

# BareOrganics Engages their Community for Content During Quarantine

## “Life’s Complicated. Our Nutrition is Simple.”

That’s the mission driving BareOrganics®, a company focused on users meeting their daily nutrition goals to feel energized, and know they’re receiving nutrients from the best, raw, and organic sources.

The essence of this message could not be more true than during Covid-19: a time when the majority of people are at home, looking for ways to connect, cook, and above all, stay healthy. As BareOrganics always had a customer-centric approach — hosting collections of Superfood recipes on its site for its community. They wanted to take this one step further, and turned to EnTribe to connect its community to help inspire others, while organically driving eCommerce sales.

## “How Do You Superfood at Home?”

BareOrganics’s mission, like its food, is simple: real nutrition for real people. Working with EnTribe, BareOrganics was able to connect the crux of their mission to the campaign: highlighting real people’s stories with their real food.

To kick-off the campaign, BareOrganics asked its users to share how they were eating and drinking healthy during quarantine.

## Capturing Superfood at Home - And Across All Channels

It was important for BareOrganics to capture content from all their community members — no matter where they were. To do this, they worked with EnTribe to activate email, website, and social channels — without the inefficiencies of manually building a content library and tracking eCommerce sales.

### 1. Engage

Creating a challenge specific link allowed BareOrganics to collect and organize content under that challenge within the platforms.

### 2. Upload

A Unique Widget captured content off social media to receive high-res shots and content distribution rights. The unique link allowed for tracking and photo confirmations.

### 3. Reward

Email to CRM database



## Early Results

- **Building community** and forging 1:1 personal relationships
- **Quickly clearing distribution rights** for accelerated publishing
- **Driving eCommerce sales** through power of community, content, and coupons
- **Easily tracking** coupon redemption for total economic impact
- **Driving knowledge and efficiency** by storing content in a single location