

Experience Driven Packaging for Influencers:

5 Tips for Success

We surveyed over 800 opt-in Influencers to uncover how to create a valuable experience when sending influencers product both as part of a contracted project and unsolicited. 41% of influencers receive product from brands weekly, so if you are going to send influencers product make it worth your while.

PERSONALIZATION & DETAILS

Be clear about how and where an influencer can post on social media and make sure to add your brand's hashtags and handles. Unexpected and thoughtful details go a long way, try including a personalized handwritten note.

41%

of the influencers surveyed get product every week on average.

PRODUCT

Do your due diligence. Get down into the details and find out who your influencer is, what they like, what type of content they create, and determine if that style is an organic fit for your product or brand.

72%

of influencers surveyed stated that they would most likely post about product sent to them if they genuinely loved the brand and the product.

ENVIRONMENTAL IMPACT

Whenever possible, be ecologically sound in your packaging and shipping choices. Consider sending postage and instructions for how to donate or recycle an item if the influencer doesn't think they will use it.

THEME

Get creative and think thematically. Amplify your exposure and carefully curate a themed box with a conceptual element tying the product to a holiday, a season, or a certain aesthetic.

53%

COMPELLING PRESENTATION

of influencers post on Instagram Story When brands ship them product, unsolicited and without cash compensation.

Packaging reflects your brand values, make it memorable both for your influencer and for their audience.

Experience driven packaging can be a big task, from finding influencers to delivery logistics and customization. TapInfluence will save you time with influencer discovery, research, and outreach. Our partners at Vivabox Solutions can also help you streamline the entire packaging process from ideation and design to delivery.