

Brand Message Test Report for [REDACTED]
Prepared by KW Content
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Background

Millions of dollars are wasted annually by businesses producing and publishing social media content in order to “drive likes,” with no real effect on greater business goals. When we use social media channels to engineer the right message at the right time and place, we can drive measurable business growth and facilitate the consumer journey with efficiency and purpose.

Over the past few months (September through November), [REDACTED] has swiftly demonstrated prowess and expertise in driving over 7,000 sessions on the new website via social media, gaining more than 8,700 Facebook followers during this same time period, all while determining what type of brand message will result in ultimate efficiency and affinity over the long term.

Overview

Today’s landscape of social media marketing grants us the capacity to test our assumptions with the market in order to determine what resonates with people, engages them, and drives them toward the brand, before building a long-term content program around it.

When [REDACTED] contacted KW Content in search of support for the [REDACTED] [REDACTED] content and social media marketing strategy, we saw an opportunity to experiment our way into the brand’s long-term communications and content strategy, given [REDACTED]’s fresh branding and new website.

The purpose of this test period was to ensure that all future resources are invested directly into the type of content and media placement that drives the best results. Over time, this will lead to exponentially greater impact—faster online growth and better ecommerce performance—backed by the most efficient digital content and social media program possible.

Goal

When we began, our goal was to support [REDACTED]'s brand growth online. Therefore, our primary objective was to find the messaging most effective at drawing people toward the brand.

Methodology

Our methodology for our primary test (Message Test) was consumer-centric and scientific in nature, controlling for messaging elements such as product attributes and tone of voice, alongside audience segments.

Our tests focused on [REDACTED], primarily because of this product category's universal appeal.

We first tested cold audiences (strangers to the brand), then cross-referenced our findings with warm audiences (known to the brand) to ensure that we did not alienate valued fans and customers with any new messaging direction.

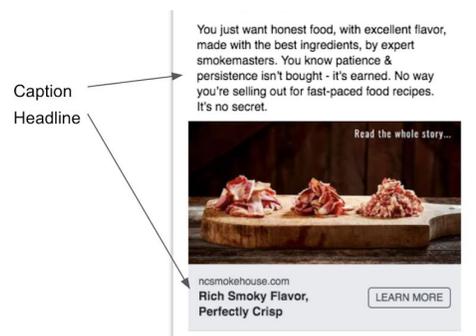
To measure the rate at which certain content brought new people into the brand, our primary metric was “click-through rate”—in other words, the rate at which a post caused a person to click through to our website in order to learn about [REDACTED]. The design was simple in nature: Social media post leads to blog post. Our key performance indicator (KPI) was landing page views, as this is a higher value “action” than a simple click; these users wait for the page to load in order to read it. In contrast, users that do not wait for the page to load are not counted as successful results. Our goal was to achieve landing page views at the industry benchmark for click-through rate (CTR). The benchmark is 1.0% for cold audiences and 3% for warm audiences.

Anatomy of the Message Test

We isolated two different elements during our message test: product attribute and tone of voice. We ran two images against one another in order to find and scale the best performer, but would not call this a definitive test in regard to brand aesthetic.

Each product attribute had its own post (social advertisement) on which we could strategically control placement (distribution). In order to isolate product attribute as the determining factor of CTR, each advertisement had identical captions with differentiated headlines.

We chose headlines because they are the final “point” a user reads before taking (or not taking) the desired action (CTR).



The product attributes tested include:

**The below attributes are listed in the order of test performance*

1. **Deep Smoky Flavor, Perfectly Crisp**
2. **Handcrafted in Small Batches**
3. **Organic**
4. **All natural, antibiotic-free, with no added hormones or preservatives**
5. **Healthy and humanely raised**

Each attribute tested was an additional cost, so we did our best to pair attributes we believed to be common in motivation.

Later, we tested three tones of voice, defined below. We took the same caption we used during attributes testing and adapted it to a differentiated tone of voice.

1. **Young Ron Swanson:** *gritty, sometimes snarky, focused on flavor and authenticity; strong values and little patience for nonsense.*

*Here's all you need to know: we harvest the best ingredients, wrangle the most qualified meat experts, and we know flavor. **We don't sell-out for fast-paced food recipes.** Our secret is simple: pace, patience, and persistence.*

2. **Mindful Localvore:** *healthy, inspirational, and helpful with a focus on ethics and flavor.*

Behind every fresh slice of bacon, there's a story. We seek out locally-sourced ingredients and collaborate with the most qualified meat makers from across the world to create our rich flavors. We slow things down, putting quality over quantity. We value humane farming practices, and our standards on sustainability set us apart.

3. **Our Neighborhood Farmer:** *loyal, reliable, hardworking; this tone focuses on community and our storied history.*

At the end of the day, we stay true to our values and our community. That's why we source local ingredients, work together with some of the world's finest meat makers, and put our heart and soul into flavor. We take our time and stay true to the Old World European traditions. If there's a secret to our century-long success, it's in our appreciation for doing things the right way.

Message Test Qualitative Results:

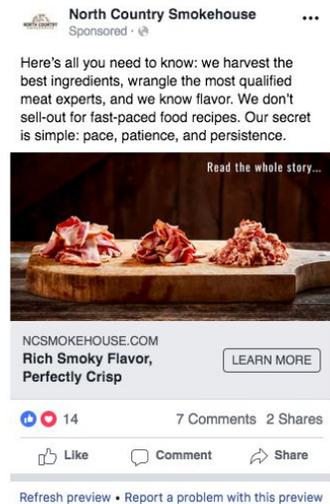
- Winning Attribute: "Rich Smoky Flavor, Perfectly Crisp"
 - Runner up: Handcrafted in Small Batches.
- Winning Creative: Chopped pieces on cutting board.
- Winning Tone of Voice: Young Ron Swanson
 - "You just want honest food, with excellent flavor made with the best ingredients, by expert smokemasters. You know patience and persistence isn't bought - it's earned. No way you're selling out for the fast-paced food recipes. It's no secret."
- The audience is 30% women, 70% men.
- The largest age demographic is between the ages of 55 - 65+.

Message Test Quantitative Results

- Click Through Rate: 2.38% - vs industry benchmark (1%)
 - CTR was ranged between .35% (losers) + 4.51% (winners) at the ad level
- Cost Per Result: \$0.74 vs industry benchmark (\$1)
 - CPR ranged between \$0.35 + \$6.37 at the ad level
- Landing Page Views (visitors to site): 4,495
 - TOV 1 + Attribute 1 drove the most landing page views with 1,101 (24.5% of all landing page views) attributed to the TOV - Attribute 1 ads (18 of 108 ads - 17%).

Other Notable Results

- 7,023 website sessions via social between Sept 15 - Dec 10.
- Quality of new traffic we introduced was extremely high indicated by a low and exit rate (users are moving on to view other pages of site).
- Driven 3,524 total likes, and we're currently paying \$0.34 per page like vs. the \$1 industry benchmark, and previous benchmark of \$1 for October page likes.
 - October Page Likes: 500 likes @ \$1 per like
 - November Page Likes: 2,295 @ \$0.22 per like
 - December Page Likes: 729 @ \$0.28 per like
 - *Please note that the December numbers reflect from 12/1 - 12/13*



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