



Case Study

Celebrity Social Media Endorsement Done & Done Home

About Done & Done Home







Founded by mother-daughter duo
Ann Lightfoot and Kate Pawlowski.



Professional organizing and de-cluttering
business that specialize in home organizing,
estates, and moves.

Social Stats

 49,000 Followers  60,000 Monthly Viewers
 10,294 Likes  4,228 Followers

Influencer Partnerships

NYC Housewives: Bethenny Frankel, Dorinda Medley, Carole
Radziwill, Luann de Lesseps, Jill Zarin

Good Housekeeping Executive Editor Meaghan Murphy

Bobbi Brown

Claudia Oshry, @GierithNoJob

Betches

Fashion Blogger Bridget Bahl @bridget

Featured In

The
New York
Times

Parents.



Bravo

Good Housekeeping

AD
ARCHITECTURAL DIGEST

Services

- | | | | |
|---|-------------------------|---|----------------|
| 1 | Decluttering/Organizing | 3 | Home Clearouts |
| 2 | Move Management | 4 | Estates |



Celebrity & Influencer Spokesperson Campaign Goal & Strategy



Campaign Goal

- To increase Done & Done Home Instagram followers, create brand awareness, and to encourage consumers to inquire about Done & Done Home services – with a particular focus on reaching busy working moms.



Campaign Strategy

- Done & Done Home worked with Celebrities and Influencers secured by The Celebrity Source – spending 1-2 days organizing their homes or offices – in exchange for social media posts.
- The Celebrity shared “before and after” photos of their organized space on Instagram via posts and stories - illustrating and endorsing the Done & Done Home services.

Celebrity

Jenna Fischer

Social Media Endorsement



Jenna Fischer is an actress best known for her portrayal of Pam Beesly on the beloved NBC sitcom *The Office*, for which she was nominated for a Primetime Emmy Award for Outstanding Supporting Actress in Comedy Series.



Jenna is a mother of two, an author, and most recently a co-host for the podcast, *Office Ladies* – with *The Office* co-star, Angela Kinsey. She has nearly 2.5-million Instagram followers.



msjennafischer  [Follow](#)  

773 posts 2.4m followers 187 following

Jenna Fischer
Former receptionist, Mom of two, coffee mug collector, BREAD.
represent.com/store/jenna

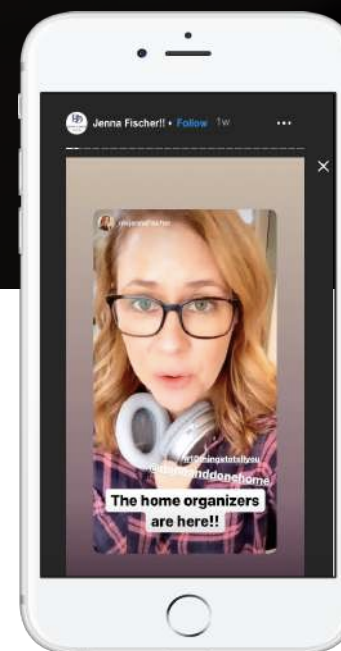
@msjennafischer

Done & Done Home post



@msjennafischer

Done & Done Home post



FUN FACT!

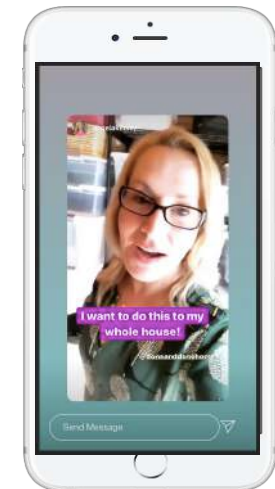
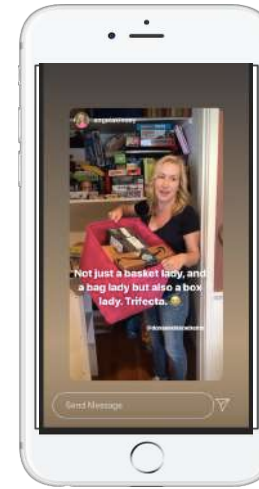
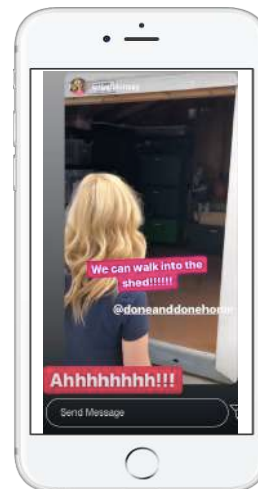
Jenna Fischer loved her Done & Done Home experience so much, that she told her B.F. and former castmate from “The Office” – Angela Kinsey – to use them as well!



angelakinsey [Follow](#) [...](#)

5,234 posts 1.6m followers 598 following

Angela Kinsey
Mom. Wife to @joshuasnyder Lover of ☕'s. Former Accountant. Office Ladies & Baking with Josh and Ange! 🍌
[Ink.bio/xYID](https://www.ink.bio/xYID)



Influencer

K.C. Stauffer

Social Media Endorsement



Katie “K.C.” Stauffer is a photographer and Instagram celebrity who has built a dedicated following on her kcstauffer Instagram account with her creatively-staged photos of her children. Her account has garnered more than 3.9 million followers.



Fans love photos of the Stauffer kids and the cheeky video scripts that feature the toddler twins.



As a mother of five, Stauffer is quick to admit that her days are busy and filled with chaos and her household can experience the same.



kcstauffer

Follow



3,146 posts

3.9m followers

812 following

Stauffer Family



BE SUIRE TO WATCH OUR STORIES!!!!

Business Inquires: goodfriedg@unitedtalent.com

SUBSCRIBE TO OUR YOUTUBE 📺

[parents.com/BestToys](https://www.parents.com/BestToys)

@kcstauffer

Done & Done Home post



@kcstauffer

Done & Done Home post



Celebrity

Christina Anstead

Social Media Endorsement



Christina Anstead is a real estate investor and TV personality. She co-stars on HGTV's show Flip or Flop alongside her ex-husband, Tarek El Moussa - and stars on her own HGTV show Christina on the Coast.



Christina is a mother of three. Her most recent child - Hudson - was born in 2019; and her current husband also has two teen-aged children. They proudly boast a happy blended family and manage a very busy household! Christina was excited to enlist the help of Done & Done to help clean up her pantry and closet!



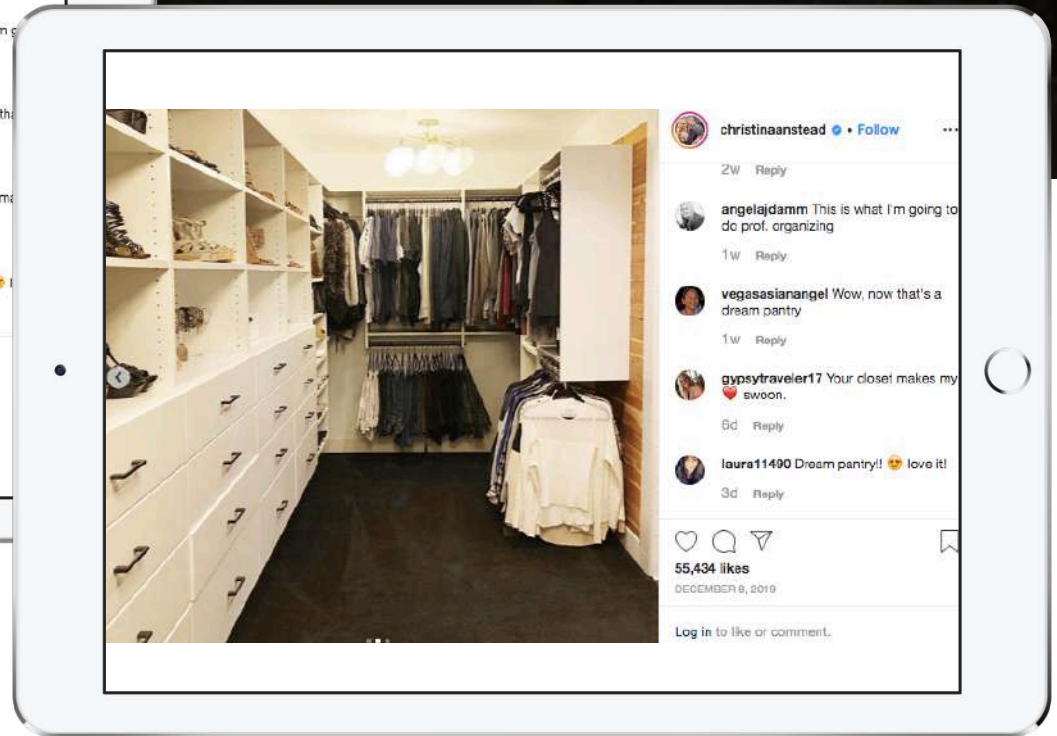
christinaanstead  [Follow](#)  

1,298 posts 1.2m followers 227 following

Christina Anstead
Wifey. Mommy. TV host. Dreamer.
For Inquiries: cassie@cmzpr.com
www.harperwave.com/wellnessremodel

@ christinaanstead

Done & Done Home post



Christina Anstead
Today.com Article



TODAY.COM

See Christina Anstead's closet go from messy to magnificent after a makeover

Christina Anstead

US Weekly Article



USMAGAZINE.COM

Christina Anstead Shows Off Her Organized Pantry and Closet

Christina Anstead showed off her newly organized pantry and closet via...

Celebrity & Influencer Social Media Endorsement Results



Celebrity Endorsement Results

Jenna Fischer

- ~6000 new Instagram followers generated and 40 new customer inquiries for Done & Done Home
- ~108,000 Likes for Jenna's Posting
- ~600 Comments for Jenna's Posting

Influencer Endorsement Results

KC Stauffer

- ~2000 new Instagram followers generated and 6 new customer inquiries for Done & Done Home
- ~85,000 Likes for KC's Posting
- ~300 Comments for KC's Posting

Celebrity & Influencer Social Media Endorsement Results



Celebrity Endorsement Results *Christina Anstead*

1

~3,000 new Instagram followers generated and 40 new customer inquiries for Done & Done Home

2

~55,434 Likes for Christina's Posting

3

~552 Comments for Christina's Posting

4

[US Weekly Article](#) – 24.2 million unique visitors

5

[Today.com Article](#) 58 million unique visitors

Celebrity & Influencer Endorsements

Additional Benefits



A brand that inks an endorsement contract with a celebrity can see their stock rise as soon as the news is made public
– Ad Age

Researchers have found that 85% of people surveyed say that celebrity endorsements enhance their confidence in and preference for a product.

Signing a big-name endorser can increase a company's sales by \$10M annually --
Harvard Business School



One endorsement can increase sales by 4%, almost immediately. “Businesses, even small businesses, would be foolish to resist the mere exploration of celebrity influencers to promote their brand.” – **Marketwatch**

Studies show that consumers show greater recall of products that have been endorsed by celebrities – regardless of whether they are actual fans or not.



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