

 Consumer Videos

How Leroy Merlin teams are making videos to help customers with their DIY projects

CASE STUDY – LEROY MERLIN

 Skeepers

 LEROYMERLIN



Le Client



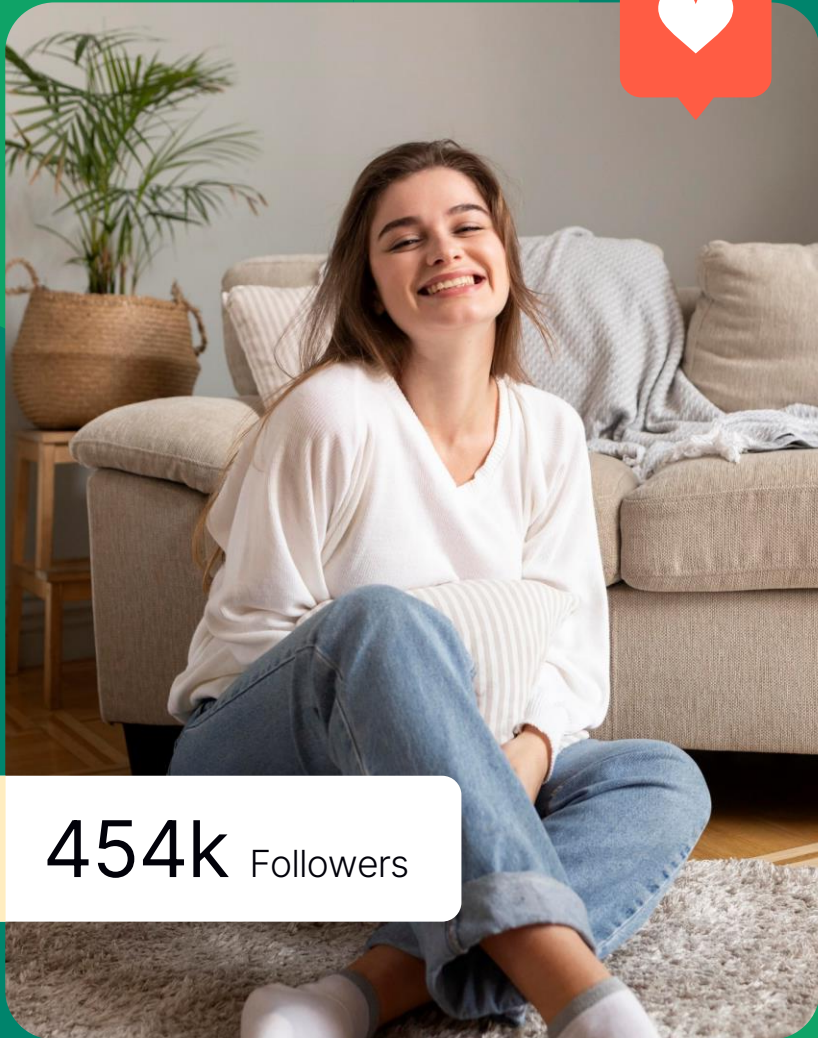
Sharing handy DIY help

Leroy Merlin is a major French retailer specializing in home improvement, gardening and DIY. The brand has a strong presence in France and a number of European countries, but also in South Africa and South America (Brazil).

As a company, Leroy Merlin stands for trust, respect, autonomy, social consciousness, proximity and daring. The retailer employs 22,000 people who embrace these values.

Leroy Merlin chose our Skeepers solution to collect and broadcast video testimonials from its employees.





454k Followers



WEBSITE

www.leroymerlin.fr



INDUSTRY

DIY



SKEEPERS CONSUMER SINCE

2020



SKEEPERS PRODUCT

Consumer Videos



Charline Nuttin

Leader Services DIY at Leroy Merlin

“Our teams aren’t influencers or video professionals, so Skeepers’ automated video creation tools helped simplify the whole process. We saved a lot of budget on content creation, so ROI was quickly reached with UGC how-to videos.”



Context and objectives



Help consumers with their DIY projects

Leroy Merlin was looking for a way to reach an audience of beginner DIYers with relevant content that would not only help them with their home improvement projects, but also drive them to its website and stores.

The brand also wanted to digitize its sales force. One avenue it identified was to have its employees share their expertise in how-to videos and theme-based tutorials aimed at novice DIYers.

The goal? Support consumers with high-value video content to generate new sources of on and offline traffic and to drive sales.



Solution



Create and broadcast collaborative videos

Leroy Merlin used our solution to involve its employees and invite them to create videos to guide their customers, which were then posted on the site's product pages in an optimized way for e-commerce:

This solution allowed to:

- Identify the best customer profiles to represent the brand.
- Simplify the video creation process with step-by-step assistance.



Solution



- Automatically edit and optimize videos for e-commerce.
- Automatically publish videos on product pages and other marketing channels.
- Analyze video engagement, sales and ROI impact.

The brand picked up videos from engaged contributors who share their tutorials and expert advice. The videos are featured on their "Make It" DIY advice site.



CASE STUDY – LEROY MERLIN

Results



200

Videos made in
6 months



THE UGC SOLUTION SUITE

Get real about customer engagement

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