

First-Hand Experiences

StriVectin®

The most trusted recommendations come from people who've had positive first-hand experience with a product. This produces brand Experts who in turn create great buying experiences for others.

Goal:

Increasing credible recommendations.

Success:

StriVectin rewarded beauty expertise with insider content and exclusive access to its products. Sure enough, Experts were 2x more likely to recommend the StriVectin brand after engagement.



Product seeding

