

# Influencer Marketing Case Study: Pixio

**How I built a zero-cost influencer ecosystem that delivered 2M+ views, 5,600+ watch hours, and \$100K EMV in 90 days.**

I transformed a gifting-only strategy into a scalable, data-backed influencer engine.

Results in 90 Days – As Sole Program Driver

## Key Outcomes (Owned & Delivered by Me)

**2M+**

Organic Views

**5.6K+**

Hours of Watch Time

**\$100K+**

Earned Media Value

**16K+**

Engagements

**40+**

Creators Activated

**15%**

Instagram Following  
Increase

### Before

Minimal influencer presence, inconsistent creator posting.

### After

Scaled to a multi-platform ecosystem with repeatable reach and measurable ROI.

- Micro-Insight:** These results validated that strategic gifting can outperform paid partnerships when executed with precision.

# My Proprietary Strategy Framework: The Aesthetic-First Growth Engine (AFGE)

A proprietary method I developed to drive high-ROI creator performance.

01

## Identify High-Intent Creator Segments

- Targeted aesthetic desk creators + tech/gaming creators
- Prioritized engagement-to-follower ratio over size

02

## Optimize for High-Discovery Content Formats

- Reels, Carousels, Transformations, Long-Form YouTube
- Ensured aesthetic alignment with Pixio monitors

03

## Engineer Momentum With Posting Clusters

- Coordinated creator drop windows
- Activated IG's algorithm using save/share-heavy content

04

## Leverage Zero-Cost Value Exchange (Gifting Model)

- Secured 40+ creators without paid spend
- Tailored outreach + flexible briefs to maximize authenticity

05

## Iterate Weekly With Performance Insights

- Pivoted toward aesthetic-first creators as they consistently outperformed by 5-10x

**Micro-Insight:** AFGE became my blueprint for scaling both organic and paid influencer programs.

# Evidence of Impact (Performance Metrics)

Proof That the Strategy Worked

## Creator Performance Highlights

### The Introvert Edition

622,963 IG views

### Kate Rose Morgan

522,699 views, 8,000+ saves/shares

### Anhecdotes

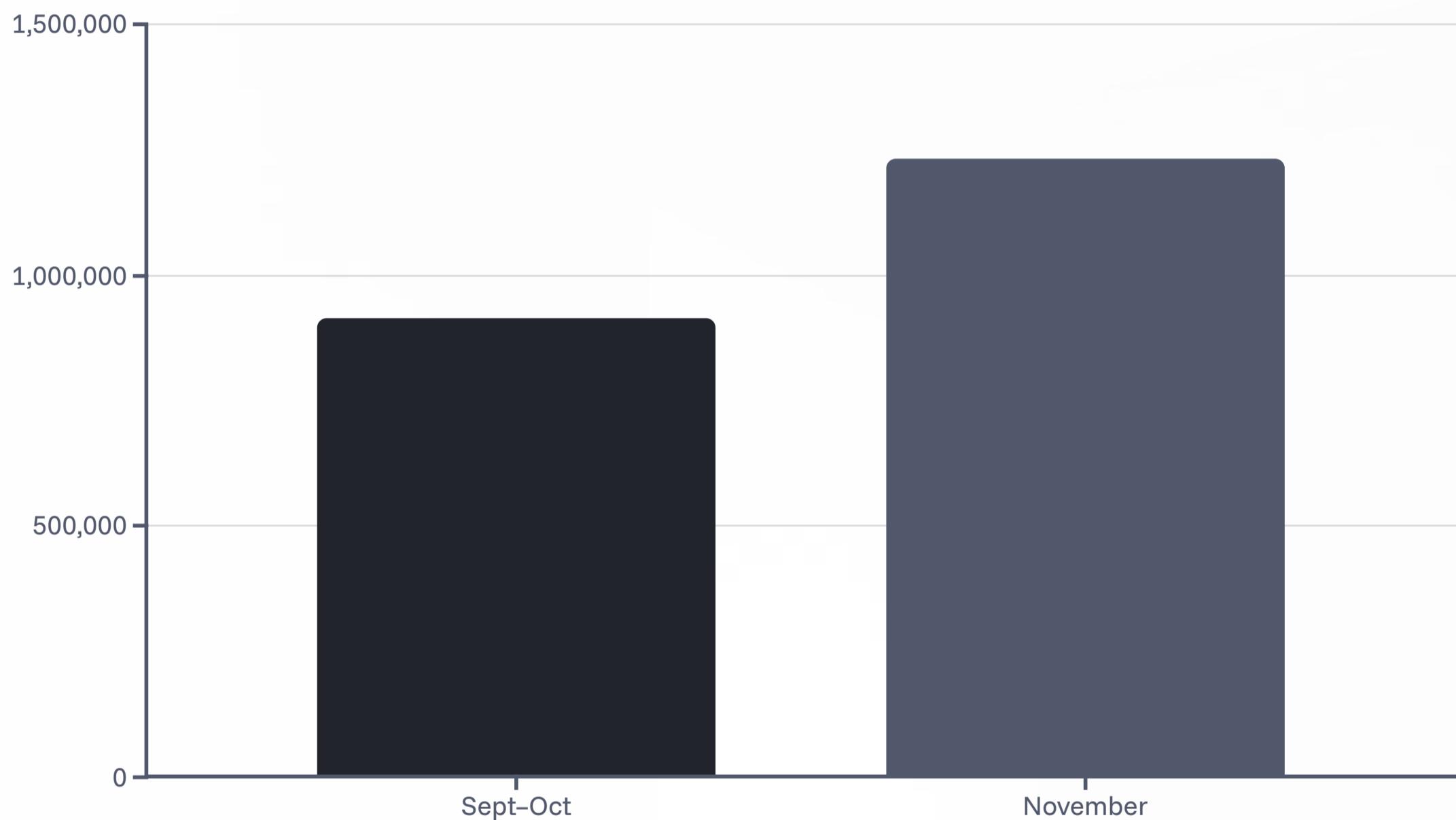
709,766 carousel views

### TheOldPotato

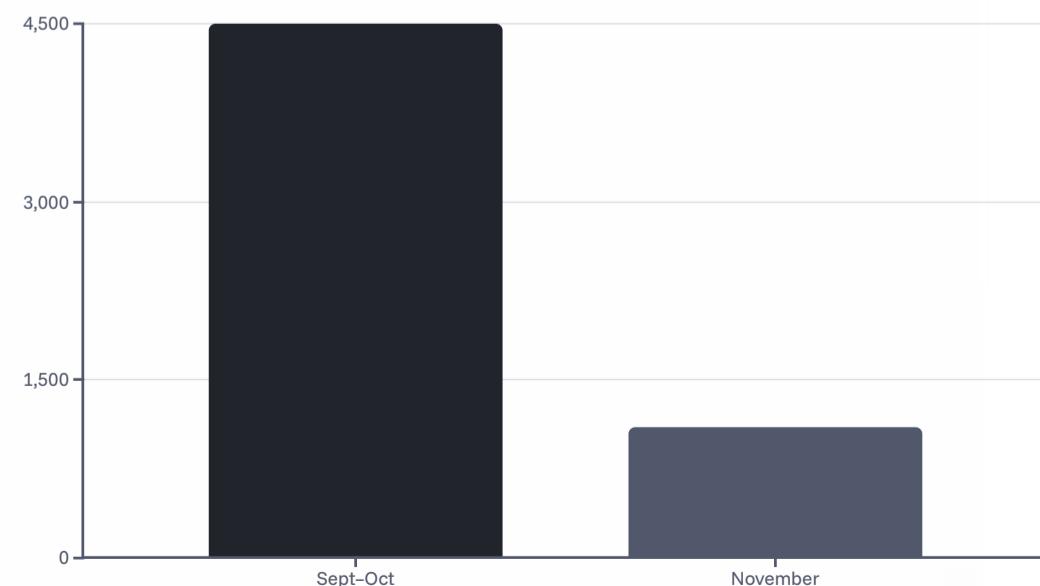
4,000+ hours YouTube watch time

## 3-Month Growth Charts

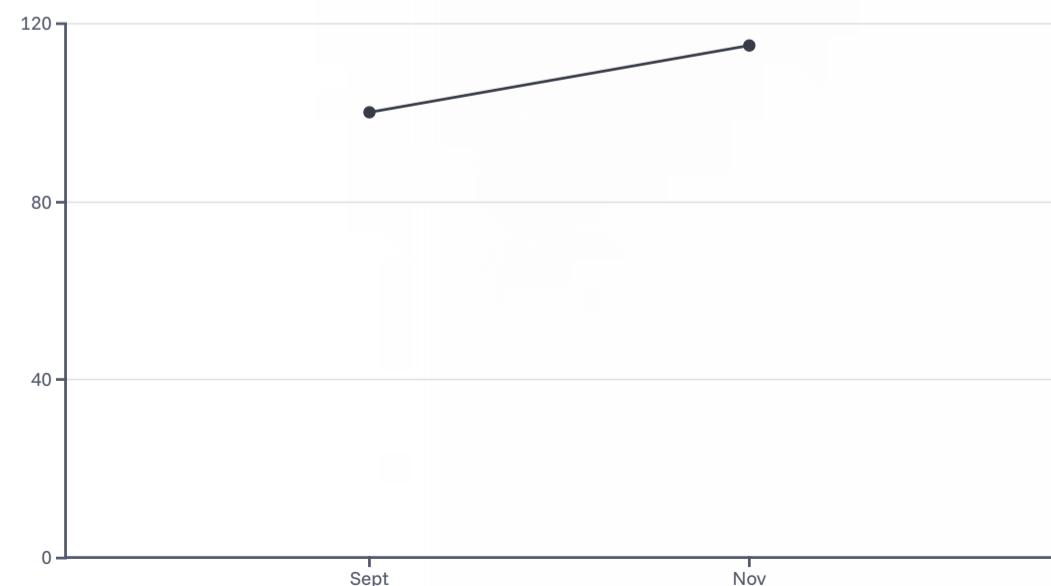
### Views by Month



### Watch Time by Month



### Instagram Follower Index



 **Micro-Insight:** Momentum accelerated month-over-month, proving the framework created compounding results.

# Conclusion

## Strategic Value & Signature Insight

Over 90 days, I built a scalable influencer system that delivered:

2M+ views

5,600+ watch hours

\$100K+ EMV

15% IG follower growth

A validated segmentation model (aesthetic + tech)

A foundation for 10–30M future views through a Wave-first strategy

## Signature Insight

Aesthetic desk creators unlocked a cultural whitespace for Pixio — a niche no major monitor brand currently owns.

- Micro-Insight:** This work positioned Pixio to transition from one-off creator posts to a scalable, ROI-positive influencer engine.