

impact.com's
sizzling strategy
more than **doubled**
engagement for
BBQGuys



Situation

Need to engage beyond backyards

BBQGuys is a major online retailer for all things grill-related. With its collection of recipes, kitchen tools and grill equipment, the brand wanted influencers to share what made them #BornToGrill with user-generated content (UGC) that could become brand assets.

Campaign goals included building brand awareness in the United States, securing BBQGuys as a leader in the grilling space, and reaching new customers outside the core grilling group — driving traffic during the Memorial Day sales period.

BBQGuys had to find influencers whose personal storytelling could offer a fresh viewpoint, atypical of the brand's suburban backyard consumer. Think grilling against the New York City skyline or on-the-go with a camper grill.

About

BBQGuys

BBQGuys® is the leading ecommerce retailer of premium grills, BBQ smokers, and outdoor living products for homeowners and professional builders. What began as a humble brick-and-mortar store in 1998 has since evolved into one of America's fastest-growing private businesses — a brand that has served over a million happy customers nationwide.



Solution

Diversify voices and maximize content

BBQGuys partnered with impact.com's managed services team to help with influencer casting, contracting, and expertise. Target audiences outside the typical male suburban griller included urban dwellers, LGTBQ+ couples, and female campers who could introduce BBQGuys to new audiences.

The impact.com team recommended a mix of micro-and mid-tier influencers to generate the most content and gain strong impressions. This strategy allowed the team to capitalize the larger influencers' reach while staying in budget by having smaller creators generate additional content.

Key pillars of impact.com's strategy included:

- Commissioning original content across diverse formats, including video, and positioning personal narratives alongside brand messaging.

“

The content created for our #BornToGrill campaign with impact.com was exactly what we were looking for from a brand-building perspective. Thanks to the thorough casting process we were able to find and work with influencers that created positive conversations around the grilling and outdoor lifestyle.

Scott Sills

Social Marketing and
Communications Specialist
BBQGuys



Solution (cont.)

Diversify voices and maximize content

Key pillars of impact.com's strategy included:

- Negotiating usage rights to repurpose custom content from creators for paid ads, social amplification, and UGC on BBQGuys-owned channels.
- Partnering with a diverse pool of 10 influencers, ranging from foodies to parents to outdoor enthusiasts, to share the many ways they are all #BornToGrill.

Influencers reached a 60 percent female audience aged 18-34 in cities such as Los Angeles, New York, Chicago, and Miami.



@functioningwith_rugrats

Outcome

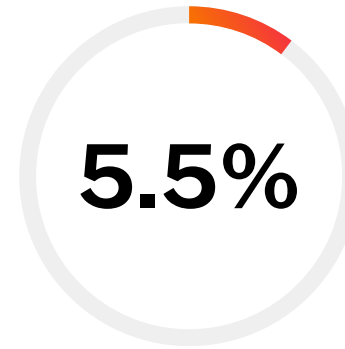
Savvy contracting exceeds targets

BBQGuys overachieved its campaign goals using impact.com. By expertly negotiating talent rates, impact.com secured two additional influencers beyond the target of eight for #BornToGrill, all within budget.

The result? Eight additional Instagram Stories and two in-feed posts totalling 30 pieces of UGC vs the promised 20. Overall, the program delivered 90k+ impressions and almost 3k engagements more than the contracted goal. The campaign also outperformed goals on the following KPIs:

- Nearly 17k organic engagements
- 760 organic clicks

The program earned an extremely strong 5.5 percent engagement rate – more than two times the 2.12 percent benchmark for impact.com managed programs with a similar budget and 7–12 influencers.



– 2X+ more engagement rate than benchmark



combined influencer reach



organic impressions