Social Media in the Frozen and Refrigerated Industry

Presented to:
FRANE Membership

Presented by:
Rick Alpern
President, Single Source Marketing
• Why Food Marketers Love Social Media
• The “Food” Platforms
• Content is King
• User-Generated Content
• Influencers – Who are These People???
• Social Media Done Well
• How to Max the Impact of your Social Media
Why Food Marketers Love Social Media
Why Food Marketers Love Social Media

• It’s so visual!
Why Food Marketers Love Social Media

• Timely and relevant

Tweet by Dreyer's Ice Cream:

Dreyer's Ice Cream 🍨 @Dreyers · Sep 29
It's #NationalCoffeeDay and we think that should definitely include a bowl of Dreyer's Slow Churned Coffee!
Why Food Marketers Love Social Media

• Timely and relevant

Need a super easy recipe for Super Bowl Sunday? Avocado hummus is always a fan-favorite.
Why Food Marketers Love Social Media

• Engages their audience
Why Food Marketers Love Social Media

• Collaborate with other brands
Why Food Marketers Love Social Media

- It’s a conversation that goes both ways
Why Food Marketers Love Social Media

• The production price is right
  ○ High production values often without high costs
Why Food Marketers Love Social Media

• A daily chance for lightening in a bottle
Why Food Marketers Love Social Media

• Extremely targeted: buying ads or boosting posts
Why Food Marketers Love Social Media

- Connect with customers on an emotional level
  - Heartwarming ... Emotions build bonds
Why Food Marketers Love Social Media

- Humor

### Example of Humor on Social Media

*sietefoods* You do the Yolky Pokey and you turn yourself around, that's what it's all about! 💁

*sietefoods* @rach.eatss we are ALL about this 🍳

#sietefoods #sietetortillas #breakfasttacos #avocado #egg #yolkporn

View all 28 comments

chickpeachick_ Yes pleaseeeeee 🍳
carm_1105 Where can I find these wraps in central FL?

thecuttingveg I'll always be down to yolky pokey 🍳

emswanston 😜 😊

spoonfuldelight I'll be doing the Yolky Pokey all day everyday 🍳

1,858 likes
Why Food Marketers Love Social Media

- Edgy Humor

Wendy's @Wendys · 24m
Might need a Scott Frosty to ice down the beating Nebraska is taking.

Barbara Rubin @bcrubin1 · 7m
Not smart @Wendys - Nebraska fans eat fast food too.

Wendy's @Wendys · 6m
Pretty sure they also know how to take a joke.

Barbara Rubin @bcrubin1 · 6m
Jokes are funny, this is not.

Wendy's @Wendys
Replying to @bcrubin1
Lol, maybe we should start selling pacifiers too.

NEBRASKA LOST BY 46 POINTS TO MICHIGAN, BUT WENDY'S GAVE THEM THEIR BIGGEST L OF THE DAY

#FreshFanReaction
2:37 PM - 22 Sep 2018
14,212 Retweets 49,064 Likes

2.8K
Why Food Marketers Love Social Media

- Share new ideas: Recipes, unexpected uses
Why Food Marketers Love Social Media

• Share brand personality
  ◦ It’s fun and can be unexpected
Why Food Marketers Love Social Media

• Share brand personality
  ▪ It’s fun and can be unexpected
Why Food Marketers Love Social Media

- Promote their people

[jenisecreams] Strawberries are an example of the amazing grower community we have here at Jeni’s. Mike Hirsch is just one of many farm partners we’ve been working with since the early days—and the kind of partner we continue to seek out across the world. Come celebrate the unofficial start of summer (aka strawberry season!) with us at Jeni’s Strawberry Jam on Saturday, June 2 from noon to 10 p.m. at @landgrantbrewing. Mike will be there selling pints of his juicy red, strawberries! Plus, we’ll have FRESH strawberry pie from @dough_mama and strawberry shortcake from @foxinthesnowcafe—both made with Ohio strawberries. And lots and lots of strawberry ice cream, of course. More event info at the link in bio.

#jenisstrawberryjam

🔗 ▶️ 🍓 🍓 🍓

1,202 likes

May 23
The Major Social Media Platforms
<table>
<thead>
<tr>
<th>The Major Players</th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Facebook</strong></td>
<td>- 1B Active Users</td>
</tr>
<tr>
<td></td>
<td>- Interactive, visual, with links and text</td>
</tr>
<tr>
<td></td>
<td>- Ad Targeting</td>
</tr>
<tr>
<td><strong>Instagram</strong></td>
<td>- 1B Active Users</td>
</tr>
<tr>
<td></td>
<td>- Very Visual, with captions, stories and comments</td>
</tr>
<tr>
<td></td>
<td>- Ad Targeting</td>
</tr>
<tr>
<td><strong>Pinterest</strong></td>
<td>- 250M Active Users</td>
</tr>
<tr>
<td></td>
<td>- 80% Female</td>
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<tr>
<td></td>
<td>- Very visual, less social</td>
</tr>
<tr>
<td></td>
<td>- Acts like a search engine</td>
</tr>
<tr>
<td></td>
<td>- Ad targeting</td>
</tr>
<tr>
<td><strong>Snapchat</strong></td>
<td>- 191M Active Users</td>
</tr>
<tr>
<td></td>
<td>- Visual photos and videos only, images disappear after viewing, send live video</td>
</tr>
<tr>
<td></td>
<td>- Filters &amp; Geofenced ads</td>
</tr>
<tr>
<td><strong>Twitter</strong></td>
<td>- 1B Active Users</td>
</tr>
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<tr>
<td></td>
<td>- Ad Targeting</td>
</tr>
<tr>
<td><strong>Reddit</strong></td>
<td>- 336M Active Users</td>
</tr>
<tr>
<td></td>
<td>- Text and visual</td>
</tr>
<tr>
<td></td>
<td>- Very Interactive</td>
</tr>
<tr>
<td></td>
<td>- Ad targeting</td>
</tr>
<tr>
<td><strong>YouTube</strong></td>
<td>- 234M Active Users</td>
</tr>
<tr>
<td></td>
<td>- Mostly Text and conversation</td>
</tr>
<tr>
<td></td>
<td>- Very Interactive &amp; engaged</td>
</tr>
<tr>
<td></td>
<td>- No Ads</td>
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</table>
The “Food” Platforms
The “Food” Platforms

- **Instagram**
  - 1B Active Users
  - **Very Visual**, with captions, stories and comments
  - Ad Targeting

- **Facebook**
  - 1B Active Users
  - **Interactive**, visual, with links and text
  - Ad Targeting

- **Pinterest**
  - 250M Active Users
  - 80% Female
  - **Very visual**, less social
  - Acts like a search engine
  - Ad targeting

- **Twitter**
  - 336M Active Users
  - **Text and visual**
  - Very Interactive
  - Ad targeting
Content is King
Content is King

• What it takes to make great content
  ◦ Hire Great Talent
  ◦ Strong Photography
  ◦ Well Done Video
  ◦ Tight Writing
  ◦ Sense of Concept
  ◦ Willingness to Fail
  ◦ Planning and Process:
    ◦ Brainstorm, Write, Edit, Proof, Post
Creating Content – Our Process

- What it takes to get Social Media done well.
Single Source Content Calendar Timeline

- **30 Days Before Launch**
  - Internal Brainstorm (SMMs)
    - Cultivate themes and campaigns for the upcoming month
  - Create posts and content
    - Include a detailed outline for creative department
  - SMMs present to CMMs

- **20 Days Before Launch**
  - Creative
    - Supporting graphics for posts, ads and videos are created to present to the client for approval

- **15 Days Before Launch**
  - Proof completed calendars and make final edits
  - Present calendar to client for review and revisions.

- **7 Days Before Launch**
  - Final Edits and Proofing
  - Schedule Posts
User Generated Content vs. Original Content
User Generated Content

• Yasso Frozen Yogurt

yasso We know what we’re adding to our next dinner party: ✨#DessertGoals on a plate. And you thought you couldn’t serve Yasso to your friends! 🍦 @init4thelongrunblog

schnauzerstateofmind @yasso the BEST frozen yogurt anywhere!!!!

nothingbutkathryn Sooooo goooooood

cocoluvmuffin Yum

sixsuns71747 Wanna try

candygermani They are all great

hopemariefit Yum 😊😊😊

elyse_and_aurora 😊😊😊😊

livvdenn Please make dairy free!

411 likes
User Content Examples

• Healthade Kombucha

healthade The perfect spot to sit, be present, reflect, find your happy place. ❤️
@jwirtalla

yhflosangeles Love 😊
mducate 😊😊😊😊😊😊😊
romanasy ❤️❤️❤️
graceparklee 😍
natrawling 😊😊
healthade @yhflosangeles 😍❤️
healthade @graceparklee 😍
happyfeetretreat1234 I really must try this kombucha! The only reason I haven’t is because I don’t like that the bottle isn’t reusable

healthade @happyfeetretreat1234 Thanks for checking us out! We love reusing our bottles in various ways and would love your feedback if you’re looking to use it in
User Content Examples

• GoLive Probiotic Drink

Red, white, blue and delicious. The perfect #fourthofjuly breakfast you've got to try ASAP! Recipe 🍓 & 🍓 by @jenniferhanway

1 cup coconut yogurt
1 scoop @barebonesbroth collagen peptides
1 packet GoLive flavorless probiotic/probiotic blend
watermelon 🍇
basil 🌿

#gowithyourgut #probiotic #digestion
#beatthebloat #bikinibod #summer #iifym
#foodporn #holisticnutritionist

172 likes
User Content Examples

• Humm Kombucha

hummkombucha • Follow

hummkombucha @thinkgypsy is our spirit animal 🌟 "Some days I drink organic kombucha and run 5 miles, other days I see how much Nutella I can eat before my pizza gets here... it’s called balance分钟左右” Photo credit @thinkgypsy #hummalong

mamasblaircubs Is there anywhere in Calgary that carries your stuff? Tried in BC and loved the coconut lime 😅

torahtorres @thinkgypsy doesn’t work 😊 think you meant @thinkgypsy 😃❤️ Humm!!!!! Next level good😊

270 likes
AUGUST 23
User Content Examples

• Ithaca Cold Crafted Hummus

@ithacacoldcrafted • Follow

World's End

@mojody! 🤝 Don't forget to tag us in your #IthacaColdCrafted creation!

#HummusHungry #HummusIsLife #HummusAddict #Hummus #avocadoislife #deviledeggs #healthyish #healthylifestyle #veggieplatter #eatbetterlivebetter #buzzfeedhealth #iamwellandgood #wellnessblogger #wellness #thenewhealthy #foodie #betteryourhealth #veganmeal #veggiebowl #plantbaseddiet #veganfoodspot #plantbased #plantpowered #mindbodygram #Hummuslover #garlichummus #feedfeed

93 likes

SEPTEMBER 0
User Content Examples

• Dannon Light and Fit Yogurt
“Influencers” – Who are these people??

• Top Influencers
• “Our” influencers
Top 5 Influencers
Top 5 Influencers

- **Kylie Jenner**
  - 116 Million Followers
  - $1,000,000 per Instagram post

Perspective
US population: 324M
Top 5 Influencers

• Selina Gomez
  • 144 Million Followers
  • $800,000 per Instagram post

Perspective
Russia population: 143M
Top 5 Influencers

- Cristiano Ronaldo
  - 142.6 Million Followers
  - $800,000 per Instagram post

Perspective
TB12 has 4.4M Followers
Cristiano has 32x more!
Top 5 Influencers

- Kim Kardashian
  - 118 Million Followers
  - $720,000 per Instagram post
Top 5 Influencers

• Beyoncé Knowles
  ■ 118 Million Followers
  ■ $700,000 per Instagram post
Perspective

- Super Bowl commercial reach:
  - 111 Million People watch the Super Bowl
  - Average cost of a :30 SB commercial: $5,050,000
  - Production costs vary wildly: $500,000 - $1,000,000+
  - How many people actually see your spot?
  - How many people engage with your spot?
  - Of those who see it, how many are actually in your target base?
Perspective

- Hire The Rock for a brand endorsement on Instagram
- Reach 116M People
- Total cost: $650,000
“Our” Influencers

• Welcome Back To Reality
“Our” Influencers

- @restoring_radiance
  - 131,000 Followers
  - Instagram recipe post with a giveaway
  - Value Added: Instagram Story and one additional photo
  - Investment: $800
Our Influencers

- @leahsplate
  - 101,000 Followers
  - Instagram post with a giveaway
  - Value Added: 3 Instagram Stories and 2 additional photos
  - Investment: $600
Our Influencers

- @melissas_healthykitchen
  - 93,900 Followers
  - Instagram post with a giveaway
  - Value Added: 2 Instagram Stories and 1 additional photo
  - Investment: $400
Summary – Why Pay an Influencer

• Instant credibility
• Tap into their followers
• Quality content
  ◦ Photography
  ◦ Video
  ◦ Contesting
  ◦ Recipes
• The variety of creative keeps things fresh
• Influencers follow each other ... a lot.
  ◦ Makes your brand more desirable to other Influencers
• Big reach and big impact for a small price tag
Social Media Done Well
Social Media Done Well

- Views: 1,232
- Comments: 623
- Why it’s great: Contest, collaboration, engagement w/ CTA
Social Media Done Well

- Likes: 3,171
- Comments: 77
- Why it’s great: Unexpected and a great photo
Social Media Done Well

- Likes: 89
- Comments: 4
- Why it’s great: Relevant and timely
Social Media Done Well

- Views: 56,680
- Comments: 304
- Why it’s great: New idea and recipe
Social Media Done Well

- Likes: 755
- Comments: 111
- Why it’s great: Unexpected collaboration & staying relevant
Social Media Done Well

• Likes: 3,397
• Comments: 115
• Why it’s great: Great looking food photo, pop culture reference
How to Max the Impact of Your Social Media
Get Your Marketing Right First

• “The End Depends Upon the Beginning.”
• You have to build the proper marketing foundation way before you build out your Social Media:
  1. Clearly define Primary, Secondary and Tertiary Targets
  2. Determine the Top Benefits your company delivers to the Primary Target
  3. Position all of your messaging and touchpoints around these Top Benefits
  4. Develop Brand Standards (Living Document!)
  5. Stay consistent and hammer home these same benefits over and over again
Now You Are Ready to Max Your Social Media

• First, commit to it
• Know that it is NOT FREE
  ◦ Resources and time = $$$$  
  ◦ Ads and Boosting Posts cost money  
  ◦ You need to invest
• Set expectations
  ◦ Measurable goals
• “Hope is not a Strategy” and neither is Social Media
  ◦ It is a tactic
  ◦ Must fit into the overall marketing strategy
• Hire and cultivate great Talent.
Questions & Thank You!!