

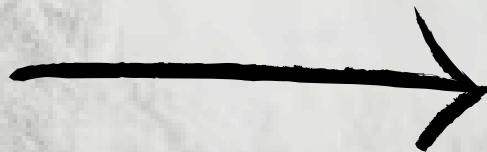
# **Inside the LAB**

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# **Influencers with a Purpose**

**When influencer content works,  
it doesn't feel like advertising.  
It feels like trust.**

**SWIPE TO LEARN MORE**



**FAB FOUR LABS**  
MARKETING

# Inside the LAB

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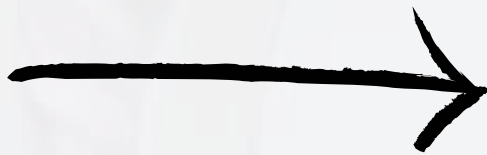
**A major jeweler  
partnered with  
influencers for the  
*first time* with one  
clear goal:**

**Show what makes the brand real.**

Not scripted.

Not staged.

Not overproduced.



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## **Inside the LAB**

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# **The influencers brought followers inside the store to show:**

- **The depth of the diamond selection**
- **The variety of styles for different personalities**
- **The real customer experience — start to finish**



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# Inside the LAB

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**395,000  
impressions**

**from new, high-intent audiences who hadn't  
engaged with the brand before.**



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# Inside the LAB

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## 2 Lessons

**Don't hand influencers a script.**

Let them uncover what's already great about your brand.

**The best influencers aren't always the biggest.**

They're the ones people trust.



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# Inside the LAB

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