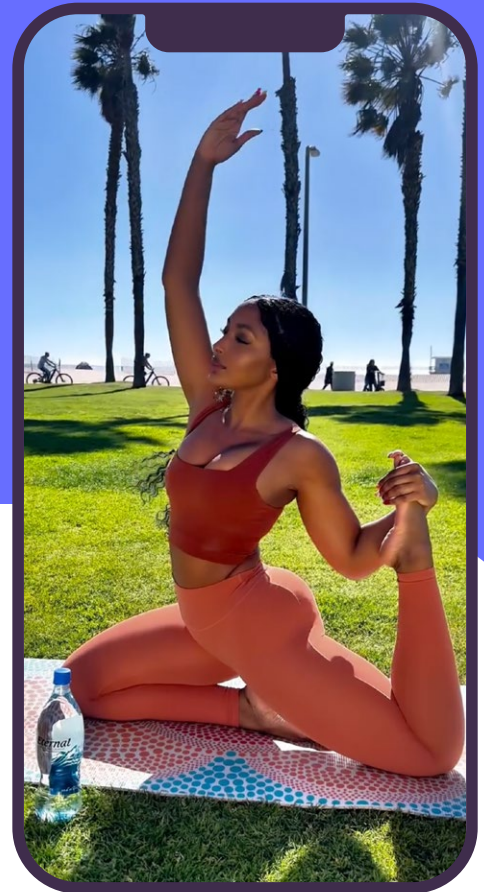


How a creator-led brand-awareness play increased organic impressions by 180%

Eternal
Nature's Perfect Water

"Our program wouldn't work without GRIN. With hundreds of active creators, there's just no way to manage those relationships or track performance at this scale without it."

— Audrey Donaldson, Director of Influencers for Eternal Water



Who is Buddle?

[Eternal Water](#) is a premium bottled water brand based in Redding, CA. Sourced from natural springs across the U.S., the water absorbs essential minerals that give it a naturally alkaline pH. The brand champions those living active, full lives—what it calls living “eternally well.”

About Buddle's creator program

Eternal Water began working with creators in 2020, but the program took a major leap forward in 2022 when Audrey Donaldson joined as Director of Influencers.

Audrey seeds product to about 200 creators each month—no strings attached. When creators do post standout content, Audrey invites them into Eternal Water's “core” creator group. That group receives monthly product shipments and opportunities to work on paid campaigns—a key driver for long-term creator engagement.

Because Eternal Water doesn't sell online, the ultimate goal is retail visibility. Audrey designs every creator partnership to increase brand recognition and keep the product top of mind for in-store shoppers.

In one year, Eternal Water generated:



53M+ organic impressions

↑180% growth from year prior



2K+ pieces of organic content generated

↑86% growth from year prior



\$79K+ monthly orders fulfilled



300+ active creator partners



200+ monthly prospects contacted

The challenge

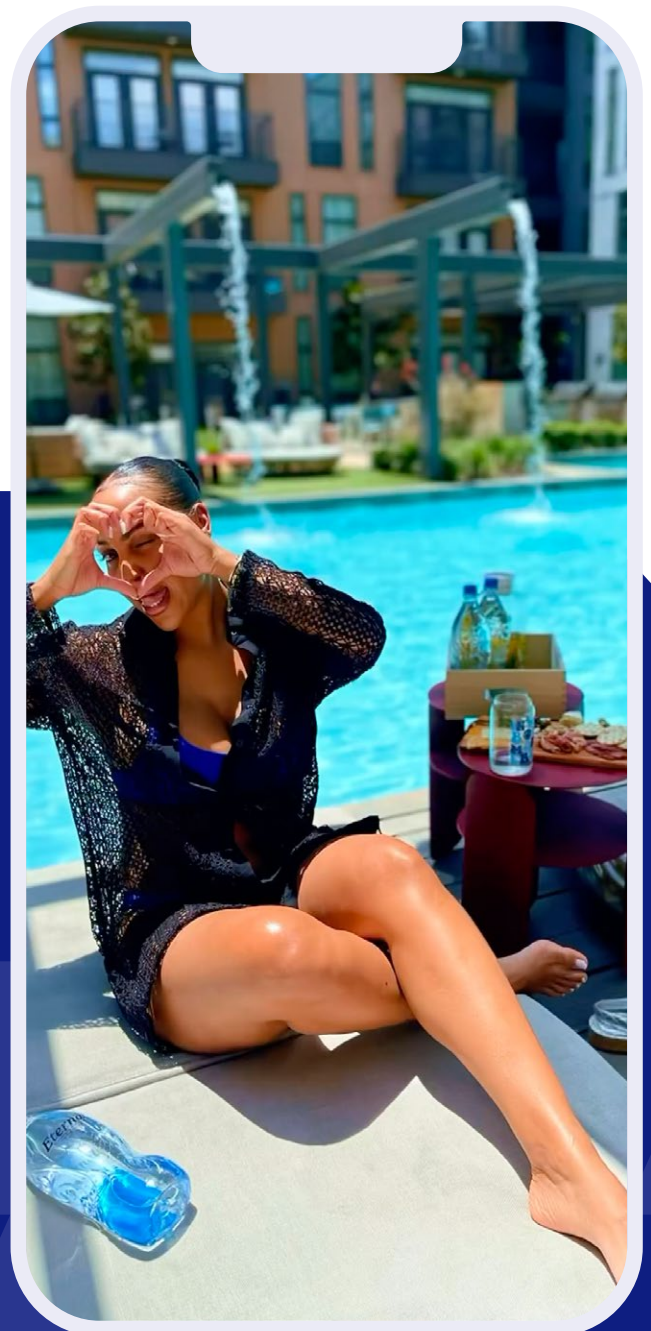
No system.
No structure.
No way to scale.

When Audrey joined, Eternal Water was doing what she describes as “spray and pray” gifting—sending out product with little follow-up or strategic tracking. The brand saw the potential in creators but had no system in place to run a program at scale.

The biggest challenges included:

- No way to organize or scale the program effectively
- No visibility into what was working or who was truly engaged
- No system for tracking ROI or segmenting creator relationships
- A bloated list of ~600 creators, many of whom weren’t active or aligned

Audrey’s first move was to cut the roster down to 100 active creators and rebuild from the ground up—with GRIN as the backbone.



Case Study

The solution

One platform, one end user, and unlimited growth potential

With GRIN powering every part of the program, Audrey was able to do the work of an entire influencer team—on her own, and at scale.

She relied on GRIN to:

Streamline creator communication

With hundreds of creators and only one person managing them, GRIN's email sequencing helped Audrey to reach out to prospects and [stay connected](#) with core partners—without losing the personal touch.

Fulfill product orders seamlessly

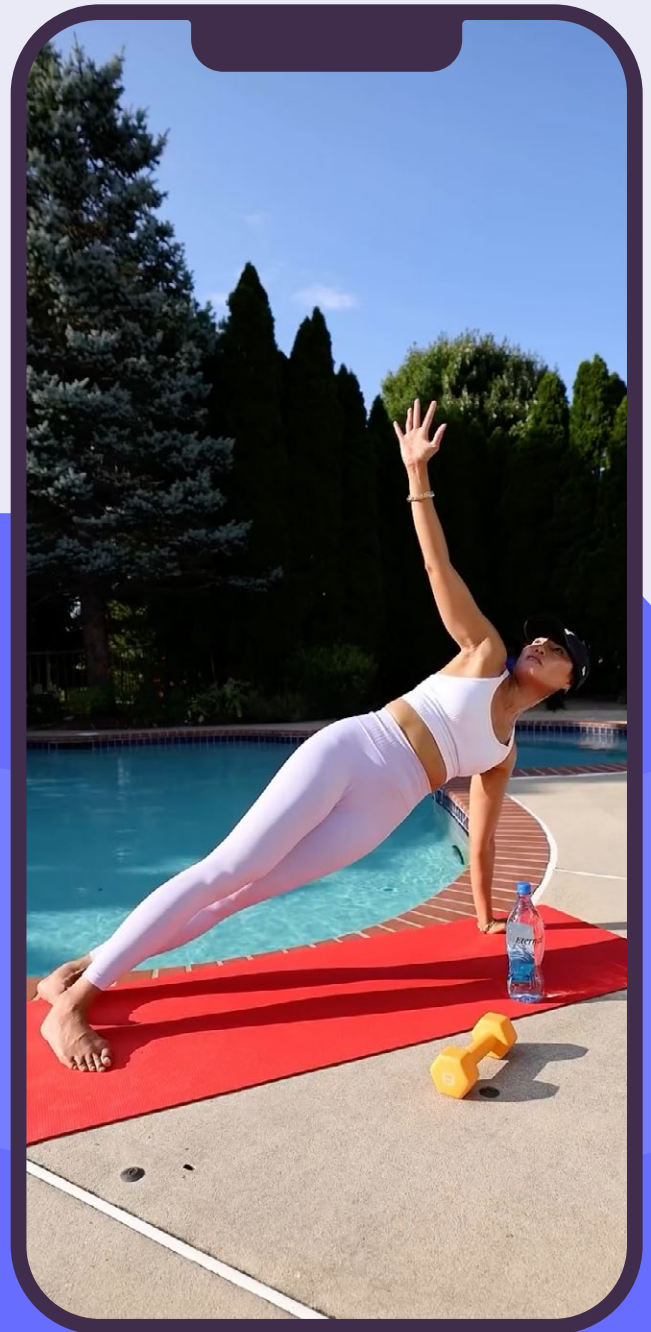
Audrey manages around 700 product orders a month through GRIN's [Shopify integration](#). The streamlined process saves hours on logistics and lets her focus on strategy and creator relationships.

Organize and execute multiple campaigns

Audrey runs up to eight campaigns at once. From monthly seeding initiatives to special paid campaigns, GRIN's Activations workflow keeps everything [clearly organized](#), so she can track progress, stay focused, and always know what's happening, where.

Make data-backed decisions

GRIN's Report Builder helps Audrey identify top-performing creators, evaluate individual campaigns, and [measure overall impact](#)—all critical to helping her refine her strategy and scale with confidence.



The results

Hundreds of loyal creators and millions of eyeballs

Audrey used GRIN to build a highly structured, scalable creator program. But the tools alone aren't what made it successful—the ability to build and maintain genuine relationships with every creator is what truly sets GRIN apart.

GRIN helps Audrey stay connected with hundreds of creators at once and frees up her time to get to know her core group personally. She's built a community of brand champions who care about the brand and keep showing up because they know the feeling is mutual.

In just one year, Eternal Water's creator program generated:

- **53M+** impressions
- **2K+** pieces of organic content generated
- **700+** monthly orders fulfilled
- **300+** active creator partnerships
- **200+** monthly prospects contacted

What's next?

With around 300 active creators today, Audrey's goal is to double that number—while continuing to prioritize real relationships and real results.

Audrey has big plans: more paid campaigns, larger creator groups, long-term brand ambassadorships, and in-person events led by creators themselves. She's building not just a program, but a true community of partners who live and breathe the brand.

And with GRIN powering it all, there's no ceiling on what comes next.

