

CASE STUDY

Gisou Community Expands with Skeepers, Garnering 2000+ Text Reviews Across 6 Markets



95%

Average Post Rate

98%

Average Recommendation Rate

ABOUT



Gisou, founded by Negin Mirsalehi and Maurits, is more than just a haircare brand – it's a heartfelt venture born from a deep-rooted love for bees, haircare, and natural beauty.

Drawing inspiration from Negin's six-generation beekeeping heritage, Gisou crafts exquisite haircare products infused with the finest, sustainably sourced ingredients from the Mirsalehi Bee Garden.

CHALLENGES

Before Skeepers, Gisou took a manual approach to influencer gifting which proved to be labor-intensive and constrained their outreach capabilities. Given how competitive the beauty industry is and their steadfast commitment towards building and nurturing a community, Gisou decided to automate and scale their influencer marketing efforts.

Community lies at the heart of Gisou's ethos, driving their mission to cultivate and nurture a dedicated community of loyalists and brand advocates. Every initiative at Gisou, whether it's a product launch or an evergreen campaign, revolves around engaging their community. Through active participation on social media platforms, activations, and soliciting feedback for each product release, Gisou ensures their community remains central to their brand. Their objective is to maintain visibility and discussion around their flagship products, such as the honey-infused hair oil and lip oil.

Influencer gifting serves as a valuable tool in achieving this objective. They aim for continuous engagement with these iconic products, ensuring they remain on top of consumers' must-have lists.

As the brand expanded from the US to France, the UK, Germany, Italy, and Spain, they found it tough to personally engage with brand ambassadors and influencers.

So, they needed a global solution to grow their influencer network systematically across markets.

Their goal?

To reach more and more people and increase brand visibility in a competitive market.

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In April of last year, when we introduced our honey-infused lip oil at Sephora, it gained significant traction, sparking a viral moment for our brand. This product launch garnered widespread attention, particularly through our campaign with Skeepers, generating excitement among consumers eager to experience our honey-infused offerings.

Global Communications Associate, Gisou

SOLUTION

Skeepers offered a comprehensive influencer marketing solution that streamlined Gisou's gifting process and facilitated their outreach to micro and nano influencers. Through Skeepers, the brand was able to unlock influencer marketing in new countries where they had established customer relationships. This partnership enabled Gisou to broaden their community engagement efforts and connect with influencers across various tiers.

Gisou's signature products, including the honey-infused hair oil, lip oil, and face oil, are highly sought-after for influencer gifting. Continuously seeking to introduce more individuals to these beloved products, Gisou consistently runs influencer marketing campaigns for both their forever favorites and new launches.

Gisou experienced a significant surge in community engagement, with a multitude of creators, ranging from nano to macro influencers, enthusiastically joining the platform to align with the brand and promote its offerings across social media channels.

An increasing number of creators are now proactively reaching out to the Gisou team via messages and on Skeepers, expressing their enthusiasm and eagerness to collaborate. This influx also includes newcomers who, despite not having prior interactions, express a desire to become part of the community. Gisou seizes these opportunities through Skeepers, signaling a growing community that is deeply engaged and loyal.

Repurposing the Content

Gisou leverages content provided by its brand ambassadors across various channels, including social media platforms, and their official website.

Their primary focus lies on TikTok, where Gisou stands as one of the leading luxury hair care brands with a robust community. With Skeepers' influencer marketing solution, Gisou sustains engagement within this community through strategic gifting initiatives and content collaborations.



When it comes to briefing influencers, Gisou has mastered the approach. They provide influencers with visual references and guidelines while also allowing them the freedom to infuse their own personality and creativity into the content, ensuring it resonates with their audience.

Gisou prioritizes maintaining the authenticity of the content, refraining from scripting it, and instead, offering additional product information to ensure clarity for viewers.

They guide influencers on the correct usage of products, showcasing multiple ways to use them, highlighting their advantages and health benefits, among other details.

The user-friendly interface of Skeepers enabled Gisou to automate their influencer outreach, scale their gifting efforts, and expand their influencer network globally. With Skeepers, Gisou gained access to a diverse pool of creators and enhanced their brand engagement across different social media platforms.

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I think in influencer marketing, it's crucial to prioritize fostering a genuine connection with your community. Building a special bond and nurturing brand loyalty are paramount to ensuring active engagement. Ultimately, the authentic relationships forged with your community hold greater significance than sheer metrics or key performance indicators. Long-term community bonding remains the cornerstone of success in influencer marketing.

Global Communications Associate, Gisou

RESULTS

Gisou and **Skeepers** partnered to seed products into the hands of creators to drive brand awareness and authentic reviews. By leveraging the Skeepers community, **Gisou** generated **2,582 authentic text reviews** on Sephora.com across 6 different markets. In the US alone, they ran 12 campaigns which captured a total of 1900+ submissions and an average star rating of 4.8 out of 5. In Europe, they activated 37 campaigns with an average recommendation rate of 99% and average ship to post rate of 94%.

Since partnering with Skeepers, Gisou has witnessed significant growth in their influencer marketing endeavors.

The adoption of Skeepers' solution has led to a marked increase in earned media value (EMV) and engagement rates for Gisou's influencer campaigns.

By collaborating with nano and micro influencers, Gisou has successfully cultivated an authentic community around their brand, driving brand loyalty and fostering long-term customer relationships.

The viral moments generated by influencer content on platforms like TikTok have further amplified Gisou's brand awareness and product visibility, resulting in sustained growth and expansion for the brand.

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We consistently notice the same creators applying whenever we launch a campaign, which is incredibly positive. It indicates their strong engagement with our brand, their affinity for working with us, and their genuine appreciation for our products. Anyone who has experienced a Gisou product automatically becomes a part of our community. It's encouraging to see this reflected within Skeepers, where we frequently encounter familiar faces.

Global Communications Associate, Gisou

