10 EXAMPLES of ROI in SOCIAL MEDIA

EVIDENCE

1

SOCIAL ROI EVIDENCE

- Company: Coffee Groundz
- Annual Revenue: $25 mm
- Channels Used: Twitter.
- Method Used: Used Twitter as Ordering Channel
- Changes Experienced: 25% Increase to Sales & Market Share

THE COFFEE GROUNDZ — COFFEE • TEA • GELATO • SPIRITS

- Used Twitter as a direct ordering channel between the company and its customers.
- Reported 20%-30% increase in company sales and market share via Twitter.
- Total of 14,490 Twitter Followers.

2

- Built community of 13,000 people for insights regarding new products prior to going to market.
- Saves the company $100,000's annually versus traditional research and test marketing.
- 95% Completion Rate on New Product Trials.

SOCIAL ROI EVIDENCE

- Company: Vitabiotics
- Annual Revenue: $80+ mm
- Channels Used: Twitter, Facebook, & Blog.
- Method Used: 13,000+ Person "Online Community".
- Changes Experienced: Saves $100K's in traditional Test Mktg.

VITABIOTICS — WHERE NATURE MEETS SCIENCE

3

SOCIAL ROI EVIDENCE

- Company: Jimmy Choo
- Annual Revenue: $32 mm
- Channels Used: Twitter.
- Method Used: Tweets w/ Geo-Tags of Upscale Shops.
- Changes Experienced: 33% Sales Increase

JIMMY CHOO

- Used Twitter to geo-locate and feature upscale stores where their sneakers were available.
- +33% increase in sneaker sales.
- 40% increase in positive tweets and mentions about the brand.

4

- In the Phillipines, Kraft wanted to make Toblerone synonymous with gratitude.
- They established Oct. 20 as the country's National Thank You Day.
- Social Networks & Co. Site cause 500,000 hits and Toblerone sales escalated 132%.

SOCIAL ROI EVIDENCE

- Company: Kraft/Toblerone
- Annual Revenue: $40 mm
- Channels Used: Co. Site, Multiple SN's.
- Method Used: National "Thank You" Day - Oct. 20
- Changes Experienced: Toblerone Sales Escalated 132%

TOBLERONE

5

SOCIAL ROI EVIDENCE

- Company: After Steaz
- Annual Revenue: $8 mm
- Channels Used: Facebook and Twitter.
- Method Used: Sharable Coupons & Discussions.
- Changes Experienced: Doubled Sales

steaz®

- Organic Tea DOUBLED sales via coupons downloaded and shared on Facebook and Twitter.
- They also Used discussion on information regarding "how and why" organic teas mattered.
- 250,000 coupons downloads and 2,830 tweets were recorded an hour.

6

- Used Twitter as social maître'd to build relationships with 75% of customers.
- Weekly sales were up +60% a year later.
- Declared a "Foursquare Day" to earn a Swarn Badge and increased sales +110%.

SOCIAL ROI EVIDENCE

- Company: AJ Bombers
- Annual Revenue: $5+ mm
- Channels Used: FourSquare, Twitter, FB
- Method Used: Twitter as social maître'd & FourSquare Day.
- Changes Experienced: 60% & then 110% Sales Increases.

AJ BOMBERS

7

SOCIAL ROI EVIDENCE

- Company: Joie de Vivre
- Annual Revenue: $240 mm
- Channels Used: Twitter and Facebook.
- Method Used: Broadcasted $79 Luxury Rooms.
- Changes Experienced: Booked 1,000 otherwise empty rooms.

- Operates 33 luxury hotels in California, on Tuesday nights broadcasted $79/night deals.
- Broadcasted to 10,000 Twitter followers and 5,000 Facebook page fans.
- Booked roughly 1,000 rooms, that would have stayed empty.

8

- Produced videos blending everything from golf balls to an iPad.
- (Some viewed over 14 million times). They increased company sales +700% within a year.
- Demonstrate Brand's passionate belief in their product.

SOCIAL ROI EVIDENCE

- Company: Blendtec
- Annual Revenue: $40+ mm
- Channels Used: YouTube and Twitter
- Method Used: Made videos blending various items.
- Changes Experienced: Increased Sales by +700%.

Blendtec

9

SOCIAL ROI EVIDENCE

- Company: Foiled Cupcakes
- Annual Revenue: $32 mm
- Channels Used: Twitter and Facebook
- Method Used: Commitment to build relationships.
- Changes Experienced: Still exceeding sales forecasts by +600%.

foiled CUPCAKES

- Started the company w/ ONLY Facebook and Twitter pages.
- Today, 97% of Foiled Cupcakes' customers come from social media.
- Exceeds forecasts by 600%. Had a 40,000 Cupcake Order.

10

- Fans petitioned Cadbury to bring back discontinued "Wispa" Bar, 40 million bars sent to market.
- A mere 18 weeks after answering the petition, Cadbury sold all 40 million; that's 4 per second!
- +30% annual increase to profits w/ "Wispa" bar as star performer.

SOCIAL ROI EVIDENCE

- Company: Cadbury Wispa
- Annual Revenue: $40 mm
- Channels Used: Facebook and Twitter
- Method Used: Co. was petitioned by consummers.
- Changes Experienced: Answered petition & sold 40 mm bars.

Cadbury Wispa

Case Study Data: Forbes & WS Journal; Corporate Data: Manta & Hoovers
Research: ZatFish; Art: Psoshul.com Toll Free: (855) MASHOUT