

R-SQUARED DIGITAL partnering with Sugarbird Gin in influencer marketing crowdfunding campaign

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In the current difficult economic climate, it's courageous for an entrepreneur to launch a new business. R-Squared Digital supports South African entrepreneurs and producers, and has assisted one such startup in their crowdfunding initiative to finance their launch.

The idea for Sugarbird gin came about because the Sugarbird team believe in working towards creating things that don't just exist to be what they are at face value. They believe in the creative innovation of humanity, the incredible ventures that are born when people connect on common ground (often over an easy drink) and in the rewards of hustling to make your dreams come to life. But making dreams come to life is no easy feat as any entrepreneur will tell you, and so with the gin movement on the rise and desire to empower entrepreneurs in SA (especially the underrepresented women and previously disadvantaged), the team poured their passions together and crafted the vision for Sugarbird Fynbos Gin, a great SA gin with true entrepreneurial spirit.

R-Squared Digital, a personalized Influencer Marketing agency, was approached by Rob Heyns from Sugarbird Gin, with a vision to creating a digital influencer marketing campaign which would focus on the crowdfunding required to start this visionary company up. R-Squared Digital supports proudly South African enterprises.

The R-Squared team approached a number of social media and digital influencers, including:

[Darryn van der Walt](#)

[FoodiewhippedSA](#)

[Stefan Gouws](#)



[Tales of a Mermaid \(Natalie Roos\)](#)

[Glamfoodie](#)

[Lipglossgirl](#)

[NosyRosy](#)

[ILoveFoodies](#)

[Merentia van der Vent](#)

[Poor Man's Caviar \(Garth Breytenbach\)](#)

and

[CapeTownInsider](#)

Click on the name to access your 15% discount on your bottle of Sugarbird Gin.

With a combined direct reach of 755,000 followers across blogs, Instagram, Facebook and Twitter, these influencers were able to contribute to the start-up funding required to launch Sugarbird into the South African market.

R-Squared is proud to be affiliated with both this fantastic South African gin brand, as well as these dynamic up and coming influencers in the digital space.

If you would like to contribute to the Sugarbird crowdfunding campaign, visit [Thundafund](#) now.

If you would like more information on R-Squared Digital, visit www.r2digital.co.za

R-Squared Digital:

When was the last time you experienced a fully customised and personalised Influencer Marketing service? We know how valuable your campaigns and clients are to you. This is why we will not settle for less than the perfect influencer fit for your projects. We will build the ideal Influencer Marketing plan for you and your brand/s.

At R-Squared Digital, we provide integrated digital consulting, specialising in personalised Influencer Marketing solutions for our partners.

We also offer brand strategy, market research services, and so much more. By partnering with advertising agencies, SMEs, large brands directly, along with web and digital start-ups in South Africa and internationally, we're creating exciting, pioneering customised solutions. Quantity is not our goal. Quality is. The selected influencer, putting your brand in their words, in front of a perfectly targeted audience has a tremendous impact, more so than millions of generic flashing banners.

By combining our kickass team of influencer marketing professionals, with the best in class technology, we focus on true reach and engagement with highly specialised algorithms, metrics and reporting.



Sugarbird Gin:

Sugarbird Fynbos Gin is the manifestation of a group of passionate entrepreneurs and alcohol aficionados. We are League of Beers founders, Rob Heyns and Nzeka Biyela and winemaker and distiller couple, Mark and Kelly Goldsworthy and supported by our great friends, Yuppiefchef.com. With the female songbird as our gin's brand logo, we've crafted a gin with true entrepreneurial spirit – a gin that is not only about capturing the essence of SA's flora and distilling craftsmanship but also aims to empower the innovations and dreams of others while simply being a great SA gin.

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