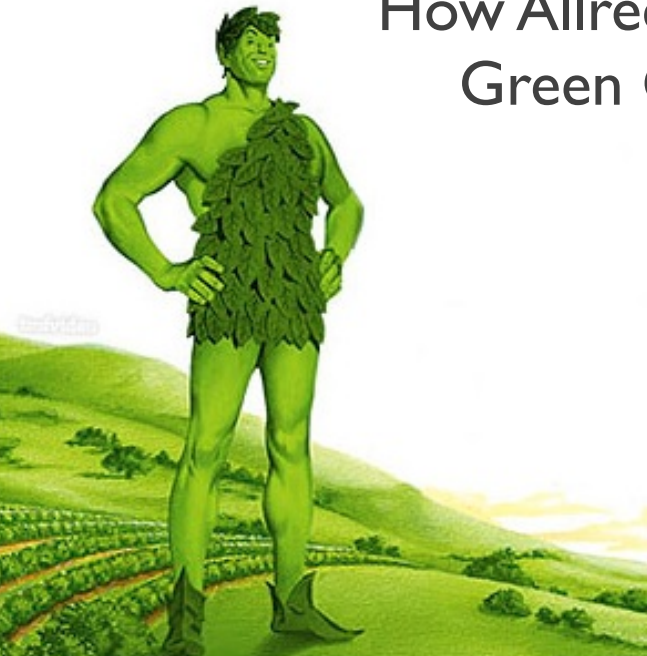


A FRESH FACE FOR GREEN GIANT

How Allrecipes.com's Social Media Strategy Can Bring
Green Giant Into Millennials' Hearts and Stomachs



Executive Summary

The Problem

- Green Giant's sales have been declining over the past several years.
- Retail support has been dwindling as sales of frozen and canned produce reflect the trend of consumer preferences for fresh foods¹.

Shifting Positions

- Green Giant has recently been bought by B&G Foods,
- Bob Cantwell, President of B&G Foods, recently explained the company's decision to buy the lagging brand as a strategy that is "focused on creating products on trend for millennials²."
- Green Giant needs innovative marketing strategies to foster a strong relationship with millennials.

Targeting the Millennial Population

- Green Giant uses social media to respond to customer complaints, but does not post any other original content.
- Recently, Allrecipes.com was struggling to efficiently targets millennials. The company decided to utilize SocialFlow, a social media management tool that integrated editorial strategy across social platforms³.
- Green Giant needs follow Allrecipes.com's lead. It is crucial to rethink the brand's social media strategy in order to gain millennials' trust.



Agenda

- Introducing Green Giant
- Green Giant SWOT Analysis
- Current Issues Facing Green Giant
- Allrecipe's Partnership with SocialFlow
- 6 Steps to Enhance Green Giant Social Media Strategy
- Modified Green Giant SWOT Analysis
- The Future of Green Giant



Green Giant is a leader in the frozen and canned produce industry.



- Green Giant has recently been bought by B&G, which plans to market the brand to millennials⁴.
- Despite Green Giant's leadership in the frozen foods category, sales have been declining due to consumers who are starting to avoid the frozen food aisle altogether⁵.
- With 62% of Green Giant's sales coming from its frozen products, the company needs a cost-effective method to educate consumers about the high quality of frozen produce⁶.



Green Giant SWOT Analysis

STRENGTHS

- Flagship products are healthy foods
- Leading in market share in frozen food aisle⁷
- 94% brand awareness in US⁸
- Collection of Green Giant recipes on Pinterest

WEAKNESSES

- Products are not perceived as fresh⁹
- Lack of a well-managed social media presence
- Low retail support¹⁰
- Frequent customer complaints about quality of products

OPPORTUNITIES

- With over one million page likes on Facebook, Green Giant has the power to engage and inform many consumers using a single platform
- Millennials are increasingly turning to social media for recipes and meal inspiration¹¹

THREATS

- Consumer preferences are shifting away from frozen and canned foods¹²
- Overall, consumers are eating less vegetables per capita, especially canned and frozen¹³



Green Giant is currently poorly positioned to capture the millennial market.

Green Giant Attributes

Frozen and canned produce

Large Manufacturer

Weak social media presence

Millennial Attributes¹⁴

Prefer fresh produce

Less trusting of large manufacturers

Enjoy engaging social media content



Allrecipes.com is an innovative digital food brand.



1,102,555 page likes



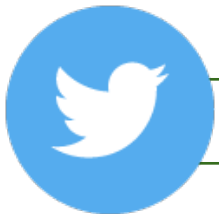
753,357 subscribers



359,900 followers



303,447 followers

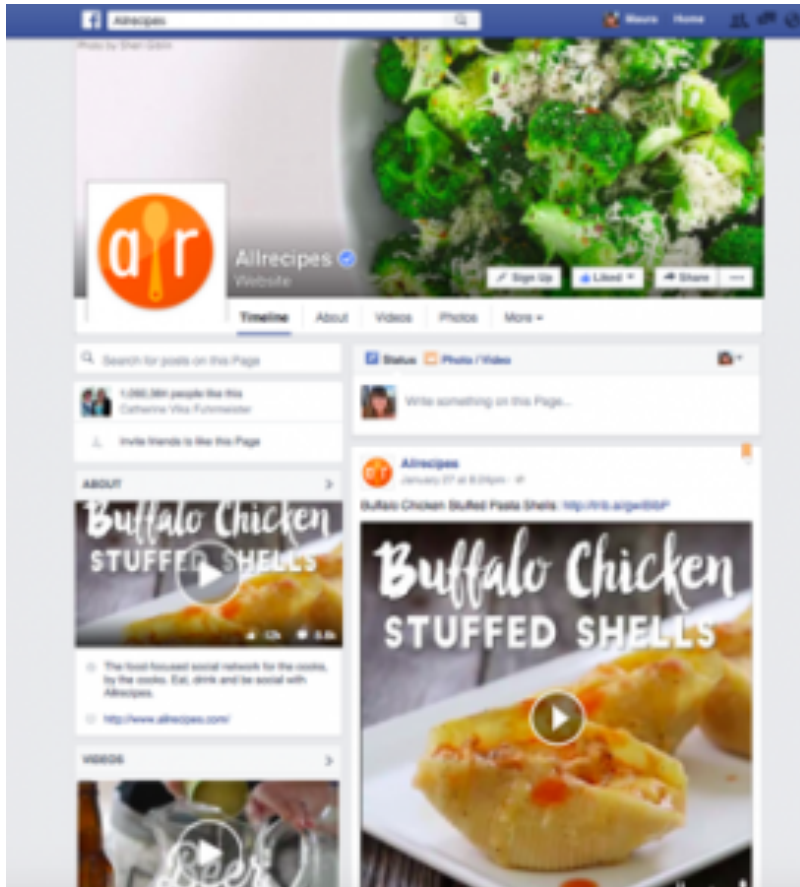


52,300 followers



116,000 followers

Allrecipes.com partners with SocialFlow to streamline social media operations¹⁵.



- Allrecipes.com's wanted to accelerate site traffic growth with millennials.
- Due to the nature of its website, the company already had suitable content for use on social media.
- The issue was efficiently getting this content on several platforms and obtaining an organized analysis of the different strategies being used.
- Allrecipes.com utilized SocialFlow to manage content, schedule posts, and analyze individual posts as well as overall editorial strategies.

- Higher quality and more frequent posts led to a 75% increase in engagement and Allrecipes.com's millennial audience grew by 22%.



6 Steps to Enhance Green Giant Social Media Strategy

Step 1. Utilize Social Media Management Tool



Step 2. Start thinking like the customer



Step 3. Produce and post relevant and valuable content



Step 4. Use social media platforms to educate consumers



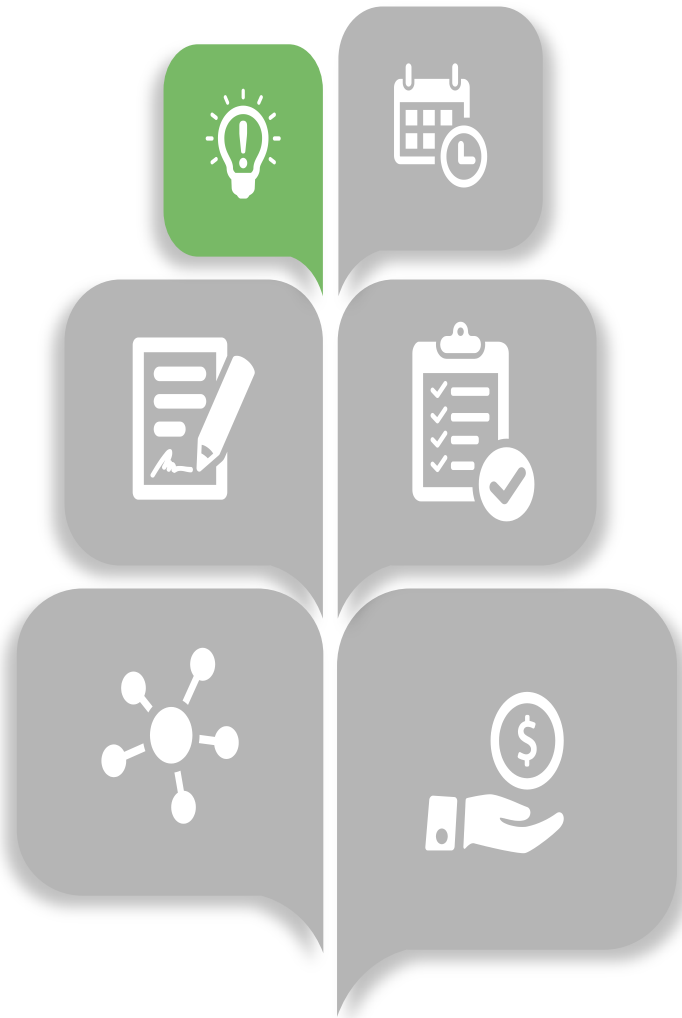
Step 5. Encourage and share user-generated content



Step 6. Leverage all social media platforms for customer service



6 Steps to Enhance Green Giant Social Media Strategy



Step 1. Utilize Social Media Management Tool

- It is essential that the customer experience is seamless across all social media¹⁶.
- Industry-leading social media integration tools include SocialFlow, Spredfast, Sprout, and more.
- It is important that key metrics are being measured and monitored for each post.



6 Steps to Enhance Green Giant Social Media Strategy



Step 2. Start thinking like the customer

- Ask why customers choose to interact with Green Giant on social platforms¹⁷.
- Rethink digital strategy to give customers the value they seek.
- Green Giant's recipes should be distributed to provide value to the right customers.



6 Steps to Enhance Green Giant Social Media Strategy



Step 3. Produce and post relevant and valuable content

- Brand loyalty is stronger when brands post relevant, advantageous, and popular content across several platforms¹⁸.
- Green Giant should post coupons, recipes, product updates, and other relevant content to provide value to consumers online.



6 Steps to Enhance Green Giant Social Media Strategy



Step 4. Use social media platforms to educate consumers

- Consumers currently perceive frozen foods as less nutritious than fresh foods, though studies show this is not the case^{19,20}.
- Green Giant can leverage social media platforms to educate consumers about the nutritious value of their products.



6 Steps to Enhance Green Giant Social Media Strategy



Step 5. Encourage and share user-generated content

- 62% of millennials consider themselves foodies, and Instagram is their favorite place to show off delicious dishes²¹.
- Green Giant can reach millennials via social media and influence their tastes with new, exciting dishes and recipes.



6 Steps to Enhance Green Giant Social Media Strategy



Step 6. Leverage all social media platforms for customer service

- 50% of consumers are more likely to purchase from a company they can contact on social media²³.
- It would be most effective if Green Giant were to interact with both positive and negative mentions of their brand across several social media platforms.



Modified Green Giant SWOT Analysis

STRENGTHS

- High brand awareness
- High-impact social media strategy that spans several platforms
- Fosters intimate and mutually-beneficial customer relationships
- Wide collection of unique and healthy Green Giant recipes

WEAKNESSES

- New costs imposed by social media management
- Lack of fresh options among products

OPPORTUNITIES

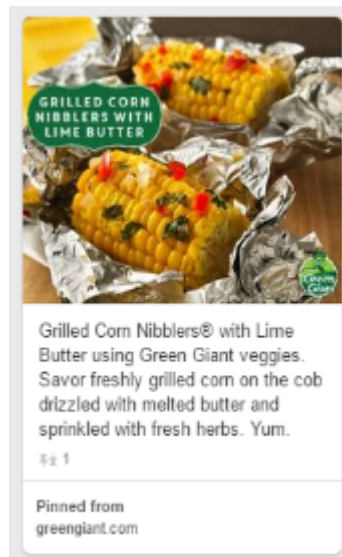
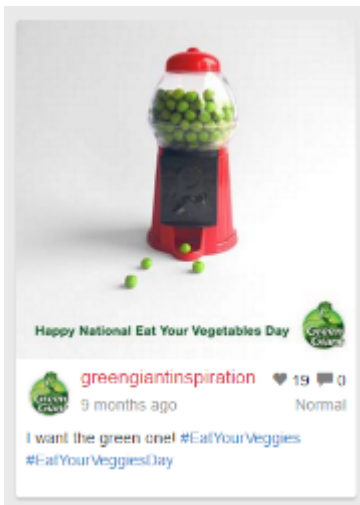
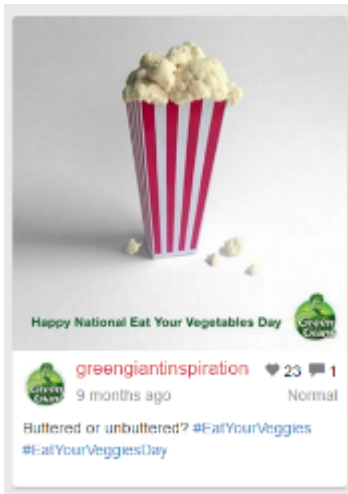
- Partner with other brands on social media to launch fun, valuable campaigns for consumers
- Create a Snapchat or buy a Snapchat geofilter to keep brand top-of-mind

THREATS

- Consumer preferences are shifting away from frozen and canned foods²⁴
- Overall, consumers are eating less vegetables per capita, especially canned and frozen²⁵



In the future, Green Giant will foster mutually-beneficial customer relationships.



- Green Giant's major weakness is social media.
- Allrecipes.com used SocialFlow to tailor its social media to millennials.
- Green Giant can model this strategy to distribute its plethora of recipes to consumers.
- Upon implementing an engaging social media strategy, Green Giant will obtain a comprehensive understanding of its millennials customers.



Endnotes

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