

## Experticity Customer Story:

How Skullcandy used Experticity's authentic influencers to provide trusted marketing to consumers.

*"As a marketer, I personally place a high value on the ability to offer our consumers useful information on the benefits of our products from a trusted source."*

– Derek Steiner  
Digital Marketing eCom Specialist, Skullcandy



## Go from big to massive

In just over a decade, Skullcandy has gone head-to-head with the biggest names in the audio industry, producing best-selling headphones that are highly competitive with brands like Beats by Dr. Dre. They are irreverent. Creative. Relevant. And when it comes to capturing what drives millennial commerce, few products on the market even come close.

So how does a company with such significant growth scale to the next level? Enter Experticity.



# ex·pert

'ek, spərt/  
noun

Someone whose  
knowledge, experience  
and passion make them  
a trusted source of advice  
and inspiration



A pair of black and tan headphones is resting on a typewriter. The typewriter is covered with a light-colored, textured cloth. The background is dark and out of focus, showing a wooden floor and a metal grate.

## Multiple solutions for growth

Because an organic approach to engaging these influential Experts is critical for a brand with such a unique lifestyle component, Skullcandy put Experticity to the test with two campaign goals in mind: Could these Experts generate authentic reviews? And could they provide compelling content?

## Campaign Goal 1: Generate authentic reviews

People trust people, not ads, and with Experticity's help, Skullcandy saw strong response from the Experts who tested their rugged and refined Bluetooth Speaker line. Not only did these Expert reviews reaffirm Skullcandy's go-to-market strategy for this specific product, but they were also reviews consumers could trust.



ClevelandChick

12/06/2016



Finally, a Bluetooth speaker with great sound! I have half a dozen other Bluetooth speakers lingering around, and I am ready to toss them away now that I have my barricade. I tested my speaker throughout the house, out in the garage and out hiking the trails (clipping the Barricade on our pack with a carabiner). I'm looking forward to trying it out this summer at the lake to test its waterproof capabilities!

I can't put enough emphasis on the sound quality. It paired easily with

***“The reviews that poured in were incredible, and truly reinforced the positioning of this product line as the testers were encouraged to put our products through their paces, just like we advertised.”***

Jaduuuuuu

12/06/2016



– Derek Steiner

Digital Marketing eCom Specialist, Skullcandy

can't say it's the best, but it's a good one. The phone is awesome and you can listen while you charge. The speakers are small but loud! Great base, sound quality is perfect. This is a must get speaker. 1/10 I give barricade! #geartester

Allegra Rose B.

12/02/2016



The Barricade Speaker is the perfect addition to my art studio. It's light enough to carry to a photoshoot, and its clean + modern design is perfect for my space. From good vibes, to sweet jives, to Barricade is the perfect speaker to jam out to while creating.

## Campaign Goal 2: Provide compelling content

The second campaign goal, could Experts provide compelling content, was answered almost immediately. Before the first month was over, more than 100 Experts posted user-generated content (UGC) to social media: pictures and stories of their Skullcandy experience, in-action. In real life. From real people.

Today, all UGC on Skullcandy.com is driven by Experticity from real Experts. It's trusted marketing that works.



@SKULLCANDY  
Stacks on stacks of over-ear goodness. Tap that bio link & save 20% now. 📌 #crusher #BASSTOUCANFEEL



@BLVCKMNVIC  
🎧 Music is Life. Thankyou @skullcandy & @canyoncountryla for the amazing gift. Photo by @xyprokaira



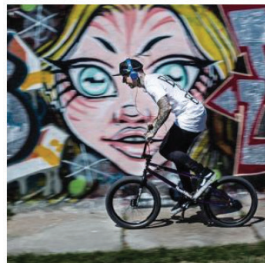
@SKULLCANDY  
It's a good day to kick out the jams. #BASSTOUCANFEEL



@RICHIEALLAN  
Just smashed some in and out burger! Now time for a jam! #venice #venicebeach #ibanez #bias #positivegrid #skullcandy #inandout #usa #losangeles #california



@SHEISMAGIQUE  
👉 ✦ - Planning today's outfit with my @skullcandywomen 👉 ✦ - Planeando mi look de hoy, muchas gracias a @skullcandywomen por todas las atenciones y la fiesta, en especial a Michelle 👉 ✦ - Gracias a @vitaminwater por los cocteles, a @maccosmetics por el lipstick y a @spotifymx por la música 👉 ✦ - Me encantaron los nuevos diseños de @skullcandywomen 👉 ✦



@SKULLCANDY  
@harryMain took the Grind headphone for a test ride around #berlin, and it got real heavy. Video drops tomorrow.

## The Experticity solution

We all trust passion. Experience. Knowledge. Which is why people who embody these characteristics are trusted sources of advice and inspiration – particularly on what to buy. Experticity is the world’s largest network of these trusted Experts, and we’re changing how influential Experts communicate with consumers. Over 600 brands use Experticity’s solutions to facilitate connections between brands and Experts to authentically build brand awareness and sentiment, and sell more products.

**Learn more.**

