

An Experticity How-To Guide

# How Experts Can Boost & Scale Brand Advocacy


# Experts: trusted, authentic and inspiring

They're not your everyday influencers.


**ex·pert** 'ek,spɜrt/ *noun*

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



 **Rachel Miles**  
Music Expert



 **Mackenzie McCleery**  
Fitness Expert



 **Rachel Warner**  
Outdoor Expert

We believe experts have a powerful, positive impact on all stages of the buyer's journey, and we're growing a network of more than 1 million of them. Our vetted experts are:

- Real people living their dreams
- Pursuing knowledge about their passions
- Eager to learn more about your brand and products
- Sharing their expertise through authentic conversations

# Foster trust with these experts you'll see big benefits

*“An expert isn’t someone who just sells you gear, they sell an idea, an experience. ... An expert loves what they do so much that they want others to experience it.”*

— Bennett Fisher  
Outdoor Expert

Experts are eager to share their advice with others. Their word-of-mouth recommendations aren't only sought out by consumers, they convert consumers into loyal customers. Experticity allows you to reach and empower these experts through education, product seeding, and exclusive content; in return, their recommendations will drive brand advocacy and sales.

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## Insights

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Experts have

**15x**

**more buying conversations a week**  
than the average consumer<sup>1</sup>

**82%**

of people who receive a recommendation from a passionate expert or someone who works in the industry **are highly likely to follow it**<sup>2</sup>



# Experts crave brand knowledge

*“... When a woman came in asking about StriVectin, I went to Experticity and learned all I needed to be able to speak about the brand.”*

— Tera Clyde  
Beauty Expert

Show transparency and take them behind the scenes.

- Share behind-the-scenes stories about your brand, products and values
- Create interactive content and high-quality videos
- Offer exclusive discounts and seed products to get authentic reviews
- Give them a chance to connect with your brand through live events

## Insights

Even after just one online session with a brand on Experticity, influential experts are:

**4x**

more likely to recommend a brand<sup>3</sup>

Proven to sell

**87%**

more than their peers<sup>4</sup>

*“Showing effort, also known as operational transparency, is about demonstrating the work you’re putting into your product or service... Consumers’ perceptions of effort have meaningful implications on trust and perceptions toward a company.”*

— Kristen Berman  
co-founder of Common Cents Labs & Irrational Labs



# Expert feedback is powerful

Build trust and gauge consumer perception with a feedback loop.

Transparency and open communication not only build trust, they allow you to learn valuable insights from Experticity experts. Think of them as your QA or product testing team. The more they learn about your products, the more information they can share with you about improvements, new uses and big wins.

Identify valuable expert insights.

- Identify your Expert NPS and use it as an indicator over time
- Analyze your brand and product sentiment
- Discover your category perception

***“To me, being an Expert means being open to sharing your knowledge and passion. You need to be personable and energetic. It is important to always be learning and involved.”***

— Kristina Sheeham  
Run Expert



# Let experts create content on your behalf

User-generated content — or UGC — allows experts to show off their passions and let their expertise shine through. Let them show consumers how amazing your products are with photos of their first-hand experiences and high-quality, in-depth reviews. When treated as a marketing asset, this expert UGC can have a huge impact on conversion and sales.

## Insights

**66%** of consumers **trust reviews posted online,**

while

**69%** always or sometimes **take action based on those reviews<sup>5</sup>**

**51%**

of Americans **trust UGC more than other information** on a company website<sup>6</sup>

*“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 they are advertised to handle.”*

— Derek Steiner

Global Manager of Visual Merchandising at Skullcandy

Forndingo

★★★★★

This speaker exceeded my expectations. The sound quality is amazing and it packs a punch for the size. It is the perfect speaker for taking to the

Lolana

★★★★★

The mini is the best for travel and adventure. It can even withstand a 65# Labrador puppy

Raymond

★★★★★

I have had my Barricade for just over a week now and I must say I am rather impressed. As a



# Case studies



The North Face® surveyed industry experts on the styles and features they'd like to see in future product lines. Their product team has now received 275 valuable expert insights.



## Reebok

Reebok partnered with Experticity to launch back into the running category with the Floatride, propelled by the credibility of running experts. Prior to the shoe launching, our experts had countless conversations, generated 1.57 million social impressions, and wrote more than 500 product reviews to drive conversion. At launch, the Floatride won Best Debut from Runner's Magazine and is now the No. 4 best-selling shoe on Reebok.com.



## Discover what experts can do for you.

Experticity is the world's largest network of trusted experts whose passion, experience and knowledge makes them powerful brand advocates. Join the 500+ brands who already use Experticity solutions and connect with experts who authentically build brand awareness and help you sell more.

[business.experticity.com/learn-more/](https://business.experticity.com/learn-more/)



Getting Experts Talking About Your Brand

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