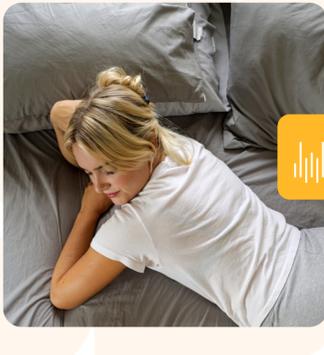




CASE STUDY

Bare Home Reaches 1.8M Impressions with Influencer Gifting Strategy



450+ influencer posts drive a whopping 300K+ interactions and 3.92% engagement rate for Bare Home

ABOUT



Bare Home, a family-owned business established in 2009, originated as a company offering sheets and has since diversified its product offerings to include everything that promises good sleep - comforters, quilts, blankets, pillows, etc.

The Minnesota-based brand is driven to create safe, eco-conscious, and comfortable bedding that everyone can afford.

CHALLENGES

In the era where consumer trust is paramount, brands face a challenge: How can they establish credibility beyond their own promotional efforts? Bare Home confronted this dilemma by tapping into the potential of user-generated content through micro-influencers.

Bare Home aimed to expand its influencer program by strategically using gifting and influencer posts to boost brand awareness and drive ecommerce sales. When Bare Home started partnering with Skeepers, Influencer marketing was a relatively new venture for the brand and the team was doubtful if influencers would want to collaborate with a small brand like theirs.

But that did not stop Bare Home. Together with Skeepers, the brand set out to establish connections with influencers, seeking to foster enduring relationships. They aimed to partner with influencers that produce high-quality content, have an engaged community, and a meaningful rapport with their followers.



We wanted to see what would happen if we started working with micro-influencers and just getting our word out there from a brand awareness standpoint.



Sarah Smith
Social Media Manager,
Bare Home



SOLUTION

Launching influencer marketing campaigns seemed like an optimal path for Bare Home in their pursuit of bolstering website traffic, elevating brand recognition, and augmenting ecommerce sales. With a substantial 80% of their business flowing through Amazon, driving visitors to their website through gifted reviews became a pivotal part of Bare Home's influencer marketing strategy.

When thinking about an approach, it's important to understand what you want to get out of your stategy.

“What your ultimate goal is. Are you looking for brand awareness? Are you looking to make sales? Because at the end of the day, you have to get your brand awareness out there before you can even get to a sales level and be realistic”, said Sarah Smith.

When collaborating with influencers on Skeepers, Bare Home noticed that each influencer brings in a unique set of skills with product presentation, personal style, and their relationship with followers. All of this needs to be taken into account while partnering. At the same time, giving influencers creative freedom enriches the content of the posts as it looks more organic, natural, and authentic.

Bare Home places significant emphasis on seasonal and festive campaigns. Notable examples include Halloween unboxings and winter-inspired home content featuring sheets and flannel duvets, which resonated well within their community. For Valentine's Day they saw influencers got quite creative when they were presented with the idea to show their Valentines' bedroom décor. The brand realized the effectiveness of theming campaigns around exciting concepts, fostering influencer creativity. They observed that offering inspiration without imposing stringent guidelines allowed influencers to craft exceptional content.



Licensing occupies a pivotal role in Bare Home's omnichannel strategy. Since all the content collected via Skeepers is licensed, Bare Home has been able to repurpose influencer-generated content for some of their other channels like YouTube Shorts and Pinterest Idea Pins. By repeatedly repurposing the content, they are extracting increased value from it. Their strategic vision also involves integrating this content onto Amazon, thereby fortifying the return on investment generated by the content creation.

Bare Home identified the amplifying effect of paid media on organically performing content, a strategy that garnered results beyond expectations. Influencers were happy when the brand reached out to sponsor their content. As the relationship grew, influencers actively approached the brand, generating an influx of collaboration offers that exceeded their capacity. The transition from uncertainty about influencer collaborations to managing an abundance of offers proved unexpectedly favorable for Bare Home.



A huge portion of growing our social and influencers has been creating TikTok videos and that happened for us about a year and a half ago and it really does help us connect with our influencers on another level.

Since Skeepers, we've seen our TikTok grow substantially in the last year and a half. I think we have over 10K now, which was pretty fast for us. Skeepers definitely helped us get there.



Sarah Smith
Social Media Manager,
Bare Home

50%

Increase in website visits



RESULTS

Bare Home has now become a powerhouse for user generated content. In one year, they generated 450+ influencer posts on all social platforms, with 1.8M impressions and 300K+ interactions. On Instagram alone they gained a reach upwards of 170K. Their engagement rate of 3.92% is higher than the industry average of 1.53%.

Out of the 112 campaigns they launched on Skeepers, they received an impressive average publication rate of 90% and a total EMV of \$65,000+

Bare Home witnessed a notable increase in growth sessions, attributing the growth in part to the influencer campaigns. The solution effectively directed traffic to Barehome.com, resulting in a session increase of over 50% and heightened brand awareness, aligning seamlessly with the company's marketing initiatives.

The content licensed through Skeepers was repurposed across various social media platforms, including Instagram, TikTok, YouTube Shorts, and Pinterest Idea Pins. This strategy proved highly effective, showcasing the product's versatility and application across different channels.

Skeepers not only jumpstarted Bare Home's influencer strategy but also facilitated the development of long-term relationships with influencers, extending beyond the platform.

Bare Home's seasonal campaigns, focused on Valentine's Day, Halloween, and themed bedding concepts, experienced high levels of engagement and relevance, aligning well with influencers' creativity and resonating with audiences.

Smith foresees the continued dominance of micro-influencers over larger influencers, suggesting a shift in the industry's approach.

Bare Home aims to maintain its close relationships with nano and micro-influencers, reinforcing the strategy's success.



For us, going with Skeepers was more so creating a long-term partnership that we felt we could utilize for not only influencer marketing, but our social channels as well. So, we really saw it as a full-service marketing strategy for us, not just working with influencers, but also bringing it to the social side and understanding that there were multiple uses to working with your solution.



Sarah Smith
Social Media Manager,
Bare Home



Get Real about your influence

Get a Demo

