

URL: <https://stvp.stanford.edu/clips/encouraging-extreme-users>

Sophia Edelstein, co-founder and co-CEO of Pair Eyewear, explains how the company connects with extreme users — people who buy hundreds of their products — through viral-friendly marketing and building online community.



Transcript

- What are some patterns with these like, extreme users? 00:00:05,838 - They just, one, I think the limited-edition nature 00:00:06,671 of it really helps because our customers know if they don't grab the designs during these weekly launches on Wednesday, they might never be back, and then we release it in a form, as well, that gets that virality.. So every Sunday before a collection launch on Wednesday, we email a teaser email out to only our VIP customers.. That teaser email shows the designs that are gonna launch on Wednesday.. Of course, those VIP customers then screenshot it and share it with the entire community.. (interviewer laughs) And then get everyone talking about like, we have, there's like words even in the community, like customers say, "I'm safe," when like they're they're okay and they're not gonna get any.. And then they'll also report to the community, like how many they enforce.. They'll be like, oh no, like this week, like I'm in for 20.. Like, and they'll circle the ones that they like and it starts this like virality effect.. And Dustin, of course, he leads that.. We had a collect day and I remember he posted yesterday about how he is like committed already for 15..

So good collection.. (interviewer laughs) But it's really amazing to see that behavior.. And I think it's been part of the reasons why we've been so successful because we've really been able to grow this new community around really this new user behavior of, you know, every morning you're gonna wake up and you're gonna decide what popcorn you want and it's okay to change and we encourage change and you can wear that, you know, really outlandish, funky design because it doesn't, you know, it's not a \$300 commitment you have to wear for the next two to three years...