

**HOW TO RUN
LONG-TAIL
INFLUENCER
MARKETING
LIKE DIGI**



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Sign Up Now

CHAPTER ONE



CAMPAIGN IDEATION STAGE

WHAT IS CAPTURE APP?



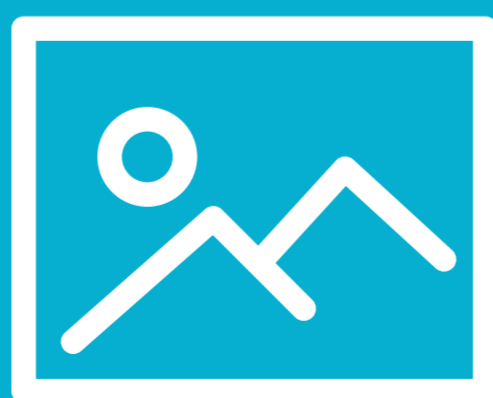
Capture app provides users with cloud storage for their photos and videos.

For Digi users, they get extra storage of 30GB and 100GB for prepaid and post-paid users respectively. Digi users will also enjoy free uploads that will not eat up their monthly data allocation.

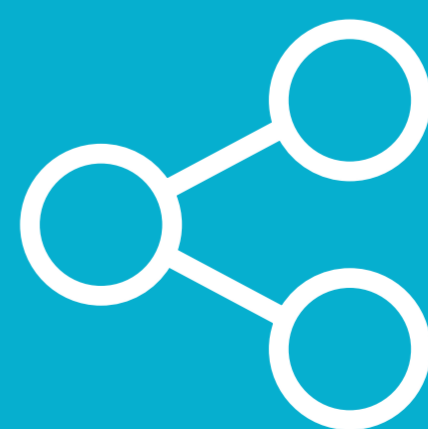
- ✓ Free up phone space
- ✓ Backup photos and videos
- ✓ Upload photos and videos of any size
- ✓ Free for everyone (including non-Digi customers)



SAVE



SEE



SHARE

HOW DOES SUSHIVID MEASURE CAMPAIGN EFFECTIVENESS?

The amount of reach and engagement

WHAT IS THE INCENTIVE FOR THE AUDIENCE?

Free 10GB for first time users that downloaded Capture App using promo link and code regardless of telco provider

TARGET AUDIENCE

AGE

15-25
Years Old



Students

White Collar
Working Adult



CONTENT DISTRIBUTION



YouTube heavy



The influencers told their story with Capture App. Some videos included personal stories of how they use the app, reviews of the app and funny sketches.

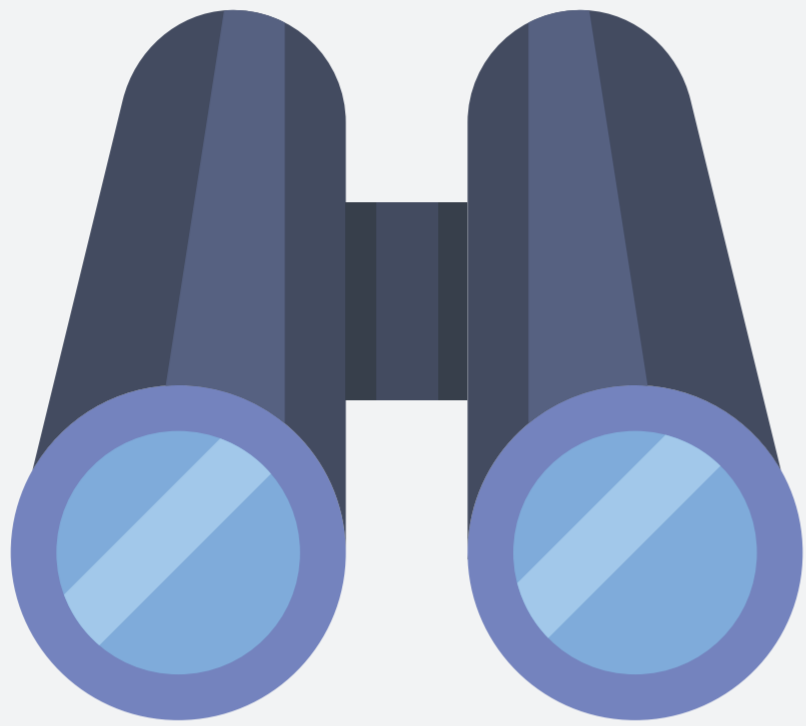
They also highlight the key features of Capture App - up to free 100GB storage and will not take up any of your data.

CHAPTER TWO



CAMPAIGN RESULT

OVERALL



Total Views

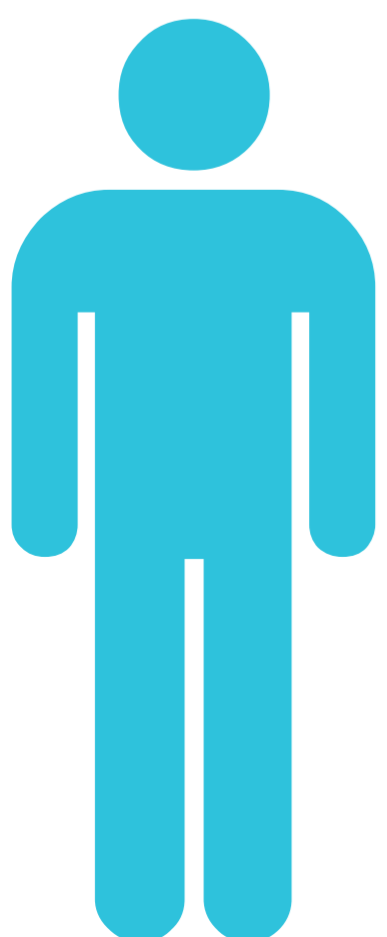
520,000

Engagement Rate

3%



AUDIENCE



Male

60%

AGE

18-24

35%

25%

25-34

DIGI INFLUENCERS



VLOG

SHAWN LEE

Shawn Lee - Malaysian Beatboxer and Malaysia's fastest growing YouTuber, who does daily vlogs, and song covers.



Subscriber count
171,718

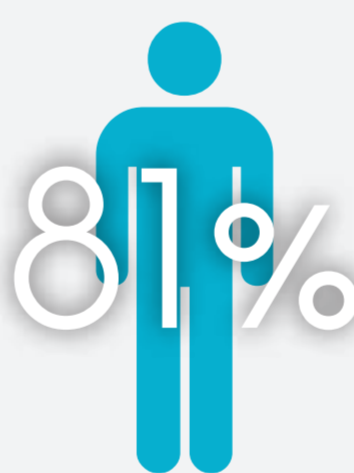


Total Views
23,500

AUDIENCE PROFILE

ENG

English-speaking audience



AGE

39% | 18-24
31% | 25-34

ENGAGEMENT RATE



3%
of total views

(comment+likes+dislikes)

EXCEEDED AVERAGE VIDEO VIEW BY

21%





SKETCH

JOSEPH GERMANI

Joseph Germani - One of Malaysia's famous YouTubers and is Adidas Original Ambassadors. He is known to collect and unbox adidas sneakers for his channel. He is also an entertainer who occasionally posts funny sketch videos.

Most creative and best effort - Being a one man show, the amount of effort Joseph Germani invested in this is awesome and highly appreciated. To rally more engagement, he even added in a giveaway.



Subscriber count
210,171




Total Views
20,224

AUDIENCE PROFILE

ENG

English-speaking audience

73% 

AGE

41% | 18-24
41% | 25-34

ENGAGEMENT RATE



3.2% of total views
(comment+likes+dislikes)

VLOG

EZZAT EDDY



Best performing content. Ezzat smashed his KPI by managing to double his views and has the best engagement and click-through percentage than any other content

Ezzat Eddy - Viner personality turned Insta-famous. This young Influencer has recently ventured into YouTube to show more of his life to his ever growing fans.



Subscriber count

19,786



Total Views

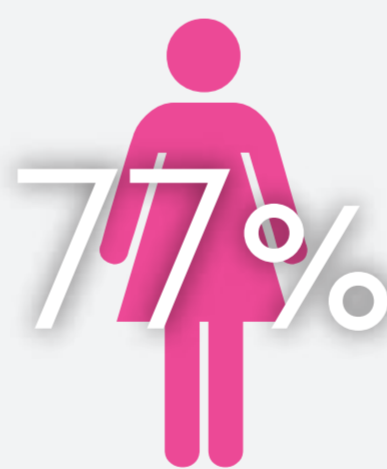
24,998



AUDIENCE PROFILE

ENG

English-speaking audience



AGE

27.7% | 13-17

47% | 18-24

ENGAGEMENT RATE



18%

of total views

(comment+likes+dislikes)

EXCEEDED AVERAGE VIDEO VIEW BY

103%





VLOG

CHARIS OW

Charis Ow - YouTube Singer turned Fashion/Beauty YouTuber/Instagrammer. Her channel is mainly about personal things in her life. Video types include vlog, dance covers, and challenges.



Subscriber count
34,854

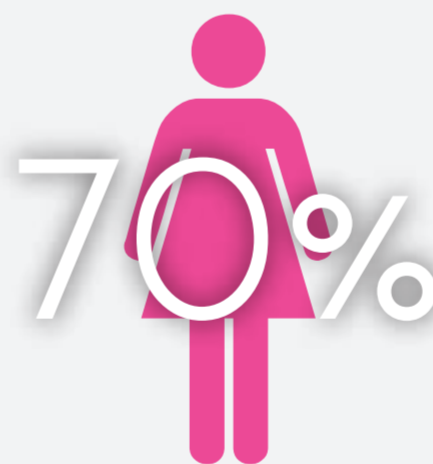


Total Views
13,400

AUDIENCE PROFILE

ENG

English-speaking audience



AGE

43% | 18-24
25% | 25-34

ENGAGEMENT RATE



9%
of total views

(comment+likes+dislikes)

EXCEEDED AVERAGE VIDEO VIEW BY

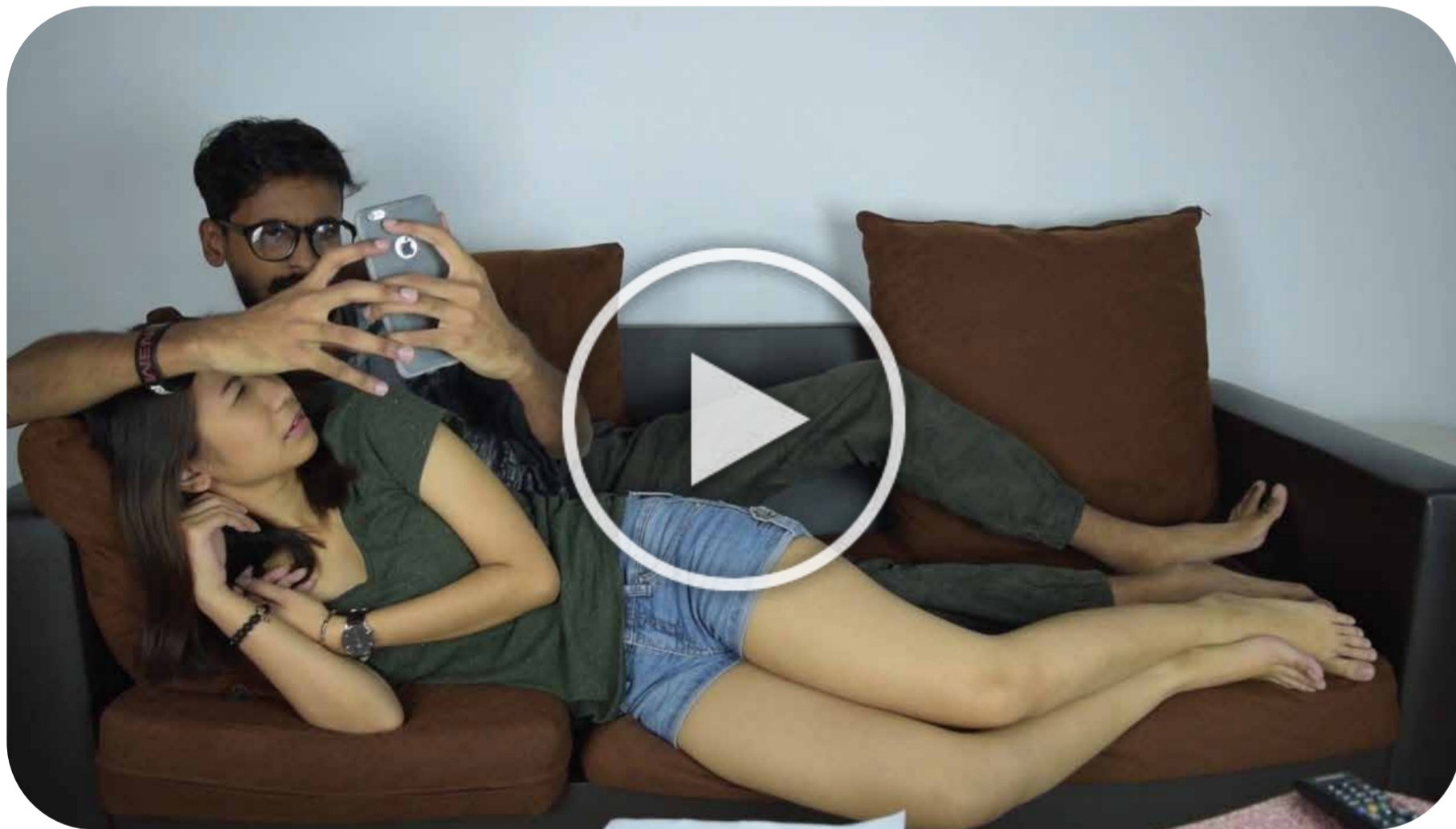
79%



SKETCH

VIKARWORLD

Vikarworld - the in-your-face growing comedian YouTuber. if he doesn't make you laugh, you're lying.



Subscriber count

46,625




Total Views

19,732

**AUDIENCE
PROFILE**

ENG

English-speaking
audience

62%


AGE

47% | 18-24

26% | 25-34

ENGAGEMENT RATE



7.1%

of total views

(comment+likes+dislikes)



VLOG

VIKARVLOGS



Subscriber count

9,343




Total Views

19,732

**AUDIENCE
PROFILE**

ENG

English-speaking audience

66% 

AGE

47% | 18-24

26% | 25-34



SKETCH

MACAMYES STUDIOS

MacamYes- YouTube production house spearheaded by creative director Dan Khoo and Ernest Ng. Second channel to DanKhoo productions where they upload office shenanigans and other skits.



Subscriber count
23,000



Total Views
21,884

AUDIENCE PROFILE

ENG

English-speaking audience



AGE

32.9% | 18-24
41% | 25-34

ENGAGEMENT RATE



3.8%
of total views

(comment+likes+dislikes)

EXCEEDED AVERAGE VIDEO VIEW BY

46%





SKETCH

LING BIGYONG

Ling BigYong - Malaysia's most popular Chinese YouTuber. He creates very relatable Malaysian Chinese content such as ten types of Chinese parents & typical things to do on Chinese New Year.



Subscriber count
671,900



Total Views
320,000

AUDIENCE PROFILE



Chinese-speaking audience



AGE

32% | 18-24
24% | 25-34

ENGAGEMENT RATE



4.5%
of total views

(comment+likes+dislikes)

EXCEEDED AVERAGE VIDEO VIEW BY

3%



PARODY HOW-TO VIDEO REALJOSHUA SE



RealJoshua Se - *Vlogger* - he creates a huge variety of content such as vlogs, how-tos, and challenges.



Subscriber count
70,000

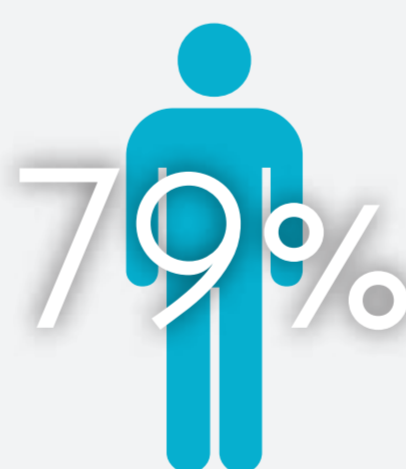


Total Views
14,084

AUDIENCE PROFILE



Chinese-speaking
audience



AGE

41% | 18-24

26% | 25-34

ENGAGEMENT RATE



8.1%

of total views

(comment+likes+dislikes)

LIFESTYLE VIDEO

JO HUNTERS

Jo Hunters - YouTuber that focuses her videos on shopping hauls and make up products.



Subscriber count

5,250



Total Views

2,092

AUDIENCE PROFILE



Chinese-speaking audience



AGE

55% | 18-24

22% | 25-34

ENGAGEMENT RATE



20%

of total views

(comment+likes+dislikes)

SKETCH

FARHAN KAPOR



Farhan Kapor - Guy from Kedah with a knack of making good comedic content on Instagram.



Follower count
83,000



Total Views
85,900

AUDIENCE PROFILE



Chinese-speaking audience



AGE

41% | 18-24
26% | 25-34

ENGAGEMENT RATE



8%
of total views

(comment+likes+dislikes)

EXCEEDED AVERAGE VIDEO VIEW BY

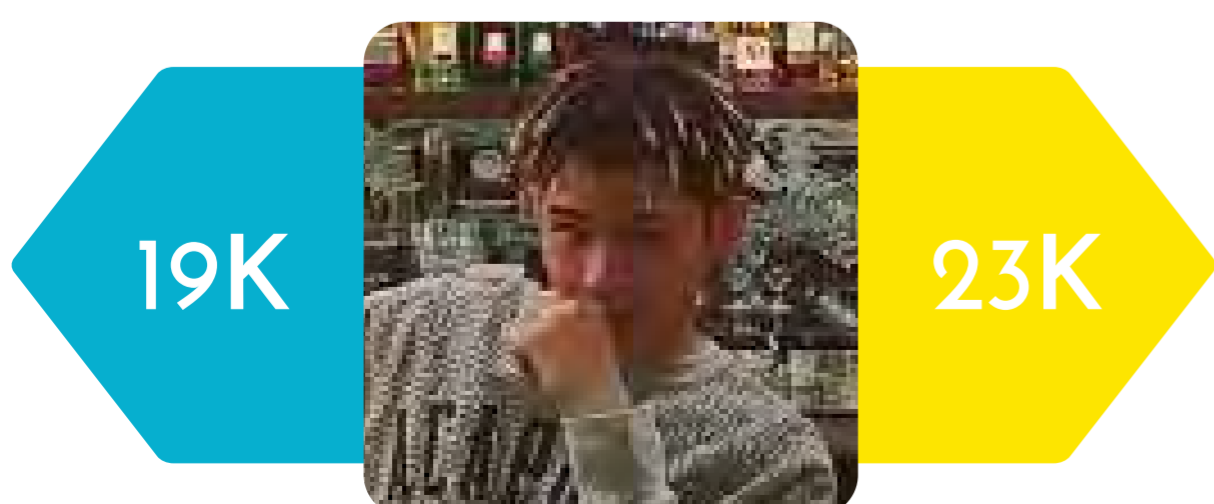
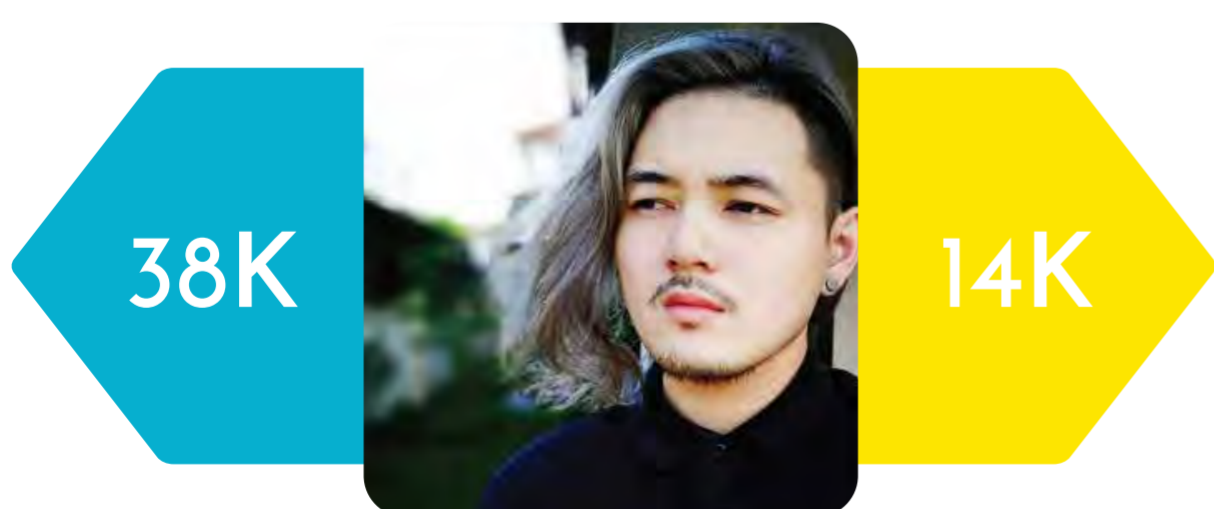
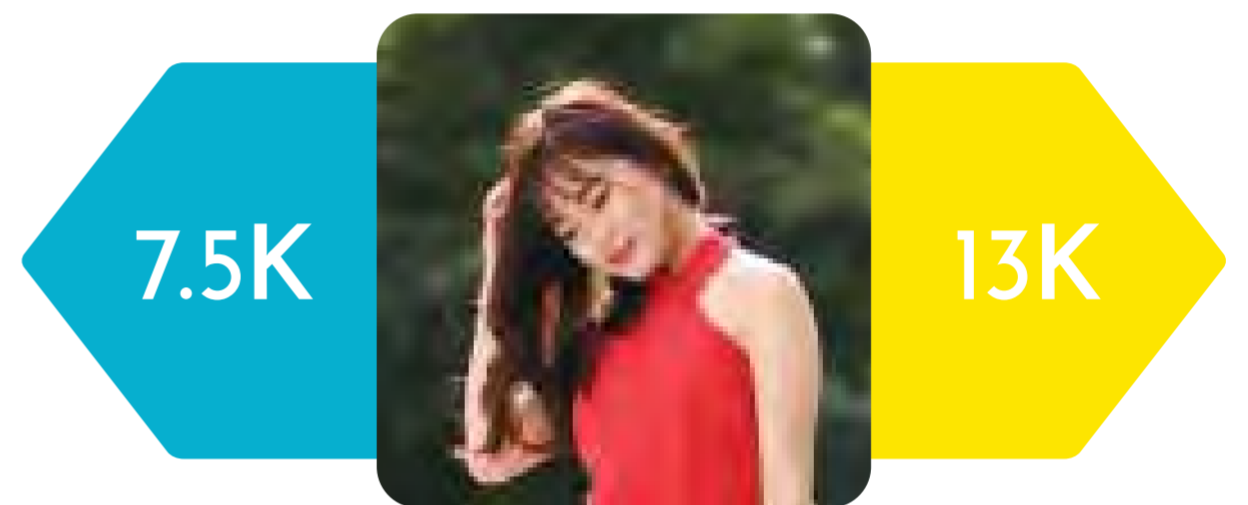
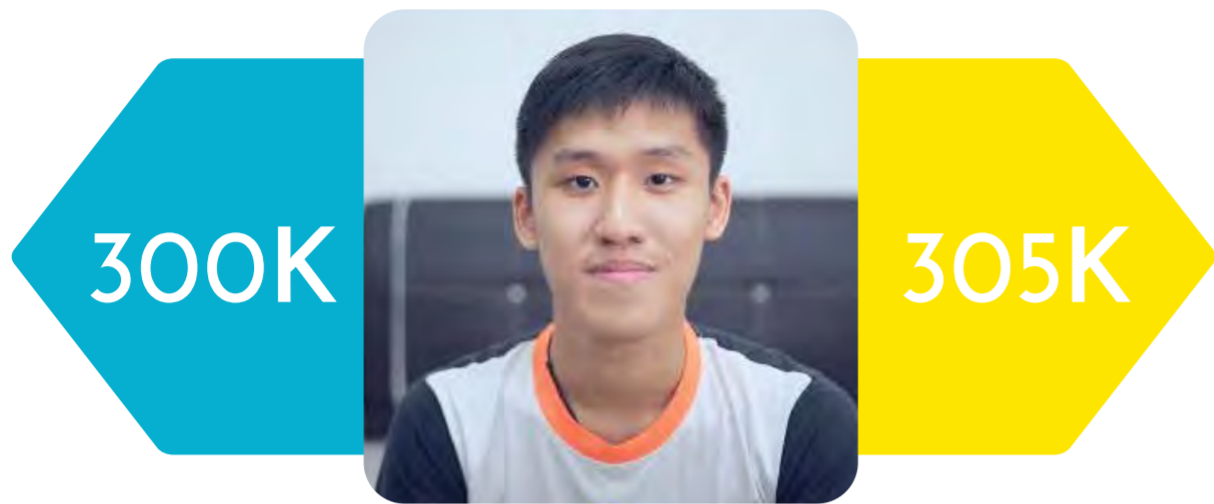
16%



OVERALL PERFORMANCE

← Average Views

Actual Views →



CHAPTER THREE



LEARNINGS

LEARNINGS

What we feel Digi did right was letting influencers promote the product using their own creativity instead of an over-kill through hardselling. After all, the influencers themselves know how to reach their target audience.

One vote for Digi and standing ovation for all the participating influencers!



**WANT TO LEARN HOW
LEADING
BRANDS ARE INFLUENCING
THEIR AUDIENCE WITH
SUSHIVID?**

SIGN UP NOW!

**OR GET IN TOUCH FOR
A PERSONALISED DEMO**





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This case study is created with information publicly available