

The ROI of Social Media

Chemistry Creates Mom-Pleasing Campaign for Steaz

Introduction

A \$100K social media campaign created by Chemistry, Pittsburgh, for organic tea company Steaz, [in] Newtown, Pennsylvania, yielded a \$500K monthly sales increase, and solidified and expanded retail distribution.

Background

Before October 2009, Steaz was sold in health food stores only. When Target's 1,500-plus stores began carrying the brand nationally, Steaz's total shopping audience quadrupled overnight—a huge opportunity for the fledgling brand, and also a challenge. The unfamiliar brand's shelf-presence within Target would be tiny, and if it didn't sell, it would soon be discontinued. Steaz needed a national promotion to generate awareness and trial, and quickly, within a two-month window.

Strategy

Chemistry estimated that, pre-social media, an outdoor and couponing campaign might have met those goals, at a \$2M budget—far beyond Steaz's means. But because 72 percent of women online now learn about new products via social media, Chemistry figured a moms outreach program, focused on healthy ingredients and value pricing, could be implemented for 100k.

Implementation

Sample kits and e-mail went to 72 leading mom bloggers and 130 couponing bloggers. A real time, sample-supported, Twitter "tea party" generated 2,800 tweets in one hour. Ongoing Facebook and Twitter presences were developed, offering BoGo and free, one-per-computer couponing. The campaigns yielded 6,000 blog mentions/reviews, 30,000,000 total impressions, and most importantly, 250,000 COUPONS DOWNLOADED OVER 8 WEEKS.

Opportunity

Target sales were directly impacted, jumping 350 percent, from \$6k to \$2K, in one week. Three weeks in, the opportunity was nearly lost when sales matched total production and shelves emptied. (Production was ramped up.) At promotion's end, Steaz's \$1M total December sales were **DOUBLE ITS PREVIOUS BEST MONTH EVER.**

Conclusion

Post-promotion, weekly sales settled at 200 percent of their pre-promotion level. Steaz remains in Target. And Kroger, with nearly double Target's locations, will soon carry the brand.

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