Case studies: 5 online tricks high street brands have used to reel in buyers

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Whether it's leveraging persuasive user-generated content, an interactive tailored quiz, or lucrative media partnership, retail **brands** today need to be relevant, ready and well-equipped. Here's how they do it:

1. Social hubs

Brands launch and create pages on their website and **digital** channels which they infuse with user generated content. They pull and curate the best contributions from multiple **social** channels, such as **Instagram, Twitter, YouTube** and **Pinterest** to influence and engage consumers.

Bauer Media's *Grazia* magazine partnered with fashion **brand Marc Jacobs**, to launch their "Minute by Minute" London Fashion Week campaign. Their website included a real-time **social** hub, featuring tweets and **Instagram** posts from customers, using the hashtag #LFW, which saw over 11,000 readers engage with its content.

2. Shoppable UGC

"Shoppable" user-generated content allows **brands** to connect **social** media users' posts directly to product or **brand**-related pages. This feature allows consumers to engage, click and buy directly from their influential peers' posts.

Clarks created a shoppable **social** hub on their website and **Facebook** page to leverage the shareability and authenticity of their **brand** advocates' content on **Instagram**. Adding embedded "Shop Now" and "Buy Now" call-to-actions allowed visitors to click directly to the storefront.

3. Hashtag giveaways

Everyone loves a freebie. Giveaways help spread campaign exposure across **social** media. Customers may be asked to answer a question, give an opinion, or share a story, followed by a specific hashtag to enter a competition. Sponsors use the hashtags to find all of the entries into their giveaways.

Camelbak, for example, [ran a recent promotion](#) in which users were asked to share photos and examples of where they used their Camelbak water bottles. Entries were all gathered in one shoppable **social** hub, which encouraged users to browse both products and photos of their peers. As a result of this contest, Camelbak experienced both a 22% growth of **Instagram** followers and a 20% growth in sales.

4. Online quizzes and polls

Testing the general or specific knowledge of consumers with a series of questions or voting mechanisms drives engagement that results in better audience insights and conversion rates for retail shops.

Costa set-up a seven week poll campaign where they asked their customers to cast their vote on their favourite pastime or hobby, with the chance to win an all-expenses trip abroad. Over 90,000 consumers took part, providing **Costa** with plenty of rich audience data for future **marketing** purposes. Having been named the UK's favourite coffee shop for the fifth consecutive year, **Costa** used radio, online and **social** media along with the #nationsfavourite hashtag to maximize campaign reach.

5. Sweepstakes

Online contests where a prize or prizes may be awarded to a winner drive high levels of engagement surrounding a specific event or cause, increase **brand** awareness and open a channel of communication with customers in the future.

Rimmel London set-up a simple yet effective seven-day sweepstakes campaign with a fantastic prize on offer to their consumers. In exchange for a few personal details, the prize was just too hard to resist for over 11,000 entrants hoping to win an all expenses paid trip to London, to live the **Kate Moss** lifestyle.

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