B&F Competitor Analysis (UK)

Gym Shark UK

Influencers	26
Average Follower Count	481,331
Average Cost Per Influencer for 3 Posts and 2 Stories	£5000
Estimated monthly cost for UK Campaign	£124,000
Average Impressions	454,862
Estimated ROI (1% Sales from Total Impressions* £50 Average Order)	£227,431

Influencer Range	Influencers
10k – 50k	8
50k – 500k	12
500k – 1m	2
1m+	4

Influencer Range
Influencers
10k – 50k
8
50k – 500k
12
500k – 1m
2
1m+
4

MyProtein UK

Influencers	100
Average Follower Count	87,000
Average Cost Per Influencer for 3 Posts and 2 Stories	£400
Estimated monthly cost for UK Campaign	£40,000
Average Impressions	123,133
Estimated ROI (1% Sales from Total impressions* £50 Average Order)	£61,566

Influencer Range	Influencers
10k – 50k	63
50k – 500k	33
500k – 1m	4
1m+	