



**How all of
Graham's The
Family Dairy's
Christmasses
came at once.**

**A joint entry by The Lane
and Graham's The Family Dairy.**

Introduction

This paper will demonstrate that an already successful online engagement strategy achieved **582%** engagement growth in December 2014 as a result of an intense and creative online promotion using a wide range of digital platforms and channels.

582%

engagement growth

People say
the nicest
things.

Context

Graham's The Family Dairy operates in one of the toughest FMCG markets, because milk, cream, and even butter, are essentially commodities.

Although a relatively small UK player, Graham's The Family Dairy is growing substantially and has recognised the potential of digital marketing to build its brand.

Online engagement lies at the core of Graham's The Family Dairy's 2014 digital marketing strategy following The Lane's development of a celebrated new website in April 2013, becoming a core element of Graham's multi-media marketing strategy and an integral part of the brand story.



"If you want to know how to tell the story of a family food brand online, have a look at Graham's The Family Dairy's website – an exemplar site for the food and drink industry."

James Withers, Chief Executive of Scotland Food & Drink, at their Annual Conference, 2013.

A broad mix of traditional and digital marketing activity.

The Lane manages a year round social media strategy for Graham's The Family Dairy that actively engages consumers and gathers feedback about products and services. It is tasked with driving traffic to the brand website creating a vibrant and engaged online community. The remit includes:

- **Web content development**
- **Building engagement initiatives**
- **Digital channel growth**



The Lane has developed a digital strategy that allows direct consumer brand engagement, learning about their brand needs and desires in informative and engaging ways. With limited data about Graham's consumers from retailers, the digital strategy presents a valuable means to engage qualitatively, gather feedback, tell the brand story and share its values over time.

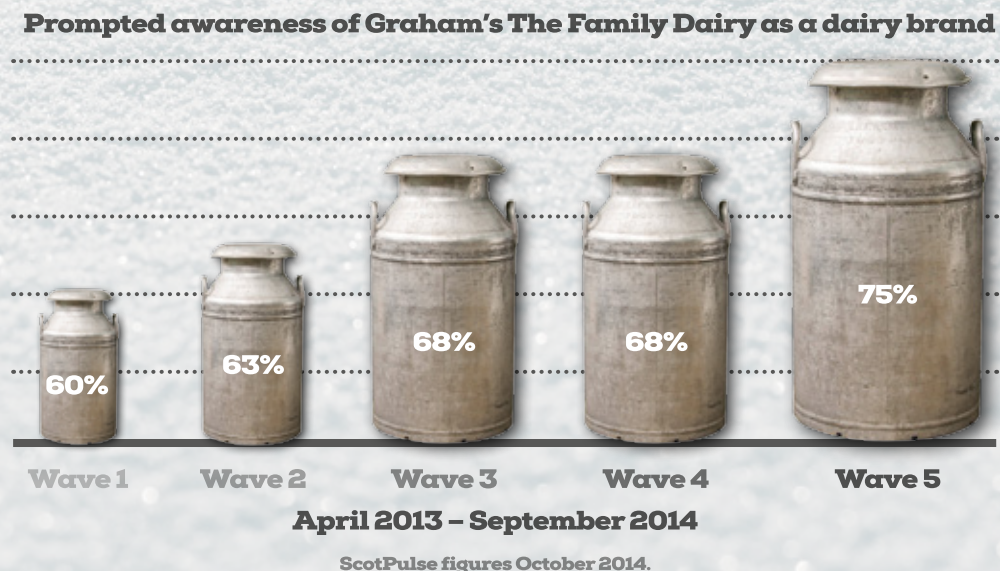
This encompasses management, promotion and content creation for:

- **Family, Cows, Kids and Media sections of the website**
- **Building of 'foodie' content on the site including recipes, Q&As, videos and provenance content**
- **Ongoing building and development of The Lane's brainchild, the Golden Churn loyalty scheme**
- **Brand partnerships with complementary brands e.g. tea/coffee, cook schools, retailers**
- **Development of a Tasting Panel – The Dairy Kings and Queens**
- **The Graham's Grazette – a regular newsletter with consumers, retail and farmers variants**
- **Facebook, Twitter and YouTube channels**

In the run up to Christmas, when Graham's milk, cream, butter and cheese sales peak, the cost of achieving stand-out via traditional advertising becomes prohibitive, so Graham's needed a low cost means to create strong calls to action for customers, both existing and new, that would impact on brand saliency and consideration and build on more traditional activity employed earlier in the year.

For Christmas 2014 there was an opportunity to capitalise on the enhanced profile that recent TV advertising had given the brand.

Tracking study research by Scotpulse showed prompted awareness of Graham's The Family Dairy was at an all time high following the advertising, so there was an opportunity to build on that strong foundation.



Eight clear but challenging objectives were set for the activity:

- 1 **Increase traffic**
- 2 **Drive new visitors to the website**
- 3 **Encourage returning visitors to get involved, spending longer on the website**
- 4 **Increase the size of the Golden Churn database in readiness for planned 2015 engagement activities including voucher redemption**
- 5 **Increase the number of 'Grazette' newsletter sign ups**
- 6 **Encourage engagement, sign ups and click-throughs from Twitter and Facebook**
- 7 **Reward loyal customers with vouchers and chances to win prizes**
- 8 **Thank Graham's 7,700 Facebook fans and 2,200 Twitter followers that actively engage with the brand year round, for their support**

All were to be met
on a budget of under

£9,000

**Who
knew?**

"Consumers who have visited an FMCG brand's website purchase a whopping 37% more of that brand's product in-store than consumers who haven't visited the site."

Gus Ferguson, a digital marketing expert, highlights the value of driving web traffic.



The concept: an online advent calendar.

There's nothing particularly new about online Advent Calendars, but few have any real interaction, other than opening the doors.

What makes this strategy original is the way that brand engagement and interaction was driven by multiple digital content channels, making the brand appealing throughout the most important sales period of the year, resulting in unprecedented levels of engagement.

Importantly, it turned out that it was exactly what our users were looking for. We know this because, before embarking on the campaign, we had taken soundings from Graham's Facebook and Twitter fans to see what would interest them. The online Advent Calendar idea, with its engaging content and interactive components, struck a chord.



More than just a calendar.



LANE

Graham's
THE family DAIRY



Earlier in 2014 Graham's PR Company, BeelinePR, had agreed a partnership with Shetland home-baker, James Morton (the knitted tank-top guy from The Great British Bake off) to share weekly recipes on Graham's social media channels and the website.

(Notably, Graham's now ranks higher on Google page rankings for James Morton's Empire Biscuits than James himself.)

Also, old pal and celebrity Scottish chef, Nick Nairn, was recruited to bring to the online activity regular foodie news and ideas.

Both of these contributors, along with Grandmother of the family dynasty, Jean Graham, write recipes, hints and tips with contributions from Graham's customers to make the content real, varied and interesting.

Users' favourite Christmas recipes were featured daily on the calendar and each day a different aspect of the Graham's The Family Dairy brand story was revealed. Visits were driven to these pages via online competitions (a popular approach with site users and a staple of the year-round digital content creation strategy) offering a host of daily prizes, and money off vouchers were hidden behind the calendar's doors.



A key reason the calendar mechanic was chosen was because it offered multiple **(25 to be precise)** engagement opportunities, giving the brand and its loyal followers reasons to continue to engage repeatedly throughout the busy Christmas period.

This organic approach was supported with a small paid for Facebook ad campaign targeting all adults aged 18 to 25 in Scotland in a bid to attract new site visitors with a sign up call to action.

Daily Facebook and Twitter updates shared tidbits from the advent calendar driving followers to the website to check out the latest news, offers, prize competitions and recipes. Winners were announced daily on both platforms.

On all platforms readers were encouraged to sign up for the Grazette newsletter and the Golden Churns loyalty scheme. **Seven email alert notifications were trialled to remind users and loyal customers to open that day's door.**



What was the outcome?

By any measure this activity must be seen as an unqualified success, with all eight objectives met, and within the **£9,000 budget**.

The website was already enjoying significant YOY traffic growth as a result of our ongoing digital marketing strategy – from January to November 2014 growth was **88%**.

But this was dwarfed by a **582%** increase in December as a direct result of the campaign.

As a consequence, the rate of growth for the year as a whole nearly doubled to **145%**.

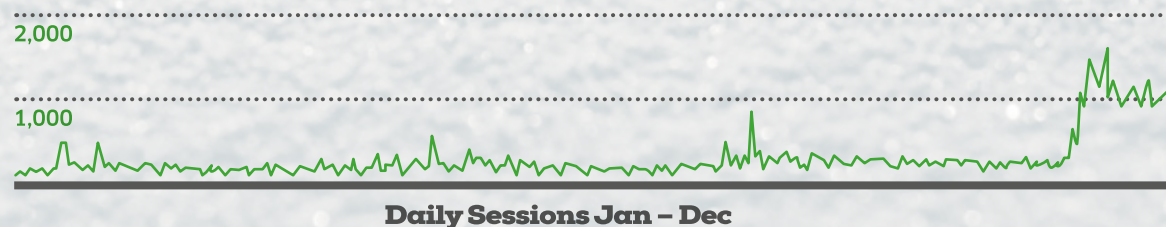
What's more, in line with the stated objectives, the number of users spending 30" or longer on the site increased almost 10-fold, **from 1,498 to 14,581** (50% of all users compared to 39% the year before) and those viewing three or more pages increased 13-fold, **from 1473 to 19338**.

Milk does make you grow!

Website traffic



December traffic growth is demonstrated very clearly in the Google Analytics graph below.



But that's not all.



An additional **2,470** Golden Churn loyalty scheme members were recruited during the campaign.

This important scheme encourages brand engagement, with site visitors awarded Golden Churns for every site interaction (e.g. recipe suggestions or joke submissions). This represented an increase of **81%** in December alone, taking total membership to **5,537**.



The Gazette is a bi-monthly e-newsletter sent out to voluntary subscribers. It reports on recent news stories relevant to Graham's The Family Dairy, granting access to free weekly online recipes and competition entries.

728 new members were signed up – an increase of **45%** – to reach **2,362** subscribers.



One of the eight key objectives was to engage with new users.

This objective was clearly achieved with **43% (12,487)** new users to the site in December.

Facebook advertising had a positive and cost effective impact, with **4,051** clicks to the website attributable to the advertising, from only 6 social insertions, at an average cost per click of **£0.38** – **24%** below the industry average of **£0.50**.

The average e-shots open rate was **35.4%**, exceeding our average by **8%**.

Cost and return on investment.

This wasn't a direct sales campaign so it's a stretch to attribute accurate return on investment in monetary terms.

However, it's possible to put this result into some sort of perspective.

The total cost of the initiative including production, The Lane and Beeline's fees and Facebook advertising amounted to just under **£9,000**.

Using that metric alone the return was nothing short of spectacular.

- **25,261 additional user sessions (YOY), of which 12,487 were new**
- **2,470 new loyalty scheme members**
- **728 newsletter requests**

That amounts to only 32 pence per quality engagement – less than the price of a pint of milk (49p at Tesco).

And bear in mind that the loyalty scheme and newsletter requests represent multiple contact opportunities throughout the year and promise to bring those users back to the site again and again. **Another of the forward looking objectives ticked!**

And finally...

Remember that quote near the start of this paper?

"37% of FMCG brand website visitors are more likely to purchase that brand's products instore."

Graham's sales reached a record **£85m** in 2014, to 1.1million customers (Source: Kantar Worldwide); that's an average spend of **£77.20**.

If **37%** of new site visitors (**12,487**) went on to become Graham's customers that's an increase in sales of...

**12,487 x 37% x £77.20.
= £356,678**

At an investment of £9,000 the ROI on this campaign would be £39.63 for every £1 spent.

On that note we'll leave you with a picture of a very happy cow.

