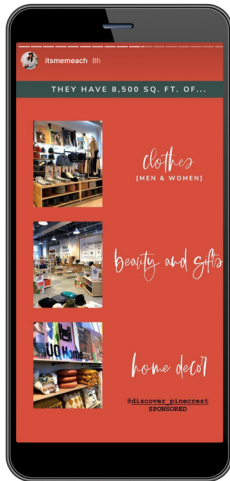




PINECREST



# leveraging local influencers to find the right customers

As Pinecrest prepared to introduce Cleveland's newest mixed-use shopping and dining district, they reached out to akhia communications to find the right customers for their unique retail shops and restaurants.

One strategy for success was a yearlong influencer program that hit on various grand openings and shopper-relatable events (Galentine's Day, Wine Festival, summer activities). A pool of fashion influencers posted their stories before, during and after those events to drive traffic.

## the quick take



## tracking our results

**55** static posts      **400+** story uploads      **8,750** post comments      **20,588** post likes

**continued engagement**  
on Instagram drove store visitations

**elevated engagement**  
with known and lesser-known stores

## what drove our success?



**influencer expertise**  
akhia quickly identified, contacted and negotiated with dozens of local influencers to create an eclectic mix of ideal customers.



**peer-to-peer content**  
Younger generations trust bloggers and influencers more than traditional marketers to discover new places and try new things.



**social analytics**  
By measuring engagement and activity, akhia refined subsequent blog and social content to announce events, openings and promotions.

