CreatorDB

Influencer marketing with Notion

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Notion is a leading note-taking and productivity app founded in 2013. It is based in the USA, and since the release of its 2.0 version in 2018, it has become one of the most used productivity apps. In 2020, Notion released a localized version of the app for the Korean market, and it followed up in 2022 with a Japanese version.

While Notion had already gathered a cult following in these markets, its marketing team identified a huge potential for expansion in the B2C sector.

Their initial approach was to rely on local talent agencies to onboard creators and generate further interest in the app.

By collaborating with CreatorDB, Notion could slash CPM and reach even more users.

Industry
Software

Product
Note taking & Productivity App

Target Geo
Korea & Japan

Platform
YouTube

Target Persona
Personal users interested in tracking and planning their life activities.

CreatorDB is an influencer marketing platform that combines big data collection, AI data analysis, and human agents to deliver world-class influencer marketing campaigns.

Since its inception in 2019, CreatorDB's team has worked with content creators from 23 countries for international clients across APAC, EU, and the US, obtaining more than 2 Billion impressions on its campaigns.

CreatorDB employs proprietary software to collect daily data about influencers and social media niches. Analysis and calculation are performed to obtain accurate metrics and complete situational awareness.

With a truly international spirit, CreatorDB's tech-enabled services team is comprised of over 20 members that cover ten native languages and can provide end-to-end campaign management anywhere in the world.
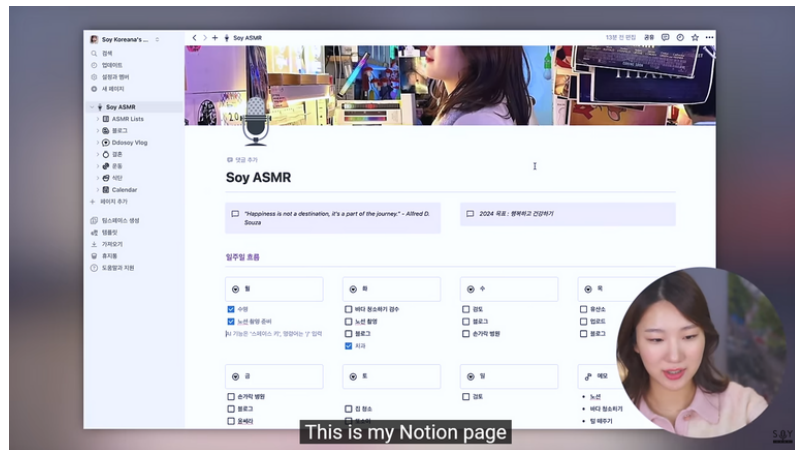
CreatorDB has delivered next-level marketing campaigns for each client from the union of advanced data analysis and localized and personalized approaches to each situation.

Challenges

3 MINUTES LONG
INTEGRATIONS

LOWER CPM THAN
TALENT AGENCIES

BRING ATTENTION
TO NEW FEATURE
RELEASES

Solutions

CREATORS AS USERS FIRST

While 3 minutes may sound like a lot of time for integration, and in many cases could result in a boring integration all the creators needed to be first-hand users. Therefore bringing their own experience and their own approach to Notion. This way even if longer than usual the integrations felt genuine and relatable.

MICRO-INFLUENCERS ALL THE WAY

Enrolling small unsigned influencers instead of larger creators allowed the campaign to target exclusive niches, feel organic, and keep the CPM lower than the average for the Korean and Japanese markets.

SELECTIVE REACTIVATION

During the campaign's run Notion released two new features: their AI integration (called Q&A) and their Calendar app. Instead of running integration with new creators to highlight these features the most successful creators were reactivated to bring their already primed audience news and insights about the new features. This ensured that the audience was already familiar, and possibly a user of Notion making them more likely to be interested in the new rollouts.

Lessons Learned

PASSION IS HALF THE GAME

Notion is an extremely versatile program that can be used for many different goals.

While this is a huge selling point it can also make thought to decide what should be highlighted in an integration.

To obviate this problem all of the creators involved in the campaign needed to be Notion users themselves.

This way they could leverage one of the greatest aspects of the parasocial connection they have with their audience: relatability.

Introducing use cases close to them and to their audience, is more likely to generate interest and show true value in the product.

Longer format, 3 minutes, also worked in favour of this by giving the creators the possibility to dwell a bit more into the technicalities of the product and their use so to show that they truly knew and used Notion.

The Campaign

Started in September 2023 it rapidly developed into a rolling campaign that grew in size exponentially. Individuating promising verticals and content categories allowed our team to find niche content creators and ensure a low CPM while keeping the conversion flowing.

Videos with Notion integration per month
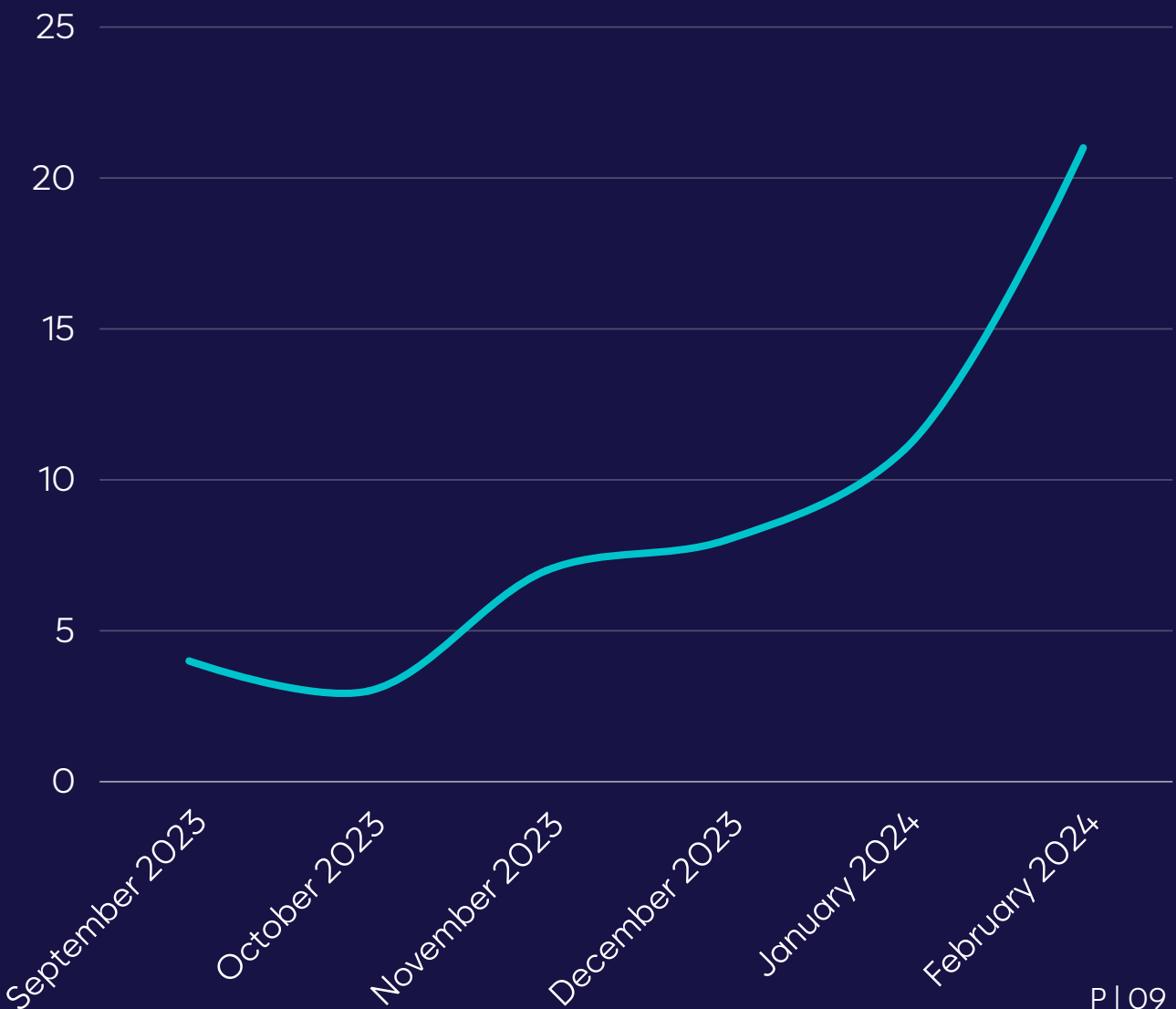
Results in Number

Total Views
3,364,500

15 **Integrations for the Japanese market**

Average CPM
$17 USD

17 **Integrations for the Korean market**

Average CPM
$16 USD

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