



How Corsair grew an evergreen influencer program to global scale

Corsair is one of the world's leading providers of high-performance PC peripherals and components. As a hardware company, it's important for their marketing to be relatively evergreen. Aside from specific product launches, part of their strategy includes increasing brand awareness throughout the year. With their gaming audience, they knew influencer programs would be instrumental in connecting with their online audience.



**50+ LAUNCHES
PER YEAR**



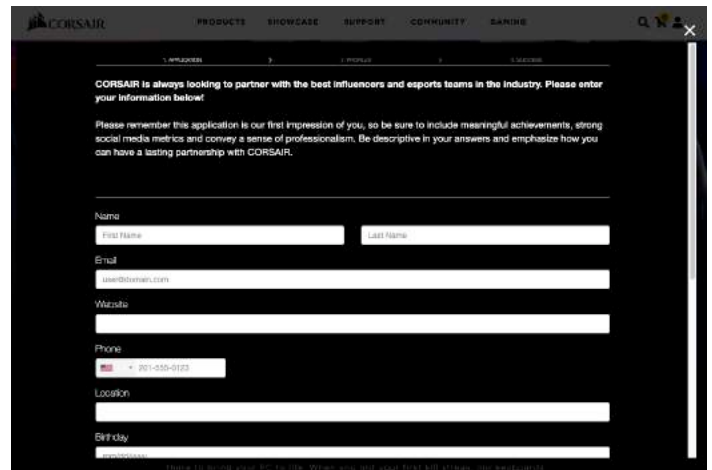
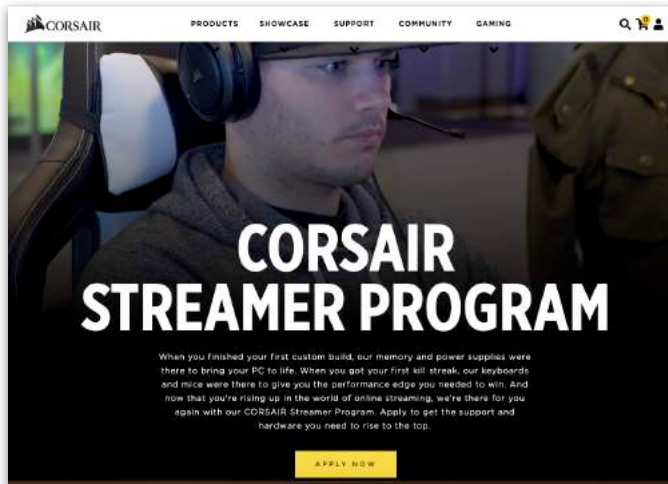
**GLOBAL
AUDIENCES**

CHALLENGE

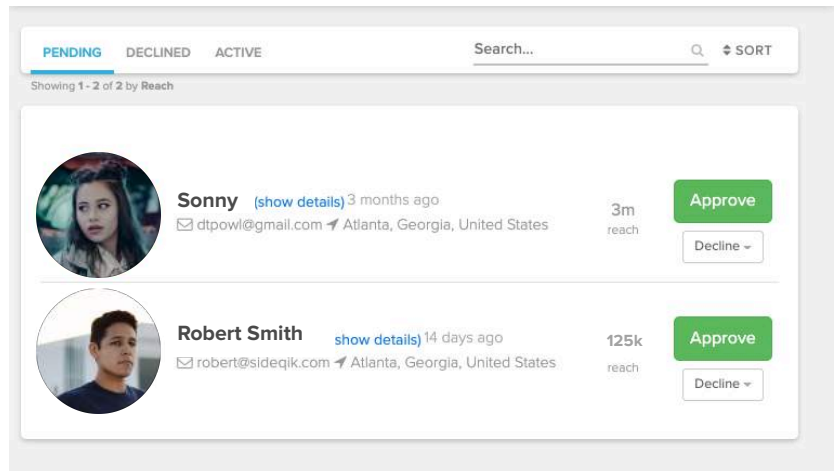
Many other brands leverage influencers for single campaigns or activations around a particular launch. With over 50 product launches each year, Corsair needed a way to keep the conversation going with consistent content throughout the year. When launching influencer campaigns, there is a considerable amount of time required to find, vet, and start a relationship with influencers. On top of the resources required for launching an influencer campaign, Corsair also needed a solution that would scale to allow them to reach their audience globally.

SOLUTION

Instead of going through the process of finding influencers and negotiating influencer contracts throughout the year, the marketing team at Corsair decided to launch their own influencer community. To do this, they needed a way to create a seamless experience to accept applications, approve or deny applicants, and measure the effectiveness of their community in driving awareness for the brand.



Using Sideqik Forms, Corsair was able to launch their global Corsair Streamer Program. Forms gave them the flexibility to create a fully customized application to recruit their biggest brand advocates and provide the infrastructure to manage thousands of applicants from all over the world.



RESULTS

Over 3 months, the Corsair Streamer Program has had over 10,000 applicants. While only a small fraction were selected to be official brand ambassadors, Corsair's exposure through influencers has quadrupled.

10k+
APPLICANTS

4x
EXPOSURE



Fueled by our team's expertise in social engagement, Sideqik is the only end-to-end solution that enables brands to find relevant influencers and activate consumers in a meaningful way through - taking you from discovery through to engagement to grow your brand.