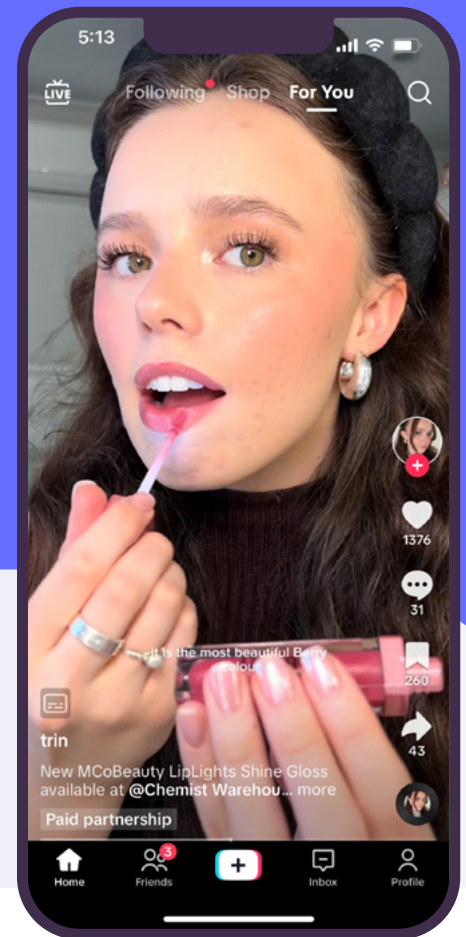


How Australia's fastest-growing beauty brand leverages creators to **drive retail** and **conquer new markets**



"We have invested so much time and effort into getting our [influencer marketing] processes right, and [GRIN] is going to allow us to be able to scale what we're doing."

— Nicole Roberts, Influencer Marketing Manager at MCoBeauty



Who is MCoBeauty?

[MCoBeauty](#) is Australia's leading luxe-for-less, cruelty-free beauty brand. Established in 2016 by CEO Shelley Sullivan, the female-founded, owned, and run organization provides everyday consumers with easily accessible, award-winning products without the hefty price tag.

About MCoBeauty's influencer marketing program

MCoBeauty runs about 15-20 paid campaigns per month on Instagram and TikTok, with roughly 300 total creators on its roster at a time. The creators' demographics, content style, and audience sizes vary. However, they each share a genuine affinity for the brand's products and align with the "for everyone" persona of MCoBeauty's target audience.

As a retail-led company, most of MCoBeauty's sales come from the shelves of over 1,000 retail locations throughout Australia and New Zealand. Because accessibility is one of MCoBeauty's core values, creators often include a retailer callout in their content to direct their audience to where to shop in-store.

With major international expansion on the agenda for 2024, MCoBeauty plans to duplicate its current influencer marketing strategy in new target markets, including the United States. Supported by its influencer marketing program, the company's strategy to reach consumers and dominate the "luxe-for-less" beauty category abroad is primed for success.

Each month, MCoBeauty averages about:



15+

successful creator campaigns



300+

active creator partnerships



350+

creator-generated content pieces

Case Study

The challenge

Finding success at home and abroad

MCoBeauty has experienced exponential growth in Australia since its focus on influencer marketing in 2022. And with its plan to conquer new international markets relying so heavily on the influencer marketing team in 2024, MCoBeauty needs to ensure the program keeps running smoothly.

To get the most out of their efforts, MCoBeauty needs a way to:

- **Organize creator content.** With such a large creator roster, MCoBeauty needs a simple solution for organizing creator content it can repurpose as retail collateral and on social media, its website, and other marketing channels.
- **Simplify the product shipping process.** There is just no time to pack boxes by hand and ship products individually when working with 300+ creators.
- **Track content performance, conversions, and traffic.** MCoBeauty needs a simple solution for identifying which creators drive the most value for the brand.
- **Report on success.** Collecting data is critical to making informed decisions to help MCoBeauty continue to scale its program and grow its business.



“GRIN is one of the few platforms that has a full Shopify integration, which allows us to place creator orders through our ecommerce stores and ship product out directly from our ecomm team. This is a really valuable feature for our team as it removes the task of manually packing orders from our workflow, which is a huge time-saver.”

— Nicole Roberts, Influencer Marketing Manager at MCoBeauty

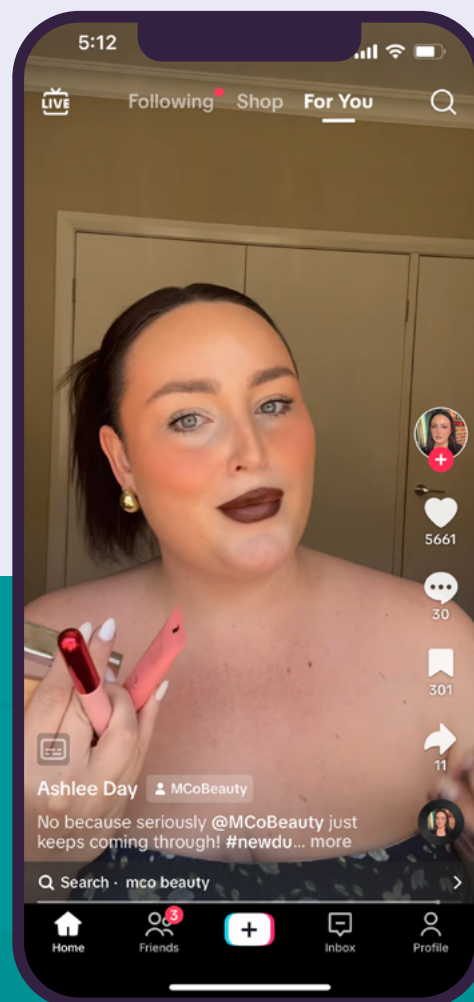
The solution

A platform built to scale

MCoBeauty relies on GRIN's leading Creator Management platform to get more done in less time so the team can focus their energy on big-picture expansion goals. With a full suite of automation tools at their fingertips, the influencer marketing team has everything they need to keep a strong presence in Australia while building awareness in new markets.

With GRIN, MCoBeauty has access to:

- **An organized content library.** MCoBeauty gets alerted each time a creator posts. That content gets filed into an organized content library the team can pull from when it's time to repurpose across various marketing channels.
- **Seamless ecommerce integrations.** GRIN's seamless ecommerce integrations enable MCoBeauty's team to fulfill product orders in just a few clicks. No more packing parties!
- **Bulk affiliate links and discount codes.** With GRIN, MCoBeauty can create links and codes at scale to track the success of its creator content.
- **A live reporting dashboard.** GRIN provides comprehensive data on creator, campaign, and program success so MCoBeauty can see its strategies play out in real time.
- **Custom Landing Pages.** GRIN provides MCoBeauty with custom, on-brand Landing Pages it can use on its website to help recruit more high-performing creators to its program.

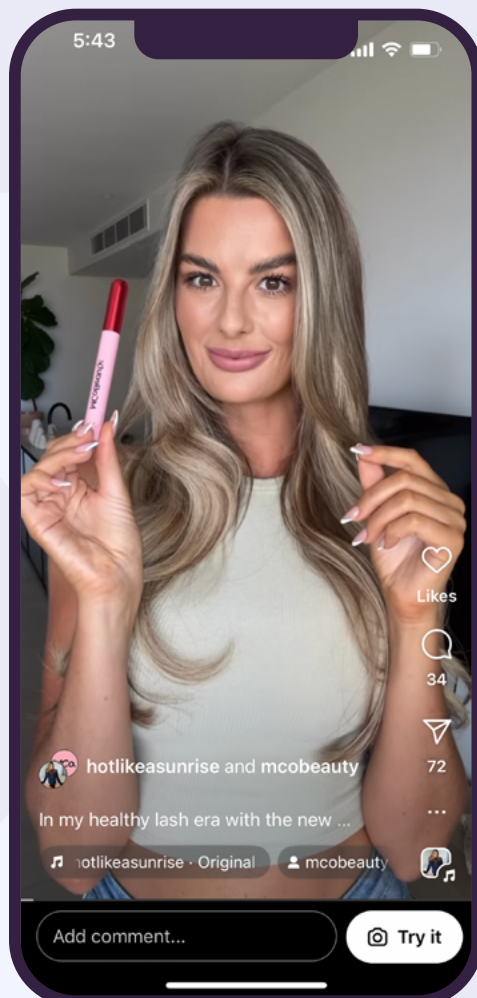


“Tracking content and reporting [in GRIN] is really what allows us to make data-driven decisions in terms of strategy and how we’re shaping up our campaigns.”

— Nicole Roberts, Influencer Marketing Manager at MCoBeauty

Why GRIN?

MCoBeauty's ambitious 2024 expansion goals require a creator management platform built to help brands scale. With its ability to streamline complex and tedious workflows, GRIN ensures rapid growth and widespread brand recognition. By leveraging GRIN's best-in-class technology, MCoBeauty can confidently navigate the path to success in 2024 and beyond.



“So much of our business relies on the influencer marketing team. And infiltrating into the social media space, with support from GRIN, has been a lot of what has helped us achieve such incredible growth and such success.”

— Nicole Roberts, Influencer Marketing Manager at MCoBeauty