

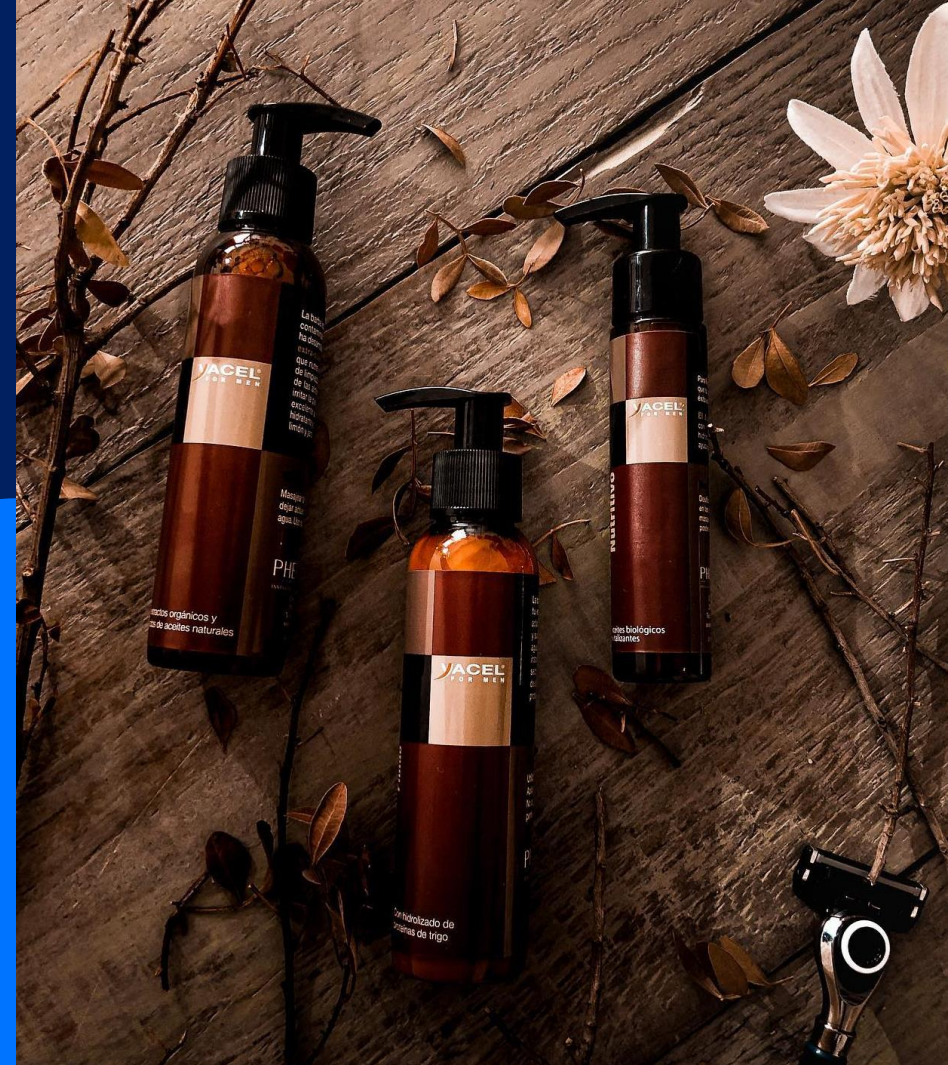


How to boost your traffic, reputation and sales thanks to consumer reviews?

CASE STUDY – LABORATORIOS PHERGAL



LABORATORIOS
PHERGAL
Inspiring beauty



Client



Laboratorios Phergal is a dynamic technological company with +37 years experience in the sector.

They offer their clients the most effective, innovative, and safe products which act to promote beauty, well – being and health. This Madrid – based dermo – pharmaceutical company is a pioneer in the cosmetics, nutricosmetics, healthy color, hair care and food supplements markets.

They have the mission of being present in the whole world and they also maintain a tight commitment to society, with the aim of improving the quality of life to every person, covering all kinds of health and beauty needs.

PHERGAL LABORATORIOS distributes its dermocosmetic products in more than 40 countries on 5 different continents. Their R + D + I department focuses on innovation through the development of effective and high quality natural components. Their natural cosmetic lines are certified by ECOCERT organization. Their main brands are: Naturtint, Elifexir, Atashi and DR. Tree.





7k Followers



INDUSTRY

Beauty



WEBSITE

[http://phergal.eu /](http://phergal.eu/)



SKEEPERS CUSTOMER SINCE

2019



SKEEPERS PRODUCTS

Influencer Marketing
Ratings & Reviews



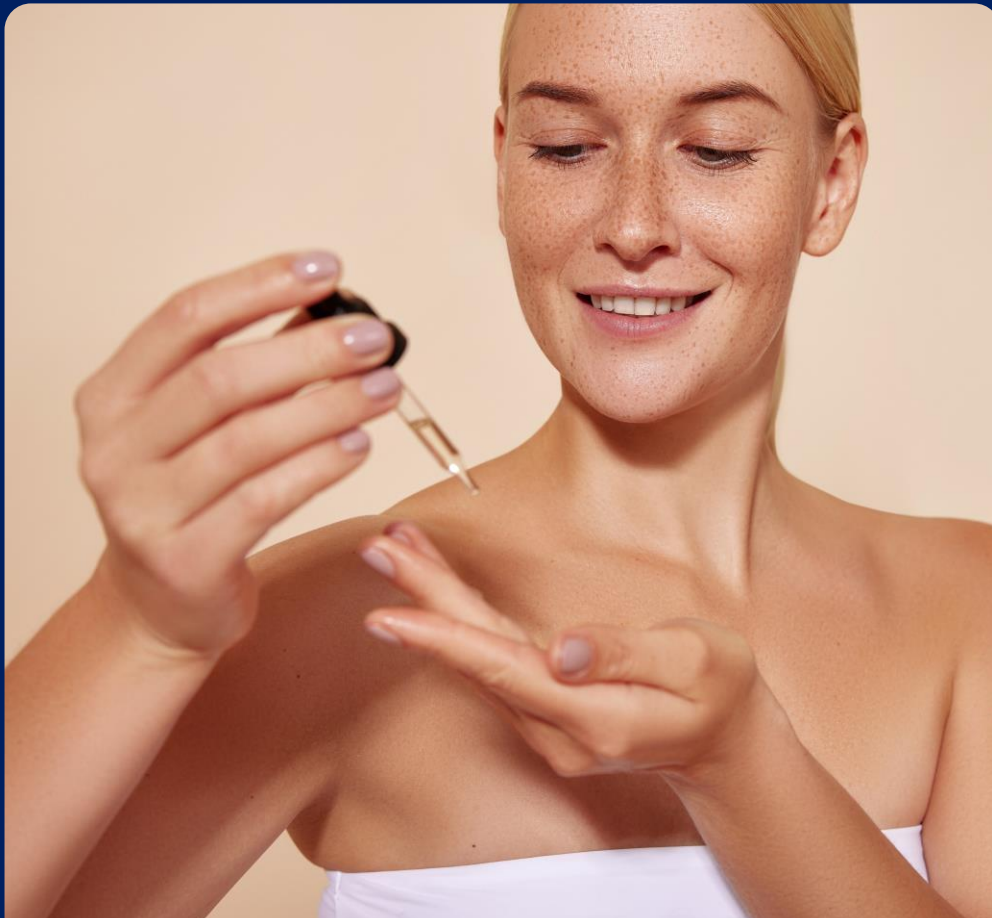
María del Pino Navarro

CEO, Laboratorios PHERGAL

Skeepers is a very trusted partner for us. Currently we are launching campaigns in 10 different languages on the platform. And in the future, we would like to further expand and launch micro influencer campaigns and review campaigns in 15+ countries.



Context and objectives



Ratings & Reviews: A new step in the global digital marketing strategy.

Laboratories PHERGAL works with Skeepers since June 2019 for its microinfluence marketing campaigns. Since then they have launched more than 350 campaigns with 8 brands in 14 countries, starting with Spain but also in France, Germany, United Kingdom, the United States and Canada...

The objective was to get more visibility on their products on an ongoing basis. Collaborating with microinfluencers was **the best way to reach this goal**. Almost two years later, new needs appeared. The group wanted to create **more credibility in their online points of sales** as well as improve their branding and increase their sales.



Context and objectives



For that, they needed to provide people visiting their website with more information about the products. The audience arriving to their product pages needed to see the benefits of the product differently than just the information provided on the product sheet and hence arised the interest of launching reviews campaigns.

Having 20 reviews per product was not enough, they needed to boost the reviews generation, which is why in March 2021 they decided to integrate Ratings and Reviews campaigns to their global digital marketing strategy.

The goal? Obtaining realistic reviews from real users willing to share their expérences in a detailed way. From the smell and texture of the product, to the benefits and the way of using the product, every detail counts and adds value to the potential customers.



Testimonial



María del Pino Navarro

CEO, Laboratorios PHERGAL

“On one side we have great product quality which meets the latest customer needs and market trends, on the other side we also would like consumers to have confidence in the products and have interest to try them. R&R campaigns are important for increasing sales conversion and positively providing product information. They serve for creating good product and brand images, raising awareness of product benefits and giving web visitors more detailed opinions/real experiences. We launch review campaign to help consumers know more and know better about how others feel about our products, and also to serve for our other digital marketing campaigns like SEO and generating valued web content, etc.

Our strategy is when we launch campaigns, there will be huge amounts of traffic to our websites. In addition to the product information that is already posted on the web, these visitors would also like to know the real experience using the products. Reviews give more credits to our products and help people to know more in detail. Thanks to the promotion in digital channels and the efforts put in online communication, we are increasing the volume of consumers who used to have limited product information from traditional sales channels. This in the end helps improve the conversion rate and increase not only online sales but also retailers sales channels.



Results

"Very happy with the product. I started using it on my legs and abdomen a couple of weeks ago and the truth is that my skin feels much firmer and smoother. It has very good absorption and also a good scent, I liked it a lot. I recommend it as a daily routine to help firm the skin in the most difficult areas."



"I liked this solid gel not only for its delicate scent and soft, creamy foam, but also because it soothed my daughter's sensitive skin and didn't leave it tight or itchy. Also, knowing that it is a solid gel, ecological and sustainable for the environment, without plastics and with natural ingredients is another great point in its favor."



"I have been using this balm duo for months now and it is one of the best I have ever applied to my lips, I am delighted with this moisturizing lip treatment. In the morning and during the day, I apply the stick, it is very practical to carry in my purse. I have noticed since I use it that I have super hydrated lips and at night I use the balm before going to sleep, applying it with a massage, it has an incredible texture and smell. You can see that my lip contour and its hydration have improved a lot since it is an anti-aging and volumizing lip treatment that helps them to regenerate and be super cared."



These consumer reviews have been translated from Spanish to English. Indeed, Laboratorios Phergal's review campaigns launched so far were conducted only in Spain.

While the group communicates on 9 of its iconic brands through micro influencers via the SKEEPERS platform, it has decided **to launch Ratings & Reviews on the best sellers of some of its brands:** Atashi, Clearé Institute, Dr. Tree, Elifexir, Naturtint and Volumax. Communicating on the bestsellers in the context of a consumer review campaign is **a way of boosting sales of your products, continuing to create an appeal and making the product more desirable.** Here are the results of all the campaigns.

Since the launch of these campaigns (March 2021), Laboratorios PHERGAL has seen an increase in traffic to its website, but also to its product showcase pages on retail sites such as **El Corte Inglés, Carrefour and other major spanish online pharmacies.** On the sales side, consumer reviews are helping to boost the consumer journey and **increase ecommerce conversion rate.** Thanks to the success of these **campaigns,** the brand is convinced that it is a winning strategy to combine influencer marketing and consumer review campaigns. It will therefore continue this type of campaign, running it internationally and on more retailer sites. It will also launch its new products thanks to these campaigns on the Skeepers solution.



Results

Atashi

01

Campaign

40

Collaborations

114

Reviews collected

Dr. Tree

03

Campaigns

84

Collaborations

600

Reviews collected

Elifexir

03

Campaigns

100

Collaborations

253

Reviews collected

From this tab, we can see that the brand generally obtains more detailed reviews than it has collaborations, which not only allows it to achieve its objectives, but also to improve its SEO ranking. Indeed, detailed reviews with the keywords of its flagship products allow it to improve its referencing on Google.



Results

Clearé Institute

01

Campaign

39

Collaborations

99

Reviews collected

Naturting

01

Campaign

40

Collaborations

114

Reviews collected

Volumax

01

Campaign

40

Collaborations

117

Reviews collected

From this tab, we can see that the brand generally obtains more detailed reviews than it has collaborations, which not only allows it to achieve its objectives, but also to improve its SEO ranking. Indeed, detailed reviews with the keywords of its flagship products allow it to improve its referencing on Google.



Expert point of view



Weishan Liu

Digital Marketing Specialist

“Review campaigns are part of the marketing activities in our customer journey. Apart from review and influencer campaigns, we are also doing SEO and SEM campaigns, collaborations with key-retailers and top celebrities, social media ads, etc. to push forward the promotional effects and achieve the overall campaign goals. By combining these steps together, we are seeing improvements in the sales results.

In addition, reusing the reviews in social ads on Instagram is key for us. These perform better than the other ads. Also, we have perceived and increased the interactions of our community on Instagram thanks to these reviews.”



Expert point of view



Chen Yue

Head of Digital Marketing & Ecommerce

“For review campaigns, we would like to get realistic views. We would like them to share their real experience. Thanks to the Review campaign, our digital team could share real consumer feedback to our marketing and I+D+i department to make further improvements. Doing this helps to contribute to a highly functioning product development and marketing cycle.”



Expert point of view



Pilar Martín

Social Media Manager

Experience Feedback 01

“Rating and Review campaigns are the next step in our global digital strategy, they are the complement to our digital marketing campaigns. Influencers present to their communities products they are trying. This serves for branding purposes as they create good images and clearly write about the benefits and features of the products. It is the first picture the audience gets. When the audience enters our brand website/e-retailer website and reads reviews, they can know about the related experience using products and the brand in a more realistic way. This helps further convert the web visitors to customers who are willing to make purchases.”

Experience Feedback 02

“If I had to give advice to other marketers interested in this type of campaign, it would be to combine influencer marketing and consumer reviews. For this purpose, implicate the influencers and consumers in the campaign process to get know all about the product.”



Expert point of view



Marina Cid Sánchez

Social Media Sepcialist

Experience Feedback 01

"At Phergal, we are focusing firstly on our bestsellers. We want to collect reviews for these key products in order to keep pushing them, so that when potential consumers arrive to their product pages, they have all the information as well as real experiences at their disposal to make their purchasing decision. Nevertheless, we also want to do review campaigns with products which we consider have a huge potential. In the future, for example in summer we would like to launch with our star tanning accelerator product Piel Canela as in summer people are in the mood to get tanned skin color. Periodically we analyze for what products we are going to launch review campaigns."

Experience Feedback 02

"It is very important to let the influencers and audience know all about your campaign and brand concepts: the Unique selling point, aromas, textures, and application modes... So, we put tons of effort into preparing briefings to provide full information. When they know well about your products, they start to generate high quality content. So, communication and information are very important."



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