Story Living, Search, and Data at Ben & Jerry's

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The leading industry event by digital marketers for digital marketers

Story

- Story living.
- Global publishing model on 25 websites around the world.
- Fans, Fun, Flavors, F'values.
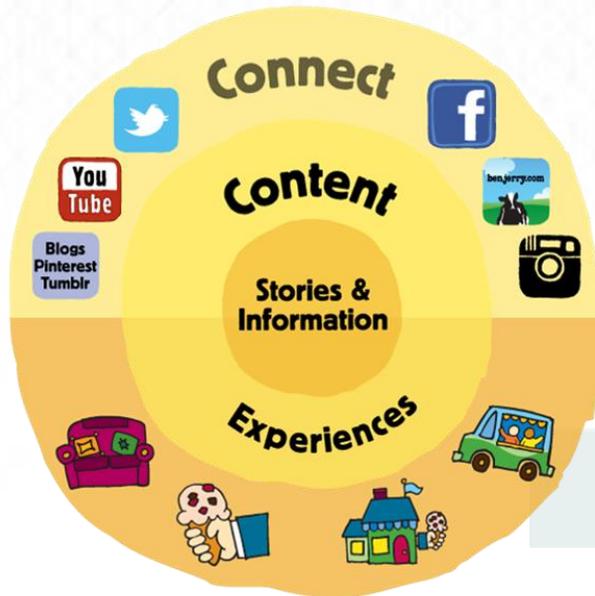
Opportunity

- Need insight to inform content and design.
- Must be agile and repeatable.
- Find paths in BrightEdge platform and through other partners.

Base Mix

- Organic search drives ~50% of our web traffic.
- Done well, SEO delivers on marketing's objectives.
- Documenting brand's tone and content strategy is essential as keywords will be woven throughout each channel.
- Approached as a continuous and holistic cycle.
- Content, campaign strategy, and social sharing optimized for organic search.
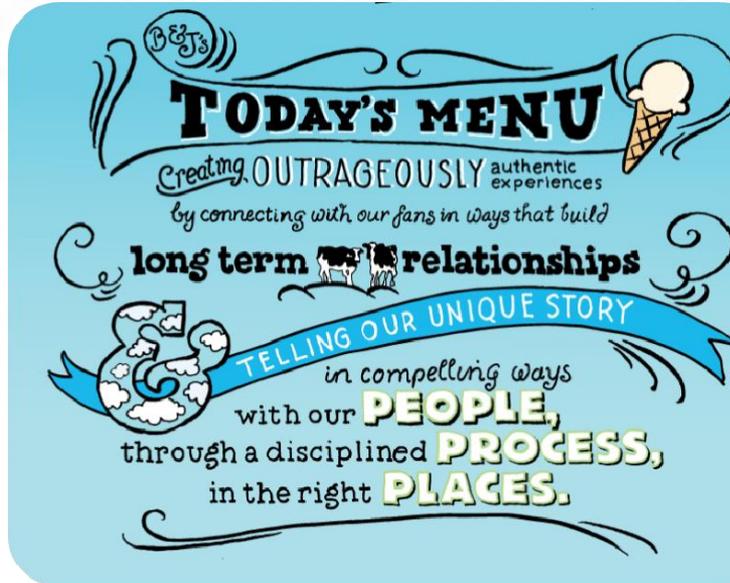
Strategy

- Content strategy and mix is informed by brand priorities, search behavior, analytics, and social sharing performance.
- Balance between what data shows and brand priorities.
- Use data to make educated decisions, but will talk about what we want to.

Timing

- Marketing develops content calendar based on objectives and campaigns.

Values				Fun	Flavors	Tours/Events
Climate	Dough Out	LGBT	Other			
Businesses Need to Lead in Renewable Energy	What if you had to buy Ben & Jerry's like people buy elections?	I Dough, I Dough update	Profile: Serious Fun	Fall Milkshake Recipes	Non-Dairy Update	SOS Tour - Minneapolis
It's not climate change, it's everything change'	$$$ Spent Lobbying Congress	Pride Parade - Burlington	Profile: Method	Cannoli and Holy Cannoli: What's the Story?	Cookie Core Sundaes	
Disappearing Snow and Glaciers			Profile: Homeboy Industries	Top Limited Batches		
Agroforestry in Uguanda				The Cherry Garcia Story		
Manure Separator Update				Wilbur Wright: 30 Years Making Ice Cream		

Discover & Build

- Discovery of keywords and potential content areas.
- Keywords and brief sent to copywriters.
- Page design for search and share.
- Sitemap.

Engagement Tagging

- Content is tagged with code from LooseGrip to collect consumption data.
    - loosegrip.net
    - Depth of content seen.
    - Time engaged with page.
    - Value of visit.

PAGE	AVG. ENG TIME	X SITE AVG.
/WHATS-NEW/WEIRDEST-FLAVORS-EVER/	100.2	4.0
/VALUES/ISSUES-WE-CARE-ABOUT/CLIMATE-JUSTICE/SOLAR-ENERGY-FUTURE/	99.55	4.0
/WHATS-NEW/COOKIE-CORE-GURU/	91.29	3.7
/WHATS-NEW/CORPORATE-SOCIAL-RESPONSIBILITY-HISTORY/	85.17	3.4
/WHATS-NEW/WORLD-FLAVORS/	83.87	3.4
/VALUES/ISSUES-WE-CARE-ABOUT/CLIMATE-JUSTICE/CLIMATE-LETTER-JOSTEIN/	75.42	3.0
/FLAVORS/HOW-WE-MAKE-ICE-CREAM/	73.31	2.9
/SCOOP-SHOPS/FLAVOR-FANATIC-ENTRY/	72.81	2.9

Share 15

BEN&JERRY'S

SOURCE	SESSIONS	AVERAGE ENGAGED TIME	SHARES	VISITORS PER SHARE
GOOGLE / ORGANIC	341970	35	1683	166
FACEBOOK / PAID	254973	25	321	764
(DIRECT) / (NONE)	155754	31	983	132
M.FACEBOOK.COM / REFERRAL	150118	63	1330	104
GOOGLE / CPC	43724	41	223	158
OUTBRAIN / CPC	24911	70	276	86
CHUNKMAIL15-0819 / EMAIL	20902	63	395	40
YAHOO / ORGANIC	16220	40	67	196
FACEBOOK.COM / REFERRAL	12000	43	122	89
BING / ORGANIC	10528	43	34	252
-INTERESTING OTHERS-				
T.CO / REFERRAL	8142	43	121	56
INSTAGRAM / SOCIAL	4816	34	57	61
TABOOLA / CPC	2721	57	18	139

@brightedge #share15

Share 15 BEN&JERRY'S

Engagement Data

Q2 2015

- 3,645,363 minutes / 2,532 days / 6.936 years spent engaged (+30%).
- Average engaged time per visitor 0:29, up from 0:24.
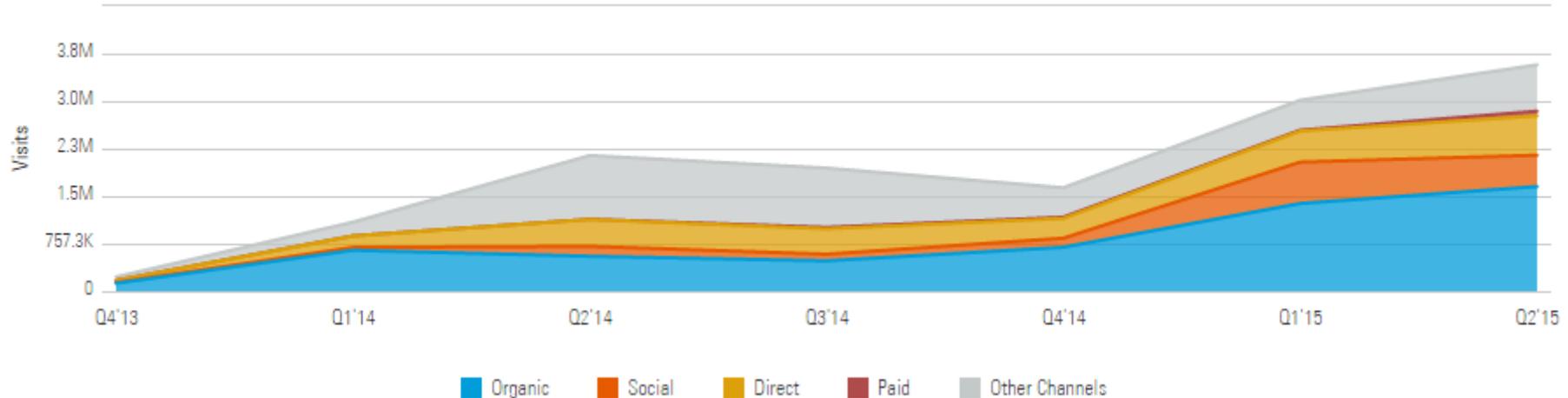- Super Visitors (30 seconds+ engaged, 75% scroll depth) 634,346 (+100%).
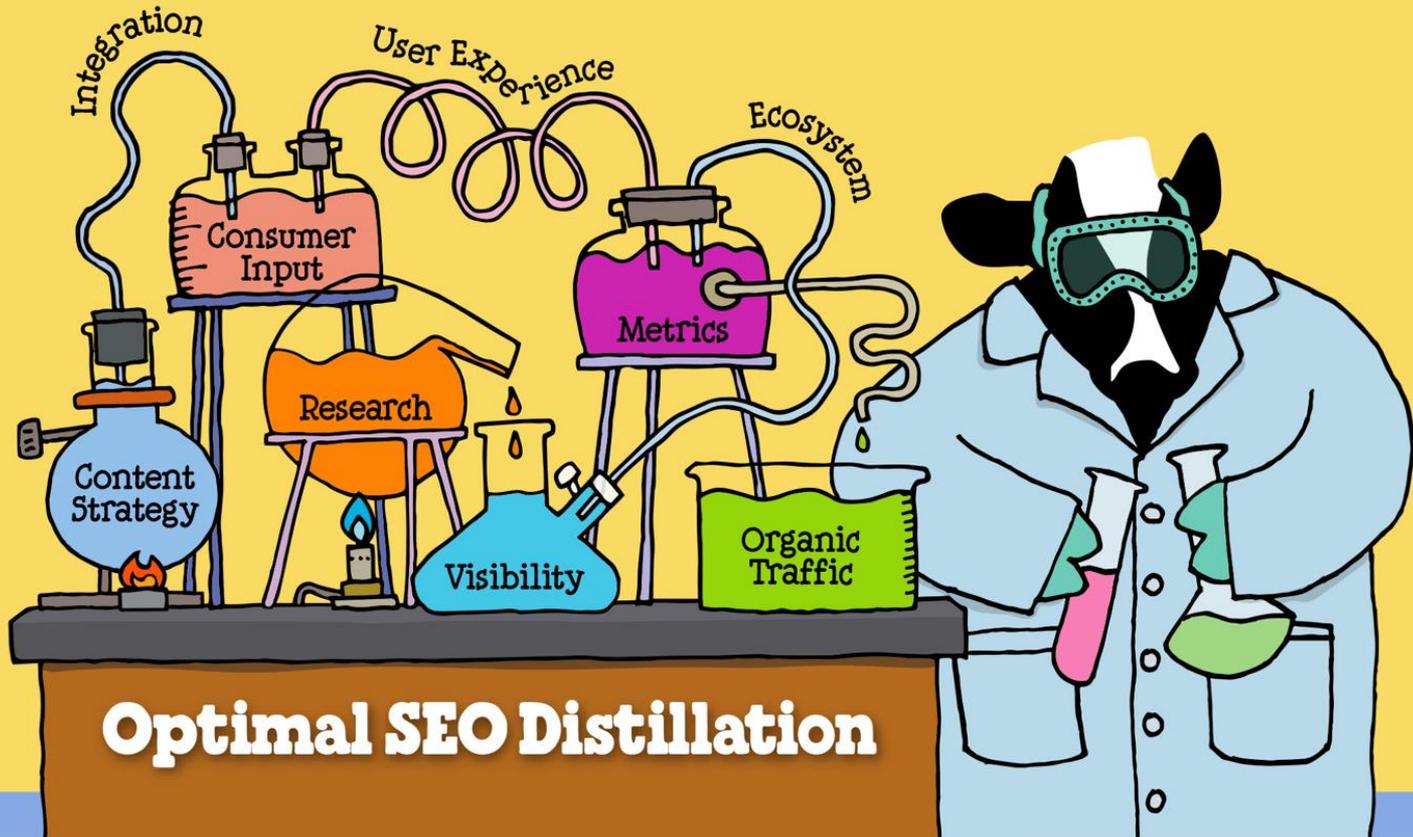
Crawl, walk, run…

- 12-18 months ago: publishing with basic SEO activity.
- Now: Research, analysis, marketing buy-in, adding data learnings.

Total Traffic by Channel

Legend: Organic, Social, Direct, Paid, Other Channels

Crawl, walk, run…

- Organic search is highest traffic driver.
- Leading performer in average time on site and bounce rate.

Channel	Visits	Visits Change	Page Views	Page Views Change	Avg. Time On Site	Avg. Time On Site Change	Bounce Rate	Bounce Rate Change
Organic	1,094,555	395,053 ▲	3,056,389	1,094,610 ▲	0:02:31	No Change	34.11%	3.65% ▼
Social	360,705	216,271 ▲	538,965	281,390 ▲	0:01:04	0:00:21 ▲	50.77%	23.60% ▼
Direct	371,789	55,812 ▲	859,989	190,542 ▲	0:02:00	0:00:23 ▲	47.81%	17.52% ▼
Paid	10,461	8,378 ▼	16,829	8,850 ▼	0:01:51	0:01:02 ▲	53.47%	25.19% ▼
Other Channels	286,283	183,025 ▼	497,390	224,939 ▼	0:01:16	0:00:24 ▲	63.89%	15.07% ▼

Show 25 ▼ entries   Showing 1 to 5 of 5 entries   First Previous 1 Next Last

* Data for Q1 2015 is calculated from Jan 01 to Mar 14

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Learnings

- Educating stakeholders is key as SEO management is a cross functional effort.
- A robust SEO strategy creates a framework for online presence (web, social, email, images).
- Develop a production and monitoring process.
- Assess effectiveness quarterly.
- Move mindset from "digital marketing" to "marketing in a digital age."
- The BrightEdge platform allows us to bring SEO into our daily lives as digital marketers for research, insight, and analysis.
- Can easily optimize page content as well as make broader site infrastructure recommendations without a "SEO department" or agency.

Share 15 BEN&JERRY'S

That's All, Folks!

- Not everything that can be counted counts, and not everything that counts can be counted." - William Bruce Cameron (sociologist)

- "If it's not fun, why do it?" – Jerry Greenfield (ice cream guy)