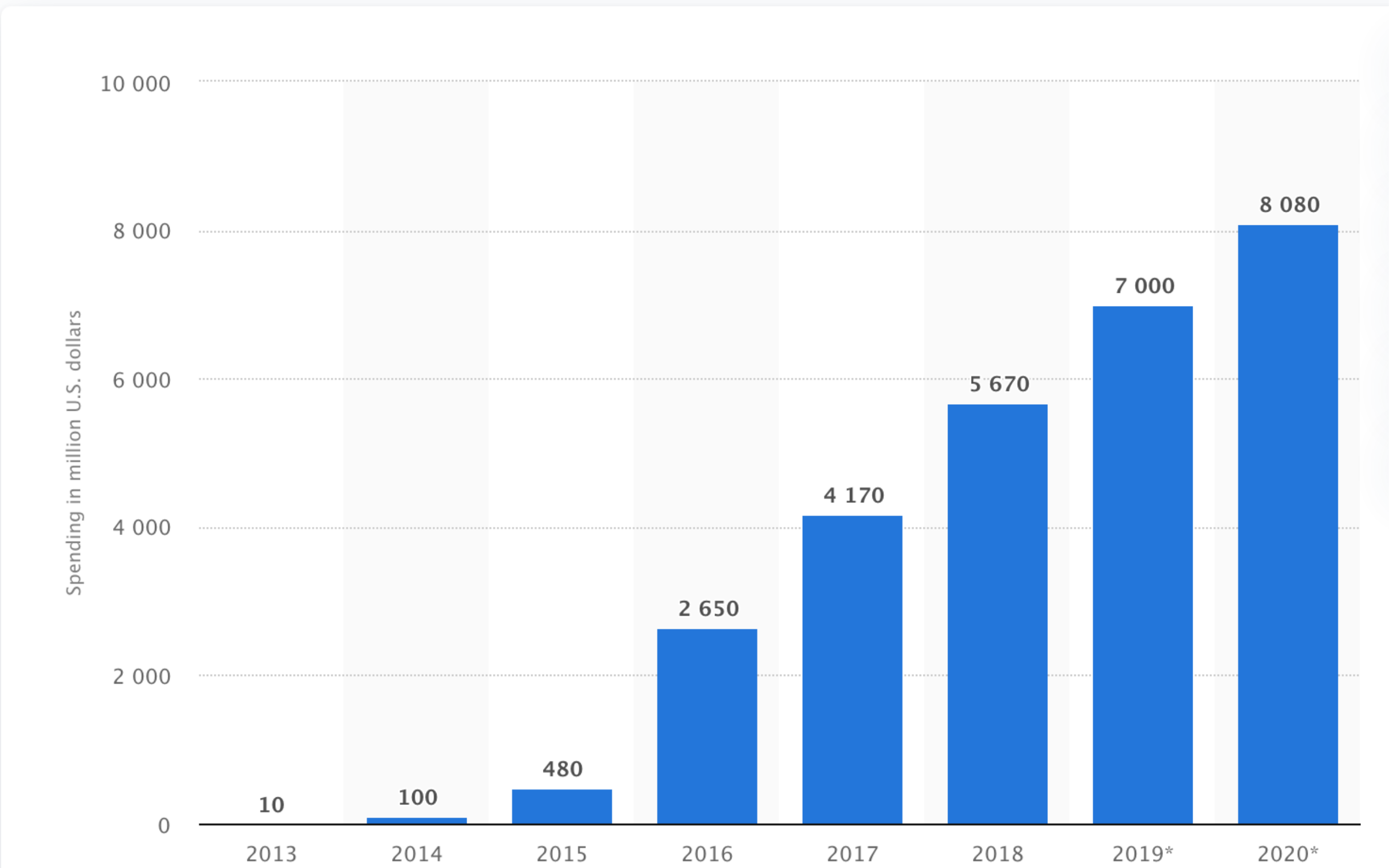
CUMULATIVE VALUE OF CAPITAL INVESTED IN DTC COMPANIES SINCE 2009  
\$ (Billions)



SOURCE: PITCHBOOK

BOF

Instagram influencer marketing spending worldwide from 2013 to 2020  
*(in million U.S. dollars)*

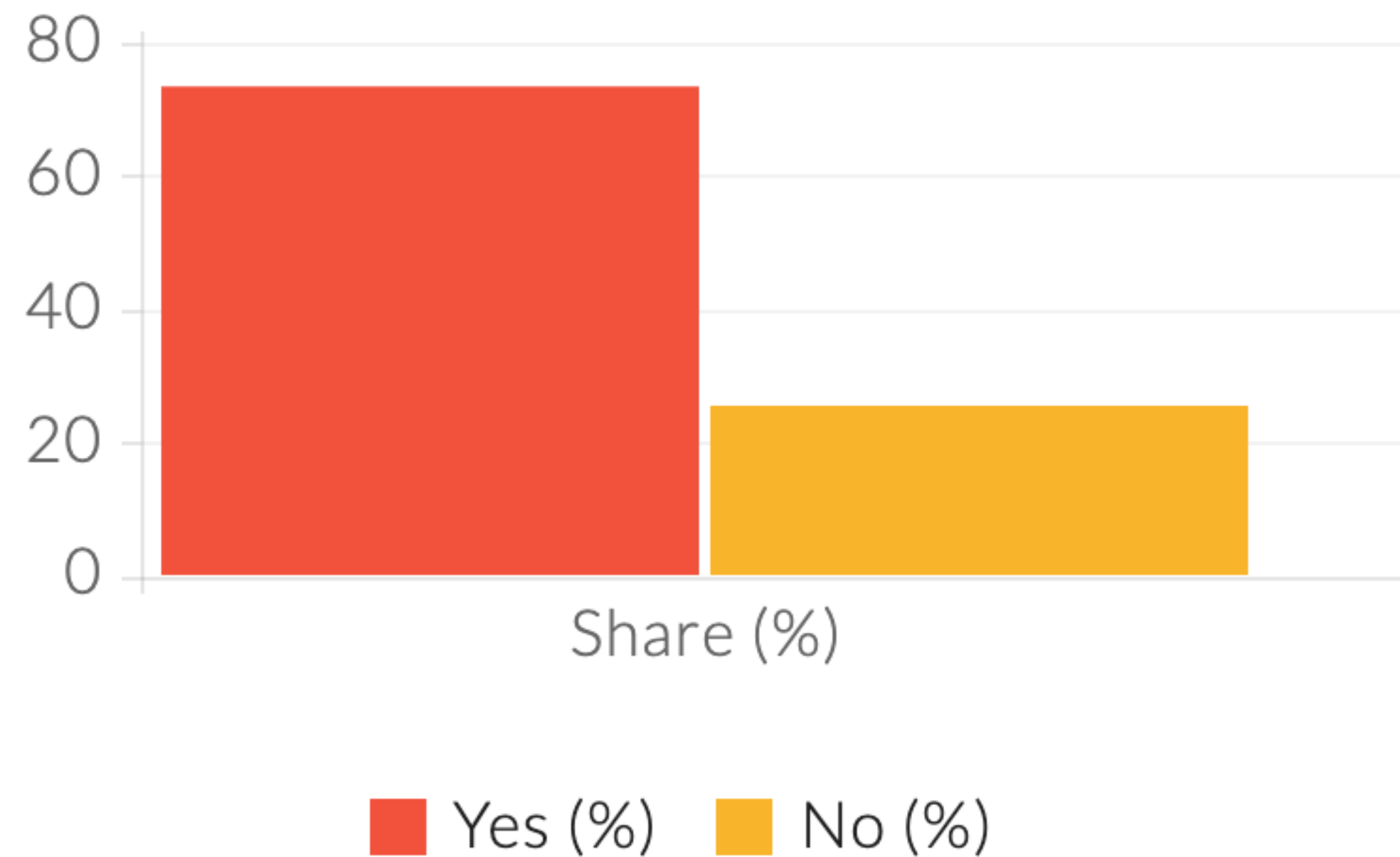


© Statista 2020



# ...or cul de sac?

## Is Influencer Marketing Fraud (Fake followers, fake engagement) a concern to you?



Source: [relatable.com](https://www.relatable.com)

DN. Dagens Nyheter

### Flera influerare ifrågasätts – vad betyder det för branschen?

Linnéa Claesons trovärdighet om sexuella trakasserier ifrågasattes. ... Under de senaste åren har omsättningen för så kallad influencers marketing ökat. ... men är det andra medier som ifrågasätter så är  
6 jan. 2020



**Influencer marketing fraud will cost brands \$1.3 billion in 2019.** At least 15% of advertisers' spending on **influencer marketing is lost to fraud**, costing them \$1.3 billion annually. 25 juli 2019

[www.cbsnews.com > news > influencer-marketing-frau...](https://www.cbsnews.com/news/influencer-marketing-fraud/)

**Influencer marketing fraud costs companies \$1.3 billion - CBS ...**



“First it works, and then it doesn’t.  
Welcome to the Law of Shitty  
Clickthroughs. Over time, all marketing  
strategies result in shitty clickthrough  
rates.”



Andrew Chen



So, what can we learn  
from Estrid's growth?







## Nadia Kandil

Creative director special projects at Estrid.  
Stockholm, Sverige · Fler än 500 kontakter

Gå med för att skapa kontakt



1 010 likes

**nadiakandil** måste jag annonsmärka detta iom att jag är delägare i [@heystrid](#) . vill uppmana alla som inte har köpt att köpa för jag ska bli ensamstående mamma om typ 5 år och behöver pengarna. tack.

View all 92 comments

**elsaekman** ÄLSKAR ❤️❤️❤️

**cassklatzkow** Köper 10 direkt

26 July 2019 · See Translation



## Info

Creative consultant & freelance stylist in fashion and life style.

## Aktivitet



Extra time during quarantine? Take the opportunity to do something new, start that podcast with your best friend! That is exactly what Estrid's...

Gillas av Nadia Kandil

## Erfarenhet



**Shareholder. Creative director special projects.**

Estrid

maj 2019 – nu · 1 år 4 månader

Stockholm

# #1 ~~Influencers~~ Shareholders

Creators are business owners too,  
they aren't just distribution channels.

Consider how you can invest in building  
long-term relationships with them:

- equity
- gigs
- introductions
- knowledge-sharing
- office space/material

...



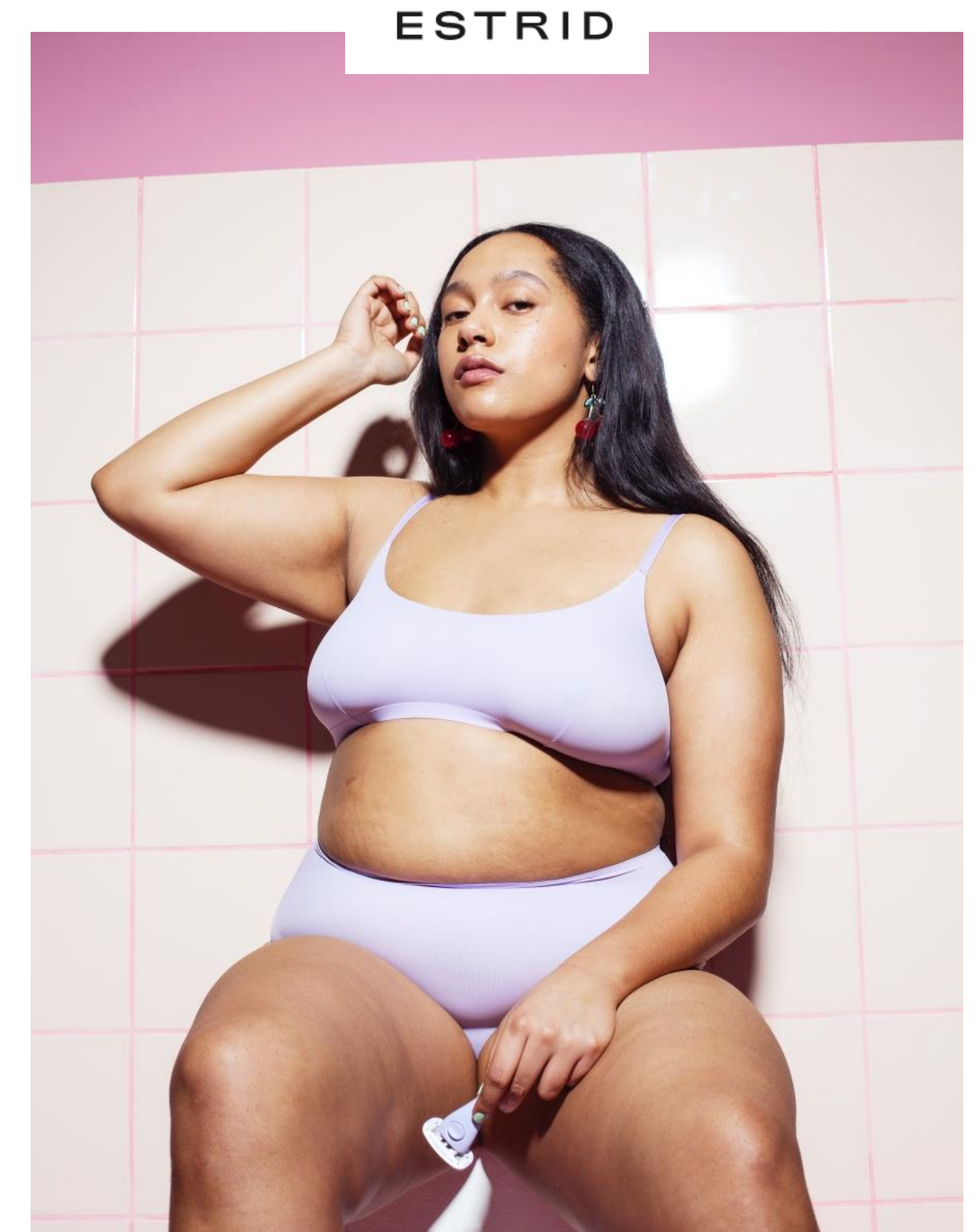
# #2

## Keep it real

When everyone zigs, zags!

Instead of promoting their products with models, Estrid features real people in real environments and consistently highlight important topics as:

- animal cruelty
- body positivity
- LGBTQ
- Pink tax
- Donations





# #3

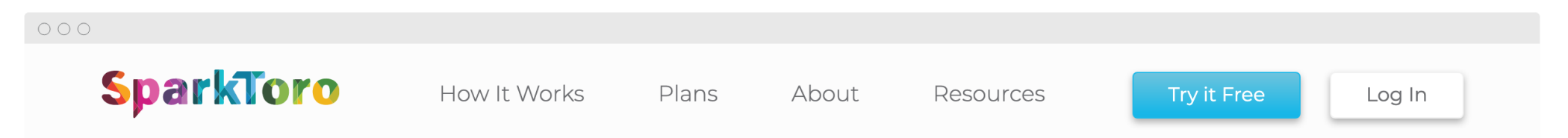
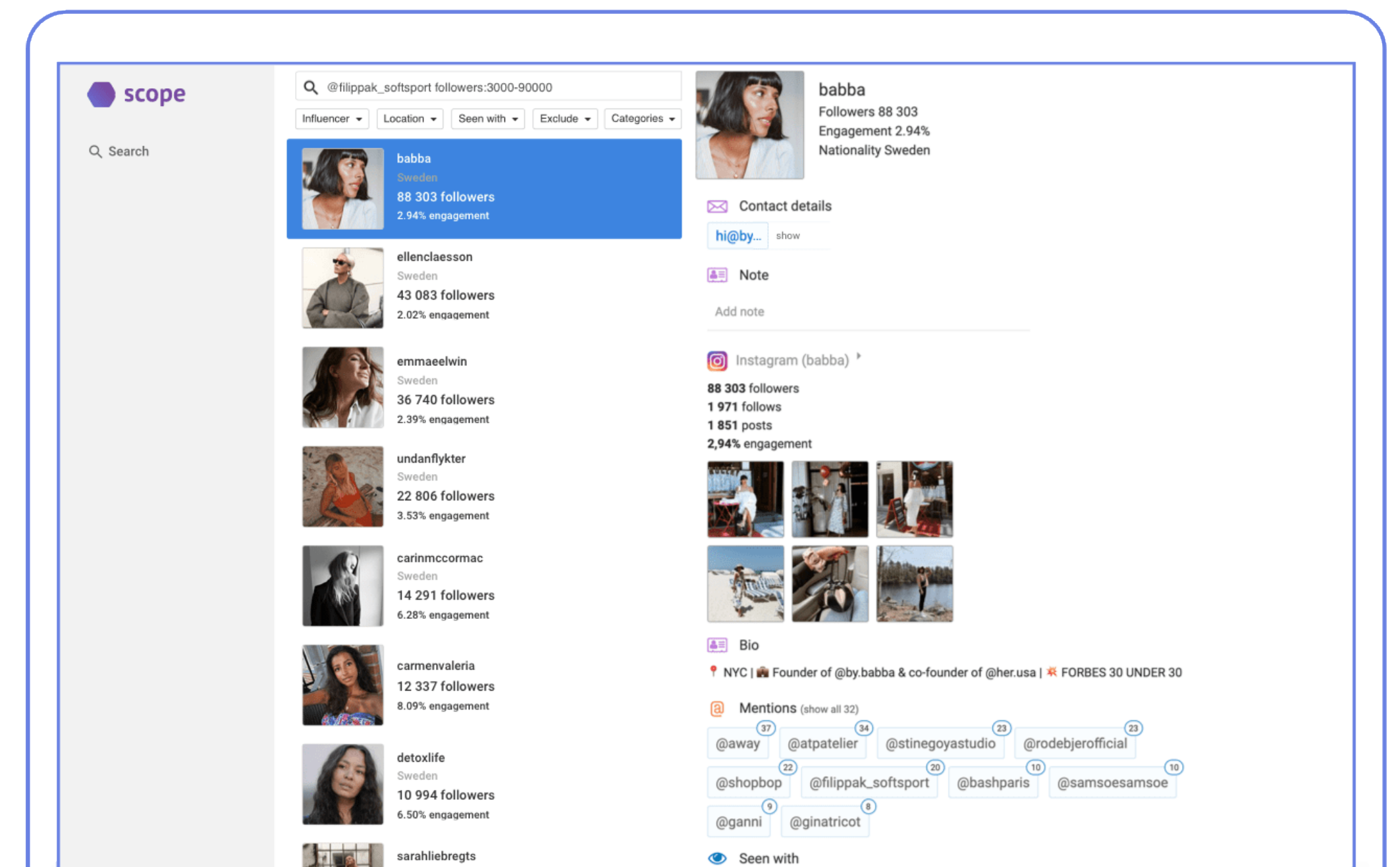
## Big things start small

Start with local, authentic, and trusted creators that personify your story arcs.

Expand by mixing micros and macros.

Just like the coronavirus, ideas spread in clusters (geographic and psychographic).

Use tools like Scope (Instagram) or Sparktoro (Websites, Twitter, Podcasts) to identify potential profiles at scale.



**Instantly discover what your audience reads, watches, listens-to, and follows.**

Forget expensive surveys or time-consuming research. SparkToro identifies your customers' biggest sources of influence, and the hidden gems—so you can reach them where they hang out.

**Try SparkToro for FREE. Enter a search term below:**

My Audience: Frequently talks about ▼

e.g. drones, wooden gazebo, marketing

Discover Now

# #4

## Align unit economics and incentives


Unlike most DTC brands, Estrid operates as a subscription model.

Low Average Order Value (AOV) but high Lifetime Value (LTV) is a powerful mix for customer acquisition.

Estrid can afford a relatively high customer acquisition cost (CAC) compared to other brands and offer great incentives for collaborations.


Choose incentives that work for your business model and unit economics.

### Choose colour



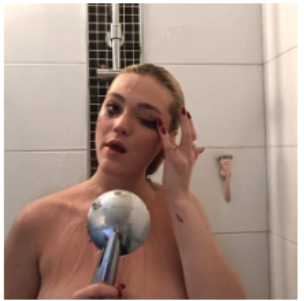
Select your favourite colour: choose from 4 different handles. You'll also get two cartridges and a matching wall mount in your start kit.

### How often?



Tell us how often you want your blades and we'll deliver them right to your door (free climate-compensated shipping, obviously! 🌱).

### Cancel anytime



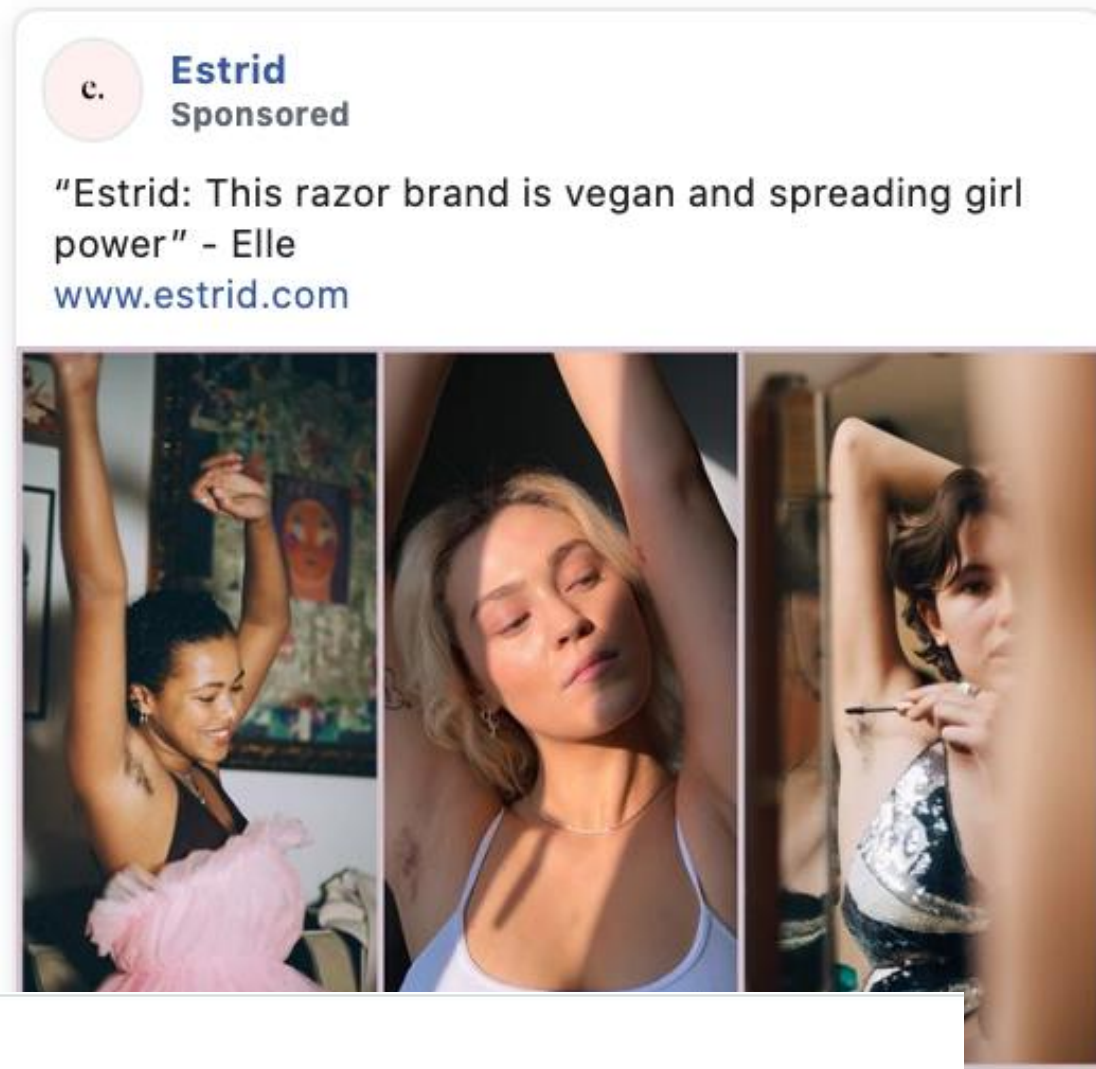
Your body, your hair, your control. Cancel the subscription at any time, no strings attached.

Get started for 95 SEK





Active  
Started running on Jul 28, 2020  
ID: 2674170312853241



heyestrid  
Estrid

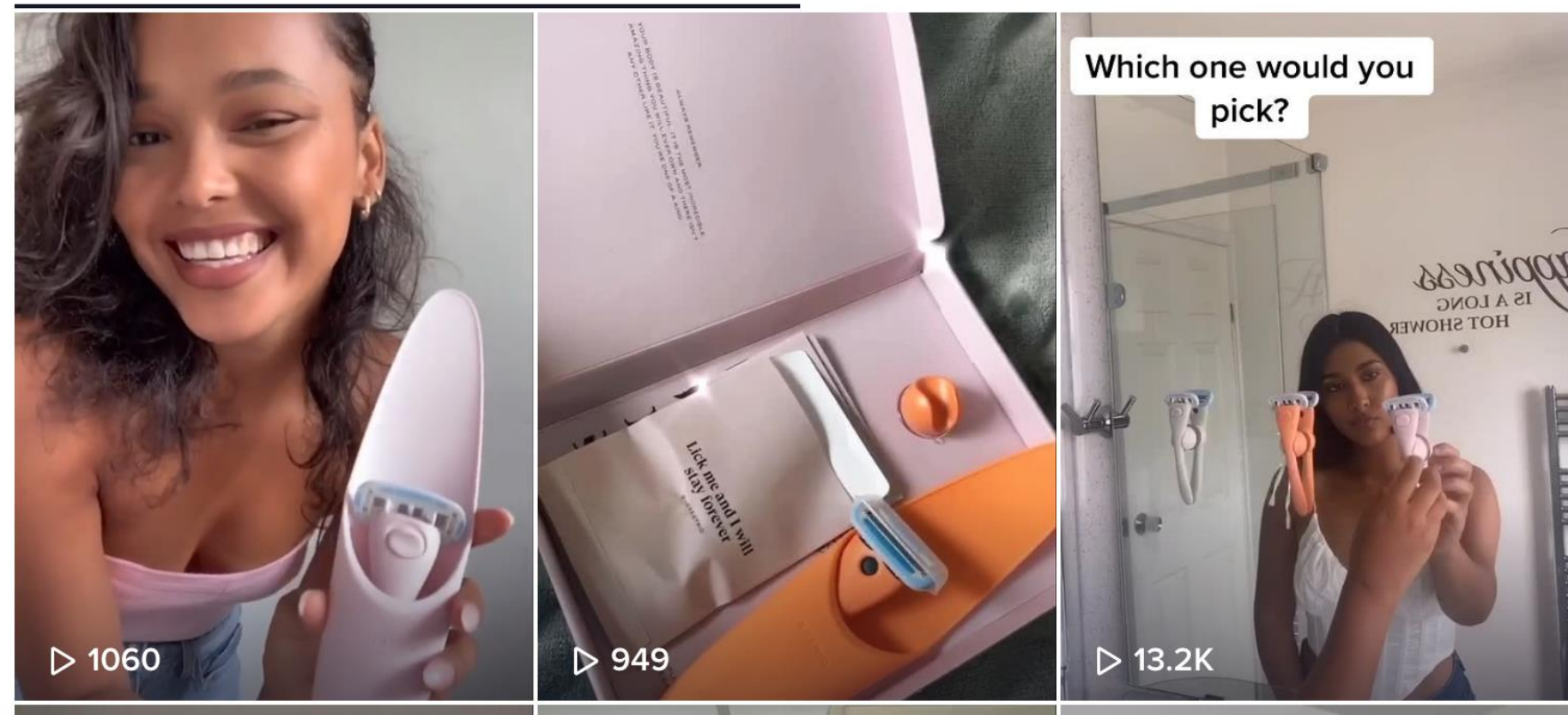
Follow

13 Following 7548 Followers 248.9K Likes

Northern Europe's 1st self-care brand for all hairy & non-hairy humans. 🌈

Videos

Likes



# #5 Amplify & diversify

Too many brands sit on amazing press clippings and influencer collaborations that they don't amplify with paid media.

These are precious assets for your brand, repurpose them in other channels and promote them so you can control the target and the frequency.

Also, marketing channels never last.  
Make sure to diversify your efforts early.

# Thank You

Any questions?

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Learn more about Estrid: [estrid.com](http://estrid.com) | @heyestrid