



The Story: Peer Stories

Microsoft Windows wanted to engage customer experts and early adopters who were passionate about the new disruptive software with its advanced features.

The goal was to increase preference and broaden discovery and usage of the Windows product suite by aggregating authentic user stories to the product and other campaign pages.



ComBlu Deliverables

- Identified and recruited passionate Windows customers who were heavy content creators.
- Developed a custom solution to aggregate relevant user posts from any blog platform to a private community.
- Constructed a peer content rating system to support the syndication of high-quality content via RSS feeds.
- Built and implemented engagement road map and editorial calendar.
- Developed reputation management and gamification strategy to incentivize key behaviors and recognize high-performing community members.
- Provided voice of the customer for various marketing assets: product pages, newsletters, banner ads, email footers and social media sites.
- Analyzed community health and performance; developed and socialized monthly dashboard



Impact

- Developed custom community platform with content syndication and aggregation capabilities.
- Designed a measurement index to report on impact.
- Advocate stories were the most highly rated Windows content.
- Increased web traffic by 30% via linkbacks from syndicated customer stories.
- Increased click-throughs of CRM assets when advocate stories were prominently featured.
- Drove content consumption on product pages through UGC.
- Increased product downloads.
- Provided feedback to the product team for Windows 7 launch.