

Our impact: Lexar Media

Lexar Elite Photographer influencer program

Situation

- Since 2006, Lexar Media has sponsored a select group of well-known, influential professional photographers, called Lexar Elite Photographers (LEPs), and turned to Matter to help elevate the program in traditional and social media programs

Solution

- Matter worked with this elite group to create Lexar brand ambassadors to inspire photographers using Lexar products, and educate potential customers through the Lexar Digital Photography website and social media
- Cultivated relationships with the LEPs, created media-ready tools, and proactively offered LEPs as experts for traditional media opportunities
- Tapped into LEPs' experiences for weekly engagement on Twitter and Facebook

Success

- Successfully positioned LEPs as thought leaders to aspiring digital photographers
- Developed dozens of informative articles for Lexar Digital Photography website
- Secured coverage of LEPs in top-tier consumer, trade and photo publications
- Dramatically increased customer engagement on Twitter and Facebook using original LEP content

Lexar | DIGITAL PHOTOGRAPHY



The New York Times



PROFESSIONAL
photographer