

# LEVERAGING TRADIE B2B INFLUENCERS

TO ACHIEVE A 13:1 ROAS FOR



TOOLSTATION



- 81 - 41



## RESULTS

1.2M

ORGANIC IMPRESSIONS

736%

IMPRESSIONS RATE

3.7M

PAID IMPRESSIONS

11K+

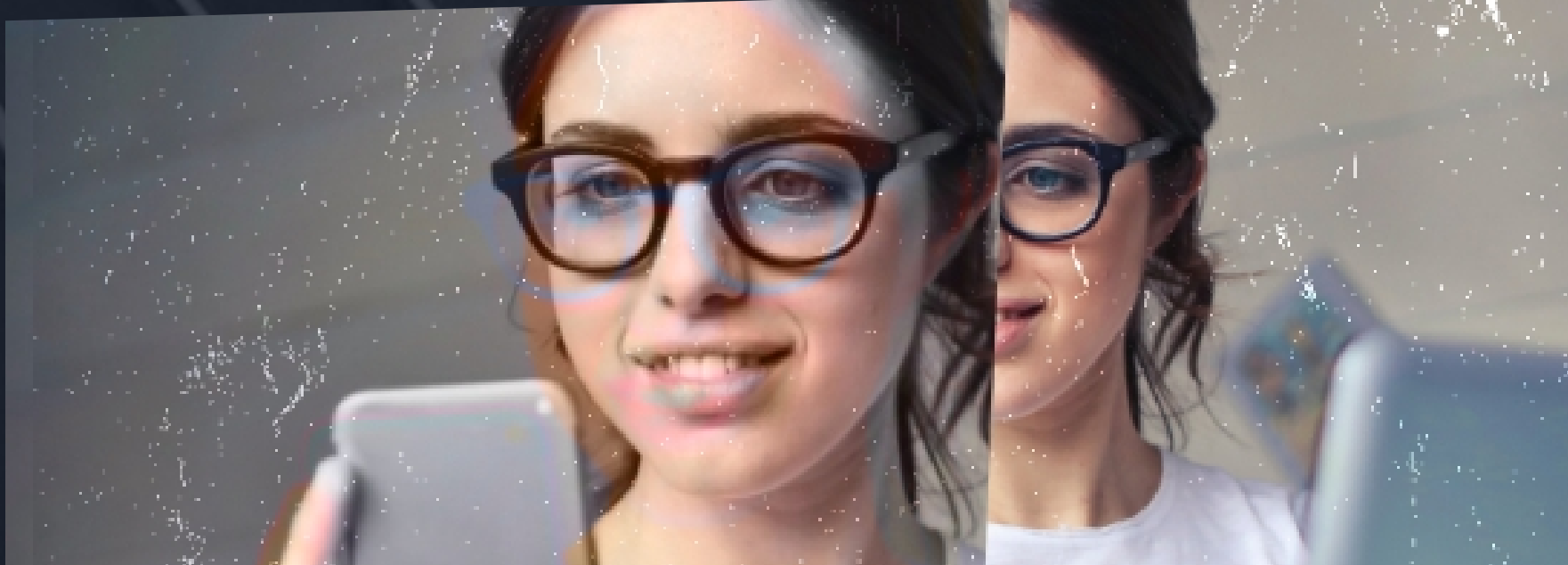
ENGAGEMENTS

13:1

ROAS

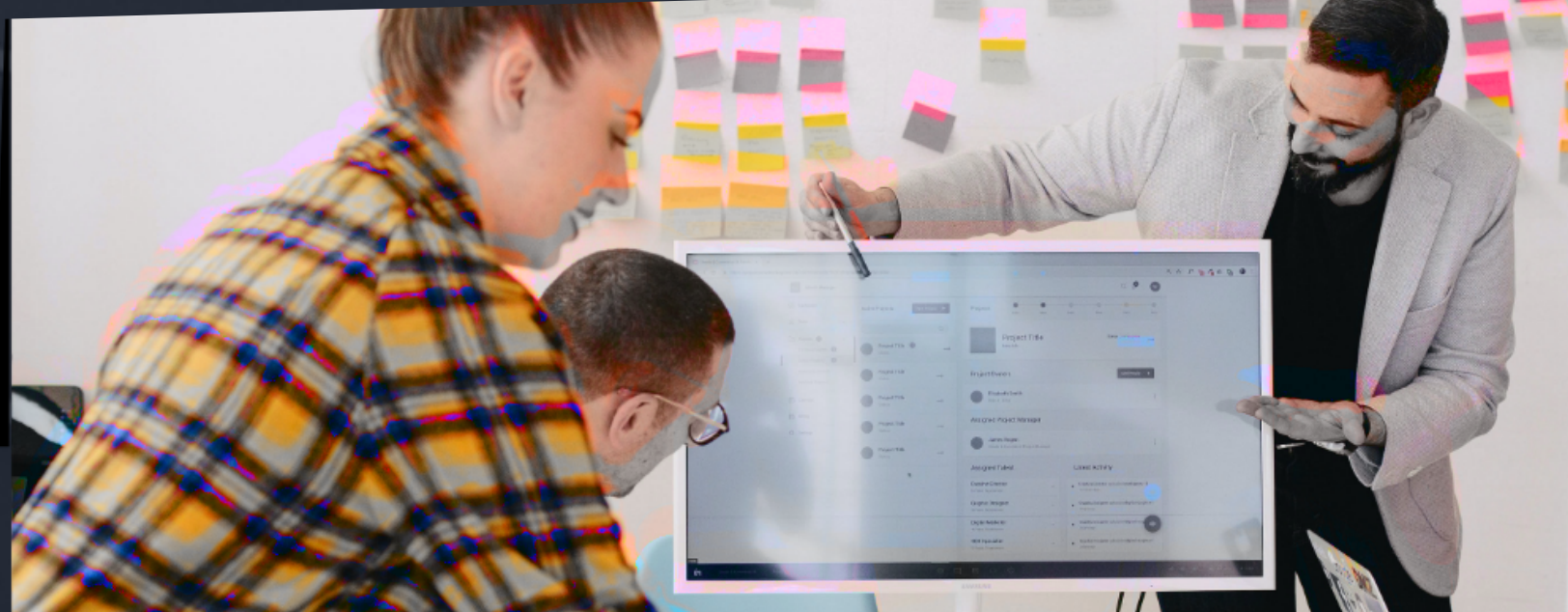
1.3K

PURCHASES



### AWARENESS

Our objective on this campaign was To showcase Toolstation's Click and Collect service, marketing to tradies versus the average consumer. The goal was to reach their core and frequent use customer rather than the average DIY-er, who will come in once a year with ambitions to build a shed. Disrupt were to initially raise awareness of their Click and Collect service through B2B influencers to trade personnel, and ultimately drive sales on the website. Key objectives were: 350k organic impressions, 2.1m paid impressions, and 100 conversions.



### CHALLENGE

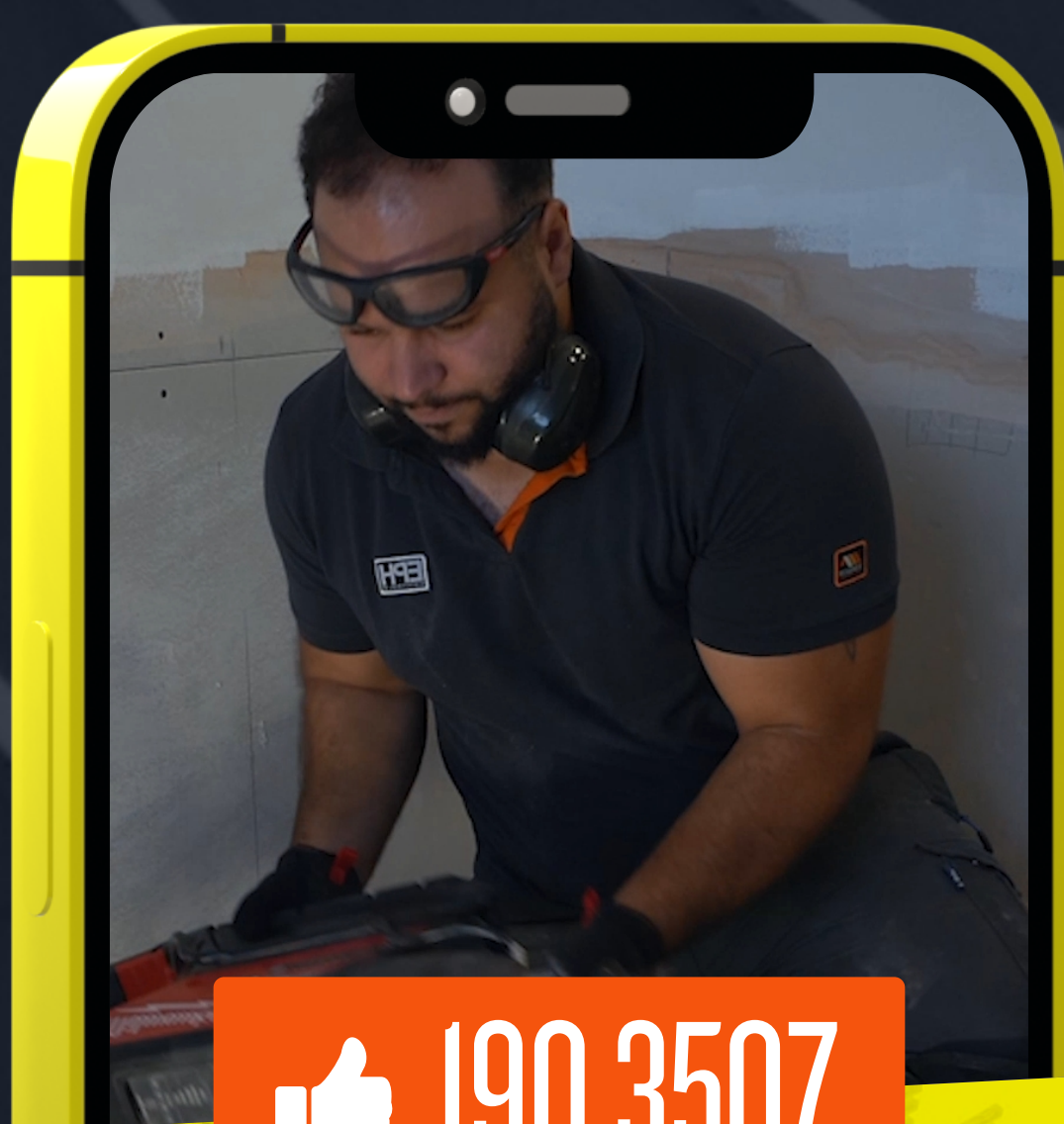
Toolstation were concerned about the idea of working with influencers to promote their brand, as they thought that it could end up looking like "Bob the Builder meets TOWIE". Thanks to our knowledge of the B2B influencer marketing space, we were able to overcome this by working with creators who perfectly aligned to the brand and their campaign goals.



### SOLUTION

We contracted with 12 micro-influencers who were also genuine tradesmen which allowed us to hit the client's desired demographic. On our recommendation, we increased the number of creators used so that we could explore more trade verticals in order to reach a wider audience and exceed our impression goals. For many of the influencers chosen, it was their first time working with a brand the size of Toolstation, which had the added benefit of increasing the influencer's range and trustworthiness in Toolstation's services.

We made sure to work with a variety of careers over both IG Reels and TikTok to build and maintain interest in all aspects of Toolstation. The delivered content was highly authentic, effectively showcasing Toolstation's Click and Collect services. It encouraged easy sales and service usage while ensuring educational value. Audiences could simply click through unique tracking codes directly to site and product pages.



190,3507

Paid social was activated across 1 month of campaign activity, with a small budget allocated for all talents, ensuring that we amplified the best-performing content to allow for the best results. All content adhered to ASA guidelines and was able to be reused in Toolstation's marketing materials.

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Organically, we delivered **1.2m impressions**, a **245%** over-delivery on our target of 350k. Matched with an average impressions rate of **736%** and **11k+ engagements**.



Via paid activity, we delivered an additional **3.7m impressions** and **1,332 purchases**, allowing the full campaign to equate to a **13:1 ROAS**. There were nearly **6k clicks** to the website and **1.3k purchases**, meaning more than **22% of people who clicked made a purchase**.

READY TO START LEVERAGING INFLUENCERS TO DRIVE PERFORMANCE FOR YOUR BRAND?

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