

# THE POWER OF A COLLECTIVE VOICE

People are 60% more likely to engage with micro influencers (source: [Forbes](#)).

Live Case Study



SHEIN

# THE BRIEF

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**Opportunity to collaborate with Shein to generate authentic, organic content by inviting creators to:**

- Order products from their website and vlog their experience / haul.
- Upload the content to either Instagram or TikTok.
- Share the URL once live.
- As a thank you, each creator receives a £40 or \$50 Shein gift card.



# EXAMPLE CONTENT

From: [@shein\\_glo](#)



cherry print might be  
new obsession 😋

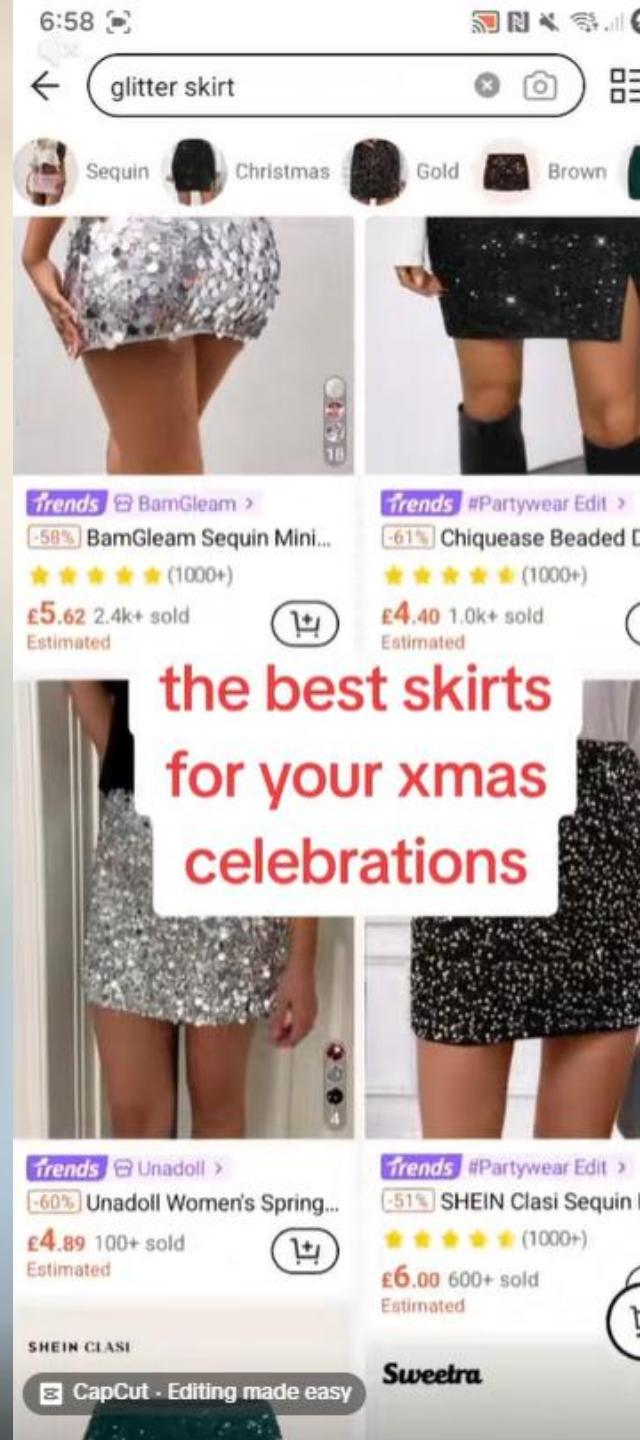
## GRWM SHEIN EDI



NB. Evidence of this collaboration originating from GroupSocial can be provided.



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## LIVE STATS

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- Collaborations: 102
- Reach: 1,309,000