



eBay

Word of mouth campaigns

Finding a scalable solution to drive word-of-mouth around eBay initiatives, content and campaigns.

 Content delivered 95% positive sentiment towards eBay market place verticals.

 446 pieces of social content produced.

 Ongoing co-creation with Bulbshare influencer network.

Overview

eBay is where the world goes to shop, sell, and give.

Industry

E-commerce

Bulbshare community

UK

Use Case

Content and advocacy

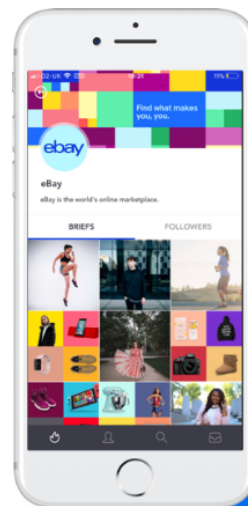
[ebay.uk](https://www.ebay.co.uk)

Aim

Bulbshare worked with eBay and a community of micro-influencer shoppers (buyers and sellers) to drive word-of-mouth conversations around key eBay product verticals and initiatives.

Strategy

Build a community of 100 of the UK's top up-and-coming micro influencers with experience of specific eBay product verticals to share engaging content with their followers, driving traffic to the eBay platform, increasing sales and revenue, while reducing marketing spend.



Results

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