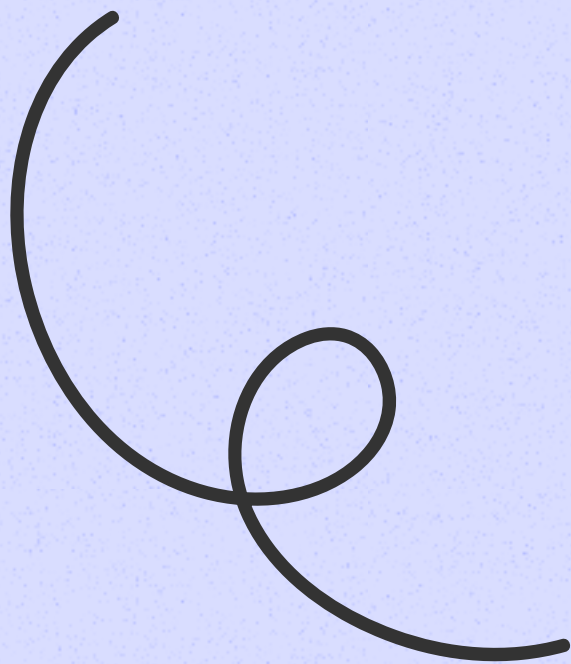


Cheatsheet



How to supercharge your Q4 performance with product seeding






Product seeding campaigns are a robust way to harvest authentic UGC and expand your organic reach.

But do you know the keys to crafting a victorious product seeding campaign? In this handy cheat sheet, we're laying out the essential aspects of your campaign's success - especially if you're looking for a striking Q4 this year. Let's dive in!

1. Choosing your products

When choosing the products you're sending the creators, you must look at 3 main aspects:

-  Select your best-selling products
-  Choose to send product bundles instead of individual items
-  Send out attention-grabbing packaging to encourage creators to share and post

2. Briefing:

Provide comprehensive product information, highlighting the product's key value proposition. Here's an illustration of how you can encourage creators to produce authentic content reviews without any obligations attached.

Example of a compelling brief

"Good or bad, we want to hear it. Give your honest review of our products. We will be sending you a free bundle for you to test. If you like the results:

In a 30-60 second video, give your honest review on the online shopping experience through the shipping, the packaging, the product quality, the mood-changing effect of the product, and your overall impression of the [Brand name] Collection."

3. Creators

- For creator filters, keep reach metrics like followers and views vague for traction, but prioritize categories, demographics, and location to align with your target audience.
- Collaborate with at least 20 creators in your product seeding campaign; the no-obligation nature of reviews or postings makes a larger group beneficial for garnering engagement, reviews, and brand visibility.
- Touch base via InSense chat after creators receive the product, ask for any feedback so far, and make them feel valued.
- Make your brand stand out by customizing creator packages: have their names printed, and write a thank you note.
- Launch the product exclusively for Seeding creators first.



4. Performance

- Provide audience discount codes as an incentive.
- Run your seeding campaigns on multiple platforms: Instagram and TikTok simultaneously.
- Engaging is a must! If creators post, ensure to like, comment, and express gratitude.
- Convert successful seeding collaborations with creators into long-term partnerships for UGC or influencer ads, leveraging their established resonance with your audience and content quality.



Ready to get started?

[Book a demo](#) with our expert team and uncover more secrets to boost your influencer campaign with product seeding today! 🚀💡

