



# Influencer Engagement DUOLINGO

## EXECUTION

- Influencer is a growing engagement tool for brands in Vietnam. Launching an influencer campaign is a great way to reach out to the new customers as well as going head to head with Duolingo's local competitors.
- EloQ combined influencer marketing in the IMC campaigns with multiple interesting angles ranging from different fields from English learning to entertainment to family contents.
- The campaign was conducted over 3 months from May to July, which is a good period to promote online apps since the local publics has been getting used to online technology during social distancing due to COVID-19.

## RESULT

- From May to July 2020, EloQ Communications contacted 11 influencers that specialized in English, language learning related, or education related topics to coordinate content creation and endorse Duolingo on Youtube/social media. The activity resulted in 3M+ views and converted into 21.800 app downloads.

