



A look at that  on Social Media

WHAT'S  
THE  
PROBLEM?



- Slow growth of Facebook fan base.
- Lack of interaction on Facebook page.
- How to use Facebook to increase brand engagement.
- What other Social Media sites should be explored?

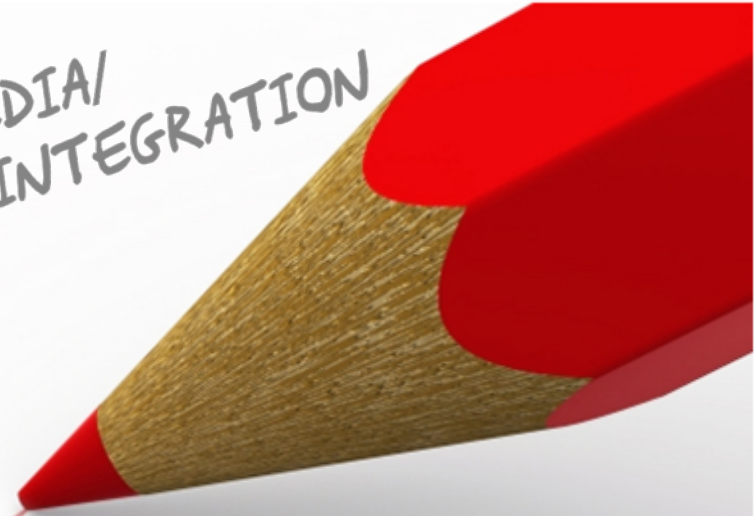
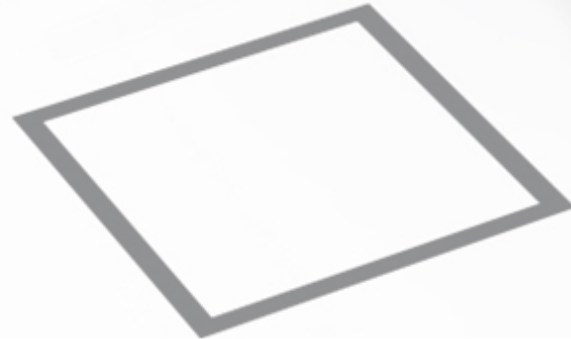
**Let's start at the beginning...**



# EVALUATION

SOCIAL MEDIA SITES

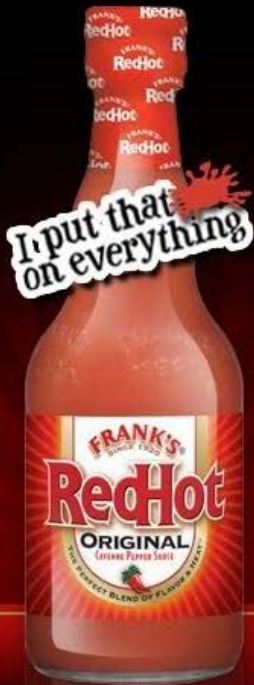
SOCIAL MEDIA/  
WEBSITE INTEGRATION







- Only 136 subscribers and 300,000 video views.
- Video feed does not have any 'fan' videos.
- No links to other Frank's social media sites or website.



Frank's RedHot

136 subscribers 301,067 video views

Featured Feed Videos

Search Channel

About Frank's RedHot

by franksredhot

Latest Activity Mar 16, 2012

Date Joined Jul 8, 2006

more

Featured Playlists

Uploaded videos by Frank's RedHot

view all

Frank's RedHot Commercial- Bingo Night

1,065

by franksredhot 3 weeks ago

Uploaded videos 1-10 of 26

Play All

# facebook

- 330,000 likes.
- Apps for Frank Yourself Photo Sweeps, Recipes, Wings (3D wall of wings recipes) and Frankster Central Roadshow.
- \$1.00 coupon offer.



The image shows a screenshot of the Facebook page for Frank's RedHot. At the top is a large banner image featuring several bottles of Frank's RedHot sauce in various flavors: Original, Thick, Wings, Xtra Hot, Wings, BBQ, and Sweet Chili. Below the banner is the profile picture, which is a bottle of Frank's RedHot Original sauce. To the right of the profile picture is the page name "Frank's RedHot" and the text "331,438 likes · 13,704 talking about this". Below this is a bio section with the text "Food/Beverages Frank's RedHot is the only hot sauce with a perfect blend of flavor and heat that delivers authentic buffalo flavor. I put that \$#!t on everything!". To the right of the bio are buttons for "Liked", "Message", and a dropdown menu. Below the bio are several tabs: "Photos", "Frankster Central", "Photo Sweeps", and "Frank's Coupo...". At the bottom are four more tabs: "Recipes", "Wings", "Likes", and a button with a thumbs up icon and the text "331k".

**Frank's RedHot**  
331,438 likes · 13,704 talking about this

Food/Beverages  
Frank's RedHot is the only hot sauce with a perfect blend of flavor and heat that delivers authentic buffalo flavor. I put that \$#!t on everything!




About


Photos Frankster Central Photo Sweeps Frank's Coupo...

Recipes Wings Likes 331k



# Last post was 4 years ago!?

[Home](#) [@ Connect](#) [# Discover](#)    





## Frank's® RedHot

@FranksRedHot

*I put that sh\*t on everything!*

Born: LA, Raised: NY · <http://www.franksredhot.com>


6 TWEETS


20 FOLLOWING


479 FOLLOWERS


### Tweet to Frank's® RedHot


### Tweets


**Frank's® RedHot** @FranksRedHot 11 Mar 08  
Marinating some delicious chicken cutlets.


**Frank's® RedHot** @FranksRedHot 10 Mar 08  
prize...

**Frank's® RedHot** @FranksRedHot 10 Mar 08  
...

**Frank's® RedHot** @FranksRedHot 10 Mar 08  
ribs...

**Frank's® RedHot** @FranksRedHot 10 Mar 08  
chicken...

**Frank's® RedHot** @FranksRedHot 10 Mar 08  
I Put That Sh\*t On Everything...

**Frank's® RedHot** @FranksRedHot 11 Mar 08  
Marinating some delicious chicken cutlets.

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[Businesses](#) [Media](#) [Developers](#)





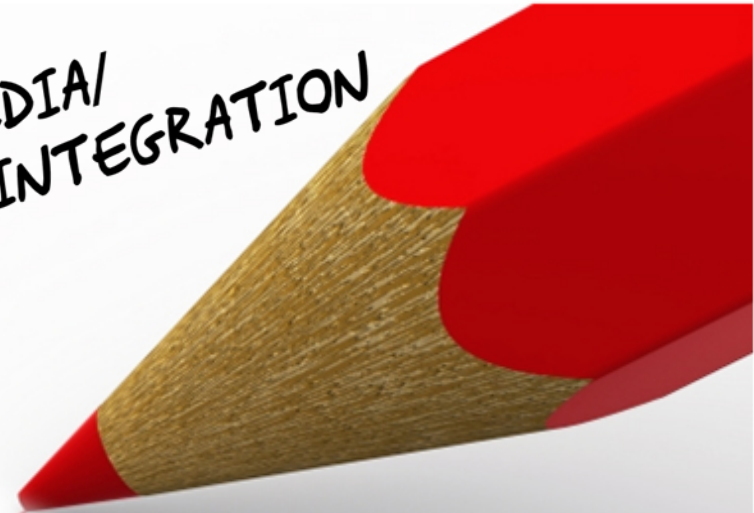
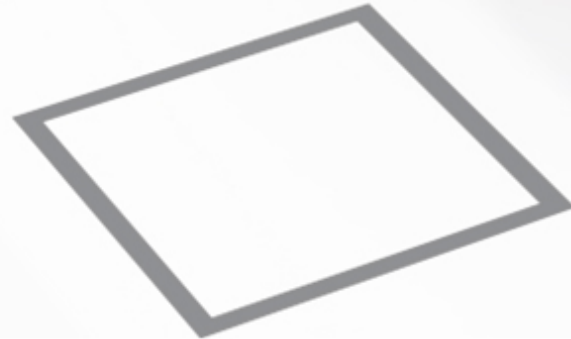
twitter

why were you  
abandoned?

# EVALUATION

SOCIAL MEDIA SITES

SOCIAL MEDIA/  
WEBSITE INTEGRATION







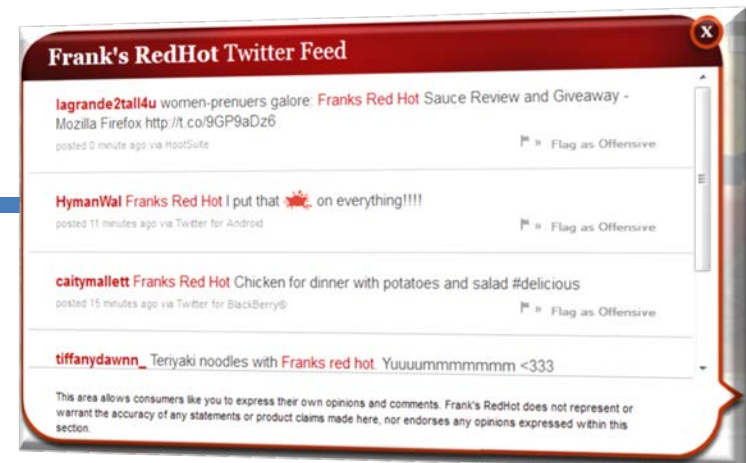
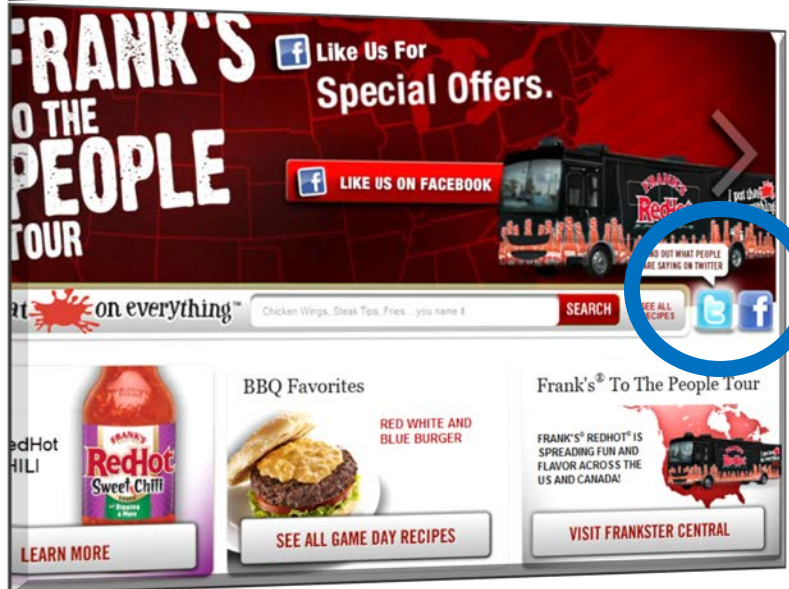
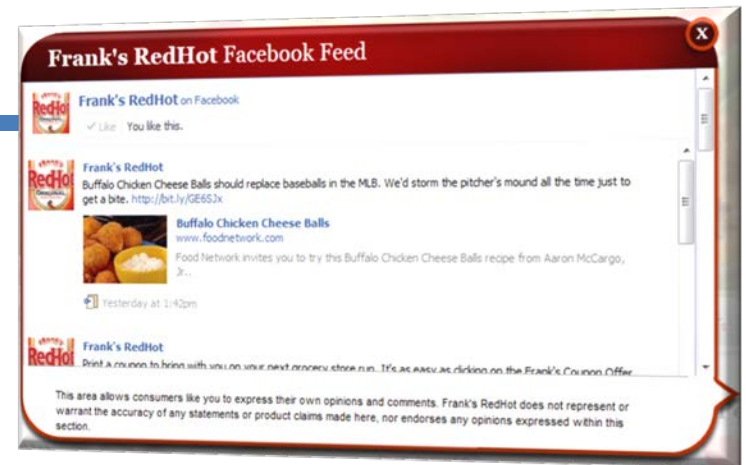
Facebook icons on top of the website and on the brandscape lead to the Frank's RedHot Facebook page.

However, the prominent Twitter and Facebook icons *below* the brandscape lead to ...

*(to be continued on the next slide)*

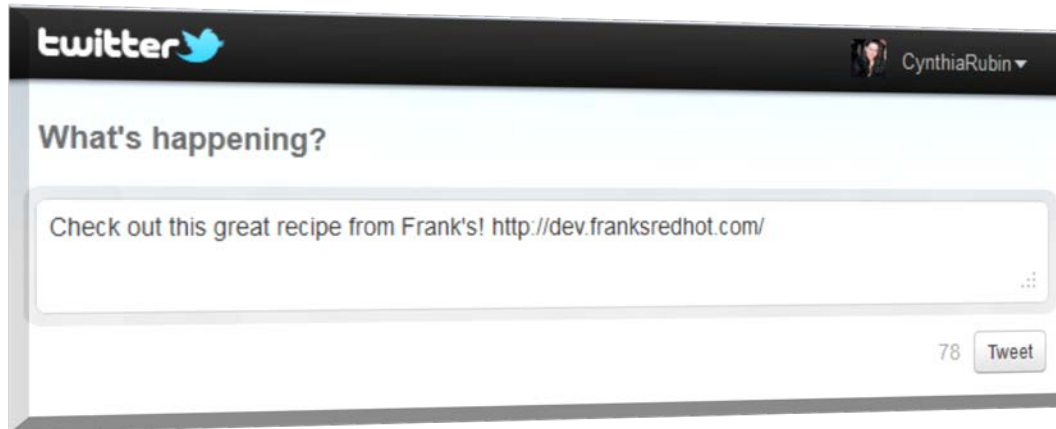
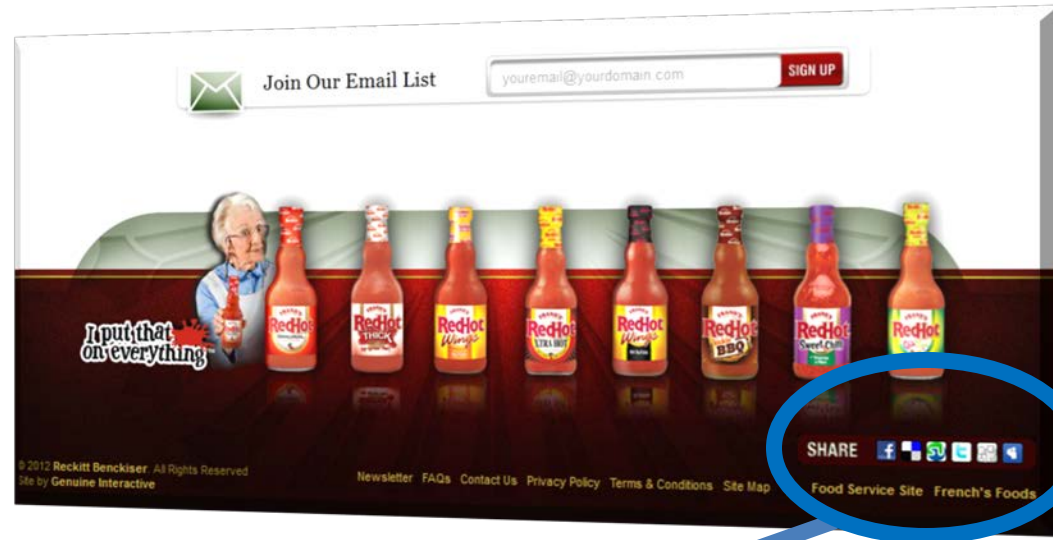


Facebook and Twitter feeds *talking* about Frank's RedHot. The icons *do not* lead you to the company's social pages.





The 'share' icons on the bottom are limited to a few sites instead of the commonly known 'ShareThis' or 'AddThis' icons.



Besides Facebook, there are no *active* profiles on any of the other sites that are listed there. So why have just those icons? And where is YouTube?

**LOST**

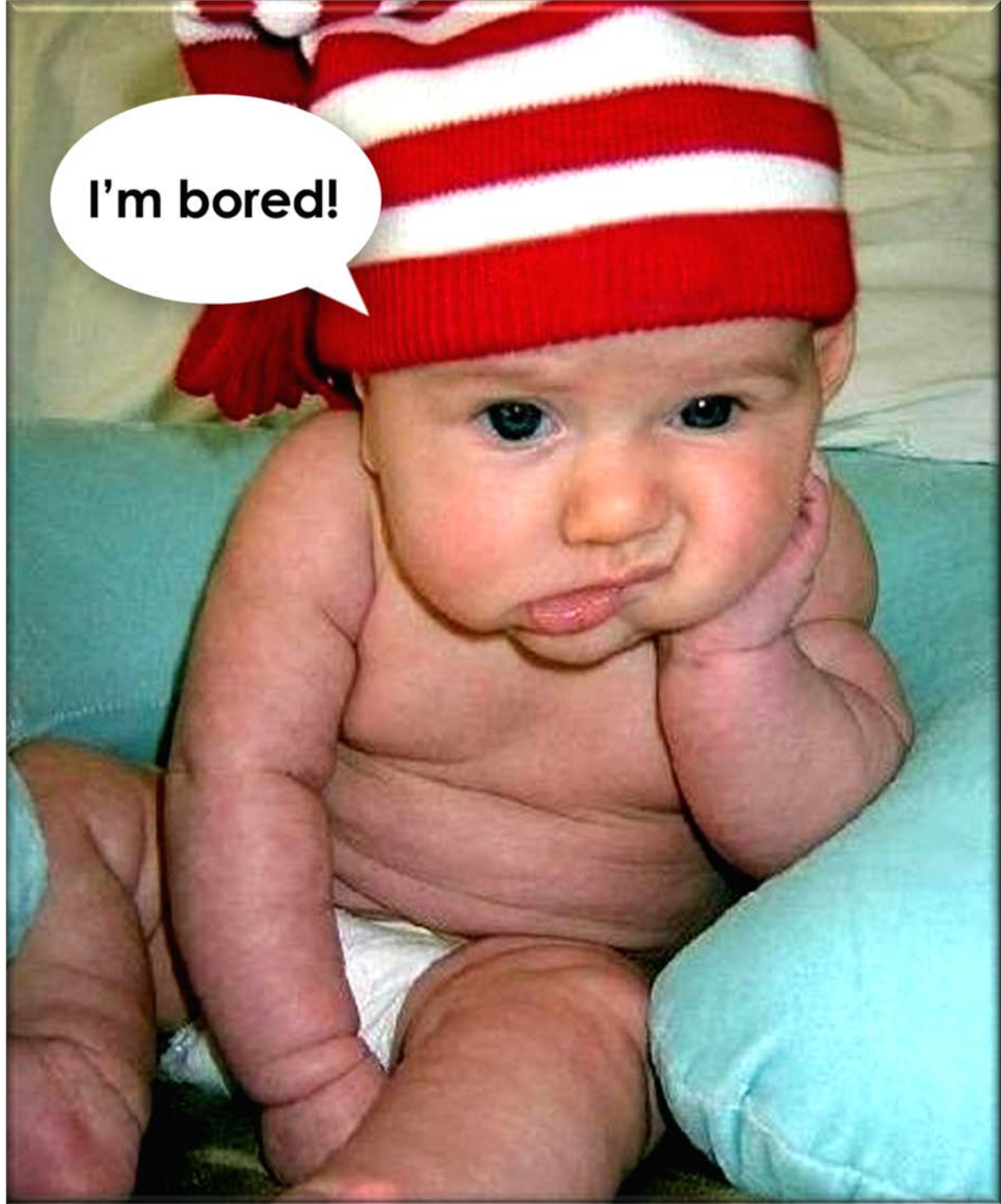
You 

ICONS MISSING ON  
FRANK'S WEBSITE

REWARD: MORE SUBSCRIBERS  
INFO: [FRANKSREDHOT.COM](http://FRANKSREDHOT.COM)



How to  
increase  
interaction  
from fans on  
**facebook** ?



Some thoughts...





- 1) Interact and talk to fans;  
comment on their posts and  
reply to them. For example,  
this recent post drew over 200  
comments and none were  
replies from Frank's RedHot.



- 2) The new contest “Frank Yourself Photo Sweeps” appears to be confusing the fans. There is less than 100 submissions in 2 months and most of the photos submitted aren't within the guidelines of the contest. Does Frank's audience find this contest interesting?



- 3) Advertising – With the new ‘timeline’ layout, it’s more difficult to readily appear in fan’s feeds. Using advertising can help encouragement engagement with Frank’s targeted audience and provide in-depth statistics on the ad performance.
- 4) Post photos and videos from fans who shared on other social media sites and link back to their pages (i.e. YouTube and Pinterest).
- 5) Invite Facebook fans to visit other links. Link to Frank’s other social media sites and invite them to check out new products or recipes on Frank’s website. The goal is to market Frank’s RedHot, not Facebook.

**Sponsored** [Create an Ad](#)

**Stamps.com**  
 Which Priority Mail rate is best for your package? Download a FREE 2012 Priority Mail Rate Guide (PDF file) to find out!  
Like · 17,379 people like this.

**Helping Children Succeed**  
enopimathreading.com  
 Helping children master Math and Reading for over 30 years! (Now in Westport)

 **Facebook Marketing Solutions**  
Views and apps are now easy to find right below your Page's cover. You can re-arrange thei...  
 Customizing How Your Page Looks - Facebook Help Center | Facebook  
Like 331 · Comment 61 · Share 72

**Enter to Win OTDR**  
flukenetworks.com  
 View video and win the first OTDR built for enterprise fiber testing to increase network reliability while reducing costs.

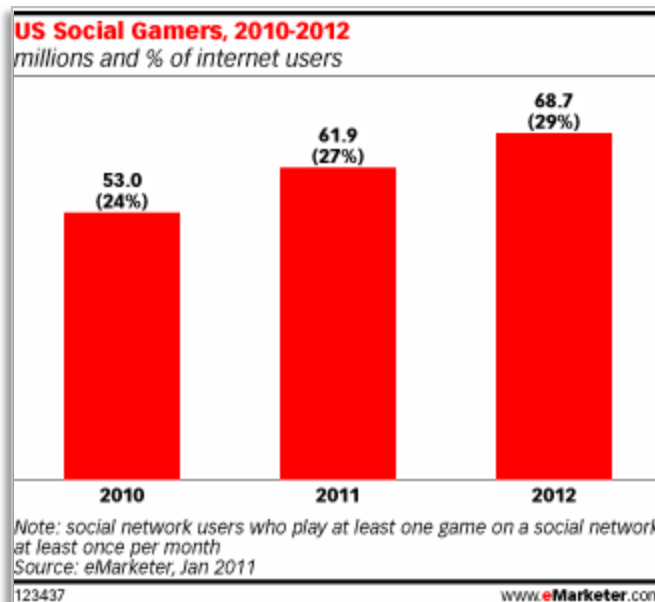




# Social Gaming

According to eMarketer:

- Social gamers in the U.S. are expected to grow by 29.5 percent; from 53 million in 2010 to 68.7 million in 2012.
- Half of U.S. internet users ages 18 to 44 play social games every day.
- Daily players include 54% of men and 46% of women.
- Nearly two in five chose an online game as a preferred route to new product knowledge.
- Among respondents interested in completing social challenges, 57% found product discounts a “very compelling” incentive to complete them, while another 37% found them “somewhat compelling.”
- Loyalty program points were considered at least somewhat compelling by 88% of respondents.







## **Create a Facebook game: Sh!tBall**

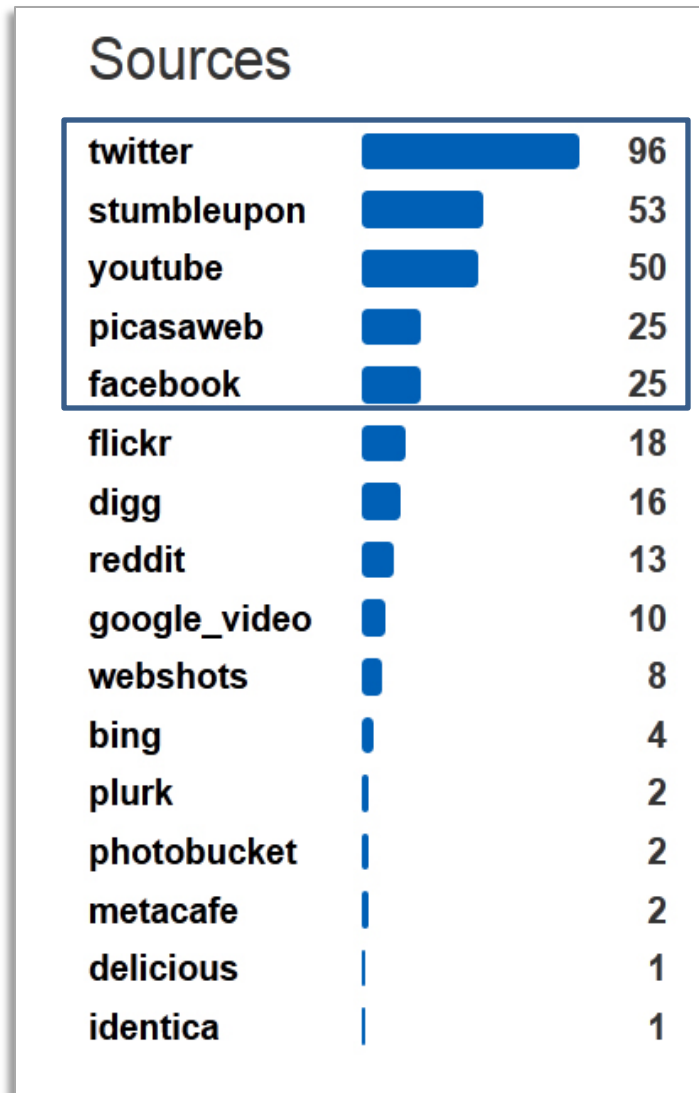
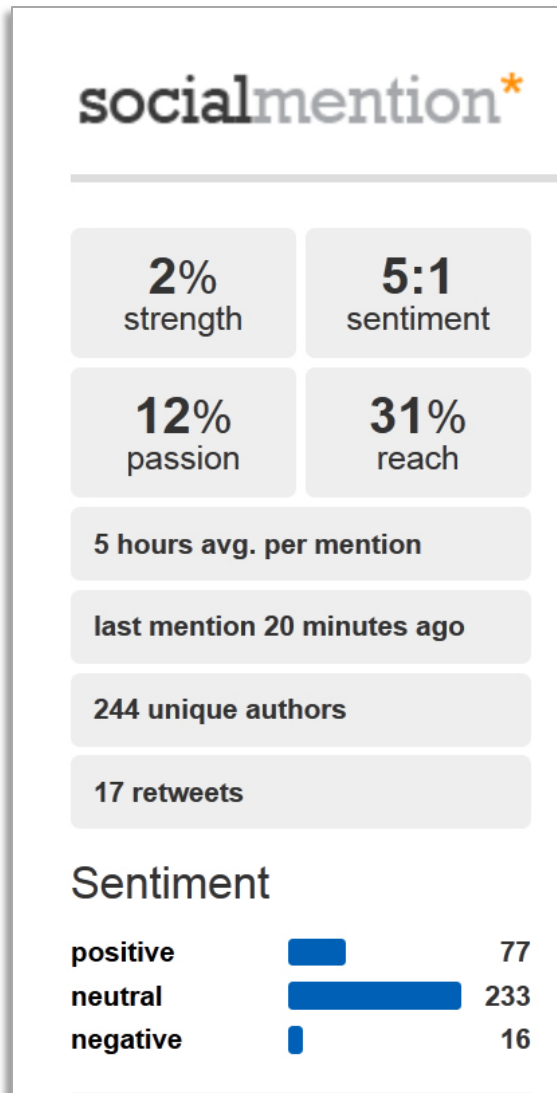
- Frank's RedHot Paintball game where fans can earn credits.
- The more credits they earn, they can unlock new adventure levels and a new paintball 'color.'
- Each of Frank's flavors is represented by a color on the product cap.
- Fans can share credits with friends or redeem credits for special discount coupons.
- Fans can earn credits by inviting friends to play.



**What other social media sites  
should Frank's consider?**



## Search on SocialMention: “Frank’s RedHot” and “FranksRedHot”



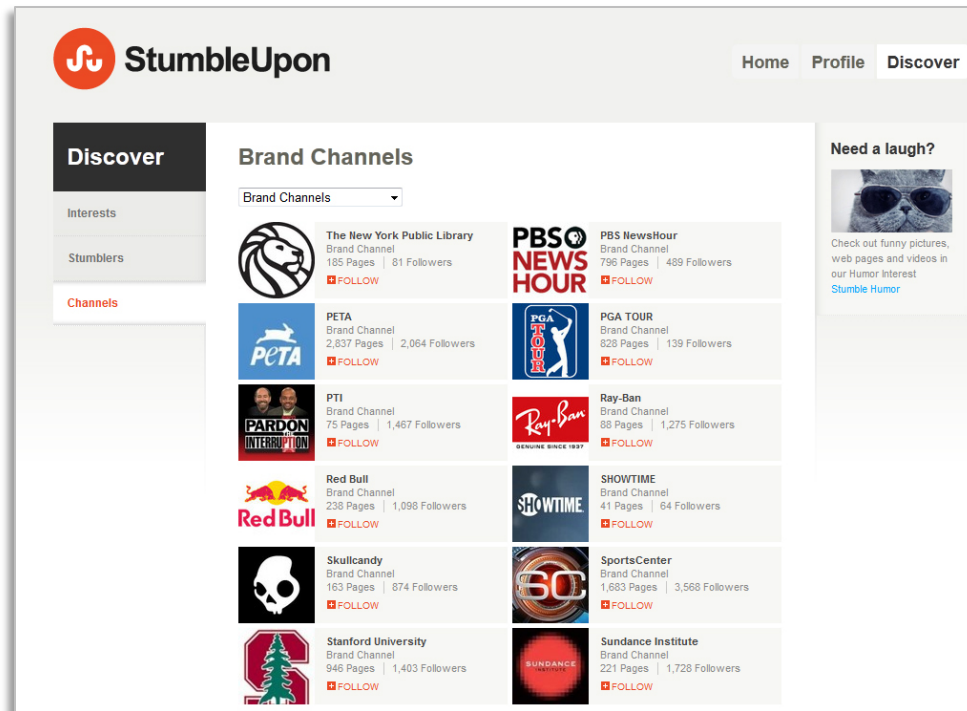


**StumbleUpon**

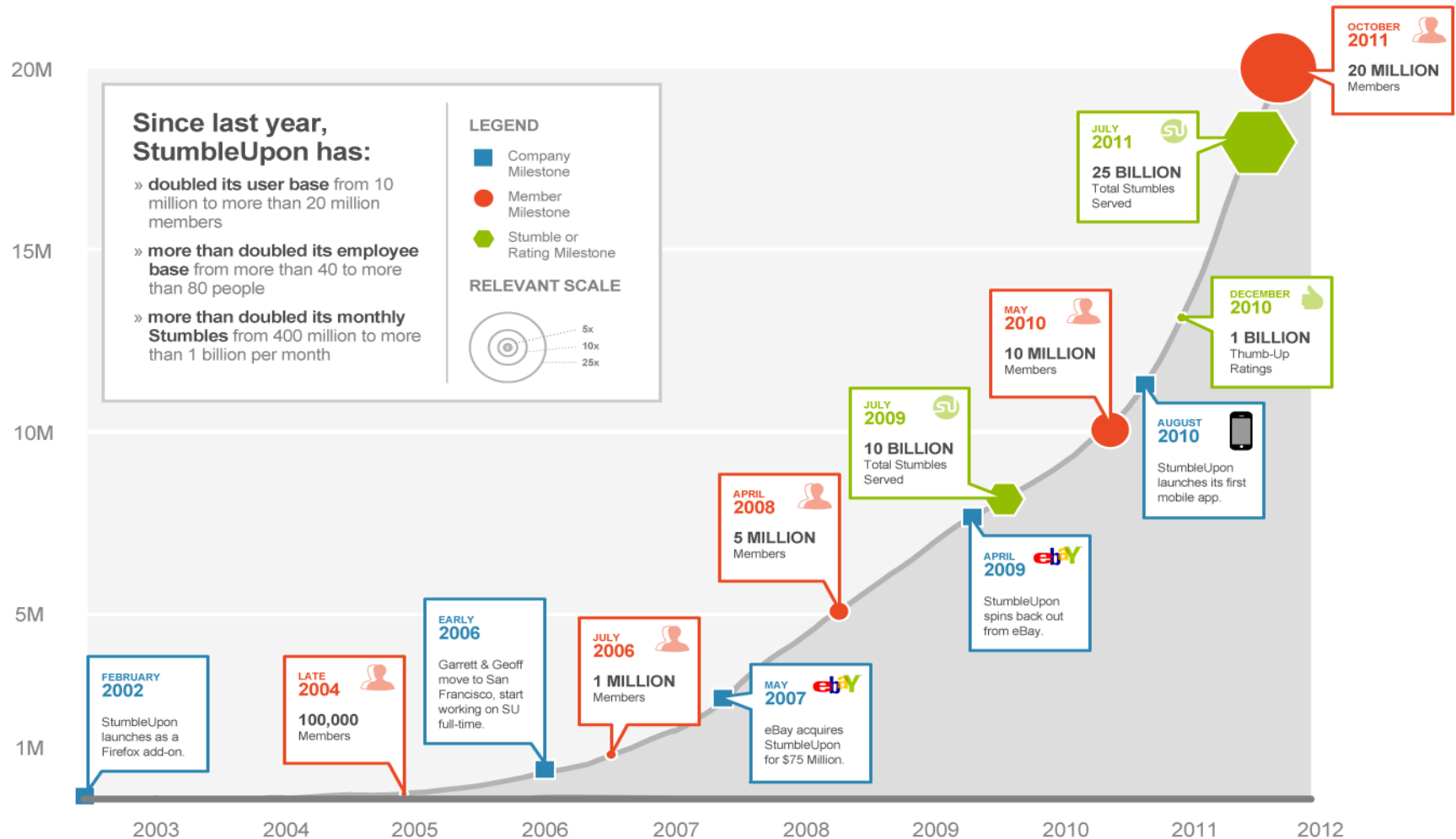


# What is StumbleUpon?

- StumbleUpon is a social discovery site where users vote on their favorite websites.
- Websites are recommended based on personal preferences and based on ratings of other viewers.
- A new feature of StumbleUpon is “Brand Channels.” These enable users to follow brands, to see what the latest commercials are as well as find the latest deals on products.



# The Path to 20 Million Stumblers



# How could Frank's use



**StumbleUpon ?**

- Contact StumbleUpon to sign up at [partners@stumbleupon.com](mailto:partners@stumbleupon.com).
- Once the “*channel*” is created, people will be able to simply click a “*follow*” button that will send Frank’s content to their interests.
- Add visually appealing and interesting photos.
- Add videos; commercials, contest entries, comical fan videos, etc.
- Connect StumbleUpon account with Facebook account.
- StumbleUpon Paid Discovery: Drive a user directly to your site from the “Stumble” button for as little as \$0.05 per click. Target interests, locations, or demographics and integrate with Google Analytics so you can measure the success.

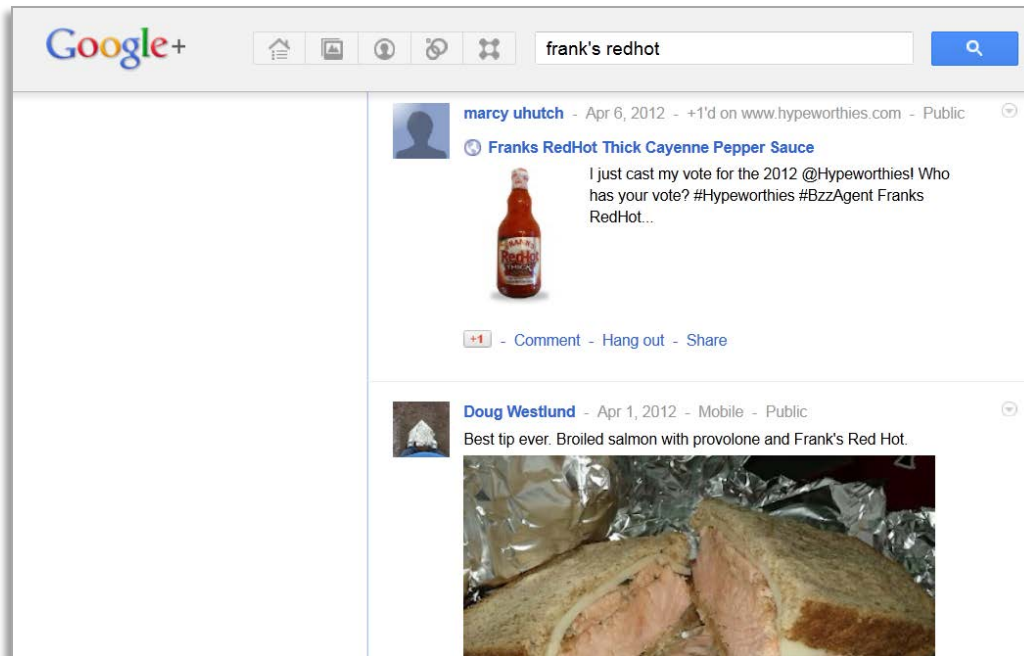




# What is

# Google+?

- Google+ is a social networking site created and launched by Google
- Brands can segment their content to engage with brand influences using Circles.
- Ability to host Hangouts, a video chat for up to 10 people.



# WHO'S USING GOOGLE+?



**Nicholas Beach** - Mar 8, 2012 - Public

This is How much we LOVE Franks Red Hot +[Amanda Janney](#) +[Meghan Saint](#) we got those on this crazy night in Cancun, remember that +[Adam Wozney](#) Good Times. Franks for Life



[More photos](#) from [Nicholas Beach](#)

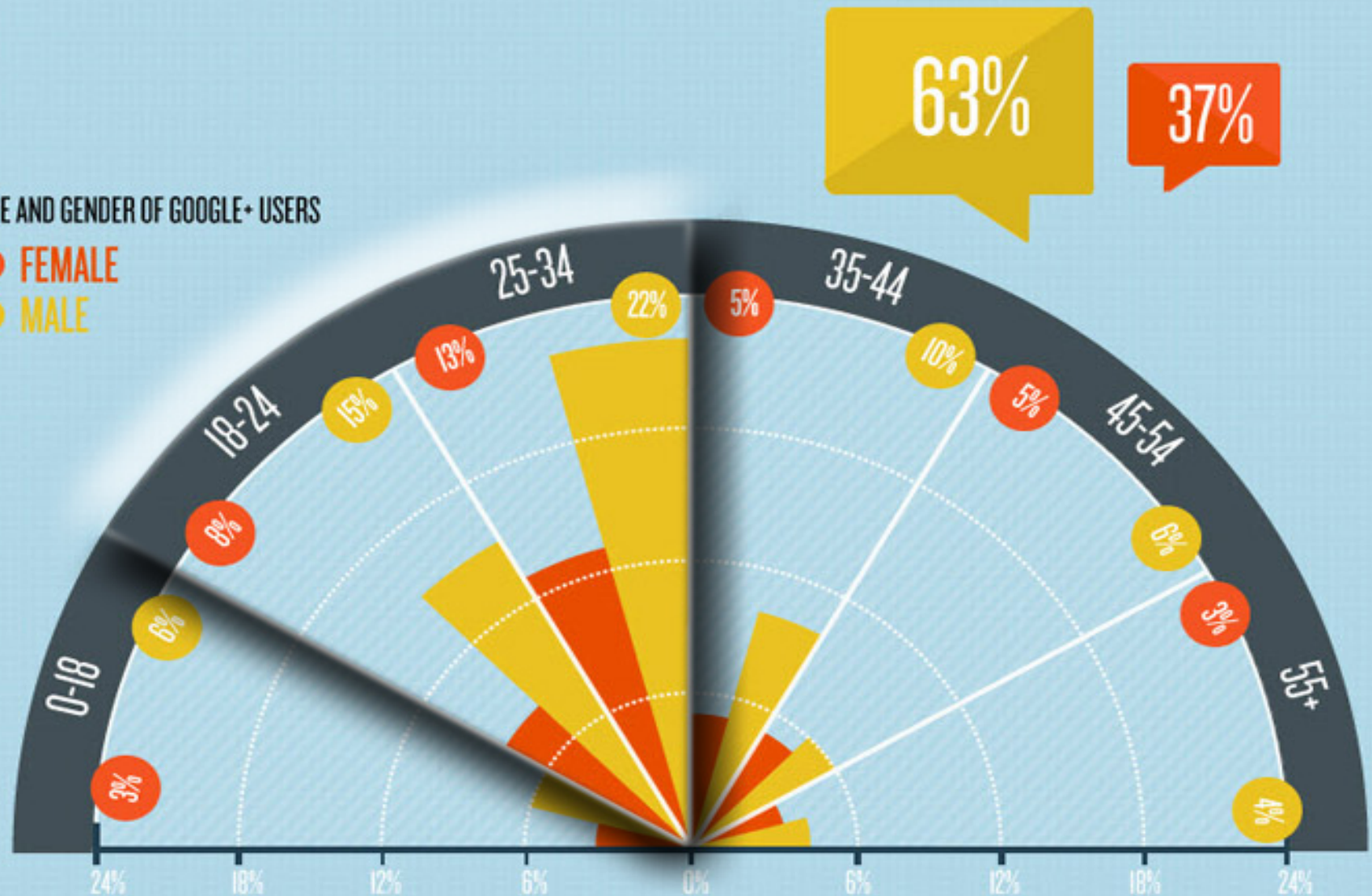
THESE GUYS ARE...

"WHO IS FRANK AND WHY DOES ADAM'S  
FINGER BELONG TO HIM?"

# WHO'S USING GOOGLE+?

AGE AND GENDER OF GOOGLE+ USERS

● FEMALE  
● MALE



# How could Frank's use



- Start a profile. You must use a real person's name but you can use Frank's RedHot as your nickname.
- Add a description about the company in the "About" section and include the website URL.
- Upload photos and videos; consistently.
- Add interesting descriptions to the visual content and be sure to use Frank's RedHot name and a website URL in the description.
- Stay involved in conversations; comment on other people's photos and posts when they reference Frank's.
- Create Circles to segment followers so you can deliver targeted content.

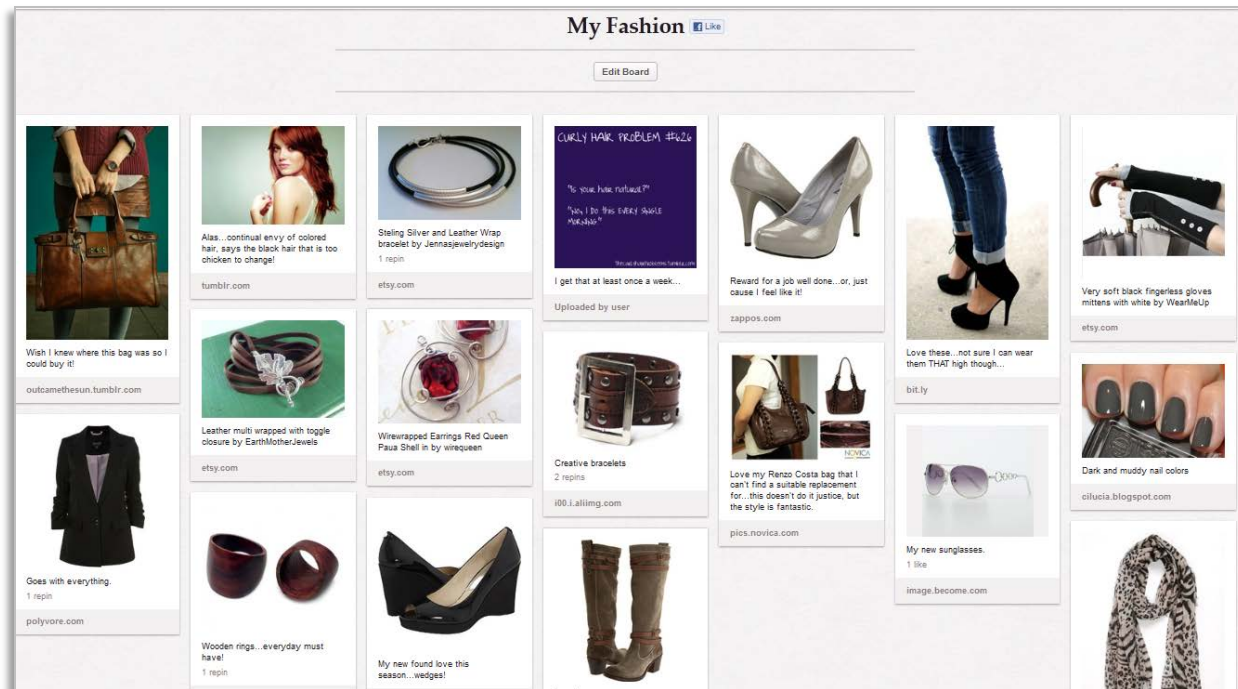


# *Pinterest*

“ *Pinterest is growing in popularity as the hottest new social network.* ”

# What is Pinterest?

- Pinterest is an image bookmarking site.
- Share and organize interesting visual content on virtual pinboards.
- The mission of Pinterest is to connect people through common interests.



# very *Pinterest* ing

31.8%



68.2%



## Gender Breakdown



68.2% of users are women

## Total Unique Visitors Increased

# 2,702.2%

Since May 2011

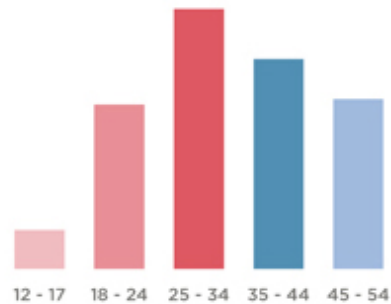
## Unique Visitors



7,516,000 visitors in Dec. 2011



11,716,000 visitors in Jan. 2012



## Age Demographics



12 to 17 - 4.1%



18 to 24 - 17.3%



25 to 34 - 27.4%

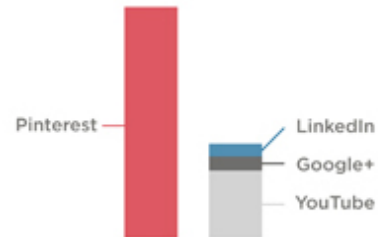


35 to 44 - 22.1%



45 to 54 - 17.9%

Pinterest has more than these combined.



## Referral Traffic Percentages



Pinterest - 3.6%



Youtube - 1.05%



Google + - 0.22%



LinkedIn - 0.2%



## Average Time Spent on Site



Pinterest - 15.8 minutes



Youtube - 16.4 minutes



Facebook - 12.1 minutes



Twitter - 3.3 minutes

*You too could be...*





**Would**

***Pinterest***

**work for  
Frank's RedHot?**



These are only a few pins about Frank's RedHot. There were hundreds pinned and repinned in the past few weeks.



Frank's Red Hot Buffalo Chicken Mac and Cheese

6 likes 2 repins



Melissa Wensky onto Dinner Time



Buffalo Chicken Ring recipe using Frank's Red Hot and Pillsbury Crescent Dough! ♥

2 likes 48 repins



Ruby C onto My Love: Food



Buffalo Chicken Soup - I love anything with Frank's Red Hot sauce!!

4 likes 30 repins



Annie onto Food



Deviled Eggs. eggs, mayonnaise, dijon mustard, white wine vinegar, Frank's Red Hot Sauce, extra virgin olive oil, salt, pepper, chives.

9 repins



Patricia Jones onto Food I Want To Cook...



Grilled chicken breast with seasoned salt and Frank's Red hot sauce, steam fresh southwest corn, and Goya Spanish rice. Yummy!

1 like



Katie Kinslow onto food



BUFFALO CHICKEN WRAPS 8 frozen breaded chicken breast strips/chicken tenders 1/4 cup mayo 1 tbsp. hot sauce {I use Frank's Original Red Hot Sauce...THE BEST!!!} 4 large flour tortillas Cheddar cheese, shredded OPTIONAL TOPPINGS... shredded lettuce chopped tomato



Katie Reed onto recipes



Franks Red Hot Sauce Grilled Corn

3 repins



Meg Antczak onto Grilling



Combine 2 tablespoons butter with 2 tablespoons Frank's Red Hot sauce in a small microwave-safe cup. Heat on high power at 15 second intervals until completely melted. Toss with popcorn in a large bowl and serve.



carlee countryman onto recipes ideas



Food - Frank's Red Hot tofu spinach salad

3 repins



Sara Mitchell onto My food creations



Buffalo Chicken and Potato Casserole, OMG so delicious!! I use Frank's Red Hot Buffalo Sauce

1 like 4 repins



Michelle Hill onto Tried and True Recipes



Crock pot Buffalo chicken. Chicken breasts, Frank's Red Hot and Hidden Valley Ranch packet in crock pot for 6-7 hours. Yummy!

1 like 2 repins



Michelle Sloop onto Buffalo Chicken



Flat bread grilled cheese with bacon and Frank's red hot sauce

1 like



Chicken Tortilla Soup! If you have easy access to a grill, I suggest fire roasting ALL the veggies. I use jalepenos instead of chipotle and I adjust spice levels with frank's red hot. I also use a can of fire roasted tomatoes, and instead of tenders, typically just use rotiss or other shredded chicken. I also use ALL the garnishes and please don't skip the BLUE chips- They give you a visual rainbow in a bowl and its all so delish!

3 repins



Cara Schatz onto Recipes

1 like 1 like 1 comment



Buffalo Chicken Club Sandwich-- Ingredients 4 small chicken breasts 1 teaspoon paprika salt and pepper to taste oil for the grill 1/2 cup hot sauce (such as Frank's Red Hot) 2 tablespoons butter, melted 4 buns 8 strips bacon, cooked (optional) 1/2 cup blue cheese, crumbled 1/4 cup red onion, sliced 2 large tomatoes, sliced 4 leaves lettuce 4 tablespoons mayonnaise (optional)

1 like 5 repins



Stephy Kaohiai onto Food and Recipes




Buffalo chicken with Franks Red Hot! Healthy! Well, let's be honest, Healthier!



Janelle Deguzman onto Food

**'Pin It' is already on Frank RedHot's website! But, there is no brand profile on Pinterest.**


I put that  on everything™

Chicken Wings, Steak Tips, Fries ... you name it

SEARCH » SEE ALL RECIPES

## FRANK'S® SWEET CHILI CREAM CHEESE DIP

USER RATING  
★★★★☆



Owner/Copyright: RB © 2011

Recommend







**Pin it** 56

» PRINT RECIPE

» SAVE RECIPE

» EMAIL RECIPE

SHARE THIS RECIPE

SERVINGS:

PREP TIME: 0

COOK TIME: 0

INGREDIENTS:

1 cup FRANK'S® RedHot® Sweet Chili Sauce

8 ozs Cream Cheese

2 cups Mixed cut raw vegetables (crudites) to dip

DIRECTIONS:


PUT Cream cheese in shallow soup bowl.

POUR FRANK'S® RedHot® Sweet Chili Sauce over.

ARRANGE crudites around


Wings at Your Fingertips





Introducing Frank's RedHot Wing Restaurant Finder App!



» Learn More

Ethel Suggests



-  Buffalo Chicken Pizza
-  Buffalo Shrimp Nachos
-  Buffalo Grilled Chicken Sandwiches
-  Buffalo Chicken Pizza

# How could Frank's use



- Start a profile and use Frank's RedHot as your username.
- Add a description about the company in the "About" section and include the website URL.
- Pin photos and videos; consistently. Videos have their own special section and it's easy to pin YouTube videos.
- Add interesting descriptions to the pinned visual content and be sure to use Frank's RedHot in the description.
- Mix pinning Frank's own photos and videos with "repining" of fan's photos.
- Comment on other people's pins and "Like" other people's pins when they reference Frank's.
- Create moderated boards for fans to express their support for Frank's. Let them add videos, photos and social media posts from events.
- Create boards for the various stops on the "Frank's to the People" tour.
- Add Frank's RedHot coupons to boards.





## **Run a Pinterest contest “Pin It to Win It!”**

- Invite fans to pin images from recipes that they create using Frank’s sauces.
- Judge the winners in each flavor category (8 different sauces) and select the winner by the number of repins.
- Select a monthly winner for each flavor and offer \$100 cooking.com certificate as a prize and promote the winners’ Pinterest boards on Frank’s website as part of the contest.



*In Conclusion...*





# Budget 'buckets'

| Bucket           | Estimate Cost |
|------------------|---------------|
| Paintball Game   | \$240,000     |
| Advertising      | \$150,000     |
| Prizes/Giveaways | \$10,000      |



- Link Social Media icons to their respective pages.
- Tie all Social Media pages with your website *and* with Facebook (YouTube!)
- Displaying or linking to inactive social media channels can cripple online efforts. If the icon is there, maintain your presence on that site.
- Make it easy for your audience to share your pages, photos and videos with others. Don't limit them to a few sites where you don't have an active profile.
- Engage with Facebook fans; reply to them and comment on posts.
- Don't shy away from Facebook advertising.
- Share fan's photos and videos; don't just post Frank's content.







Explore opportunities on other Social Media sites:



- StumbleUpon



- Google+



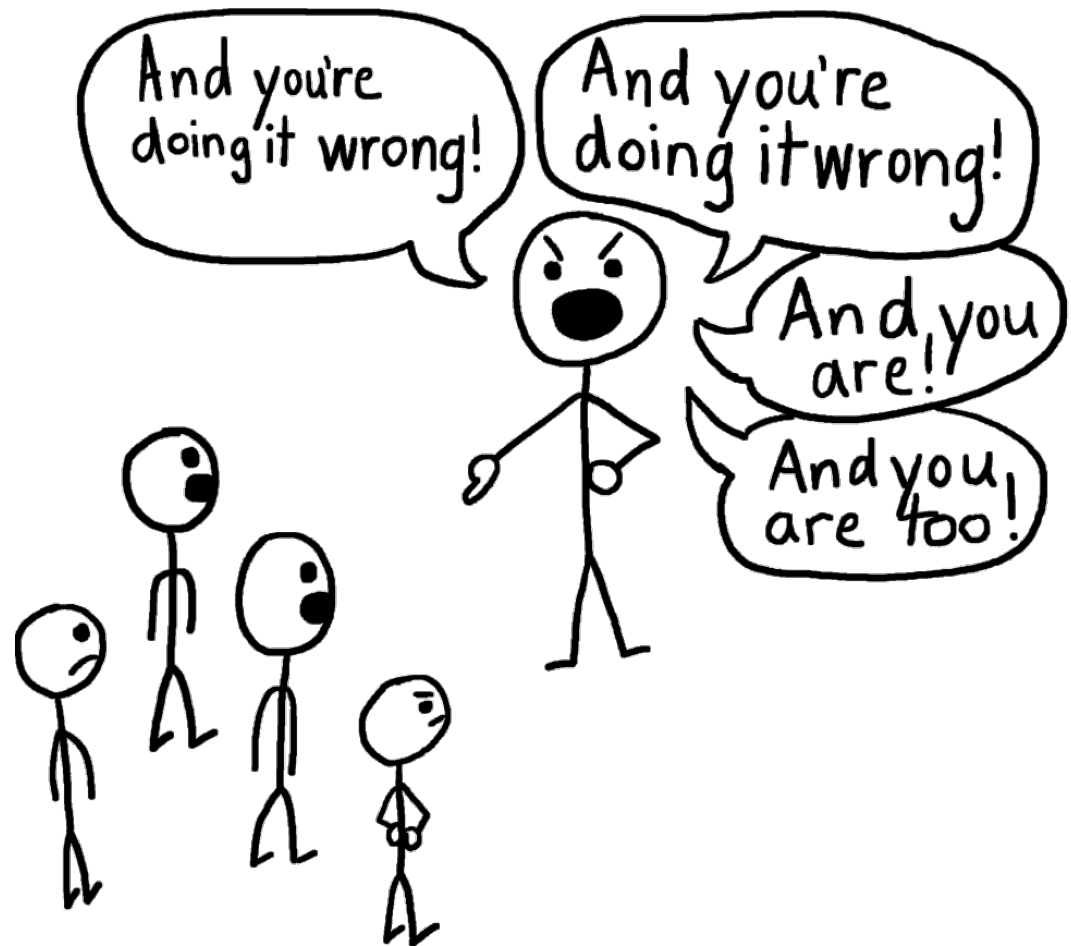
- Pinterest
  - Run a recipe contest "Pin It to Win It!"



- Facebook
  - Create a social paintball game.



There is no perfect way to grow a social media following.  
It takes planning, consistency, risk, testing and patience.



# best practice

**Build a strategy that is ‘social,’ not promotional.**

**Stay true to Frank’s authentic brand voice.**

**Make it interactive.**

**Nurture fan/follower relationships.**

**Keep learning!**



Thanks!