

EXTEND YOUR BUDGET

CASE STUDIES

KEY TAKEAWAYS

THE BRAND'S GUIDE TO STOP WASTING MONEY



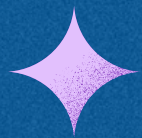
NEOREACH BLOG GUIDE

INTRO DUCTION

Influencer marketing isn't broken, but the way many brands utilize it is. For most brands, the influencer marketing budget gets burned on inflated follower counts, nonspecific "awareness" goals, and campaigns that look good on paper but don't actually move revenue. The good news is that wasting money on marketing is preventable.

This guide breaks down where brands lose money, how to fix it, and what smarter brands are doing differently. Apply these changes to your marketing budget immediately and see measurable improvements in both performance and ROI—don't just read; take action today.

THE 5 WAYS BRANDS CAN EXTEND THEIR INFLUENCER MARKETING BUDGET



01. *Paying for Reach Instead of Results*

Brands still pay based on follower count or impressions, assuming bigger audiences = better performance. But that is clearly no longer the case. Multiple studies have shown that nano influencers experience a significant increase in return rates. Because these influencers have a more concentrated following, they are more likely to help sell your brand's product and pay for their own services quickly.

Why does it waste money?

- Large audiences do not equal engaged audiences; many people can feel isolated when they are just part of the crowd.
 - Reach without intent rarely converts.
 - CPMs often exceed those of paid media, but with worse tracking.
-

What to do instead:

- Pay creators based on outcomes (look at clicks, installs, sign-ups, or sales to determine how much creators can make for you)
- Use tiered compensation (a flat fee plus a performance bonus) to reward strong engagement.
- Benchmark influencer CPM against Meta, TikTok, and YouTube ads

02. *Choosing Influencers for Aesthetic, Not Audience Fit*

Brands choose creators based on how their content fits aesthetically, not on whether that creator actually aligns with a brand's target audience. Even if a creator has the most fascinating content, they won't increase sales if your audience doesn't feel connected to them. Connection is built through authenticity and trust between the creator and the audience. If your creator can't build that trust, then your brand will lose credibility.

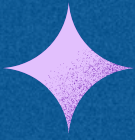


Why does it waste money?

- Beautiful content doesn't guarantee trust between the audience and the creator.
- Misaligned audiences tend to ignore sponsored posts if they don't feel connected to the message.
- Lifting your brand without action is a vanity metric that will cost you a ton of sales.

What to do instead:

- Audit audience overlap, research the creators, and ensure your audience overlaps with theirs.
- Look at comments for buying signals to see what a creator's audience needs.
- Prioritize creators who already talk about similar products organically, or even creators who already utilize your product.



03. *Running One-Off Campaigns Instead of Relationships*

One post. One invoice. Campaign over. This type of one-off relationship can have an immediate impact, but you are losing out on many benefits. One-off relationships can be more transactional, focused on solving a single problem rather than on the future of a brand. Solving one problem at a time can cost your brand a ton of money. Long-term relationships with creators can lead to a better influencer marketing budget by providing consistency and expectancy to your strategy. By paying just one creator, you save time and money and provide the creator with a beneficial partnership they can use to grow their own content.

Why does it waste money?

- Trust takes repetition. Your audience is usually not willing to trust new creators right away.
 - Algorithms reward consistency that a long-term relationship can provide
 - Each new creator requires re-education and onboarding, which can cost your brand money and time.
-

What to do instead:

- Build 3–6-month creator partnerships and show creators what benefits you can offer.
- Turn creators into recurring brand characters, let your audience fall in love with them, and leverage them to get people excited about your new products.
- Repurpose top-performing creator content into paid ads to get even more use out of creators' work.



04. *No Repurposing = Double the Cost*

Influencer content pretty much has one life, and then it's done. One post goes up, and that's that. As a brand, you need to start thinking about ways to repurpose influencer content. Consistency is the key to growing your audience. Repurposing content builds trust between the audience and the brand, allowing them to feel they can rely on your content. In addition to consistency, reusing content can significantly reduce your influencer marketing budget. You can easily reuse content you already have for new campaigns or holidays, making sure you save money and energy within your marketing strategy.

Why does it waste money?

- Brands pay production costs repeatedly.
- Organic reach is usually capped by algorithms.
- High-performing assets go underutilized and can get lost in the crowd of content, costing your brand significant growth and engagement.

What to do instead:

- Negotiate paid usage rights up front with creators; this way, you can make sure any content you get can be easily reused.
- Whitelist creators for ads
- Test influencer content against studio ads and see what connects with your audience best

05. *Measuring the Wrong Metrics*

Most brands tend to focus on metrics such as likes, impressions, and saves when choosing creators. But those are not the right ones to look at. These numbers might look nice on the surface, but they rarely show you what kind of sales the creator can bring in. You need to do your research as a brand and invest in creators who can actually have an effective impact. When crafting your influencer marketing budget, these numbers should not be the basis for your decisions.

Why does it waste money?

- These metrics don't map to revenue.
 - They reward entertaining content, not effective content.
 - Decision-makers can't optimize based on these metrics.
-

What to do instead:

- Track cost per click (CPC) and cost per acquisition (CPA)
- Track revenue per creator
- Understand retention or repeat purchase from influencer-driven users.



CASE ✨ STUDIES

DANIEL WELLINGTON



TURNING MICRO-CREATORS INTO MEASURABLE GROWTH

Swedish watchmaker Daniel Wellington built its early growth on influencer partnerships. Rather than spending money on celebrity ads, they empowered thousands of nano-influencers to post organic lifestyle content wearing the watches. The brand even included a 15% discount code for each creator's followers. This created a sense of consistency across posts and led to a massive uptick in sales for the brand, which they could track through the discount codes.

CASE STUDIES

DANIEL WELLINGTON

RESULTS:

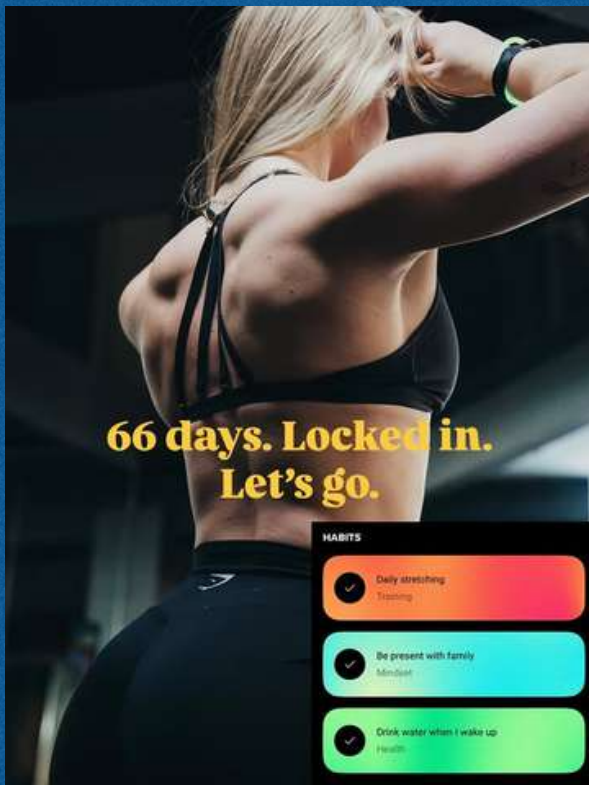
- Generated millions in trackable revenue, over **\$200M** in the first few years via influencer-driven sales.
- Massive UGC volume with hundreds of thousands of posts with **#DanielWellington** and **#DWPickoftheDay** driving awareness of the campaign.
- Cost per acquisition dropped because each influencer was low-cost and perfectly aligned with the niche lifestyle audience

WHAT YOU CAN LEARN

- Leverage quantity + diversity of creators to saturate relevant micro-segments.
- Use discount codes you can track to directly tie spend to purchases.
- Always prioritize authentic content over polished ads.

CASE STUDIES

GYMSHARK



COMMUNITY-FIRST PARTNERSHIPS THAT SCALE REVENUE

Gymshark is a fitness apparel brand that leaned into influencers and athletes as partners, not just ad placements. The brand's founder loved watching fitness content and, in appreciation, sent free Gymshark apparel to the creators.

Collaborating with creators ranging from fitness coaches on Instagram to trending TikTok personalities, their audiences began wanting the apparel the creators wore. This led to a huge increase in sales and awareness for GymShark.

They also ran major campaigns, such as the "66 Days: Change Your Life Challenge," in which influencers encouraged their audiences to share progress content from their fitness journeys. This campaign really amplified Gymshark's message and fostered a sense of community within the niche.

CASE STUDIES

GYMSHARK

RESULTS:

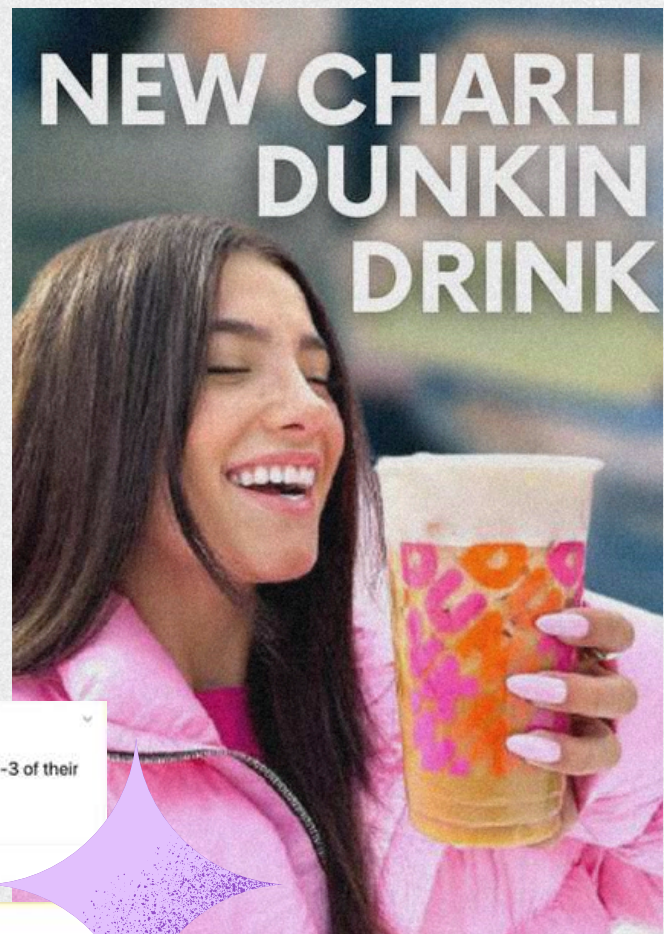
- Turned influencer content into an authentic lifestyle movement, not just random one-off content.
- Built millions of followers and a loyal community through the number of people they were able to connect with.
- Influencer content was often repurposed for paid ads and paid placements, boosting ROI well beyond organic reach.

WHAT YOU CAN LEARN

- In treating creators as long-term partners, you can build a healthy, mutually beneficial partnership.
- Turning campaigns into member-driven challenges with repeat engagement will boost your online presence.
- Repurposing creator content into paid channels can help you save a ton of time and money within your influencer marketing budget.

CASE ✨ STUDIES

DUNKIN' X CHARLI D'AMELIO



PRODUCT INTEGRATION, NOT JUST SPONSORSHIP

Dunkin' didn't just pay for a sponsored post; they co-created a product with Charli D'Amelio. By creating "The Charli," an iced drink, they made her promotion a part of the brand experience rather than a stand-alone ad. D'Amelio started posting on social media about how much she loved the brand, which skyrocketed the brand's online presence. In return, Dunkin' created this new drink to celebrate the TikTok star.

CASE STUDIES

DUNKIN' X CHARLI D'AMELIO

RESULTS:

- Dunkin' **app downloads surged 57% on launch day.**
- Immediate sales lifts of **~20–45% in iced coffee** categories during the first product push.
- The partnership became an ongoing relationship, with sequels and merch that kept fans engaged with the brand.

WHAT YOU CAN LEARN

- How vital it is to integrate influencers into product offers as partners.
- Align campaigns with actual calls to action (like app downloads or menu item tries).
- Track engagement through sales and product performance, not just online views.

KEY ✨ TAKEAWAYS FROM THESE REAL BRAND WINS

Across all these examples, the brands that minimized wasted influencer marketing budget funds did three things:

01.

Tracked outcomes, not views — discount codes, affiliate links, UGC tracking, and product sales became KPI anchors.

02.

They built long-term relationships instead of investing in one-off content creation.

03.

Repurposed influencer content into paid ads and owned channels to get more use out of content they already owned.

FINAL THOUGHTS

Influencer marketing doesn't fail because creators are ineffective. It fails because brands buy visibility instead of trust, optimize for aesthetics over value, and treat creators as billboards instead of partners. Creators have become a vital part of the marketing process. As a brand, you need to start thinking about this relationship and influencer marketing budget in a new way. The brands winning today treat influencer marketing like performance media powered by human credibility. That's where the money stops leaking and starts compounding.