

FACEBOOK FOR BRANDS

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Rudi's Organic Bakery



***Facebook for Brands: Building and
maintaining your fan base***

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Facebook and Rudi's Gluten-Free Bakery



- Rudi's Organic launches gluten-free bread line in Summer 2010 (soft launch).
- December 2010: 800 Facebook fans
- January 1, 2011: Marketing launch of Rudi's Gluten-Free Bakery through ***Spread the Bread*** Facebook campaign.
- March 1, 2011: 20,000 Facebook fans
 - 2500% increase!

facebook

Help Us Spread the Bread

Get a dollar,
Give a dollar
For Celiac Education &
Diagnosis



For every dollar coupon downloaded, Rudi's Gluten-Free Bakery will give a dollar to The National Foundation for Celiac Awareness (NCCA) to help in their efforts to better educate physicians in the diagnosis of celiac disease. There are an estimated 2 million people in the United States suffering from celiac disease, yet only 100,000 are diagnosed.

Rudi's will match each coupon with \$1.00 for a total of \$2.00 to NCCA.

Facebook Becomes Communication Platform for Rudi's Gluten-Free



- Engage new audience with daily status updates
 - Learning curve on how often to post
- Consumer Service tool
 - Answer questions in a timely manner
 - Respond to all posts
- New Product Launches
 - Promote Awareness & Trial
 - Coupon tab



Unbelievably Good Gluten-Free Recipe Contest May 2011 – Four week campaign



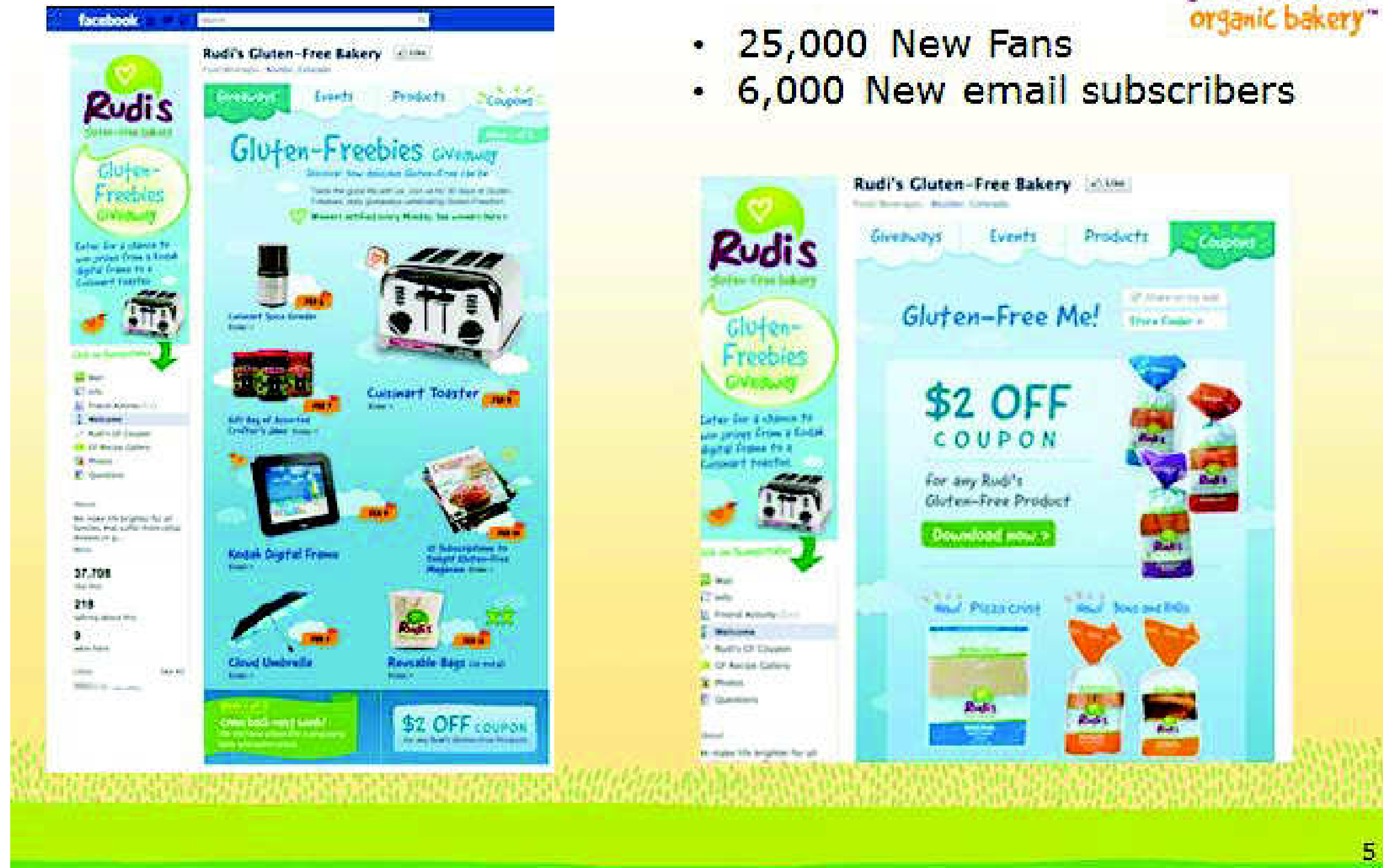
- 12,000+ New Fans



Gluten-Freebies Giveaway February 2012 – Four week campaign



- 25,000 New Fans
- 6,000 New email subscribers



Spread the Bread 2 May 2012 – Four week campaign



- 38,000 New fans
- 2,300 Email Subscribers



Facebook and Rudi's Gluten-Free Bakery



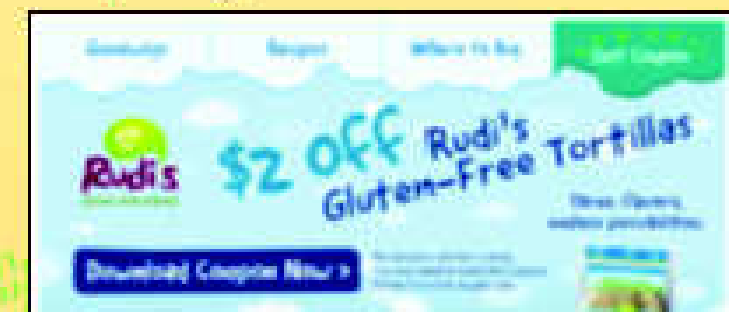
- Continued strong acquisition on gluten-free in the 1st half of the year
 - Brighter Days Giveaways +25k
 - Sandwich Box Giveaways +38k
- Total: 118k Facebook fans
- Plus, over 10k new e-mail subscribers
- Q3 program, "What's under wraps", will focus on new GF tortillas



What's Under Wraps? Rudi's Q3 Gluten-Free Tortilla promotion



- Three weeks of prizes (kitchen/cooking inspired prizes).
- Users must LIKE Rudi's Gluten-Free to enter contest app.
- Daily prize will be hidden under tortilla, user guesses what the prize is. (All guesses are entered into giveaway.)
- All three tortilla varieties will be featured.
- Recipe tab will feature a new daily tortilla recipe.
- A \$2 coupon will be featured to encourage sampling of the new GF tortillas.



Tools to Help Maintain Fan Base



- Monthly Facebook Calendars
 - Schedule out posts ahead of time to ensure rich content and a variety of topics.
- Engaging questions
- Small giveaways on a periodic basis
 - Keep it surprising & easy
- Big campaigns –
 - KEEP IT SIMPLE
 - The less steps to entry the better
 - Smaller prizes to more winners
- Keep Cover image fresh, update often.



2012 Focus on Rudi's Organic Facebook



- Took learnings from Gluten-Free Facebook and applied to Organic brand.
- January 2011: Started with 3,000 Fans
- Acquisition focused programs to build fan base
 - 15,000 new fans

Brighter Days Giveaway



Let's Doodle Lunch Sandwich Box Giveaway May-August – Three stage promotion



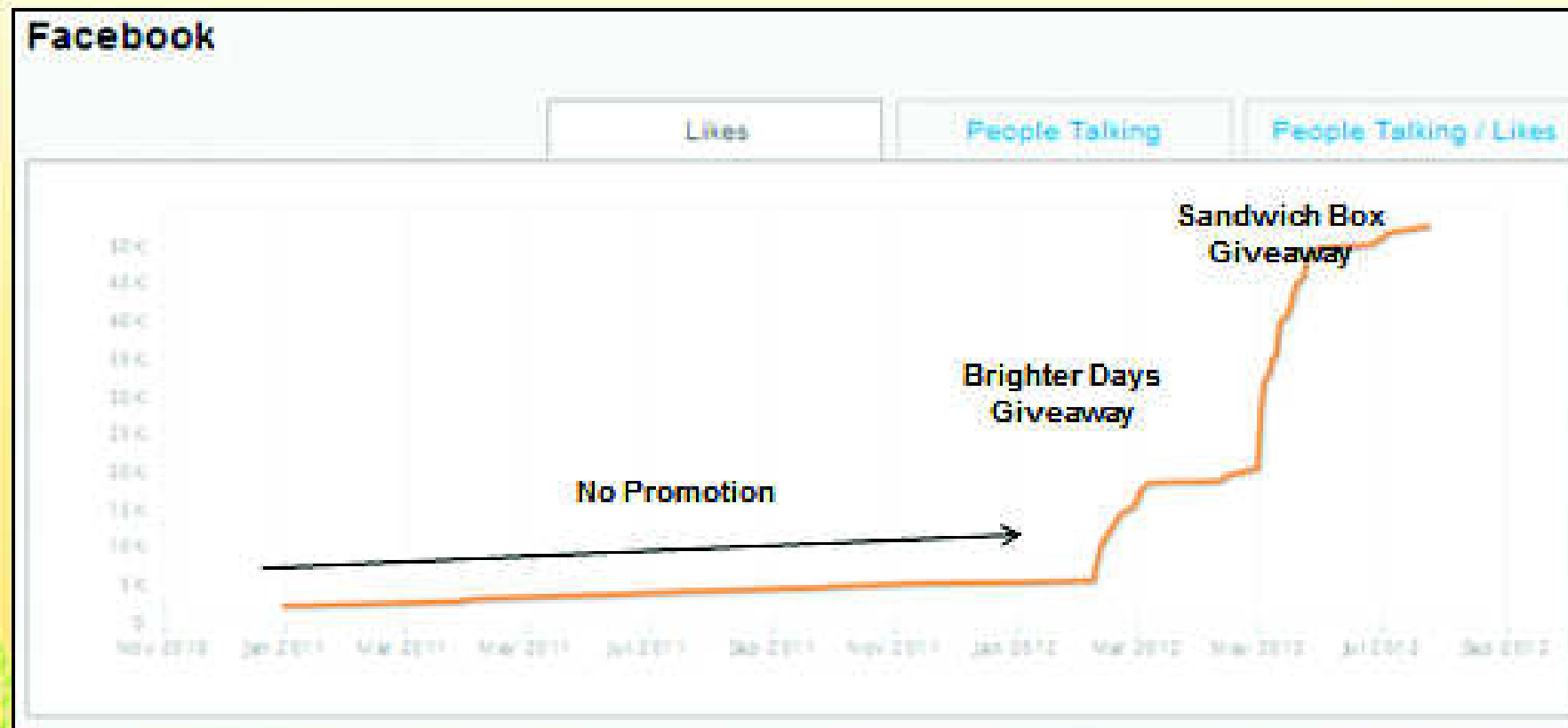
- 30,000+ New Fans
- 20,000 New Email Subscribers
- 18,000 Free Sandwich Boxes given out

The image shows two screenshots of the promotional website. The left screenshot is the main website page titled "Let's Doodle Lunch". It features a large image of a sandwich box with a child's drawing of a face on it. Below the image is a navigation bar with links for "Home", "Enter", "Gallery", "Invite Friends", and "Official Rules". A central section displays four different sandwich boxes with various colorful drawings. Below this is a list of steps: 1. Like Rudis Organic Facebook page, 2. Fill out the online form and upload your kids artwork, 3. Get your one-of-a-kind Sandwich Box in the mail, 4. View your masterpiece in our Gallery, and 5. Return to the Gallery in July to vote for our Official Rudis Sandwich Box. A "START HERE" button and a "Sandwich Box Details" link are at the bottom. The right screenshot is a Facebook page for "Rudis Organic Bakery" with the title "Let's Vote". It shows several sandwich boxes with drawings and text that says "Vote for your favorite sandwich box art and Rudis will donate a \$1 to The Lunch Box." Below the image is a navigation bar with "Home", "Vote Now", "Invite Friends", "Official Rules", and "Get Coupons". At the bottom, there is a "Vote Now" button and a "LunchBox" logo with a description of the program's goal to support healthier options in school lunchrooms.

Rudi's Organic Bakery & Facebook



- Significant increase in Facebook community in the 1st half of the year behind strong promotional programs
 - Brighter Days Giveaways +13k
 - Sandwich Box Giveaways +30k
- Total: 52k Facebook fans
- Plus, over 28k new e-mail subscribers





Questions?