

How Tula Skincare Invests in Influencers

Influencer marketing is taking the industry by storm. From personalized branding to collaborative campaigns, brands are embracing the opportunity for authenticity and seeing a solid return on investment. Tula Skincare is one of the brands experiencing incredible growth by leveraging lifestyle influencers. Tula CEO Savannah Sachs joined Commerce Week to discuss how innovative campaigns with influencers are the key to supercharging the beauty retailer's strategy.

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