

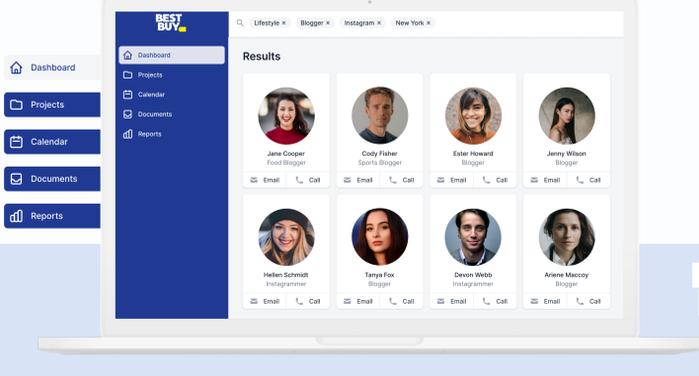
BEST BUY INFLUENCER NETWORK

Our client: Best buy

Best Buy is the largest consumer electronics retailer globally, worth a net of \$29B. It has over 1231 stores worldwide and a powerful e-commerce that creates around 35.2% of total revenue.

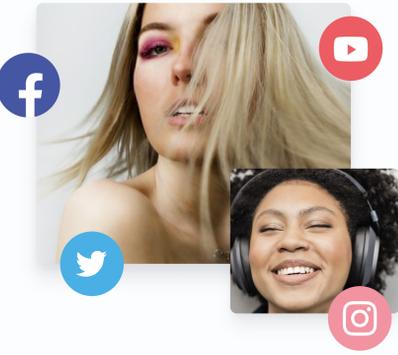
Industry

Retailer



OVERVIEW

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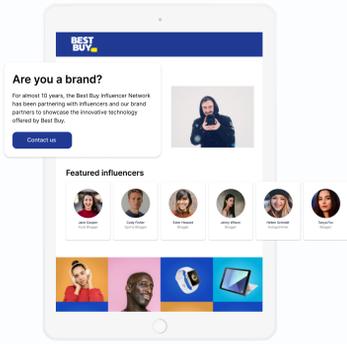
THE PROJECT

Centennials may not know this, but Influencers have always existed, and we used to call them bloggers in the 2000s. Best Buy was visionary and started collaborating with Myspace and Blogspot's influencers back then by gifting them products to talk about on their social media.

To find collaborations, Best Buy had an exclusive blogger platform, where bloggers subscribed to partake in the different promotion opportunities. Bloggers who were admitted to the platform and accepted for the promotion broadcasted the product on their social media. In exchange, Best Buy rewarded them with gift cards.

In 2018, the platform was completely outdated and obsolete for modern social media influencers. Best Buy decided they wanted to bring it back to life by re-thinking the features and redesigning the entire solution.

That's when our team came in. We were in charge of developing and designing the renewed site. There were many things to fix and rebuild. They needed to add new features and improve existing ones. Another critical task was working on enhancing performance and stabilizing it. We also adjusted the website to BestBuy's new brand image. Most importantly, we adapted the platform to the contemporary lifestyle, mobile-first, and the latest trending social media channels, such as Instagram, Twitter, Youtube, and Vimeo.



PROCESS & WORKFLOW

The project had three main stages: Discovery, UX/UI Design and Development.

PRODUCT DISCOVERY : DEFINING THE SOLUTION

The discovery phase consisted mainly of defining the platform's features and technological needs, translating them to requirements. We worked side-by-side with Bestbuy's team to re-think the core of the platform. We understood that the needs of the users had changed, and there were new challenges to confront. The business needs and technological possibilities evolved, and now we had the possibility to measure data and discover lots of valuable insights.

We defined the MVP:

A scalable platform
A scalable platform for modern mobile users, content creators that love the digital world and are thrilled to make a business deal entirely digitally, without even the need to exchange long, tedious emails or phone calls.

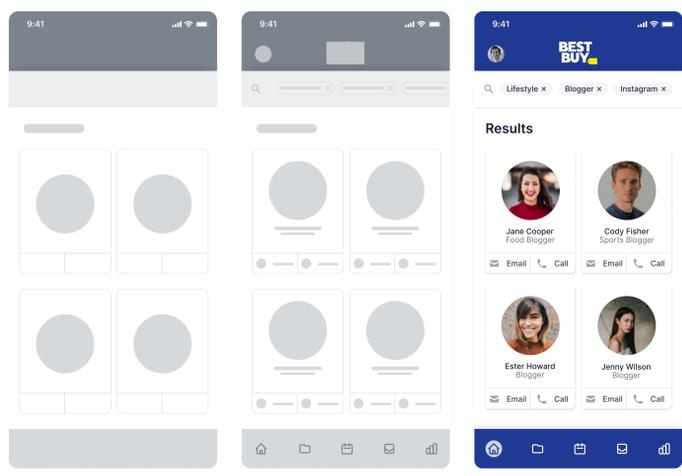
Data reports
The platform was intuitive and straightforward for them, and BestBuy didn't only benefit from making deals easier but also from relevant data reports.

UX/UI DESIGN

The site's design was outdated visually, and the mobile user experience was poor, essentially because, when it was initially built, smartphones weren't on the table.

A big challenge was adapting it to Best Buy's new brand identity. BestBuy's personality had evolved a lot, and it was quite a challenge to learn everything about their new rigorous brand guidelines and design practices. The redesign caused a fantastic impact on the user experience of the site.

We also made the site responsive: bloggers only used computers, but most influencers nowadays work solely with their phones, so the platform had to function perfectly on both. We used a mobile-first approach when designing and made it a flawless fit for all screen sizes.



DEVELOPMENT

Development tasks included creating new features, improving existing ones, working in the server's maintenance and actualization, and optimizing the software's performance.

Some of the tasks were:

Creating automatized reports with data about each influencer and their characteristics. This information is highly valuable for BestBuy's marketing team.

Building data reports for each campaign, that measured performance among other relevant metrics.

New views, such as the list of open projects for influencers to apply, with categories and filters, the FAQs, among others.

Developing a dashboard with analytics that crosses different relevant metrics about influencers. For example, an interesting finding was the number of stores per state compared with the number of influencers there.

RESULTS

+3000 influencers enrolled.

+500 products promoted by influencers

Influencer promoted the products on social media.

Improved look and feel

CONTACT US!

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