

Biossance Relies on Julius to Select and Vet Beauty Influencers

BIOSSANCE™

Image Source: Biossance

Fast Facts

COMPANY: Biossance

INDUSTRY: Beauty

SIZE: 50 Employees

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LILY GOH, ASSISTANT MARKETING MANAGER, SOCIAL & INFLUENCER, BIOSSANCE

Biossance creates skincare products that are effective, safe, and sustainable, without harming the environment or animals. Whereas the U.S. bans just 12 ingredients and Europe bans around 1,400, the company has ‘blacklisted’ more than 2,000 ingredients that are potentially toxic for people or the environment. Its key ingredient is squalane, a 100 percent plant-based alternative to squalene, the human body’s natural skin moisturizer that declines as we age.

Established in 2015, Biossance is a subsidiary of the NASDAQ-listed bio-science company Amyris, which sources sustainable sugarcane plants

from São Paulo, Brazil. The company has since grown rapidly and now has more than 50 employees at its headquarters in Emeryville, California. Biossance products were originally only available online before it rebranded in 2017 to coincide with its launch in Sephora stores throughout the U.S. Biossance products are now available in Sephora stores in the U.S., Canada and Brazil.

“Our sustainable and clinically proven products are setting new standards for skincare,” says Lily Goh, Assistant Marketing Manager, Social & Influencer at Biossance. “Products such as our Squalane + Vitamin C Rose Oil, Squalane + Peptide Eye Gel and Squalane + Omega Repair Cream, are fast becoming cult-favorites among our growing customer base. We saw some early

success on social media, and launching in Sephora was a major milestone for the brand.”

Building confidence in influencers

To capitalize on its initial boom of social media traction, Biossance decided to invest in influencer marketing to generate even greater brand awareness. The company commissioned an agency to run campaigns and at the same time was looking for a way to source and vet influencers in-house. It considered a few influencer marketing solutions and chose Julius due to its research team’s thorough vetting and broad coverage of social media platforms. The Julius customer success team learned about

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Biossance's business and conducted onboarding sessions to help the company get familiar with the platform and understand how to optimize it for their marketing campaigns.

Biossance uses Julius to vet influencers before suggesting who its agency should use in campaigns. The company looks at an influencer's Reach tab to see follower count and average engagement rate over time by platform, as well as Julius's Engagement tab to see how influencers' sponsored content performs with #ad in the post copy. Lily also reviews recent posts using Julius to assess if an influencer's past content aligns with brand values, and the Audience tab to confirm their follower demographics, age groups, and location match its target audience.

"We saw influencers post about beauty brands and how influencer marketing has become an industry best practice," says Lily. "The Julius platform was the most robust solution we evaluated, allowing us to discover influencers across YouTube, Facebook and Instagram, and track engagement, engagement rate and followers visually on the influencer's profile. Beyond providing brand guidelines, it is important to be able to trust influencers to know their followers and the channels they publish on, and to understand what content resonates with their audience."

Cross-promoting content across platforms

In 2018, Biossance chose to work with two influencers, each with millions of followers, signing annual contracts with specific year-round deliverables.

As far as production goes with top-tier influencers, the company provides content briefs with messaging – including Biossance ingredients, key benefits and how to use the products – to ensure influencer posts align with its brand and what it stands for. From there, influencers are given creative license over the look and feel of individual posts to ensure content feels organic.

To supplement the high-profile influencer activations, Biossance ran a campaign in fall 2018 with three mid-tier YouTube influencers to drive further awareness for a new product launch. The company cross-promoted content on Instagram, generating more than 3.5 million impressions and almost 150,000 engagements with the campaign, while achieving a four percent engagement rate, a \$13 CPM and a CPE of just 34 cents.

"Influencer content is often the first touchpoint for new customers so we want to be picky and ensure our styles match," says Lily. "Julius is so important to us for vetting influencers when planning a campaign – there's no point working with someone who has two million followers with low engagement rates or in places our product is not available. But the right influencers can really help spread the word and improve brand perception, and we see a lot of benefit from working with them. Julius lets us build lists of influencers we are considering, which makes the shortlisting and outreach process so easy to manage. Going forward, we plan to have an influencer campaign for every new product launch, as well as 'evergreen campaigns' for our core products throughout the year and will bring in a brand manager to run influencer marketing full time."

About Julius

Julius is an end-to-end influencer marketing software solution, offering influencer search and discovery, campaign management and a robust reporting suite. We prioritize brand safety by manually vetting and curating every influencer profile before allowing influencers onto our platform.

Access the most in-depth database of micro and macro digital influencers, bloggers, and celebrities, with coverage across Instagram, Facebook, YouTube, Pinterest, Twitter, and Twitch.

Use more than 50 search filters on Julius to identify influencers that align with your brand, with the ability to reach your target audience.

To find out more, visit www.juliusworks.com and sign up for a demo of our easy-to-use platform today.