

CASE STUDY

Tanoshi

TOTAL BIDS

10

WINNING BIDS

\$1500 BID FROM
BIDDER WITH >1M
FOLLOWERS

\$700 BID FROM
BIDDER WITH >100K
FOLLOWERS

\$150 BID FROM
BIDDER WITH >100K
FOLLOWERS



how a social impact driven computer sales company for children used social media icons to increase overall engagement...

ABOUT TANOSHI

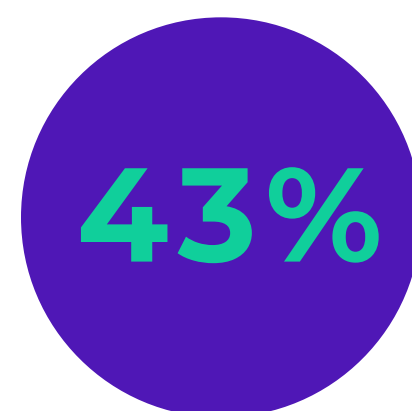
Tanoshi's products help to bridge the digital divide by offering families a fun, age appropriate, educational, and affordable device to learn computer skills and help kids complete their school assignments.

CHALLENGE

Heading into the heart of their Back-to-School campaign, Tanoshi wanted to broaden their consumer reach and attract new social media followers - especially those in under-resourced communities.

SOLUTION

Kicking off their influencer marketing campaign in July, Tanoshi used the Iconically platform to quickly and easily book cause-conscious creators with highly engaged audiences of between 100K to 1M followers that matched their target consumer demographics.



ENGAGEMENT WAS REACHED DURING THE CAMPAIGN

"Don, Grant, and the entire Iconically team have been instrumental in driving a 43% engagement rate and ultimately followers to our Instagram page during back-to-school, a critical time of year for us."
— Lisa Love, Co-Founder and Chief Marketing Officer, Tanoshi, Inc.