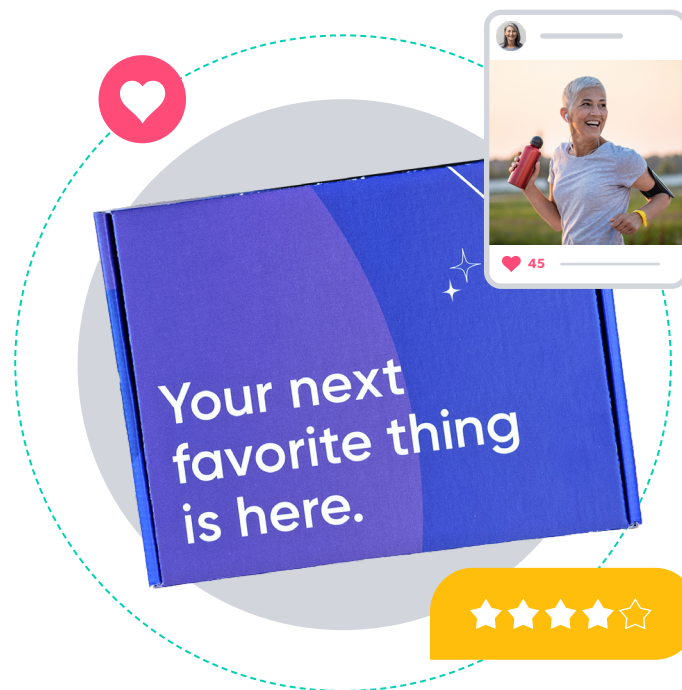


Must-ask questions to create your shortlist

When selecting a product sampling provider, asking the right questions can mean the difference between a smashingly successful campaign and a marketing flop.



Questions for product sampling success

Flexibility

Discover if the provider offers a variety of capabilities that can flex to meet your objectives.

- Do you have the audience in my key markets?
- What metrics will you provide post-campaign?
- What social platforms can I generate content on?
- Do you have tools to help us measure ROI?
- How long will it take to start seeing reviews on my product pages?
- Can I provide a full size or sample size product?
- Is shipping and fulfillment included?
- How many types of delivery methods do you offer?
- How can I expedite my project?
- Can we use the samplers' social content?
- What types of activities can we ask samplers to do?

Targeting

Make sure the provider can find and connect you with the exact advocates you need.

- Where and how do you source samplers?
- How do you vet prospective participants against our campaign goals?
- Can you target global consumers? In what countries?
- How many data points do you have to find my ideal customers?
- Are samplers incentivized?

Fulfillment

Ask the vendor if they can provide the fulfillment options (and timeline) you need for success.

- What fulfillment options do you have?
- Can you streamline fulfillment?
Or will I have to work with multiple vendors?
- What is the average timeline to launch?
- How do you sample heavy or bulky items?
What about seasonal items?
- Can you send samples to global consumers?
- Do you offer any type of digital reimbursement program?
- Which retailers do you partner with for in-store or online reimbursement offers?
- What options do I have for customizing the box and packaging?

Campaign management

Understand if the vendor provides a dedicated account manager to support the entire lifecycle of your campaigns.

- Do you provide a dedicated account manager?
- What campaign planning services do you provide?
- Do you conduct a pre-campaign survey?
- Do you have an in-house design team?
- What services do you provide to support our execution?
- Do you conduct a post-campaign survey?
- What reporting services do you provide?
- What will I have to do on my end?
- What other brands have you created sampling campaigns for?

Activation and engagement

Drill into the consumer experience the provider offers and the types of content they collect.

- What sort of experience do you provide for consumers?
- Do you offer an app for your samplers?
- How do you encourage high participation rates?

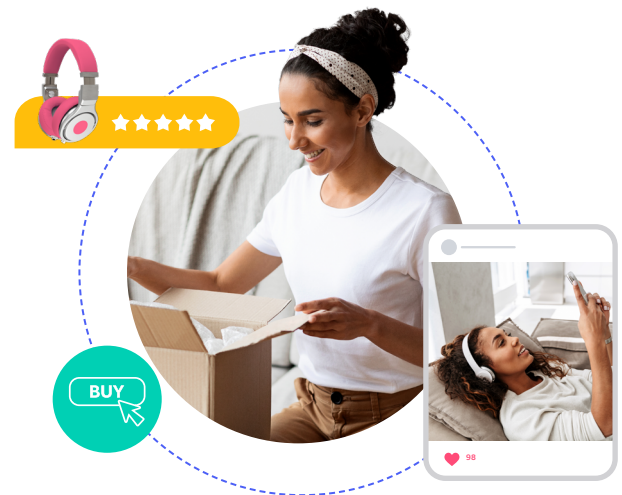
Can you collect...

- Text-based reviews?
- Social posts?
- Photos?
- Videos?
- Product feedback?
- How many types of content can you collect in a single campaign?

Insights

Make sure the provider can collect data and help you mine it for actionable insights.

- Do you deliver campaign insights? In what format?
- What performance metrics can you measure?
- Can you measure revenue from acquired social content?
- When and how often will I receive reports?



Bazaarvoice Sampling offers the solutions and support needed to drive results—whether the objective is to raise brand awareness and social buzz, collect reviews for an upcoming product launch, fuel your social commerce strategy, or collect actionable product feedback.

Ready to get started with Bazaarvoice?

[Talk with an expert](#)