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**Social Shake-Up 2017  
Social Selling Success Stories**

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# MARKETING EVOLUTION

June 2014: New CEO

June 2015: New Marketing Team Formed

ASAP: Needed new marketing direction with immediate proof points

November 2015: Hired New Social AOR

2015/2016: Test/Learn/Optimize, Build Media Mix Model

2017: Doubled Social Budget

# WHY START WITH SOCIAL



“Public”  
Easy to Find



Inexpensive  
Testing



Implement  
Learnings  
Quickly



Consumers  
Don't Go to  
Websites  
Often



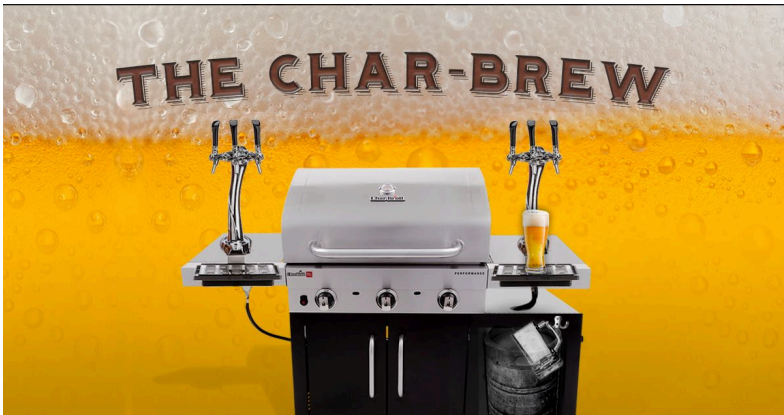
Sequential  
Messaging



If Content is  
Valuable,  
Less Intrusive



# CONTENT – FROM BLAH TO VALUABLE





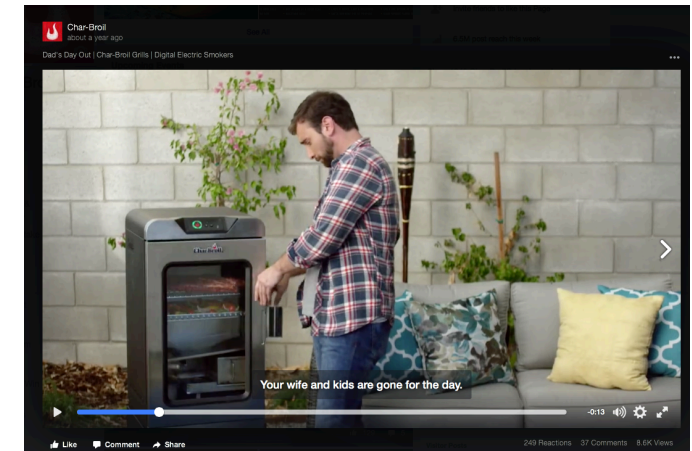
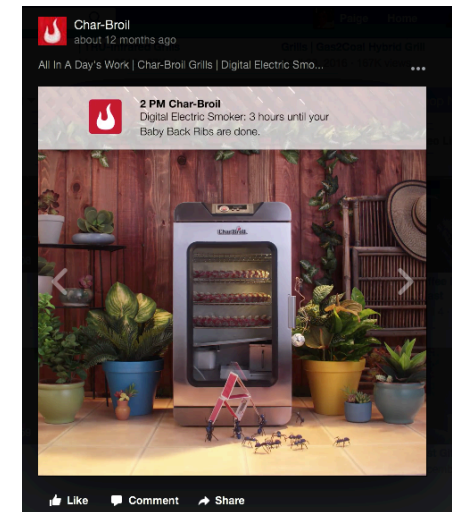
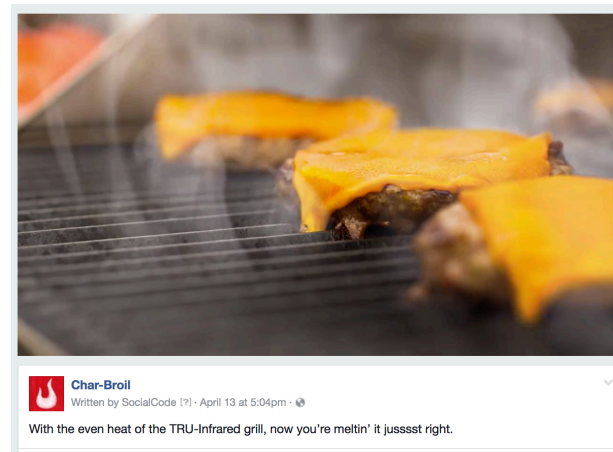
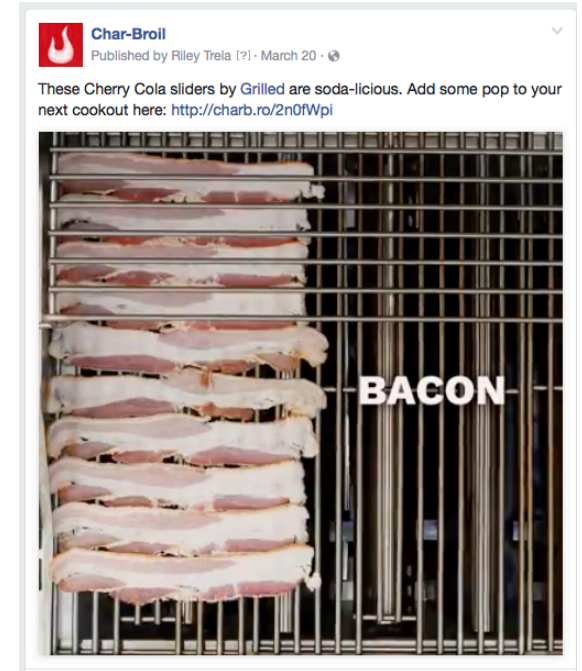


# CONTENT/COPY LEARNINGS

- ✓ Stay away from too much humanity
- ✓ Overly complex or “out there” recipes underperform
- ✓ Keywords that trend in social define content we create
- ✓ Meat drives engagement
- ✓ Wider shots outperform on FB
- ✓ Graphic overlays work on FB, not on IN
- ✓ Need custom PINs
- ✓ Females respond well to “ease of use” messaging
- ✓ Humor works really well

# EXPERIMENTING WITH VIDEO

- ✓ Product Launch
- ✓ Brand Building/Commercial
- ✓ Stop Motion
- ✓ Top Down Recipe
- ✓ Short Form
- ✓ Cinemagraphs



# MEDIA TACTICS LEARNINGS

- ✓ Best day/time to post vs. best time to engage in community management
- ✓ Boosts run best when run for 3-5 days
- ✓ Targeting adjacent interest areas results in higher ER and lower CPM's
- ✓ Successful interest groups define influencers we choose for campaigns
- ✓ Targeted male centric terms/interests on PIN, but audience remained female



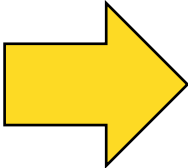
# COMMUNITY MANAGEMENT

- ✓ Specificity Wins
- ✓ Have A POV
- ✓ Own Mistakes With Humor
- ✓ GIF Responses
- ✓ Find Related Conversations
- ✓ Surprise And Delight

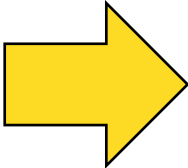


# PROVING AN ROI

Built Media Mix Model

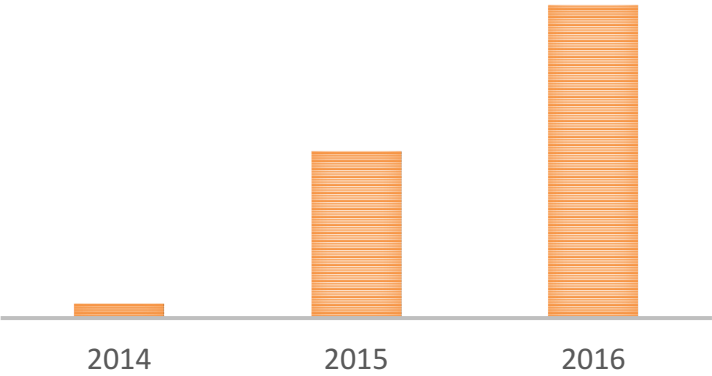


Showed High Returns on  
Sales  
+  
Increased Engagement

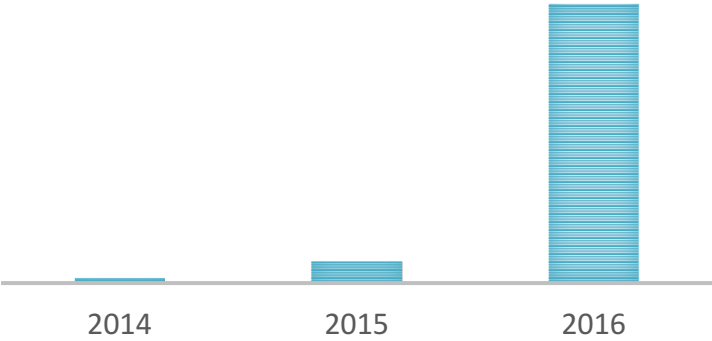


**DOUBLED**  
Social Budget

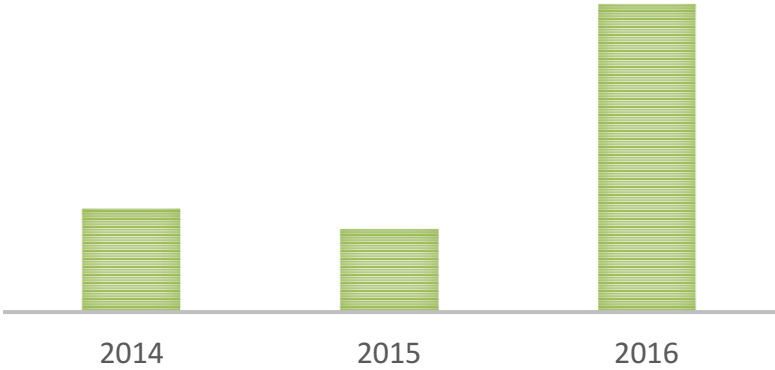
IMPRESSIONS



ENGAGEMENTS



ENGAGEMENT RATE





# Key Takeaways

- Find the right agency partner
- Let social testing help define larger marketing decisions
- Dissect your content for patterns
- Video...duh
- Spend money on a good community manager
- Find a way to prove the ROI – it can be done

