

How Abel & Cole Unlocked High-Quality Content at Scale Using Micro-Influencers

The sustainable grocery brand has effortlessly turned loyal customers into powerful creators with the help of Mention Me's AI-driven end to end influencer solution.



Goal

Abel & Cole aimed to launch a micro-influencer strategy to enhance brand visibility, build authenticity and trust within their community, and diversify their customer acquisition channels.

Challenge

They'd run occasional macro-influencer campaigns, but the high cost made it unsustainable — and managing smaller influencers directly was time-consuming and hard to scale.

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We were already working with Mention Me on our referral programme so this felt like a natural next step of advocacy. We can now work with successful referrers at scale as micro-influencers.

Julia Brown Marketing Manager, Abel & Cole



Solution

Expanding into a micro-influencer strategy was the natural evolution of Abel & Cole's advocacy strategy.

Already working together on their referral program, this next step allowed them to engage their most passionate advocates—their top referrers—at scale.

The intuitive nature of the platform has helped Abel & Cole transform what was once a time-consuming channel into a streamlined, self-sustaining part of our marketing mix.

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The platform is easy to use and has allowed us to scale micro-influencers much quicker than we would've been able to in-house. We can track our performance closely from the outset and get full visibility into our key KPIs. We've found this to be a lot more effective than standard affiliate, cookie based tracking".

Julia Brown Marketing Manager, Abel & Cole



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The content from our micro-influencers has exceeded expectations—matching the quality of larger paid partnerships, but delivered at scale and with far less effort.

Julia Brown Marketing Manager, Abel & Cole

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37%

Monthly influencer onboarding target exceeded by 37% in just 2 days

100%

Influencer content goal surpassed by 100%

832k

Audience reached through micro-influencers

7

Average number of content delivered per micro-influencer