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.
expert

ˈek, spərt/
noun

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

– Derek Steiner
Digital Marketing eCom Specialist, Skullcandy
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.
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.