

Case Study: Vogue Williams- Nutramino



Vogue Williams, is best known for being a model, a sports enthusiast keep fit advocate, celeb DJ, TV presenter and Fashion follower lover. Vogue an Irish model spends her time jetting backwards and forwards on business often between Ireland and the UK and has since moved to the UK and so she can tap into both market shares as an Influencer for brands. She is very hard working and lives and breathes anything she puts her name too.

Vogue, currently has a total reach on Social Media across all platforms in January 2018 of **319,521 K** followers.

- Facebook- total followers of: 22,516 K
- Instagram- total followers of: 218,000 K
- Twitter- total followers of: 79,005 K

Vogue is sponsored paid to promote the health products of Nutramino (high protein, low sugar snacks/drinks). <https://nutramino.com/> Vogue is often seen posting the latest Nutramino health protein bar or drink while on the Ski Slopes and gets fetching amounts of likes, shares and messages. She is very good at engaging online and knows how to promote things in a clever whited way and get her voice out there in a huge favourable way.