



**CUSTOMER STORY**

# The Bouqs Company

How Bouqs used influencer-generated content to optimize ads and increase engagement

**Industry:**



Lifestyle

# Intro

As Senior Social and Content Manager at Bouqs, Tricia Teschke's main goal is to tell the brand's story through content. Because flowers tend to be an emotional product, Tricia wants to stand apart from other flower brands whose content tends to lack the authenticity and the human element that are critical for engagement.

Tricia views influencers as content creators and storytellers, so she knew soliciting them to create content for their marketing and acquisition channels would allow her to source large amounts of authentic content as well as generate brand awareness and growth.

## The Challenge

Tricia's social media strategy is focused on storytelling, not transactional relationships with influencers. Bouqs' social media campaigns revolve around major moments in people's lives such as Valentine's Day, Mother's Day and other holidays. Bouqs also runs seasonal campaigns that revolve around the emotions that different times of the year inspire.

# Overview

## ABOUT

The Bouqs company is an online flower retailer that delivers cut-to-order flowers to customers nationwide.

## THE CHALLENGE

- Create diverse, engaging content at scale
- Brand storytelling through content
- Audience growth and engagement

## THE RESULTS

- 328% increase in content production
- 8 Million Impressions
- 256.1K Likes
- 30,000+ more IG followers
- Ad content that outperformed branded content by 2x
- 250+ collaboration proposals

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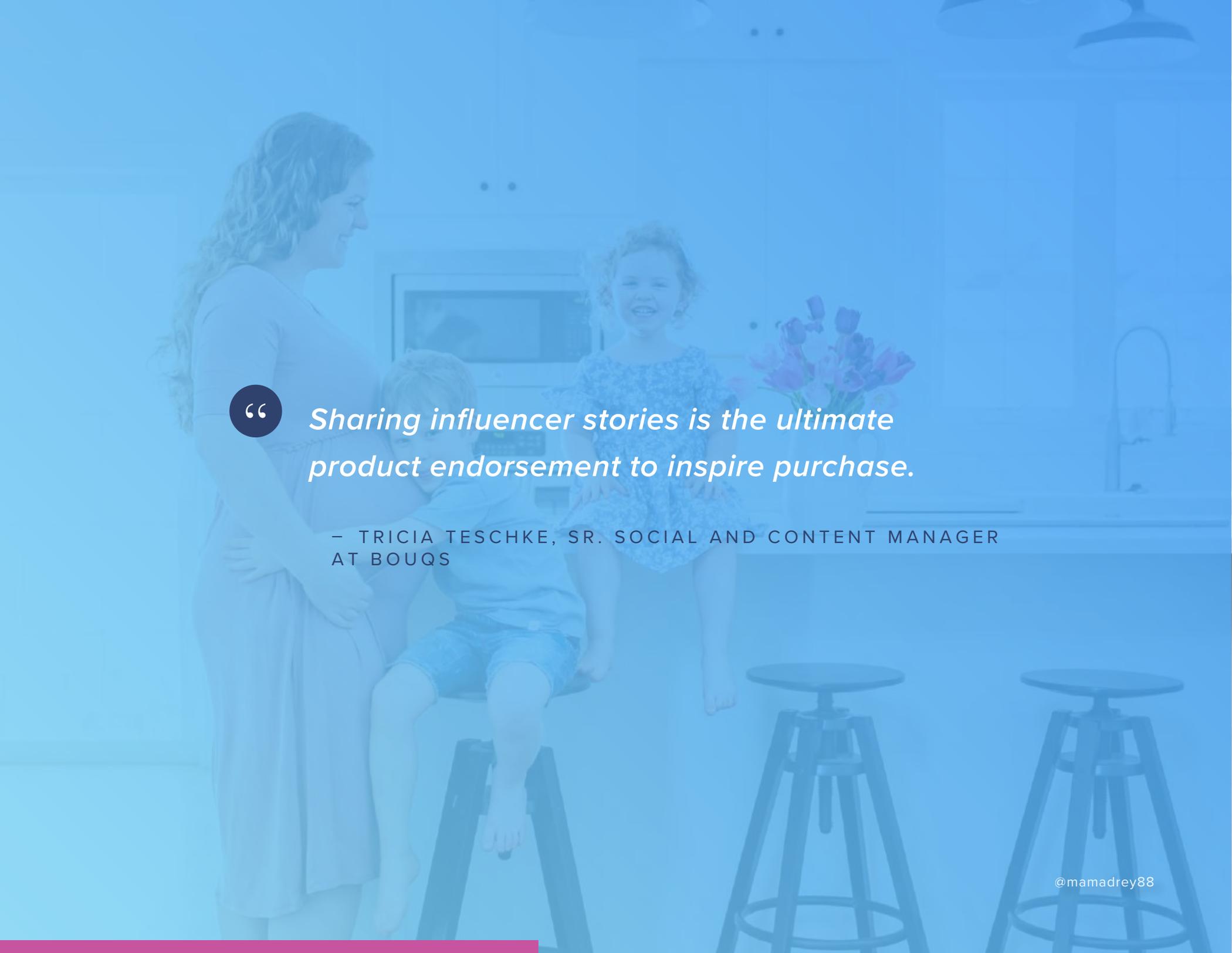
*Bouqs is a human product. The products connect people. The content we share should feel human and authentically connected to that moment. That is why influencers are a big part of our content strategy.*

– TRICIA TESCHKE, SR. SOCIAL AND CONTENT MANAGER  
AT BOUQS



Before AspireIQ, Tricia struggled to source large amounts of authentic content that aligned with their seasonal strategies and product pipelines. Given the start-up culture of The Bouqs Co, creating efficiency with content production is key. She works with a small team in-house to produce content, however leans on influencers to supplement The Bouqs Co's content pipeline. Furthermore, influencer content lends a layer of authenticity to storytelling that cannot be replicated with owned content.

In addition to brand-building, awareness-driving content, Tricia also wanted to inject offer-based social campaigns with more humanity to make content feel less like ads and more aspirational. Tricia wanted to build long-term, organic relationships with influencers in order to source content that resonates with the average consumer. However, without the right tools, she was not able to efficiently scale her influencer management process.



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*Sharing influencer stories is the ultimate product endorsement to inspire purchase.*

– TRICIA TESCHKE, SR. SOCIAL AND CONTENT MANAGER  
AT BOUQS

@mamadrey88

@manda\_lee\_smith



## The Solution

AspireIQ **Connect** allows Tricia to quickly find influencers that meet each campaign strategy's criteria. For example, she can easily source and reach out to Mommy bloggers within a specific age range for a Mother's Day campaign or couples for a Valentine's Day campaign with a easy search. She can then simply hover over an influencer to see a quick snapshot of their content, ensuring that they post imagery that is on brand, authentic, and high quality before moving forward.



@xomrsmeasom

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*The marketplace that AspireIQ creates helps us right-size what we spend on influencer activity and also creates a fair exchange for both brand and influencer.*

– TRICIA TESCHKE, SR. SOCIAL AND CONTENT MANAGER AT BOUQS

@amandagnwn

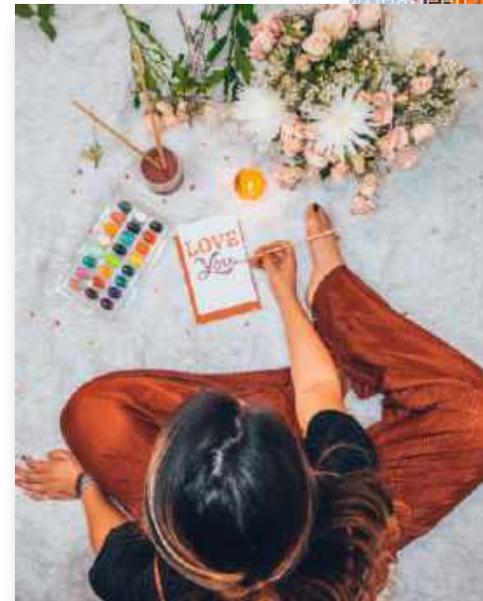
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*The reason why people engage with something organically is because it resonates with them. The way we're doing that is through influencer content.*

– TRICIA TESCHKE, SR. SOCIAL AND CONTENT  
MANAGER AT BOUQS

With AspireIQ **Manage**, Tricia is able to create and send influencers campaign briefs with strategic objectives that align with the brand's priorities. She can then easily keep track of each influencer relationship and more efficiently send products, review content, negotiate pricing, and everything in between. Tricia stresses that the ability to send templated contracts is a huge time savings for her small team by eliminating paperwork, minimizing back-and-forth communication between brand and influencer and giving her the security of a legally-sound negotiation without having to involve the brand's legal team.

AspireIQ **Analyze** allows Tricia to see which influencer posts have the most engagement so that she can use these findings to improve brand guidelines and campaign briefs for future campaigns.



# The Results

AspireIQ tools have allowed Tricia to source 328% more authentic content each month that has optimized her ad campaigns and increased the brand's reach. Influencer-generated content currently accounts for 25-30% of Bouq's content and Tricia expects this percentage to increase by 2018.

In July, Bouqs launched a "Summer Moments" campaign aimed at evoking the feelings of summertime and introducing their new summer line-up of products. Not only was Tricia able to use influencer content in her organic social strategy, but Tricia was able to leverage influencer imagery into her paid summer offer campaign. On July 17th, Tricia launched 20 ad sets featuring influencer creative into her paid social campaign.



@houseof5five



@lavendascloset

**328%**

INCREASE IN CONTENT PRODUCTION

**8M**

IMPRESSIONS

**256.1K**

LIKES

**30K+**

MORE INSTAGRAM FOLLOWERS

**2x**

AD CONTENT THAT OUTPERFORMED  
BRANDED CONTENT

**250+**

COLLABORATION PROPOSALS

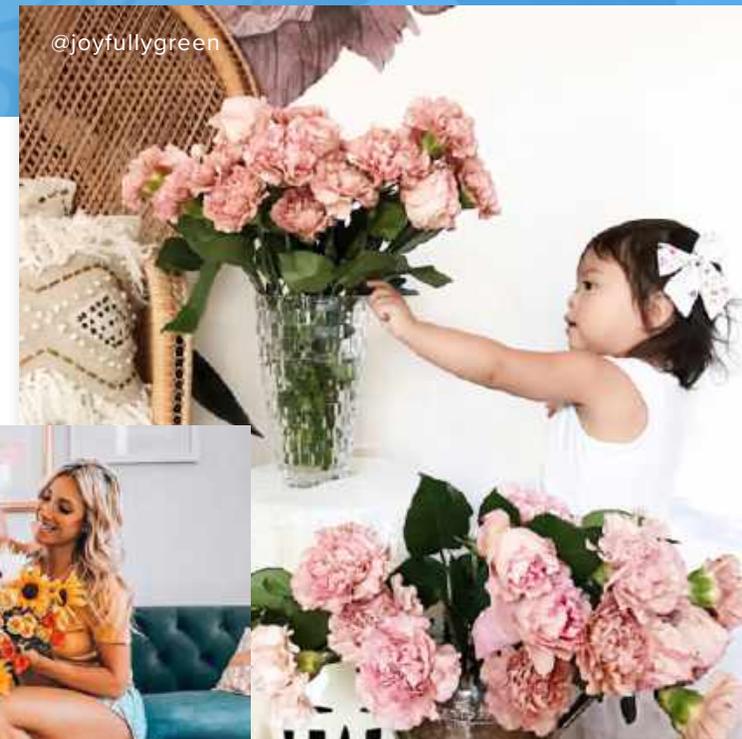
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*Within a week, we saw double the efficiency that we've seen with any ad campaign.”*

– TRICIA TESCHKE, SR. SOCIAL AND CONTENT MANAGER AT BOUQS

Bouqs continues to seek out influencers not just for social media engagement, but for content to repurpose in ads and on their website. The brand's August "Golden Hour" campaign was the first time influencer content was used across multiple marketing channels including email, website and social.

Tricia was elated with the influencer-generated content, noting that "the entire campaign felt like it was generated by the people." She knew she would not have been able to recreate the authenticity of the images in a studio.



**CONTACT US**

# ASPIREIQ.COM



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*The more content you give Facebook, the more efficient you'll be because you can show ads to more people. We've never before had that much content at the moment of launch for an offer ad campaign.*

– TRICIA TESCHKE, SR. SOCIAL AND CONTENT MANAGER AT BOUQS

