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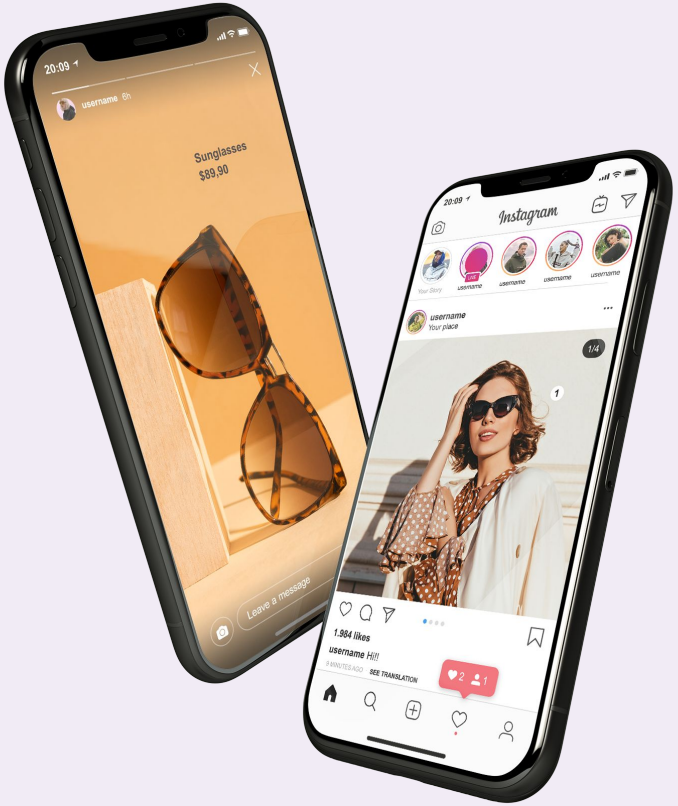
Here's how eyerim used UGC from 15 countries to generate 200K+ monthly clicks with product›lead

Your brand can do it, too!



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The state of UGC in 2021

1. **93% of marketers** agree that consumers trust content created by people more than content created by brands
2. 52% of marketers feel time is a challenge when it comes to content production
3. 75% of marketers are currently working with small, nano, and micro-influencers
4. 50% of consumers wish brands would steer them to what content to create and share
5. 75% of marketers claim UGC makes content more authentic

source

Background

Eyerim is the **online optician of Central & Southwest Europe**, balancing its well-established e-retailer & high-growth D2C business models.

This client hadn't done any integrated marketing campaigns before. They simply grew organically over the years. Their entire ecommerce platform was based on standard studio photos of their products.

As **Eyerim started to have a global approach**, their standard way of promoting the products was not enough anymore. Plus, they needed **an automated way to aggregate UGC from all markets and reshare it from a centralized hub**.

ProductLead's functionalities made it a perfect fit for Eyerim's needs, ultimately **leading the brand to skyrocket their brand awareness and consideration, in order to boost sales. Based solely on integrated UGC!**

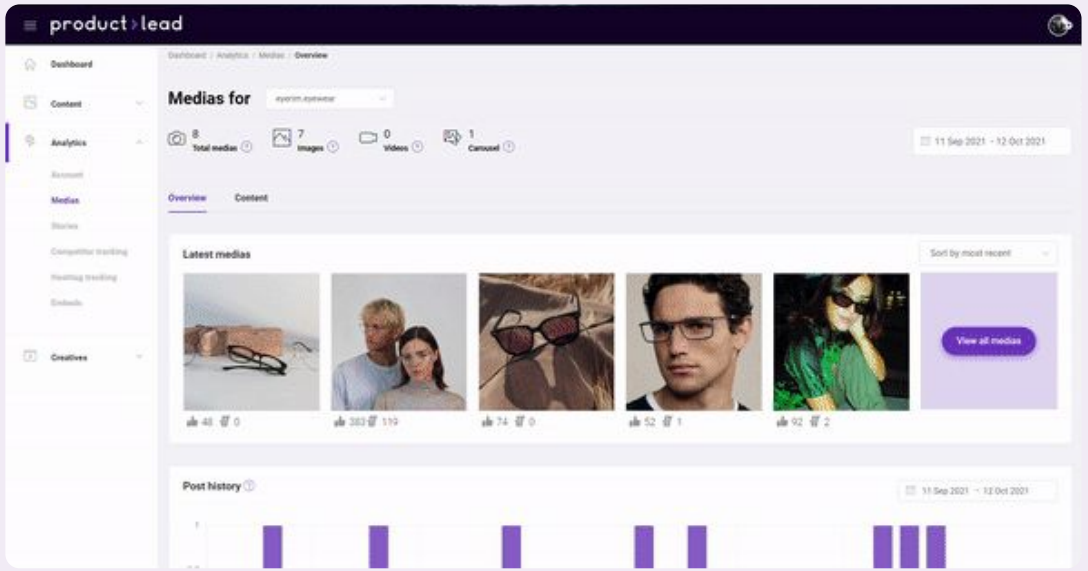
Overview

We explored **Eyerim's 15 markets**, including their customer profiles, targets and growth potential, along with each country's resources.

In this **discovery phase**, we aligned on the briefs, their contingencies, and confirmed their current scope and challenges.

ProductLead's team typically engages with the client's marketing team and other stakeholders in order to **really pin the existing environment**.

For example, many of the brands we're working with jump to the conclusion they need to sell more when **what they really need in the initial phase is to get their products in front of more relevant people and create brand awareness** and consideration.



Action plan

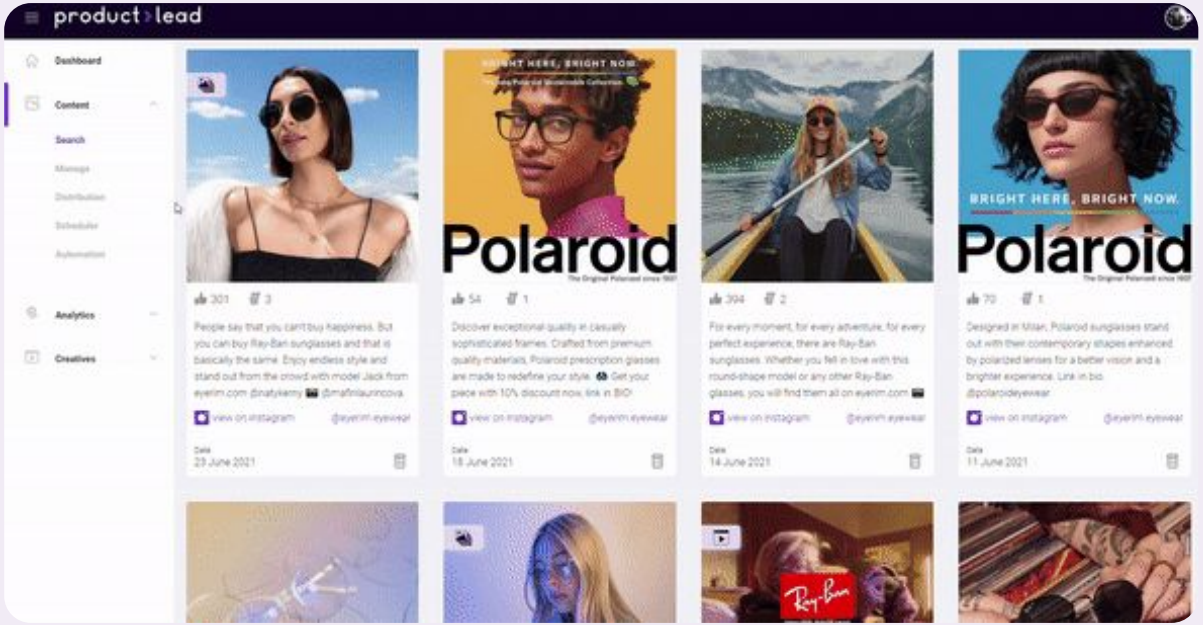
Next, we **outlined the strategic plan**.

After several hours of research, we aligned on the main idea of what Eyerim's strategy should look like.

It was now obvious that **by automating the UGC process, the brand's visibility would dramatically increase.**

This way, Eyerim could **collaborate with the right influencers, producing content that will attract new prospects, leads, and customers**.

We dedicated our efforts to meet them along their customer journey with **shoppable content**.

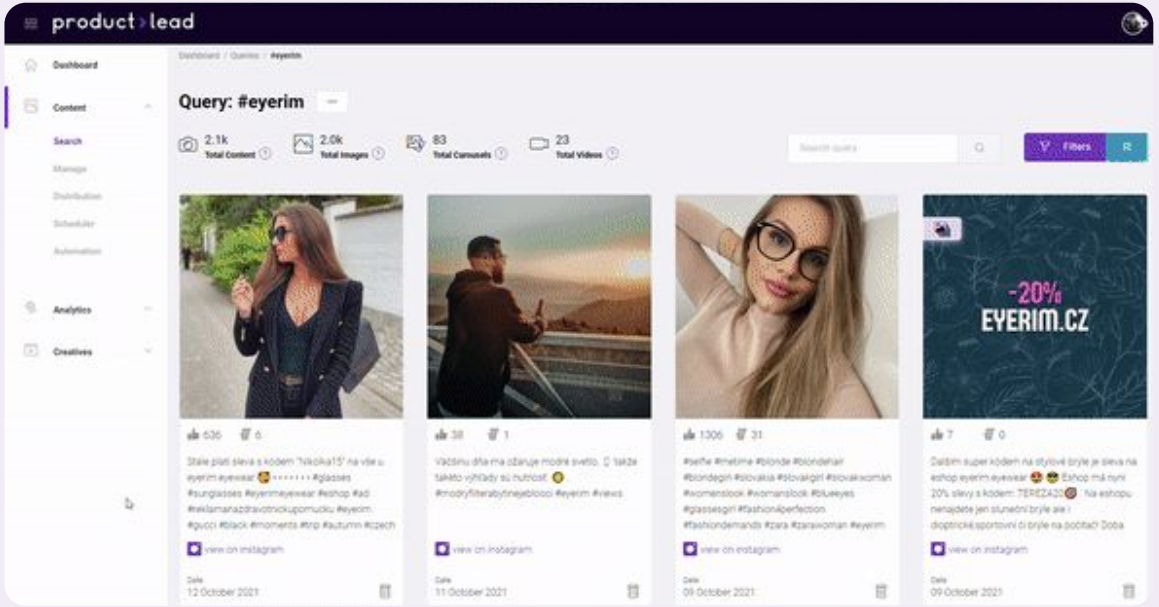


Recruiting the influencers

Clients that are well-established in different markets are a fine example of how **working without borders will maximize your resources.** In this case, 15 markets joined forces and brought together **over 50 influencers, all selected to fit perfectly in the story**.

What's more important, the content produced by these influencers was gathered and reshared on each market's website with one embed.

The **true power of UGC was proven** when suddenly, an online optician shifted the paradigm from overused glasses-on-a-mannequin pictures to **relevant content that tells a story**.



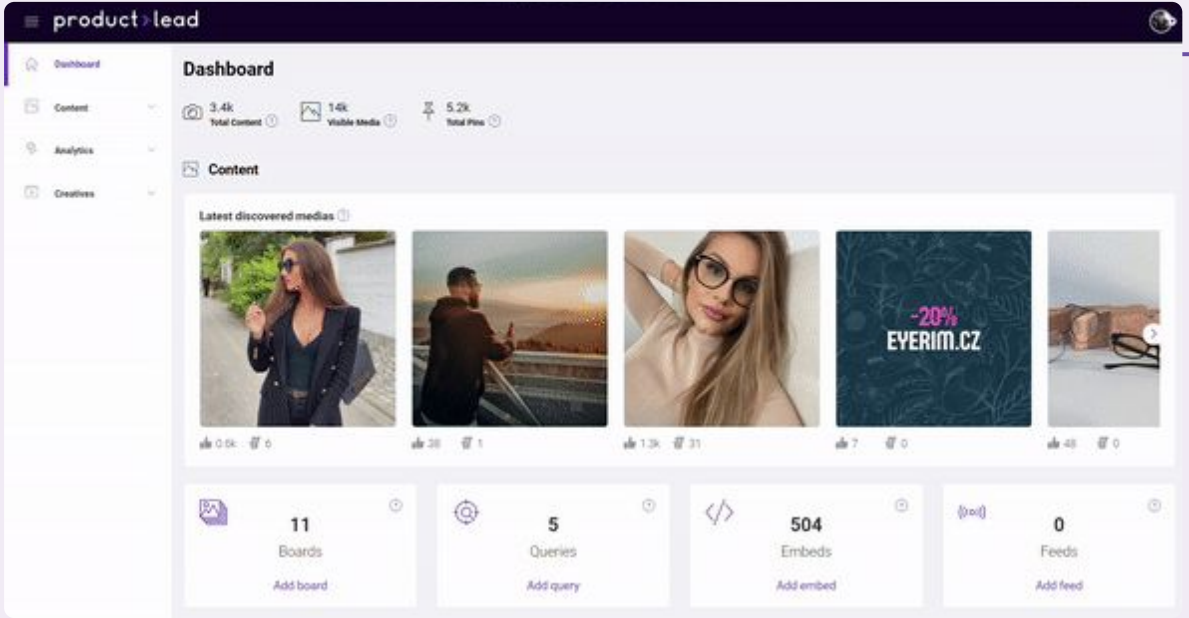
Onboarding Eyerim on ProductLead

If we were to count the clicks, it took us only 10 to fully onboard our client.

Aligning from the beginning helped this collaboration run smoothly.

Together, we managed to populate the dashboard, where they could see a **personalized overview on their content, analytics and creatives**.

The Dashboard is the main driver in ProductLead's collaboration with fashion brands. Most elements here are actionable, so it makes it really easy to access any of the sections you need. For example, for the content module, we easily created boards, product feeds, and embeds to make the campaign functional.



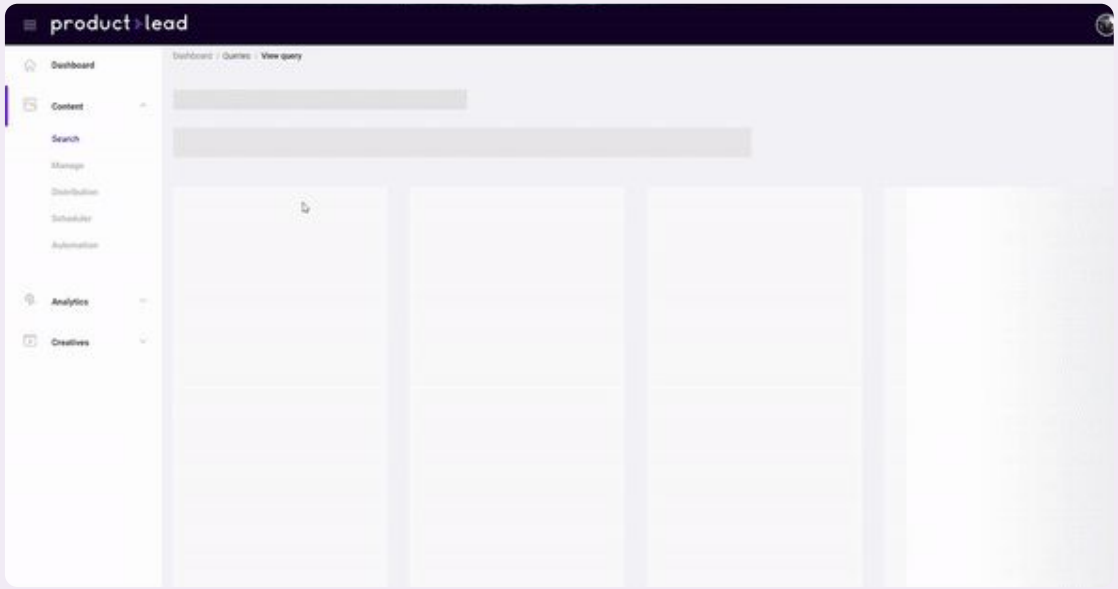
Content strategy

Next, it was time to gather that content.

We have worked continuously with micro and macro influencers to fuel UGC.

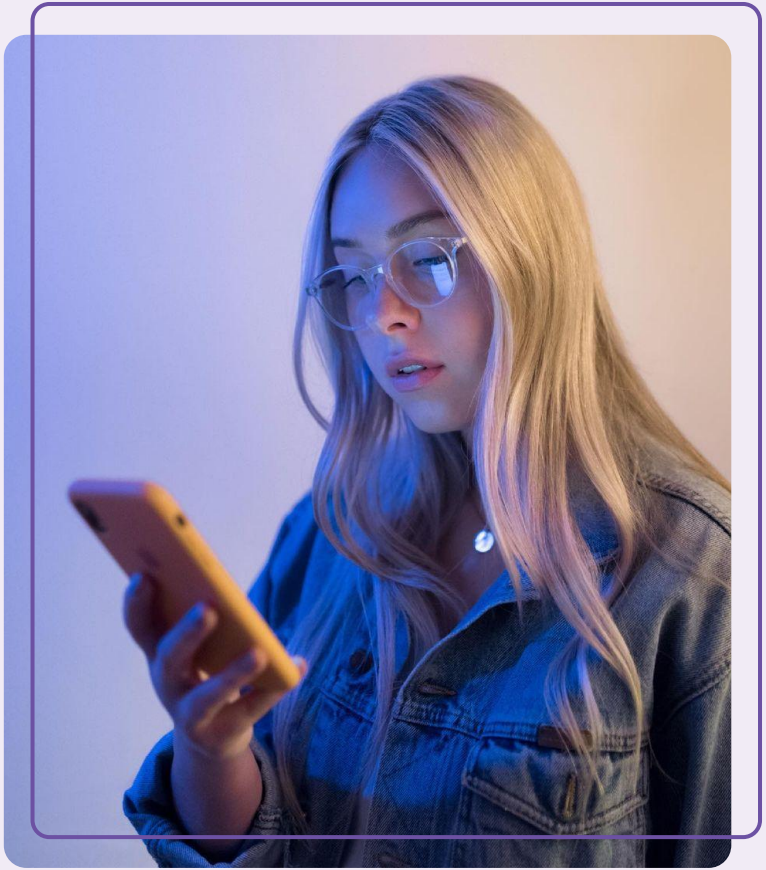
Eyerim leveraged this creative content using ProductLead, to enhance social media engagement & enrich the website content.

From UGC to creative brand assets in no time!



Final step - measurement & reporting

- Deploying **+2000 UGC** from 15 countries in all local ecommerces
- Working with **50+** influencers to enhance specific products
- **350K+** monthly views on all Social Galleries within Eyerim ecommerces.
- **200K+** monthly clicks on website Social Galleries
- Integrated UGC in all digital touchpoints of Eyerim (Website, Social Media)



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To sum it up:

CHALLENGE:

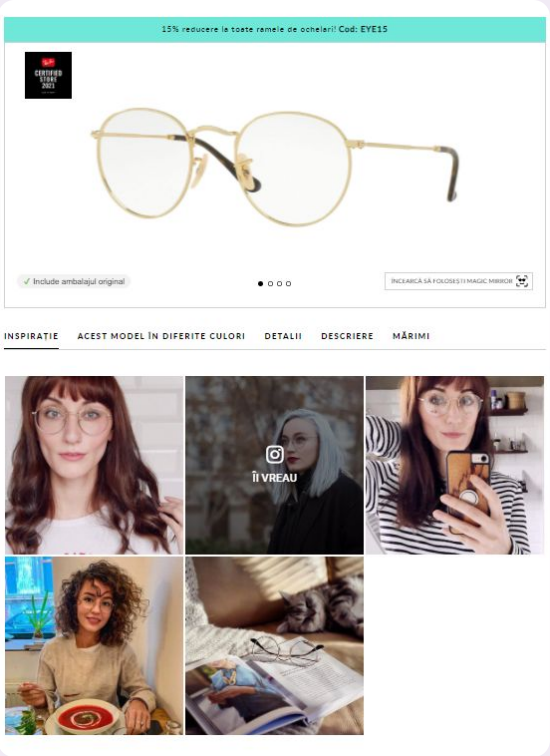
Enhance Eyerim Global ecommerces with UGC

SOLUTION:

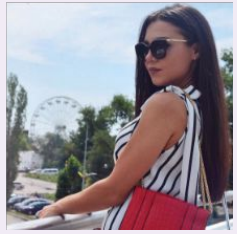
Ongoing Micro-Influencers collaborations and ProductLead Visual Commerce enhancer

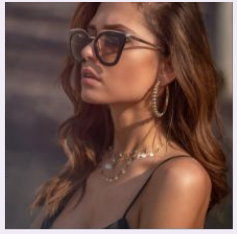
SERVICES:

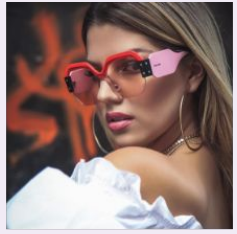
- Influencers Community Management
- Visual Commerce with UGC
- Analytics



See the product page here







Get in touch with

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Alexander Stoica-Marcu
Chief Exponential Officer
alexander.sm@productlead.me
+40 732 539 598
www.productlead.me

Use ProductLead to build authentic product context and deliver it anywhere for growth.

Turn user-generated content into your most powerful organic marketing tool. Aggregate trustable content
and reuse it to amplify the message.