



6 *Best practices*

For successful Product Testing campaigns!

1

Define a clear objective

Social media visibility, UGC, ecommerce reviews, or product insights. Your objective guides the campaign format, **expected content**, and **tester selection**.



2

Choose the right format

- **Social campaign:** visibility & reach
- **Insights campaign:** qualitative feedback
- **Other campaign:** flexible format



3

Fine-tune your description

Include dates, detailed product info, clear expected content, add **Do's & Don'ts** and clarify accountability to increase completion rates.

4

Select the right testers

- **Open application:** visible to all, best for discovery
- **Invitation by role:** VIPs, ambassadors, personas
- **By criteria:** target relevant members, x2 applications



5

Support good content

Share **examples and clear guidelines**, highlight what good content looks like and **support testers** to improve quality and engagement.



6

Encourage interaction

- **Dedicated channels** for posting reviews
- **Encourage comments, reactions, and discussions**
- **Builds loyalty** and **increases perceived value**