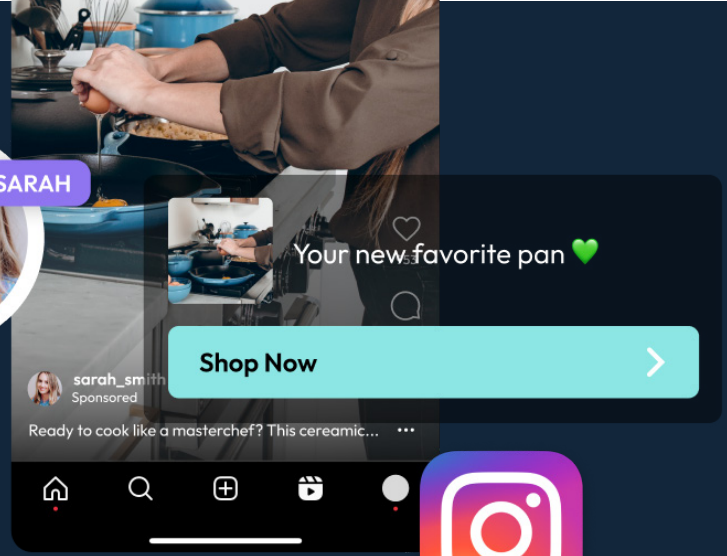


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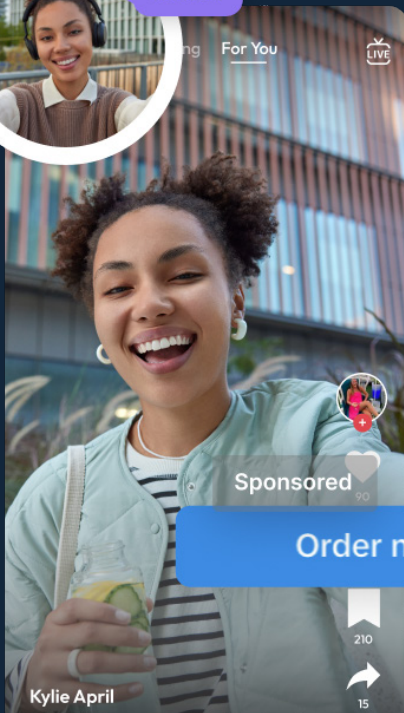


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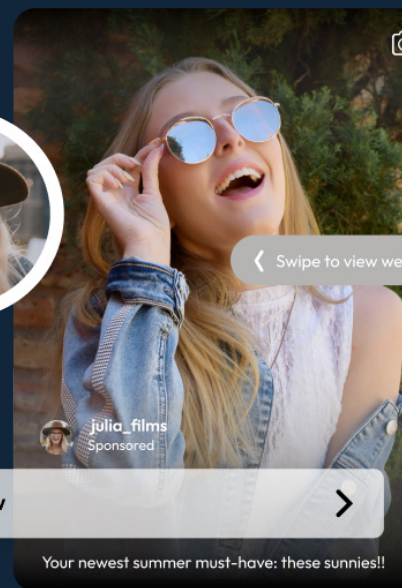
# How to Nail Your Next Retail Launch with In-Store Influencer Content



KYLIE



JULIA



STATUSPHERE

# HOW TO NAIL YOUR NEXT RETAIL LAUNCH WITH IN-STORE INFLUENCER CONTENT

Launching your latest merchandise in a major retailer should feel like a victory lap.

## **So, why does the fear of failure loom over every in-store drop?**

The stakes are high. Meanwhile, marketers feel frozen balancing digital efforts with actually increasing sell-through. Not to mention keeping their channel partners happy.

(Oh, and don't get us started on the claim that ~95% of launches flop)

Brands across the board are scrambling to adopt an omnichannel retail strategy. Instead of throwing tactics at the wall and seeing what sticks, consider this:

## **Micro-influencer activations are a proven way to promote retail launches at scale.**

Having powered 100+ retail brands' in-store influencer content, we've seen firsthand how creators make a huge impact on any given launch. **We've also seen a 150% increase in brands running retail campaigns in our platform YoY.**

- Why influencers drive immediate and long-term launch success in retail
- Expert insights from brands who've successfully run in-store activations
- Strategies to help retail brands earn micro-influencer content at scale



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# How Influencers Bridge the Awareness Gap for Retail Brands

“Shoppers don’t see ‘channels’ the way retailers do. They simply shop. For brands, embracing a digital-first ethos doesn’t mean giving up on physical retail. It means amplifying each by fusing the two together seamlessly.”

- Manhattan Associates’ [2023 Unified Commerce Benchmark Report](#)

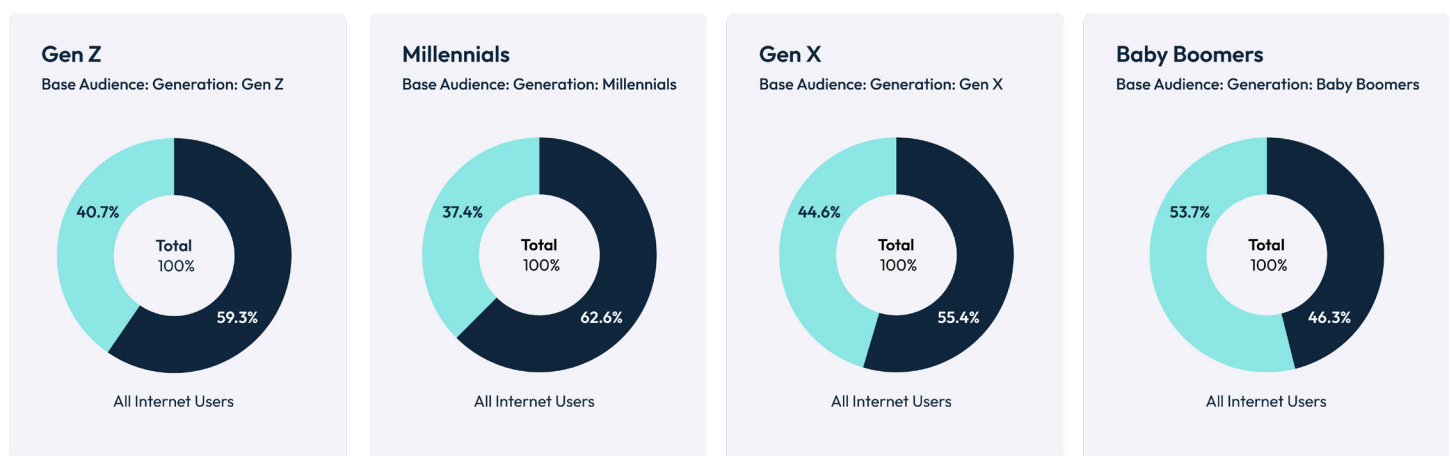
From beauty to CPG and beyond, influencers are a staple of modern retail marketing.

That said, it’s easy to overlook the positive impact of creators on a launch campaign. Most brands’ influencer efforts are laser-focused on affiliate sales or ecommerce traffic.

But for brands in brick-and-mortar retail, in-store content should be a priority.

*Especially* if you’re knee-deep into planning a product launch.

Our platform’s increase in retail campaigns is telling. Sure, 59% of consumers prefer to shop online. Consider also that [shopping preferences are split](#) across demographics. This speaks to why an on-line-only influencer strategy doesn’t make sense.



## The takeaway? **Retail brands shouldn't silo their influencer efforts!**

Influencers empower brands to translate digital shopping into in-store traffic. All the more reason to go beyond ecommerce and tap into influencers for retail support.



- Hafeeza Sheikh  
I'm running to ulta 🥰  
09-30 Reply 🇲🇵 ❤️ 1 🗨️
- S  
I just got the blush last weekend and omg it's my new favorite! I pair it with the liquid blush in blush lily so good!  
09-29 Reply 🇲🇵 ❤️ 2 🗨️
- hazy ✨  
I GOT THESE BLUSHES FROM THE SALE TOOOOO  
09-28 Reply 🇲🇵 ❤️ 1 🗨️
- geniwithluv ❤️  
i loveeee the blush!!!! A little goes a long way  
09-28 Reply 🇲🇵 ❤️ 1 🗨️

# For Retail Brands, Micro-Influencers Make Consistent Touchpoints

Mapping the customer journey from digital to in-store sell-through is messy.

If you're already working with influencers, you probably know this already.

As consumers bounce between more apps and ads than ever, consistency counts. This is where a high volume of micro-influencers promoting your launch is a game-changer.

From discovery to consideration and conversion, an always-on influencer strategy helps boost your launch to reach relevant shoppers. This includes die-hard fans and people who've never heard of you.

Micro-influencers are especially effective when it comes to making multiple, consistent touchpoints on the path to purchase. This includes:

- Organic social media (the #ForYou page, the Reels homepage)
- UGC ads (Spark Ads, Partnership Ads)
- Social search
- UGC and positive reviews on your website and product pages

Food for thought: **recent research from IBM notes that most shoppers begin their journeys online but go in-store upon reaching the consideration phase.**

Whether someone is seeing you for the first time in an ad or for the 100th time organically, creators can consistently plant the seeds of future in-store purchases.

Those purchases could come ASAP, tomorrow or maybe in six months from now. That's why it's key to plant those seeds *now*.



- sopheesha 19w  
Literally just came home from Target with both of these items because of one of your previous posts 😂🍌  
Reply
- itsdavianaa 19w  
@sopheesha ooopp love thattt 🍌🍌❤️  
Reply
- deboraku 19w  
Read good reviews on the Vaseline oil....seeing you with it ....it's a must try for me now  
Reply
- itsdavianaa 19w  
@deboraku it's SO GOODDDD 🍌  
Reply

The takeaway? The more touchpoints you make with your audience, the better.

Remember: you're not just competing with an estimated [30,000+ retail launches](#). You're also contending with social algorithms and ad placements. Attention is scarce.

No pressure, right?

But this is where hundreds of micro-influencer activations can break through the noise.

Smaller creators support launches by introducing new products to hyper-targeted audiences. The fact that [micro-influencers are favored by algorithms](#) when it comes to reach and engagement is all the more reason to let them fuel your content engine.

# Influencers Are Super Effective at Activating Retail Customers

Needless to say, social shopping is having its moment.

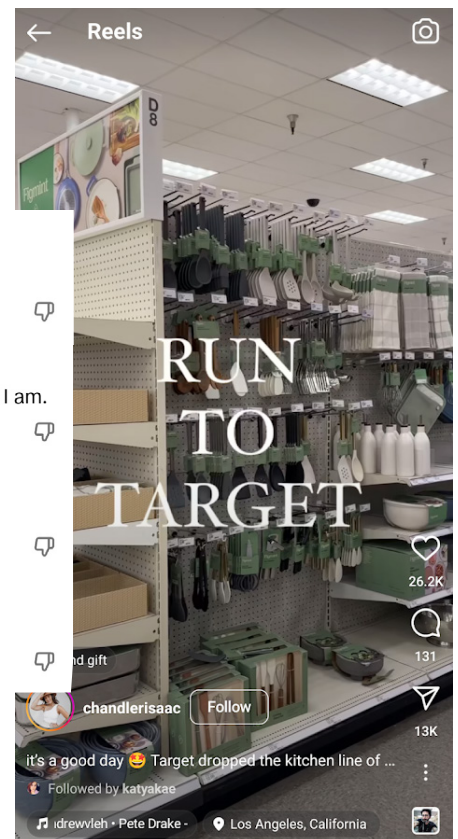
The phenomenon of #TikTokMadeMeBuyIt and its **76+ billion views** speaks for itself.

**[92% of TikTok users](#) have purchased (or intend to purchase) products promoted on the app.**

TikTok and Instagram are staples of product research and discovery today. While the 1:1 correlation between digital browsing and in-store sales is tough to track, that doesn't mean the connection isn't there.

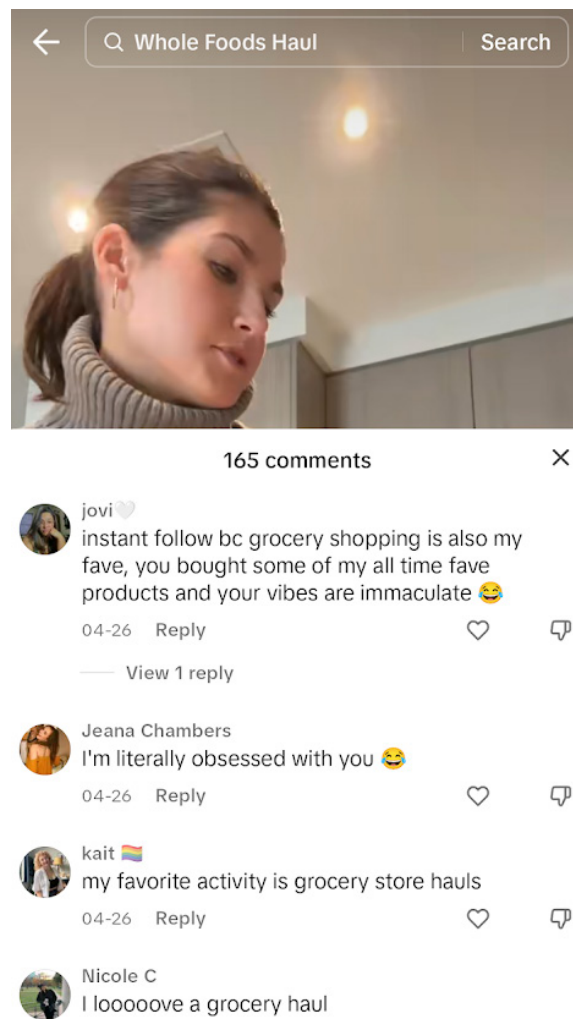
Spoiler alert: the connection is 100% there. Look no further than the popularity of shopping content across every retail vertical on TikTok.

- 
- A screenshot of a TikTok comment thread. The main video is partially visible on the right, showing a store aisle with a sign that says "RUN TO TARGET". The comments are as follows:
- Sara | Home & Lifestyle heading to target immediately 21h Reply 1
  - A.Slider | Do I need this , no am I going to Target? Yes I am. 1d Reply 1
  - ALEJANDRA Commenting to be on christmas tok 1d Reply
  - Diamond and Daisy Boutique Looks like I'm going to Target tomorrow 1d Reply



TikTok in particular attracts a very specific type of social shopper (and one that's valuable to retail brands that work with influencers). These shoppers are:

- **Susceptible to FOMO.** Food for thought: [70% of TikTok users](#) claim to make at least one impulse purchase per month.
- **Explicitly rely on TikTok as a product discovery channel.** From Spark Ads to social search and beyond, most TikTokers actively want to be sold to. Brands don't have to be subtle or shy to reach them. Quite the opposite!
- **Reliant on personal recommendations from creators.** Piggybacking on the point above, these same shoppers are glued to influencer content. In-store and haul-style video content is particularly powerful for retail brands as it gives consumers the confidence they need to seek out new products "in the wild."



All of the above makes these shoppers the perfect marketing targets for in-store launch content coming from a high volume of micro-influencers. Doing so taps into FOMO, plants the seeds for future in-store purchases and generates serious social proof.



# Why In-Store Influencer Content is Crucial for Retail Brands

Brands are spoiled for choice when it comes to how to promote product launches.

There's no one "right" strategy or channel. That said, any opportunity to repurpose your promotional content is a plus. Doing so lets you maximize the hype of your launch.

One of the biggest benefits of influencer content is building trust across paid and organic channels. In-store activations are especially effective for organic word-of-mouth and serve as the basis for high-performing UGC ads.

Sending influencers in-store should be an expectation rather than an exception to the rule. In reality, many brands are missing out on the upsides of creating content in-store.

## In-Store Content Keeps Your Retail Presence Top of Mind

As noted earlier, social shoppers explicitly follow influencers for retail product recs.

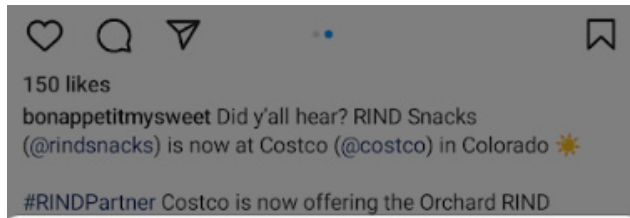
Couple that with the fact that social media and influencers are the [top sources of product discovery](#) for modern buyers.

Letting your audience know about your latest launch via social is a no-brainer. However, in-store influencer content does a ton of heavy lifting to motivate shoppers to actually visit your retail partners in person.

Done right, influencer content can answer all of your audience's questions about your latest offerings in a matter of seconds. This includes:

- Where to buy (Costco, Whole Foods, Sephora)
- When to buy (out now, launching next week)
- What the product looks like in the wild (packaging, location in-store)

Micro-influencers will go the extra mile to respond to concerns and comments for the sake of engaging their audiences. All of the above makes it much easier for people to imagine your product in their hands.

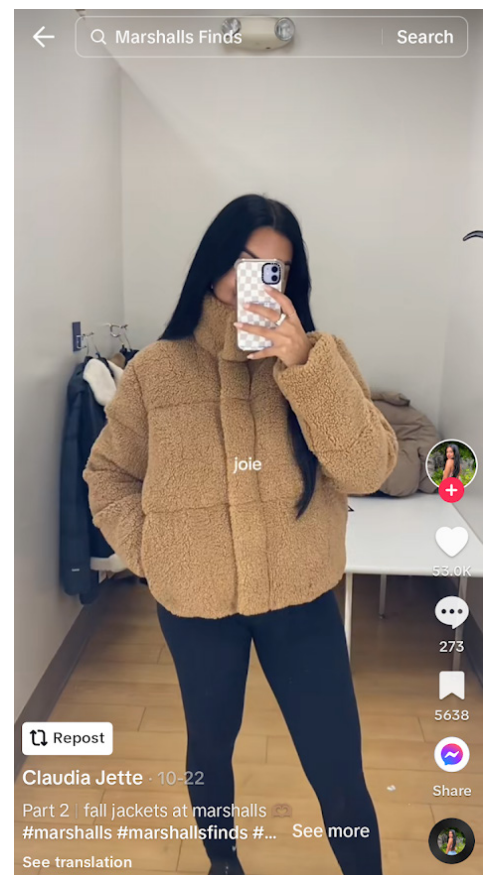


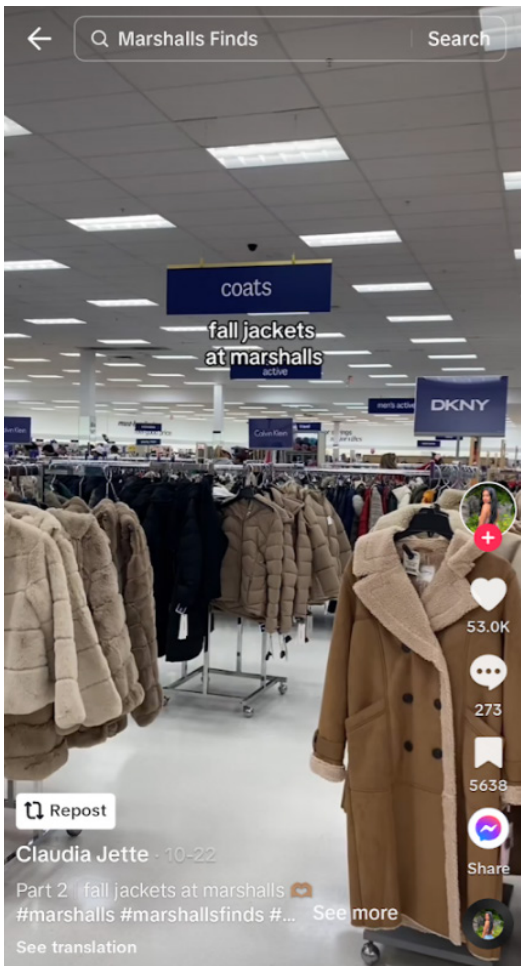
# Shoppers Want to Experience Products Before They Buy

Not surprising but often overlooked.

Consumers crave real recommendations from real people over perfectly polished product shots. **88% of shoppers seek out content created by fellow consumers before feeling confident to make a purchase.**

Authentic in-store content has a subtle but significant impact on shoppers' decision-making. Raw and unfiltered content is powerful *because it's "real."*





- 273 comments
- Desirea Ann Bruner  
You got me wanting to pull up & wait for them to open 😭  
10-22 Reply
  - Claudia Jette - Creator  
I hope you find good stuff too 🙌❤️  
10-23 Reply
  - Adreana Aguilar  
Going rn  
10-22 Reply

- 273 comments
- emma mcminn  
Such good finds omg!  
4d Reply
  - Claudia Jette - Creator  
They have the best stuff!  
4d Reply
  - BellaJoelle219  
I saw that exact Joie one the other day. I'm going to get it 🙌  
5d Reply

This type of content is about as close as you can get to putting your product in someone’s hands. Don’t underestimate the power of an up-close-and-personal view of your merchandise to social shoppers.

# In-Store Content Lets Shoppers Know That You’re Legit

In an era of third-party seller spam and dupe products, simply having a retail presence is a massive credibility boost for your brand.

So don’t let that legitimacy go to waste!

Coupled with social proof from satisfied influencers promoting your products, in-store content immediately puts skeptical shoppers at ease. This is crucial for brands selling brand-new products that might not have any formal reviews or star ratings yet.



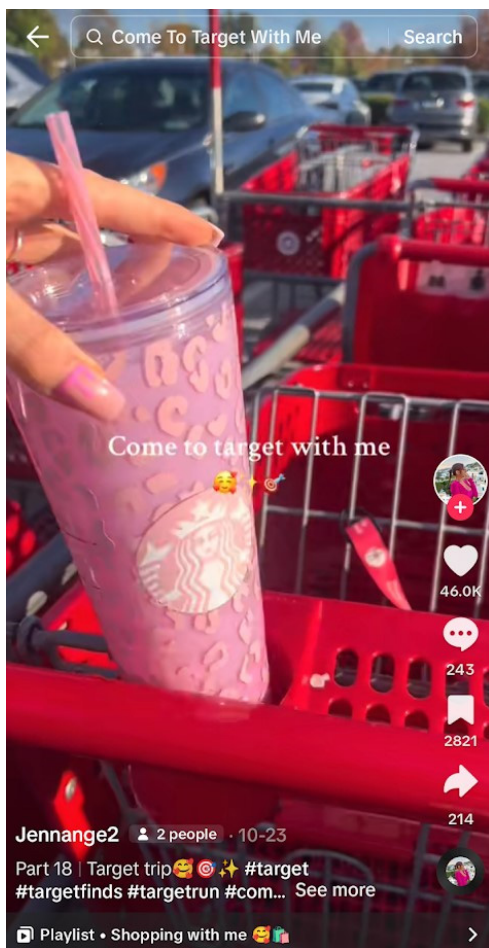
# Consumers Crave Personal Connections with Creators

The value of in-store content goes far beyond showing off your products in action.

Sure, you want people picking up your products during their next shopping spree.

But also note that creators taking audiences on a virtual shopping trip represents a powerful touch-point for social shoppers.

## The #ComeShoppingWithMe tag has 700+ million views on TikTok alone.



Chalk it up to post-pandemic parasocial relationships, but the popularity and viral potential of shopping content are super telling. Tapping into this type of content at scale can produce ongoing buzz for your launches.

# 8 Keys to Generating Effective In-Store Content

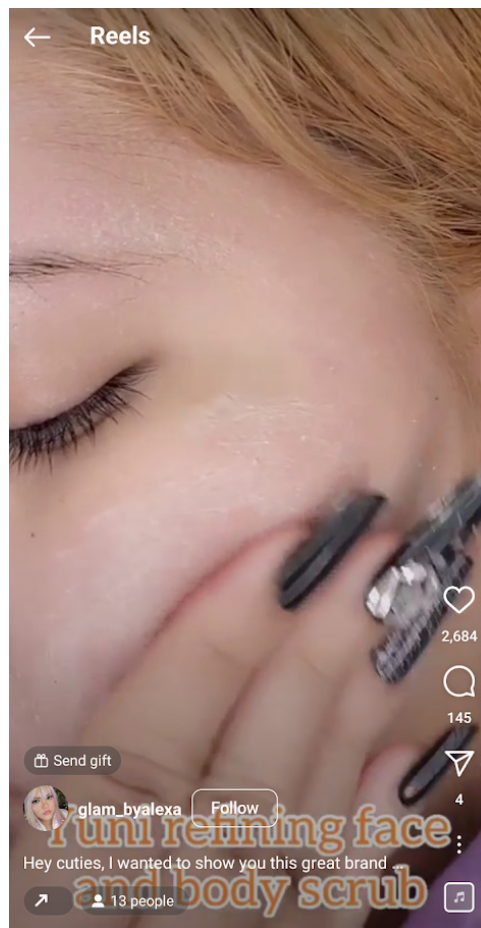
What makes a “good” piece of in-store content is totally subjective.

But the fact that there’s no one-size-fits-all approach is actually a good thing.

That said, we’ve noticed a few common threads between successful influencer activations after powering creator campaigns for hundreds of brands.

**1. ENCOURAGE CREATORS TO PROMINENTLY FEATURE PRODUCT PACKAGING.** Close-ups, multiple angles and legible labels will help shoppers instantly recognize your in-store offerings.

**2. SHOW PRODUCTS OFF IN THEIR “NATURAL HABITAT.”** From beauty tutorials to recipe videos, buying products in-store and showing them in use at home helps viewers experience the product for themselves.



### 3. LET CREATORS HIGHLIGHT HOW YOUR PRODUCT WORKS FOR THEM.

This makes it easier for shoppers to imagine how your products might benefit them and fit into their own daily routines.



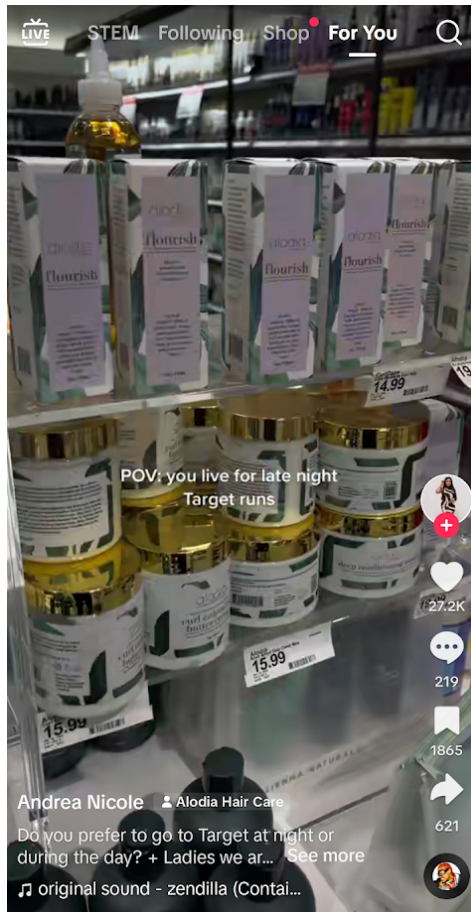
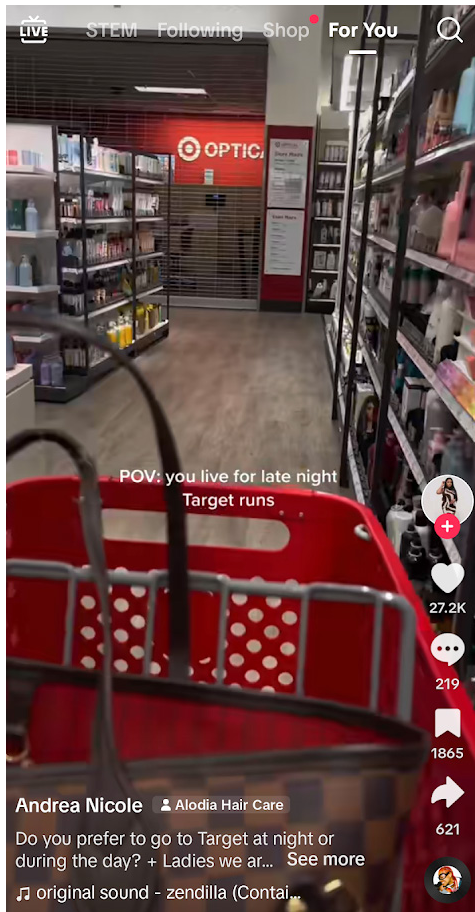
emilynbermudezz 19w



Show us you using them!! I really wanna see the shimmer one on. I read in the reviews it's not good on darker complexions

Reply

### 4. STRIVE TO TELL A STORY. The best creators uncover unique ways to weave products into their lives. Something as simple as inviting viewers along for a shopping haul can do the trick.



### 5. PRIORITIZE CREATORS THAT MATCH YOUR AUDIENCE AND FIT YOUR TARGET RETAIL MARKETS. Influencer geotargeting can help you uncover creators to generate in-store content at specific store locations, granted that's your goal.



jayy\_munozz 5w

Not me running to target as soon as they open today.. fingers crossed they have them in Carson city already 😊

Reply



4



glammedbynatalie

Which ulta do they have these???

04-14

Reply



8



chandlerisaac 5w

@jayy\_munozz !!!! Good luck! My store had a ton so hopefully you're all good!

Reply



1



brittfinds · Creator

Try checking store availability on the app before you drive to the store!!

04-19

Reply



2



**6. OFFER CREATIVE DIRECTIONS, NOT DEMANDS!** Inspiring influencers as a brand is fair game but art-directing them isn't. Nitpicking every influencer not only prevents you from earning content at scale but also limits their creativity. In our experience coordinating over 75K creator collabs, raw content performs because it's authentic and unfiltered.

**7. BUILD INFLUENCER ACTIVATIONS INTO YOUR LAUNCH TIMELINE.** Consider that creators can provide awareness both before, during and after your launch. The process of coordinating fulfillment and briefing creators requires planning, though. With a platform like Statusphere, influencer activations can happen in a matter of weeks versus months.

**8. ALWAYS ON IS BETTER.** Product awareness doesn't happen overnight, especially if you're lacking brand awareness. Combine always-on, business-as-usual influencer strategies with your product launch promotion to maximize your results.

# How Retail Marketing Experts Maximize Product Launches with Influencers

## They Boost Their Influencer Posts and UGC

Given that you're likely already putting ad spend behind your product launch, make sure your in-store content makes it into the mix.

TikTok Spark Ads and Instagram Partnership Ads offer a measurable way to get even more mileage out of your creators' posts.

- Recent [Google data](#) notes that the majority of retail sales attributed to social media happen in-store (59%) vs online (41%).
- The retail industry is forecast to [spend the most on digital ads](#) next year.
- [75% of marketing leaders](#) in retail say that Instagram advertising meets or exceeds their expectations for reaching their target audiences. 67% say the same for TikTok. hat the product looks like in the wild (packaging, location in-store)



“When it comes to producing in-house creative versus running UGC, we run both. But what is undeniably true for us is that **UGC has allowed us to scale**. It's that ability to add more into the equation, to run more creatives, and try new things. We would not be able to move as aggressively if we didn't have as much UGC.”



CHASE SAGUM  
CMO & Co-Founder of Vioiri

- [According to Meta](#), creators in ads boost ROAS by 15% when run with BAU strategies.

## They Generate Influencer Content at Scale

We'll bite: in-store activations featuring influencers aren't exactly breaking news.

But scaling those collabs up to 100+ creators is a concept that's new to many marketers.

Marketers are choosing to collect influencer content at scale for multiple reasons:

- The ability to compile and test multiple ad creatives
- Flooding social platforms with your brand's products and messaging
- Creating social proof with reviews and authentic content
- Sending hundreds of creators in-store to purchase your products
- [Ranking in social search](#) for product-related keywords consumer are researching to inform their decisions



"We get **150 to 200 creatives** coming from UGC people **every month** from our partnership with Statusphere. If we tried to do that in-house, I'd have to hire a whole stack of people and I'm not interested in dealing with that.

I'm never gonna pretend to know more than the creator does, particularly for his or her audience."



CHASE SAGUM  
CMO & Co-Founder of Vioiri



"One of the **biggest mistakes** brands make with UGC ads is not testing enough content. We sometimes would test 30, 40, 50 pieces of content over 12 or 13 influencers and multiple audiences. Just load it up and let the algorithms find it."



SINEAD NORENIUS-RANIERE  
Vice President of Product Management at Cision

## They Empower Creators to Be Themselves

Relinquishing creative control can be a mental hurdle for marketers.

But there's a reason why 99% of in-store content is off-the-cuff and not polished.

As soon as brands overstep influencers' creative boundaries, their content performance suffers. It's a lose-lose situation for both parties.



On the flip side, partnering with the right creators and empowering them to do their own thing results in authentic content and less time wasted on your end.

## They Play the Long Game with Their Launches

Given all the legwork leading up to a launch, it's easy to lose sight of what happens afterward. Of course, staying on the shelves long-term doesn't happen by accident.

In-store content represents a strategic way to show your retail partners that you're consciously driving demand and keeping them visible as part of your marketing efforts.



“After you get on the shelf, you really have to make sure that you’re **supporting and driving demand** at that particular retailer.”



MELINDA V. JOHNSON  
Director of Marketing for Henkel's  
US Hair business

“Creators are essentially social media managers, creative directors, copy-writers — **they're full stack marketers.** So don't ever box them in. Let them use their creative prowess.”



AUSTIN SANDLER  
Expert Marketer at MarketerHire

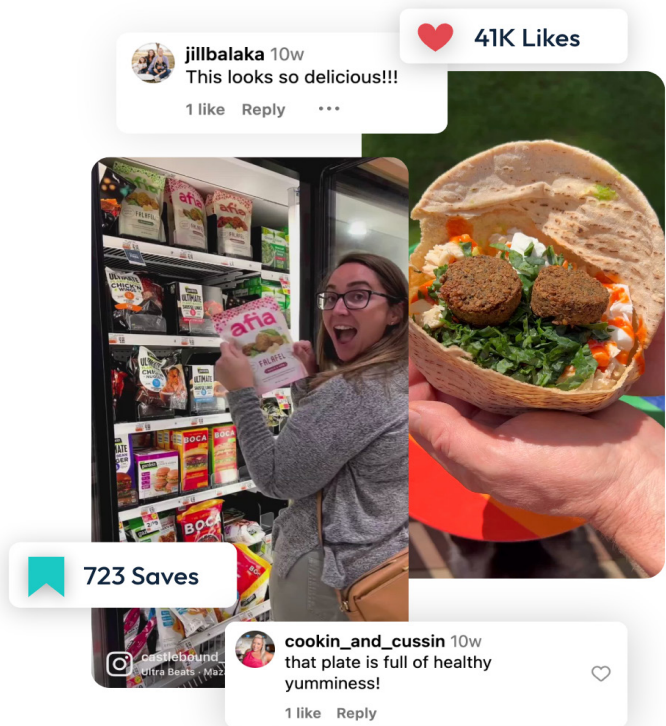
# Case Study: Driving Retail Awareness with 150+ Influencer Posts

Want to see the real results that come with influencer activations at scale?

Look no further than Afia Foods. Using Statusphere's platform, the brand was able to:

- Generate 150+ rights-ready posts including in-store content at Sprouts and Whole Foods
- Save 350+ hours by automating tasks like influencer matchmaking and fulfillment
- Drive retail awareness with 1 million views across TikTok and Instagram

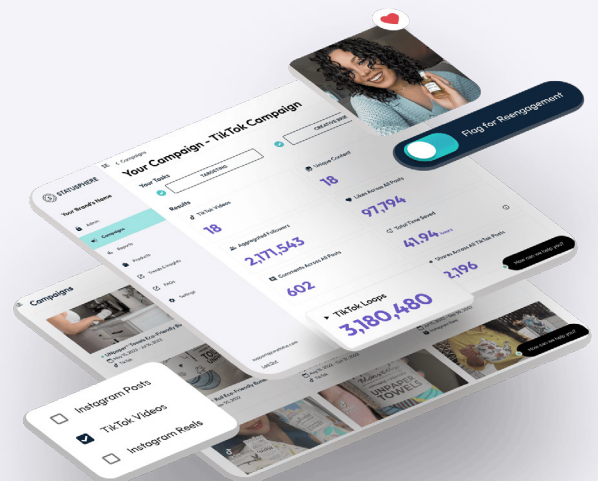
[Learn more about how Afia made it happen with Statusphere's software.](#)



## Make your next product launch a success with influencer support.

Let Statusphere's platform streamline your brand's collabs with 100s of influencers. Using our software, you can:

- Generate guaranteed content from our vetted creator network via 250+ first-party data points
- Target by retailer, location and your creators' shopping preferences
- Remove influencer management, fulfillment and reporting from your schedule



LEARN MORE

# About Statusphere

Statusphere helps busy consumer brands scale micro-influencer marketing in a fraction of the time. Trusted by 400+ companies, the platform combines a sophisticated matchmaking algorithm, fulfillment technology, automated reporting and guaranteed content to help brands maximize their influencer marketing investment.



**STATUSPHERE**