



blendsocial



Case Study: Online Consumer Sampling + Influencer Relations



How using online consumer sampling method and influencer relations seeding methods helped spark organic user-generated content and brand buzz and generate over **7.7 MILLION** brand impressions in 7 months.

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the “goals”

- 1. GROW SOCIAL MEDIA AUDIENCES**
- 2. ESTABLISH BRAND MOMENTUM**
- 3. GET USERS TO TRY SAMPLE (HIGH CONVERSION RATE FOR TASTE)**
- 4. INTRODUCE THE BRAND TO A NEW AUDIENCE**
- 5. DRIVE RECOMMENDATIONS**

Dream scenario: That you are THE BRAND that everyone is talking about online. That a consumer doesn't purchase your product without absolutely having to share it on some form of social media. That consumers are talking about you more than you are talking about yourself.

There are a few ways you can go about TRYING to get consumers to talk about your brand. You can incentivize them to take action – however, incentives will typically only produce one-off recommendations as opposed to long-term exposure. You can include social media handles on your product and even prompts to take action and share –

however consumers mostly ignore these requests.

But we cracked the code for client CHIKE NUTRITION. Over the course of 7 months we were able to generate an estimated reach of over **7.7M people** through an ambassador program, online sampling and influencer relations alone. The program helped organically add approximately **4,000** new followers to the client's Instagram page.

The next few pages will breakdown **the "how", the "why" and the results generated.**

the “how”

We executed custom outreach to over 100+ influencers (over 7 months) with approximately 2,000+ followers on Instagram who met the following criteria.

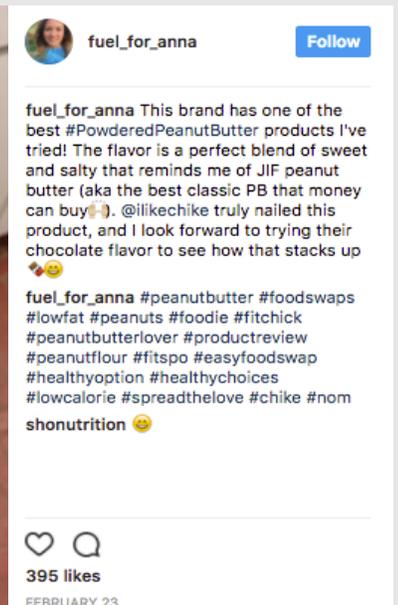
**CONSISTENTLY SHARED HEALTH/
FITNESS RELATED CONTENT**

**FOLLOWERS WERE ENGAGED +
INTERESTED IN PRODUCT SHARES**

**LIKED + FREQUENTLY SHARED
PHOTOS OF COFFEE**

**MILLENNIAL
AGES 20 - 40**

Consumers were approached and offered sample packs of Chike's Iced Coffee Protein. During outreach we did not explicitly state that the cost of a “free” sample was a social media review. Instead, we simply offered the sample and left the decision to consumer to post. Psychologically, we felt that content created would be more organic if consumers were able to exercise free-will in choosing to share. Of the samples sent out, over 80% of consumers elected to share the brand via social media channels. Consumers elected to share either through Instagram or Instagram stories, often extending to other platforms. Without asking, each consumer tagged the brand in photos and captions.



This case study specifically covers placements that were generated through the cost of a sample packet within the health and wellness industry. Though we were able to execute with no OOP costs, this is not the norm. It may not be able to be applied to every product or industry.

the “why”

We targeted consumers in low reach ranges that frequently shared new products.



The content was natural and the recommendation came off more authentic and “real”.

User-Generated Content was rotated and re-shared (with credit) to the brand’s own assets.



We gave users incentive to continue to share their content to be featured (without having to ask for it). This produced organic WOM marketing.

We targeted approximately 20 new consumers per month, but growth was exponential.



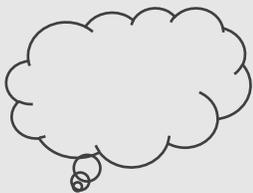
We made the social sharing of our brand “a trend”. We used product seeding to produce organic UGC because sharing became “a popular trend” among our target audience.

Consumers are more likely to try a product recommended by a peer than an ad. According to Nielsen data, recommendations from “friends” are the most credible form of advertising. This is even more true of millennial audiences – who have the most distrust in advertisements over any previous generation.

Though a brand can put out similar imagery and content, the content is more effective and more trusted when developed by consumers and peers than when circulated through a brand’s own feeds.

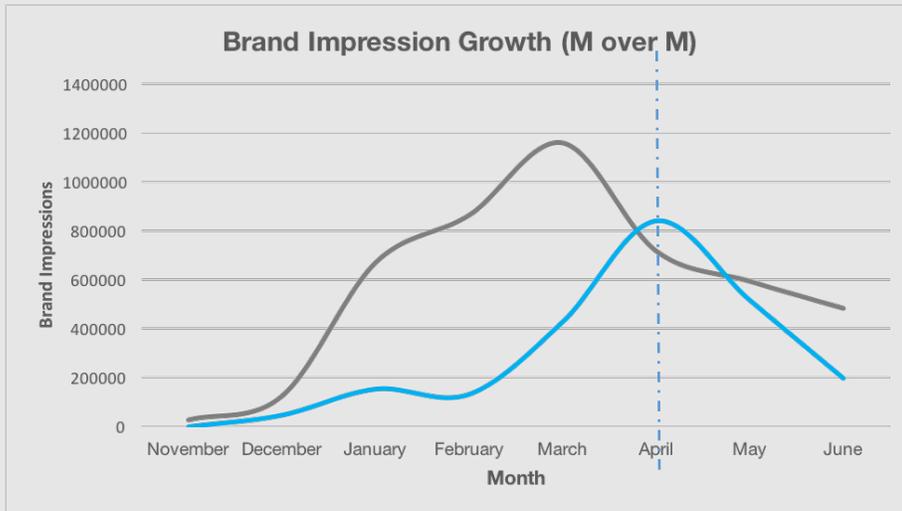
To kick off brand momentum and build social buzz, we placed samples in the hands of those with a platform and voice to make a recommendation. The more samples that were placed and the more buzz was created, the more organic buzz begins to pick up. When electing to share a consumer product with friends or family, consumers are **more likely** to re-recommend something that they perceive is popular. Through product seeding and sampling, we were able to create the perception that “many” consumers are talking about the brand, thus increasing the likelihood that those who organically purchase product will share the recommendation or review online as well.

By using sampling at a certain critical mass we are able to set a trend of sharing the product, with visual proof that allowed brand mentions and UGC to grow exponentially.



**THINK
ABOUT IT**

the “results”



KEY:

- Strategic/ Budget Shift
- Placed through fans/samples
- Ambassador Program



SAMPLES SENT

134

**SAMPLE
CONVERSION
RATE ▲**

92%

PLACEMENTS *

530+

**3 MO BRAND
IMPRESSIONS**

2 MILLION

**7 MO BRAND
IMPRESSIONS**

7.7 MILLION

**ORGANIC
INSTAGRAM
GROWTH:**

4,000+

▲ Number of samples sent / Number of placements generated

* Combination of sample recipients, organic UGC and collaborative partnerships (does not include ambassador placements)



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