

Social engagement program rollout

## **Competitive audit: Overview**

- Benchmarked companies:
  - Competitors: Check.me, Manilla.com, and Mint.com
  - Similar audience: Cozi.com
- Initial thoughts mostly confirmed.
  - 3 of 4 brands invest in content creation and social publishing.
  - Go-to channels are Facebook, Twitter, and Pinterest.
  - High performers (Mint and Cozi) actively engage their audiences through social.
  - High performers maintain consistent thematic threads across channels.

# **Competitive audit: By channel**

#### Social / content integration to web

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- All brands feature video prominently
- · All brands fall short in social/omail opt in
- 3 of 4 brands offer value-added content (blogs)
  - Only Cosi uses content to draw visitors deeper from homepage
- 3 of 4 brands offer contests and savings
- Paccbook and Twitter are primary social channels

Twitter: Influencer engagement

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- Mint and Cosi follow best practices for content and engagement.
- Mint's Apayyourself campaign is driving engagement and (maybe) growth
  - Investment in Twitter may be reflective of "techie" audience
  - Mint even manages support issues from a separate account.

#### Facebook: Content publishing

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- All brands follow best practices with mix of editorial content.
- 3 of 4 brands are posting more than once per day
- 2 of 4 brands fail to respond to fans who attempt to engage
- Content highlights:
  - \* Checking runs ongoing trivia contest with prises through news feed
  - Manilla.com is using a like-gated contest app to drive growth
  - Mint.com and Cosi use a lot of non-product imagory
  - Cosi uses social to educate consumos on product features

#### Pinterest: Worth the effort?

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- 3 of 4 brands have active presence.
- Manilla is very active, even running two contests in the last year
  - One contest was worth \$2,500, the other \$250
- \* Cost gets most return on effort investment due to strong community
  - Pintorest is 70% female

# **Competitive audit: Leader interview**

"We really did it slow and steady, reaching out to mom bloggers, going to all the conferences, engaging on a one to one level with influencers. It was hand to hand combat the first few years, but by the end, we had built the relationships in an authentic way, which is why the momentum has outlasted my tenure there."

~ Carol Schiller, Cozi's former digital marketing manager

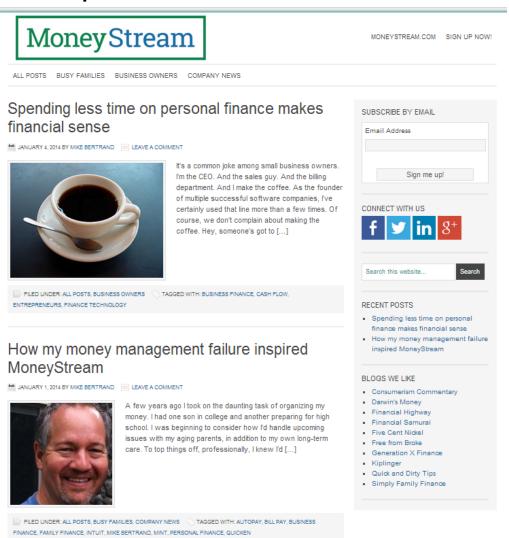
- Commitment to community through social
  - Far more engagement with social followers
  - Taking engagement offline and into the real world
  - Commitment pays off in engagement rates
- Commitment to community through content
  - Homepage real state dedicated to content
  - Deeper value-added content throughout site
  - More thematic consistency across social channels

# Sample channel builds (7 total)

### Facebook



### Wordpress



### **Additional deliverables**

- Engagement, moderation, and crisis policies
- Multi-channel editorial calendar
- Social advertising plan
- Website social integration guidance