

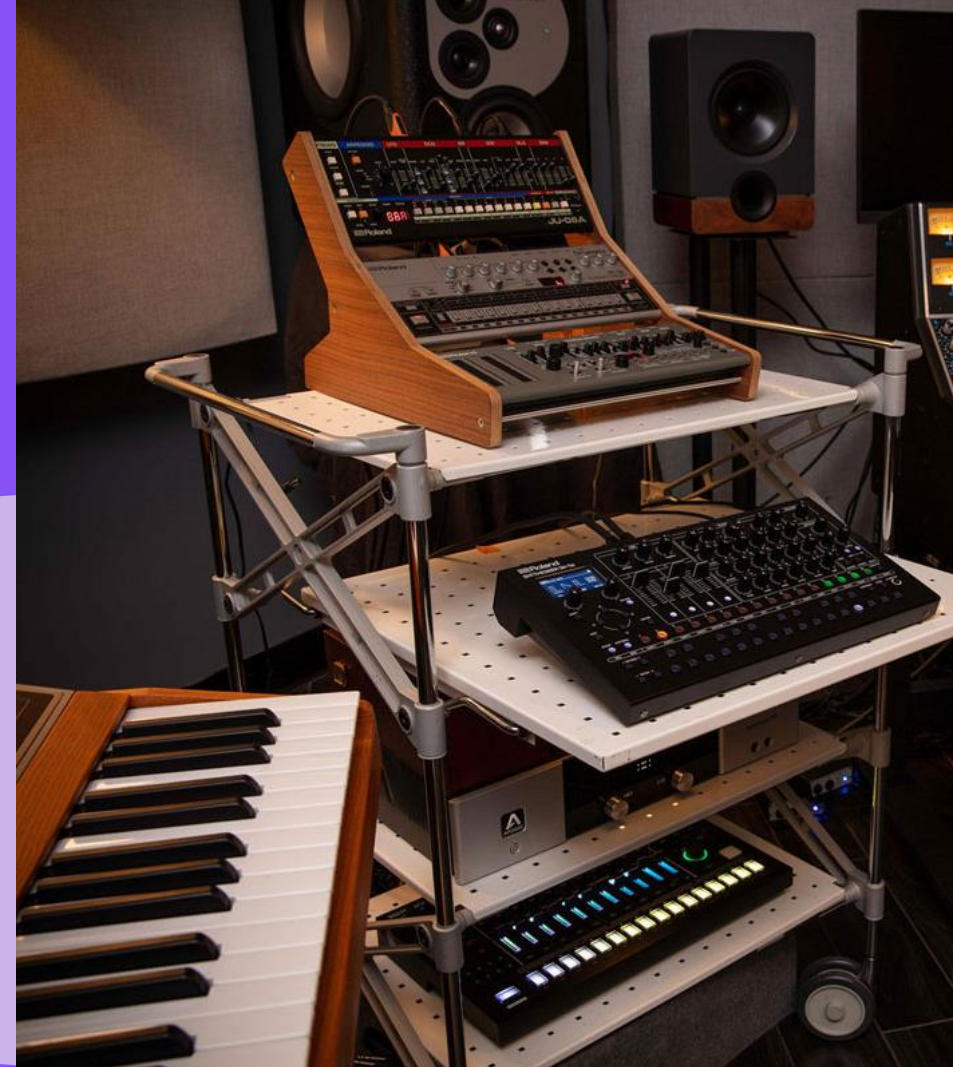
 Consumer Videos

How Woodbrass customers are sharing their passion for music in short demo videos

CASE STUDY - WOODBRASS

 Skeepers

woodbrass 



Client



Music is for everybody!

Woodbrass is a French retailer selling musical instruments since 1999. The site is France's top online store for musical instruments and equipment and the company has six brick-and-mortar shops in Paris.

Today, the website ranks 21st in the Top 100 of online stores in France. It attracts more than 1.5 million visitors each month, with 120,000 product references on offer.

Woodbrass chose our Skeepers solution to collect and broadcast video testimonials from its customers.





33.7k Followers



INDUSTRY

Music



WEBSITE

www.woodbrass.com



SKEEPERS CONSUMER SINCE

2019



SKEEPERS PRODUCTS

User Generated Video



Hubert Chauvin

Marketing director at Woodbrass

Making videos is usually expensive and time-consuming. With Skeepers, we generate 200 videos a year to present our products and share our community's passion, plus it's our customers who make them!



Context and objectives



Scale video creation with its community

Wood brass was already using video to deliver inspiring and educational content to its community.

But the brand wanted to take its content strategy even further by tapping into its customers' creative potential and having them make videos about their experience with the products.

The goal: add demo videos by actual customers to the site's product pages. These videos would present detailed and authentic reviews to help site visitors choose the right product for their needs.



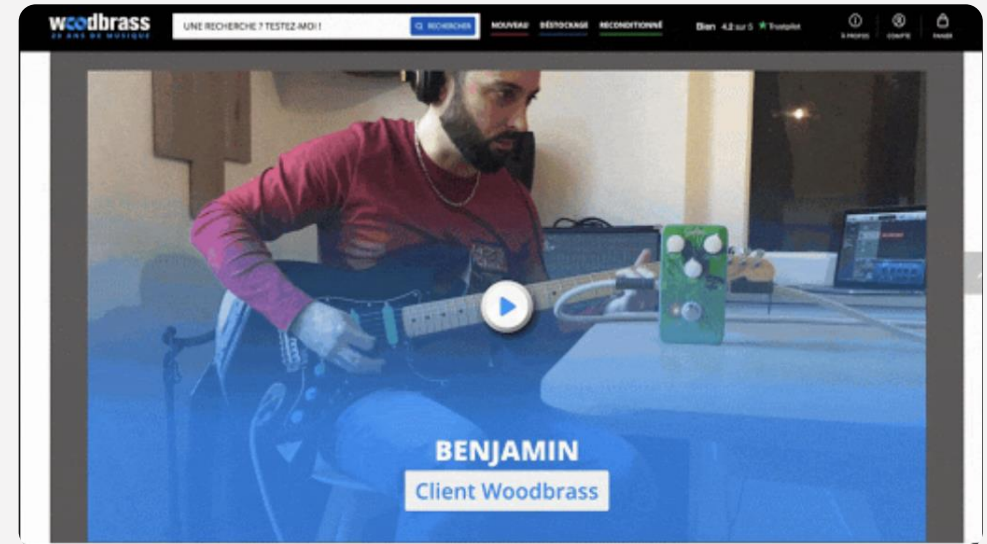
Solution

Create and spread consumer videos

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

This solution allowed to:

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



CASE STUDY - WOODBRASS

Solution

Create and spread consumer videos

- 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 videos were optimized and published on the e-commerce product pages and on the brand's YouTube channel and social media.



Results

200

Videos made

Videos approved and shared in 1 year

290K

YouTube views

+23%

Conversions

Impact on conversion rate for product pages featuring user-generated videos



THE UGC SOLUTION SUITE

Get real with your content

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