

# Artistry Case Study

## Challenge

Amway tasked Sway with creating excitement around the launch of Artistry's Ultimate 10 Minute Facial by generating "top 10" beauty secrets, tips, and tricks.

## Strategy

Working with the Massive Sway network, Sway recruited four influencers to participate in an Artistry Twitter party. Each influencer delivered a sponsored post in advance of the party to generate buzz about the event.

In addition to the panelists, Sway also activated its community of online influencers, The SITS Girls, via a blog post, newsletter promotion, and social media amplification.

## Outstanding Results

- 29.09 total campaign impressions
- 1.82 million Twitter users reached
- 768 Twitter party participants
- 6,371 tweets
- Twitter party hashtag, #BeautyTop10, trended in the U.S.



Interested in how you can achieve similar results with your Sway Group programming? Reach out to your client manager at 844-GET-SWAY (844-438-7929) and get custom pricing today.