

Fox Racing Turns Single Influencer Post into 1.2K Leads

Fox Racing, a leading motocross apparel brand, wanted to boost their social engagement through an authentic influencer partnership. They collaborated with Jo Shimoda, the rising star of AMA Supercross, for a high-impact Instagram giveaway that would maximize every social interaction.



Headquarters
Irvine, CA



Website
foxracing.com



Instagram
@foxmoto



Founded
1974



Company Size
105



Industry
Apparel

HIGHLIGHTS

Influence meets automation

Smart engagement system amplifies influencer partnership beyond initial post impact.

Fan interactions stay authentic

Personalized responses maintain genuine conversations despite automation at scale.

Zero-party data flows freely

DM engagement naturally flows into email collection without feeling promotional.

RESULTS

14.8K+

Likes

2.3K+

Comments

1.2K+

Emails Collected



Scrollmark has been a valuable tool especially when it comes to giveaways for our social initiatives. During our recent signed athlete jersey giveaway we used Scrollmark's automation with the goal of collecting emails. Our followers entered by commenting on our post, and through Scrollmark's automation, we gathered 1,062 opt-ins in only 3 days. The Scrollmark team provided hands on support in setting it up and we were able to get it up and running seamlessly.

Tyler Paget

Director of Social & Community at Fox Racing

POWERING INFLUENCER-DRIVEN ENGAGEMENT

Using Scrollmark's automation, Fox Racing set up a system to instantly engage with comments and maintain conversation momentum through personalized DM interactions.

The campaign drove strong engagement metrics:

- 14.8K likes showing strong community response
- 2,361 active comments from engaged followers
- 4,344 personalized auto-DM conversations
- 372 post saves indicating high-intent engagement
- 1,255 email leads collected as a BONUS

MAXIMIZING INFLUENCER PARTNERSHIP VALUE

While the post itself generated impressive engagement, the automated response system kept conversations going and turned one-time interactions into longer-term connections.

For Fox Racing, this campaign demonstrated how to get more value from influencer collaborations.

Nearly 29% of DM conversations resulted in email leads, proving that genuine engagement can naturally flow into marketing opportunities and actionable marketing data.

Traditional influencer posts typically deliver only temporary engagement spikes. A social media marketing automation platform like Scrollmark turns in-the-moment fan excitement into a flywheel of engagement and growing database of qualified leads.



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