



Share



powered by BRIGHTEDGE

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

Jay King

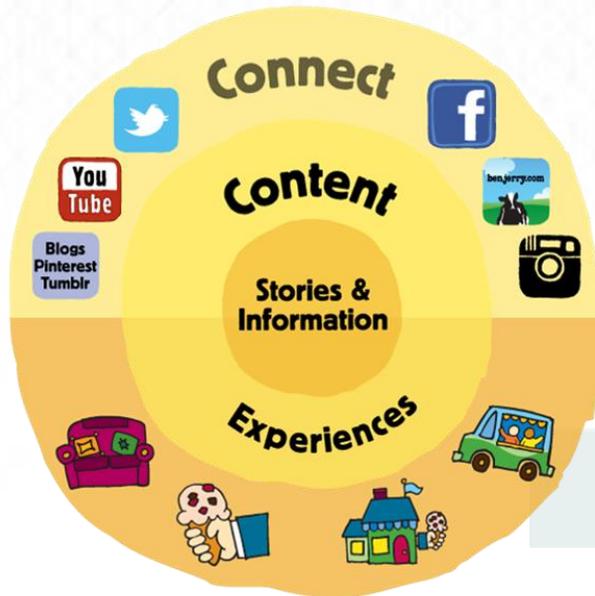
Senior Interactive Developer /  
Social Media Specialist

[www.benjerry.com](http://www.benjerry.com)  
[@benandjerrys](https://twitter.com/benandjerrys)

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.



@brightedge #share15

Share



# Opportunity

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



@brightedge #share15

Share



# 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.

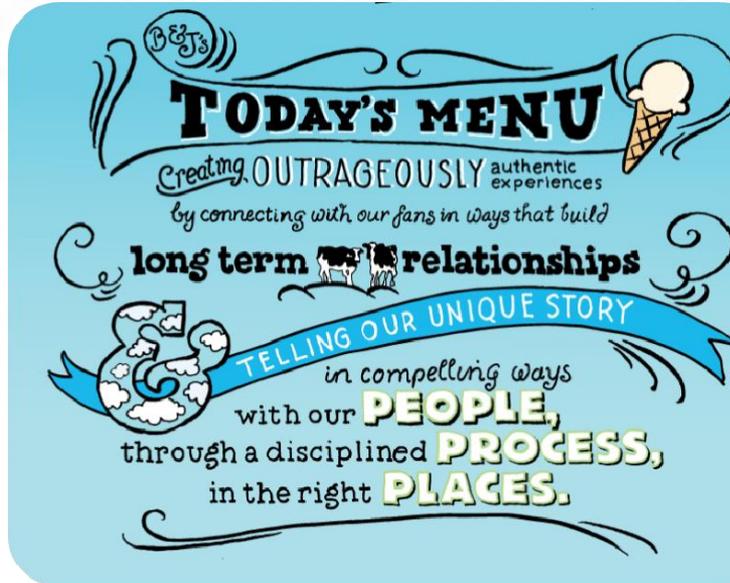
@brightedge #share15

Share



# 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.



@brightedge #share15

Share



# 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		

@brightedge #share15

Share



# Discover & Build

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

The screenshot shows the Brightedge Data Cube interface. At the top, there are navigation links: Dashboard, Reports, Recommendations, Tasks, Analysis, Site Audit, Campaigns, Help, and Setup. The user is logged in as benjerry.com and is viewing the 'Ice Cream' group. The main section is titled 'Data Cube' and includes a search bar with 'renewable energy' entered. Below the search bar, there are filters for 'View All Results', 'Identify High Volume Keywords', 'Discover Long Tail Keywords', and 'Explore High Value Keywords'. The interface shows 3,525 total suggested keywords, with 0 high competition, 901 medium competition, and 2,282 low competition keywords. A table of results is displayed with columns for Keyword, Search Volume, Competition, Keyword Value, and Universal Listing.

Keyword	Search Volume	Competition	Keyword Value	Universal Listing
energy	110,000	Low	98	Images, Videos, Quick Answers
solar	74,000	Medium	99	Images, Quick Answers
nuclear energy	49,500	Low	92	Images, Videos, Quick Answers
geothermal energy	49,500	Low	96	Images, Videos
wind energy	40,500	Medium	95	Images, Quick Answers
renewable energy	40,500	Medium	98	Images, Quick Answers
renewable resources	33,100	Low	92	Images, Quick Answers
non renewable resources	22,200	Low	92	Images, Videos, Quick Answers
alternative energy	18,100	Medium	96	Images, Quick Answers
biomass energy	12,100	Low	95	Images, Videos
photovoltaic	12,100	Low	96	Images, Videos
solar energy pros and cons	9,900	Medium	97	Videos
what is solar energy	8,100	Medium	96	
energy conservation	8,100	Low	95	Images, Quick Answers
energy efficiency	8,100	Low	97	Images, Quick Answers
tidal energy	6,600	Low	99	Images, Videos
hydroelectric energy	6,600	Low	96	Images, Videos, Quick Answers
how does solar energy work	6,600	Medium	95	Images, Videos, Quick Answers

@brightedge #share15



# 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.

@brightedge #share15

Share



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

@brightedge #share15



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



# Engagement Data

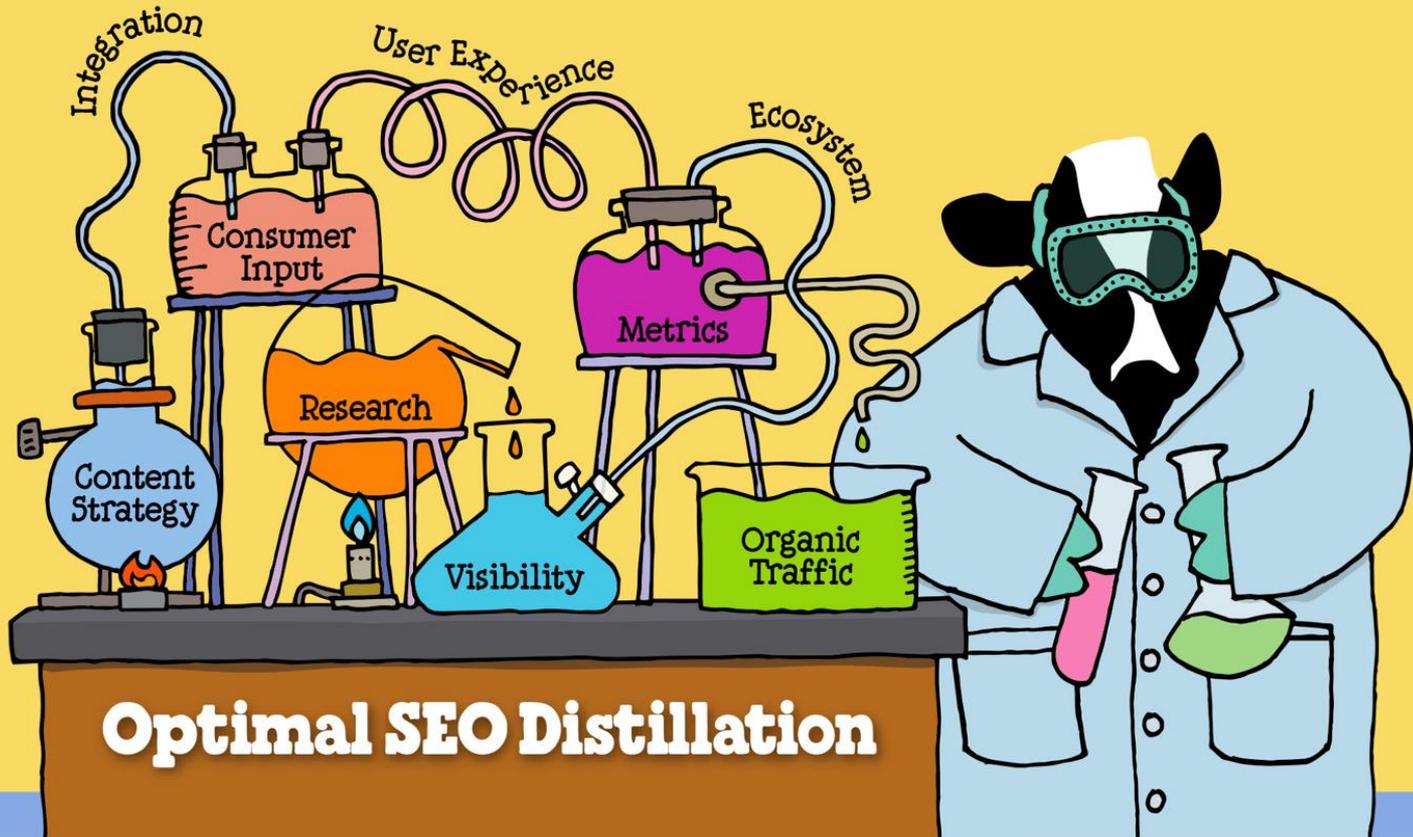
## Q2 2015

- 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%).

@brightedge #share15

Share





@brightedge #share15

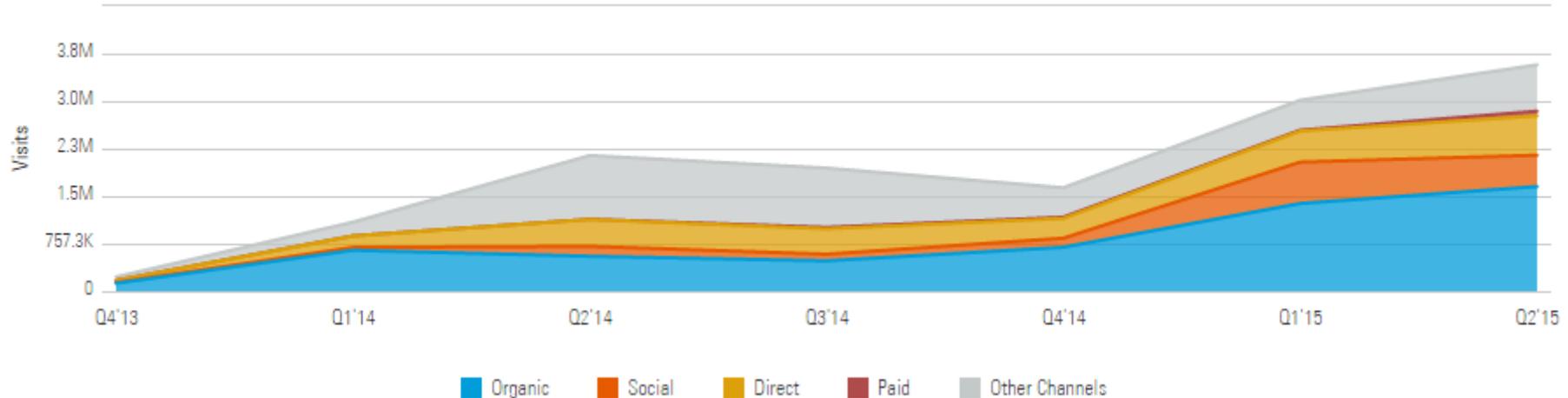
Share



# 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



@brightedge #share15

Share



# 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  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

@brightedge #share15

Share



# 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.



# 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)

@brightedge #share15

Share

