

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 diverse array of recipes, kitchen tools, grill equipment, and other offerings, the brand wanted to partner with various influencers to share what made them #BornToGrill.

The company's vision was to work with creators whose content would present unique photo opportunities for the brand and create new user-generated content that could become brand assets. For expertise, contracting, and casting, BBQGuys partnered with Studio — impact.com's managed services team for influencers and creators — as an extension of its internal influencer team.

The impact.com team connected BBQGuys with 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.

“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.”



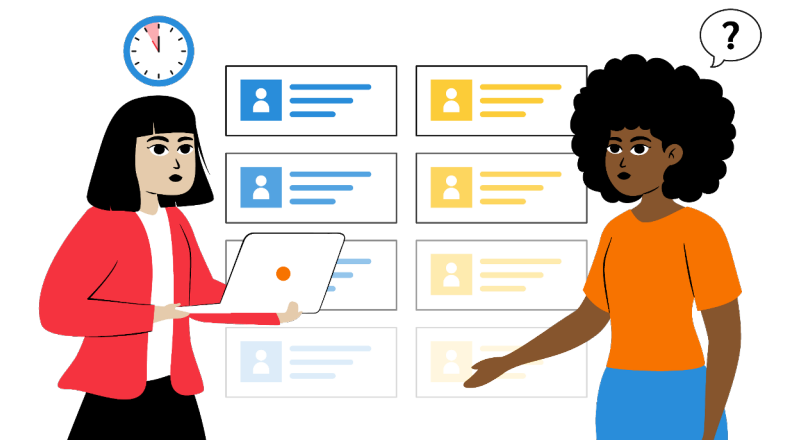
Scott Sills
Social Marketing and
Communications Specialist
BBQGuys

Situation

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BBQGuys had three primary goals for its influencer program:

- Build brand awareness and elevate consideration among a targeted U.S. audience
- Garner high-quality custom content for brand use, maximize engagement, and reaffirm BBQGuys as a leader in the grilling space
- Reach new customers outside the core grilling group and drive traffic during the Memorial Day sales period





Solution

Diversify voices and maximize content

The impact.com team helped BBQGuys establish relationships with new influencers beyond the typical male suburban griller, including urban dwellers, LGBTQ+ couples, and female campers who could introduce BBQGuys to new audiences.

To maintain a balance between strong impressions and generating the most possible content, the team recommended a mix of micro-and mid-tier influencers. The strategy allowed the team to capitalize on the higher reach of larger influencers yet stay within 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
- Negotiating usage rights to repurpose custom content from creators for paid ads, social amplification, and user-generated content 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 primarily made up of 18- to 34-year-olds in cities such as Los Angeles, New York, Chicago, and Miami.



636k

combined influencer reach

311k+

organic impressions generated

5.5%

— 2X+ more engagement rate than benchmark

Outcome

Savvy contracting exceeds targets

Leveraging the expertise of impact.com and its platform, BBQGuys overachieved on all of its key campaign goals.

By expertly negotiating talent rates, impact.com secured two additional influencers beyond the target of eight for #BornToGrill, all within budget. The result was eight additional stories for BBQGuys and two extra in-feed posts. All told, the campaign delivered 30 pieces of custom content versus the originally contracted 20.

Overall, the program delivered 90.7k+ additional impressions above the initial goal and 2.9k+ engagements above the guaranteed content performance. The campaign also outperformed goals for all of the following KPIs:

- 10 influencers with 636k combined influencer reach
- 20 Instagram stories (delivered 74 total frames — 50 frames above the contracted 24 total frames across live stories)
- 10 Instagram posts
- 310.7k organic impressions
- 16.9k organic engagements
- 30 total live content pieces
- 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’s programs with a similar budget and 7–12 influencers.

Want to get results like these for your influencer and creator program? | [Request a demo.](#)