

SUCCESS STORY

# Seaweed Bath Co.



## The Seaweed Bath Co. uses customer reviews to increase brand awareness and consideration

Emerging brands often struggle with introducing new products to consumers and building enough recognition to compete with more established businesses. This is especially true in crowded categories, where consumers are flooded with choices.

Rapidly growing young brands can address this challenge by providing shoppers with the kind of information they crave when making purchasing decisions. The opinions of other consumers can have a strong influence on shopper decision making.

The Seaweed Bath Co., founded by a husband-and-wife team in 2010, makes nutrient-rich seaweed-based skin, hair, and personal care products. The brand leverages Bazaarvoice's Brand Edge solution to increase consumer confidence and drive retail channel sales.

### INFLUENCING SALES IN THE RETAIL CHANNEL

"In working to build awareness out of the gate, the most important thing is to show and share feedback from customers," says Kim Chisholm, CEO of The Seaweed Bath Co. "It's crucial to use word of mouth to show that these are results-worthy products."

Shoppers expect to find reviews, and those who read them are more likely to buy. But for a new brand, generating native consumer content at the e-commerce retailers can be challenging. According to Digital Commerce 360, 93% of consumers read product reviews before making a purchase and 94% of consumers research online before shopping in-store.

#### AT A GLANCE

##### Challenge

Increase awareness and consideration of an emerging brand

##### Solution

Leverage Bazaarvoice Brand Edge to increase consumer confidence and drive retail channel sales

##### Benefit

Increase in review volume and coverage at retail sites



*"Nothing sells products like authentic reviews."*

**Kim Chisholm**

CEO

Seaweed Bath Co

The Seaweed Bath Co. uses Bazaarvoice Brand Edge to easily collect customer reviews by engaging with advocates to contribute content after sending them samples. These reviews are then moderated for authenticity and distributed to a major retail site. The Seaweed Bath Co. has collected more than 400 reviews since launching Brand Edge. The result: 100% of their product pages at the partner's e-commerce site include review content.

With reviews now present on nearly all of the brand's product pages at the retail site, The Seaweed Bath Co. gives shoppers more reason to buy its products.

"The tendency for someone who isn't familiar with your products is to see what others say about them. You see the truth in our products in the reviews, and they are a critical part of our product growth." says Allison Grossman, Co-Founder and Creative Director at The Seaweed Bath Co.

### **SAMPLING PROVIDES EARLY FEEDBACK ON NEW AND EXISTING PRODUCTS**

Running sampling campaigns has numerous benefits for an emerging brand. The Seaweed Bath Co. provides products to a select group of customers with an ask for authentic feedback in the form of a review. These reviews also provide the company with valuable product insights.

"In working to build awareness out of the gate, the most important thing is to show and share feedback from customers. It's never good to have new products that don't have honest feedback, good or bad," says Grossman. "It lets us see themes in product usage and what customers like or don't like. You see the truth in our products in the reviews, and they are a critical part of our product growth."

In addition to providing the brand with insights and improvement opportunities, sampling ensures reviews are in place as products launch, giving the brand an early edge in retail conversions.

### **REVIEWS AMPLIFY BRAND REACH**

With products featuring such a unique natural ingredient, much of The Seaweed Bath Co.'s success comes from its passionate brand advocates.

"Word of mouth is much more powerful than just using our own product descriptions," says Chisholm.

As brand loyalists share their experiences with the products, The Seaweed Bath Co. extends the value of reviews by showcasing the content in various online channels.

"We share a lot of consumer-generated content on social, including images," says Grossman. "We love our network of fans and try to feature them as much as possible."

### **THE SEAWEED BATH CO.'S GROWTH IS AIDED BY REVIEWS**

Reviews provide The Seaweed Bath Co. with the social proof necessary for consumers to take a chance and purchase products from a new brand.

"The company has grown and evolved largely from consumer content," says Chisholm.

With its products now lining the shelves of national retailers, the small brand is poised for continued growth.



#### **COMPANY PROFILE**

Health and beauty

#### **CLIENT SINCE**

2016

#### **ABOUT THE COMPANY**

The Seaweed Bath Co. makes nutrient-rich seaweed-based skin, hair, and personal care products.

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