

Experticity Customer Story:

How Skullcandy used Experticity's authentic influencers to provide trusted marketing to consumers.

"As a marketer, I personally place a high value on the ability to offer our consumers useful information on the benefits of our products from a trusted source."

– Derek Steiner
Digital Marketing eCom Specialist, Skullcandy



Go from big to massive

In just over a decade, Skullcandy has gone head-to-head with the biggest names in the audio industry, producing best-selling headphones that are highly competitive with brands like Beats by Dr. Dre. They are irreverent. Creative. Relevant. And when it comes to capturing what drives millennial commerce, few products on the market even come close.

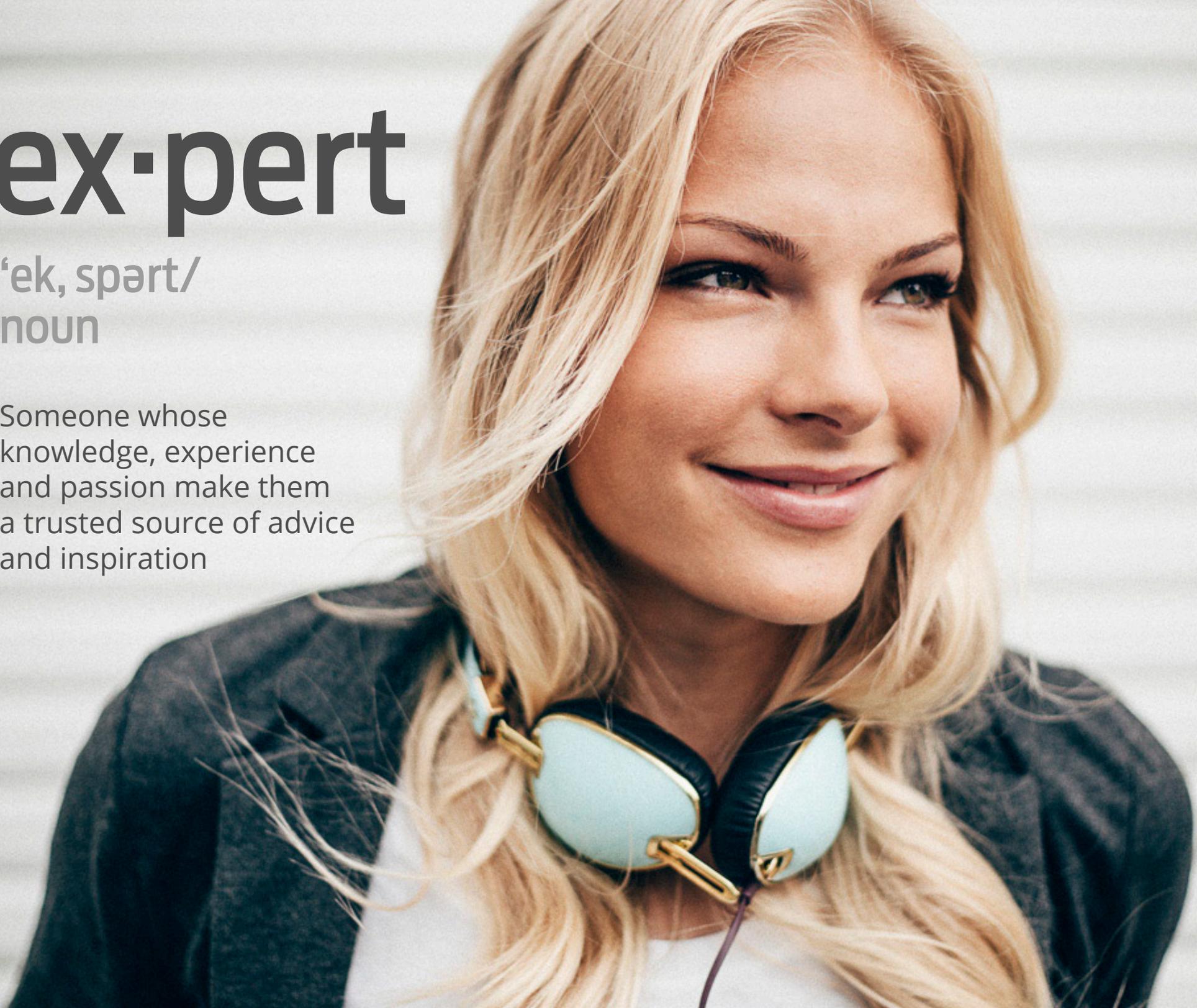
So how does a company with such significant growth scale to the next level? Enter Experticity.

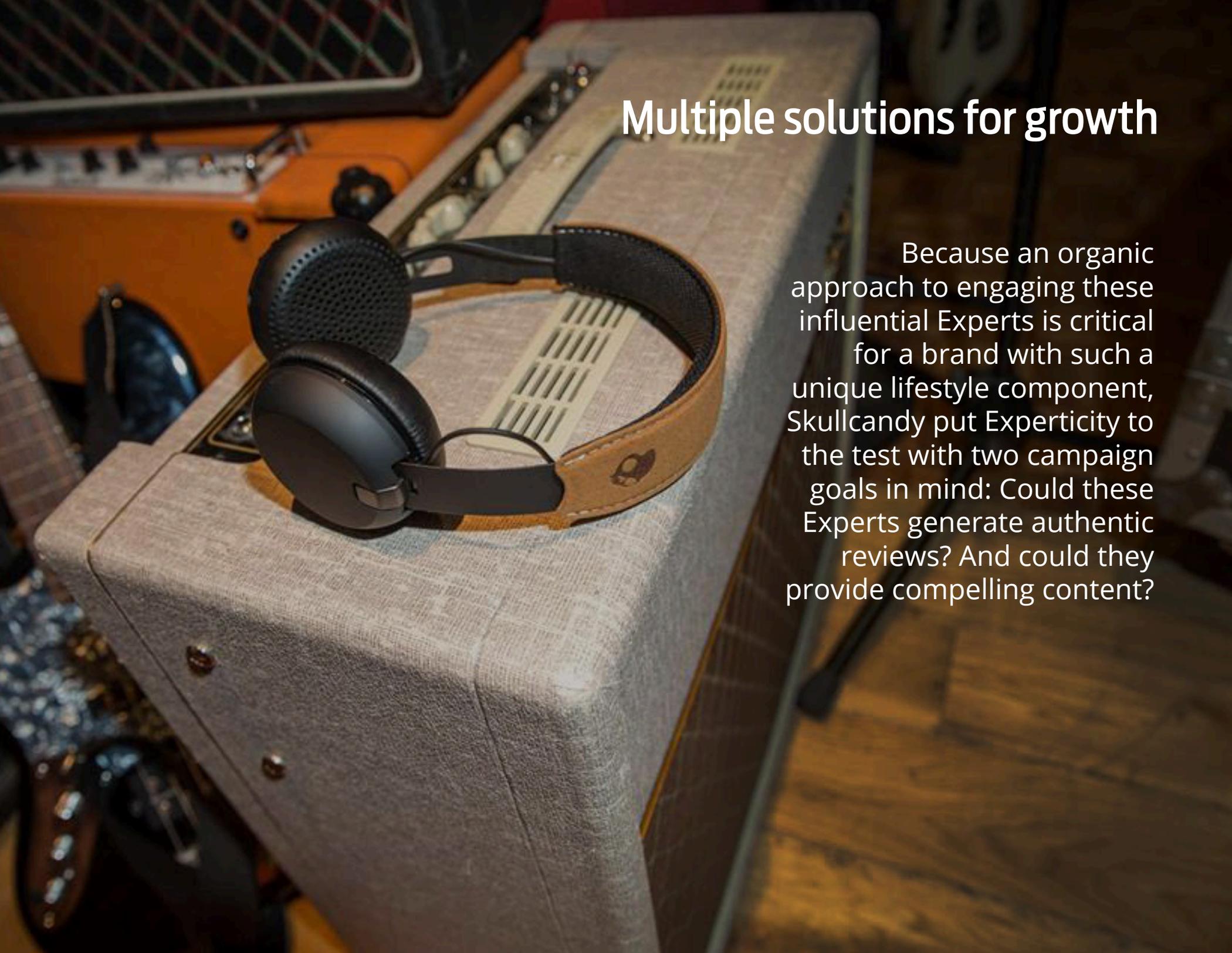


ex·pert

'ek, spərt/
noun

Someone whose
knowledge, experience
and passion make them
a trusted source of advice
and inspiration



A pair of black and tan headphones is resting on a typewriter. The typewriter is covered with a light-colored, textured cloth. The background is dark and out of focus, showing a wooden floor and a metal grate.

Multiple solutions for growth

Because an organic approach to engaging these influential Experts is critical for a brand with such a unique lifestyle component, Skullcandy put Experticity to the test with two campaign goals in mind: Could these Experts generate authentic reviews? And could they provide compelling content?

Campaign Goal 1: Generate authentic reviews

People trust people, not ads, and with Experticity's help, Skullcandy saw strong response from the Experts who tested their rugged and refined Bluetooth Speaker line. Not only did these Expert reviews reaffirm Skullcandy's go-to-market strategy for this specific product, but they were also reviews consumers could trust.



Campaign Goal 2: Provide compelling content



@SKULLCANDY
Stacks on stacks of over-ear goodness. Tap that bio link & save 20% now. 📌 #crusher #BASSTOUCANFEEL



@BLVCKMNVIC
🎧 Music is Life. Thankyou @skullcandy & @canyoncountryla for the amazing gift. Photo by @xyprokaira



@SKULLCANDY
It's a good day to kick out the jams. #BASSTOUCANFEEL



@RICHIEALLAN
Just smashed some in and out burger! Now time for a jam! #venice #venicebeach #ibanez #bias #positivegrid #skullcandy #inandout #usa #losangeles #california



@SHEISMAGIQUE
👉 ✦ Planning today's outfit with my @skullcandywomen 👉 ✦ Planeando mi look de hoy, muchas gracias a @skullcandymex por todas las atenciones y la fiesta, en especial a Michelle 👉 ✦ Gracias a #vitaminwater por los cocteles, a #maccosmetics por el lipstick y a #spotifymx por la música 👉 ✦ Me encantaron los nuevos diseños de @skullcandy women 👉 ✦



@SKULLCANDY
@harryMain took the Grind headphone for a test ride around #berlin, and it got real heavy. Video drops tomorrow.

The second campaign goal, could Experts provide compelling content, was answered almost immediately. Before the first month was over, more than 100 Experts posted user-generated content (UGC) to social media: pictures and stories of their Skullcandy experience, in-action. In real life. From real people.

Today, all UGC on Skullcandy.com is driven by Experticity from real Experts. It's trusted marketing that works.

The Experticity solution

We all trust passion. Experience. Knowledge. Which is why people who embody these characteristics are trusted sources of advice and inspiration – particularly on what to buy. Experticity is the world’s largest network of these trusted Experts, and we’re changing how influential Experts communicate with consumers. Over 600 brands use Experticity’s solutions to facilitate connections between brands and Experts to authentically build brand awareness and sentiment, and sell more products.

Learn more.

