HELPING CONSUMERS ANSWER:
"WHY AMERICAN WOOL"

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The Agenda

1. Where we started
2. Where we went
3. Where we go next
WHERE WE STARTED
Now that American Wool has strengthened its brand infrastructure, the organization looks to bolster its position as a confident authority on 'all things wool' and educate consumers on the benefits of American Wool.

The strategy is to use social media to improve awareness, reach, and engagement with consumer audiences and ultimately drive consideration.
USE SOCIAL TO RAISE AWARENESS OF THE AWC MESSAGE.

THE WEBSITE IS WHERE WE PUSH PEOPLE FOR FURTHER ENGAGEMENT AND CONSIDERATION.

Where we started / The strategy
CRAWL

We are going to test and learn, combining created and curated content, with a heavy emphasis on curated

• Emphasis on listening and testing
• Small giveaways and contests
• Build theories and establish goals

WALK

Building from the baselines established in crawl, we will pick up the pace by optimizing the publication schedule and introducing more created content.

• Increase the frequency of posts
• Create custom brand posts
• Run regular contests
• Small social media ad buys to promote contests and content
• Define monthly calendar based on learnings and trends
• Strengthen relationships with partners marketing teams

RUN

While we will still be working to increase awareness and consideration of wool, we can start to introduce more ‘why buy’ messages to the audiences we acquired in crawl and walk.

• We will publish 3-4 social posts a week - to FB, IG, TW
• Focus efforts around monthly holistic communications campaigns
• Run quarterly giveaway’s or contests with social media buys
• Blog or write articles monthly
• Increase brand partnerships and co-op communications
• Expand metrics and measurement for consideration and loyalty
Things come and go on social channels. It is important to be involved, act quickly and participate in every opportunity.

Welcome to the new world of 'always-on'.
Action equals results.
Having a more consistent presence, is fueling consumer engagement. Year-over-year.

3X
MESSAGES SENT
THROUGH SOCIAL MEDIA

10X
ENGAGEMENT RECEIVED
THROUGH SOCIAL MEDIA
WHERE WE WENT

AWARENESS
ENGAGEMENT
CONSIDERATION
Where we went / In 6 months

We established an ability to generate consumer awareness. We can tell they are highly engaged. And demonstrated they are considering.

<table>
<thead>
<tr>
<th>IMPRESSIONS</th>
<th>ENGAGEMENT</th>
<th>LINKS CLICKED</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.4m</td>
<td>170.6k</td>
<td>38k</td>
</tr>
<tr>
<td>+26%</td>
<td>+52%</td>
<td>+500%</td>
</tr>
</tbody>
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Compared to FY 2018
Awareness

Increase consumer awareness of American Wool and establish trust with this audience based on AWC’s brand values.

Goal: Increase social media followers by 25%
Awareness Achievement:
Increased social media followers by 146%
Where we went / Awareness

We are seeing a shift in our followers. Our 'interest-based' audiences performed at a better rate than our 'look-alike' audiences for the first time ever. This indicates that we are accurately sculpting more of a varied base that includes our target personas. We are seeing results today and building for the future.

Follower churn is less than 5% across all channels
We are quietly combating naked billboards in Times Square. A younger audience is curious about our message. By developing relationships based on shared interests we are arming them with the truths about American Wool today and building lifetime loyalists.

These numbers are based on ‘estimates’ from Facebook’s reporting tools.
Authenticity earns trust. Consumers are ever more selective in the brands they follow and we see that first hand when we get people to our profiles.
We gave consumers a good first impression using an authentic blend of content, followed by a focused content strategy that allowed us to build on success with organic and paid media.
Where we went / Awareness

Our highest performing posts are ones that challenge conventional thinking about wool; this is persuasion at work. This clarified some theories about American Wool’s target audiences.

1. With a high level of confidence in who they are, they are constantly curious to learn more about topics that help them live a better life.

2. They place a big value on social responsibility.

3. They don’t buy premium products to impress others, they buy premium products because they believe they are better.

4. American Wool can positively contribute to multiple aspects of their life.
Engagement

Encourage interactions with our posts, which will extend our reach and strengthen relationships.

Goal: average engagement of 5%
Engagement Achievement:
Average engagement of 4.98%
Curating content is a relatively cost effective tool we are using to learn what people are into and engage other thought leaders.
Where we went / Engagement

- Engagement: 21%
- Engagement: 16%
- Engagement: 16%
- of people reached clicked
#1 performing post, all time. By all definitions this post went viral on Facebook.

Insight from this post lead to a **myth busters content series**.

Organic reach: 344,000
Impressions: 445,000
Engagement: 13%
Shares: 1,439
Owned content delivers better results.
When we control the narrative we see deeper levels of engagement.

"This year marked the highest participation in [the ASI photo contest] in the past five years."
-Peter Orwick, ASI President
Created content is king.
It is authentic, we control it, it goes farther with consumers.

- 56,500 views = 17,700 mins
- 10X avg on-page follows
- #4 shared post
- #3 most engagements
- 155,700 people reached

- +2.5% new followers
- #1 saved post
- #2 for organic new followers
- #2 shared post
Where we went / Engagement

Created content is king.
It is authentic, we control it, it goes farther with consumers.

• 3:1 reach (organic to paid)
• 12.3% engagement rate
• #1 engagement on reach

• #1 post engagement
• #1 for organic new followers
• #1 all time for organic reach

Throwback ad

Before you invest any more in fashion, there are a few things you should know about wool.

trailing 2 years & excluding contests
Consideration
Increase the value of the American Wool brand through education, own the narrative, and help consumers move towards a purchase.

Goal: Improve organic, referral, and social traffic to the website.
Consideration Achievement:

Website traffic is up 105%
Where we went / Consideration

- 42% of all website traffic is from social
  - 2X the amount same period last year

- 92% of website traffic were new visitors

- 55% of all website traffic is on a mobile phone
Where we went / Consideration

We have a good understanding of visitors and their behaviors. We see an opportunity to move them through the consideration set.

Top visited pages:
1. Science of Wool
2. Homepage
3. Shop
5. Wool Care Tips
Where we went / Consideration

We can demonstrate consideration. And think we can move prove to intent.

42% of Shop page traffic is from social

+115% increase in Shop page traffic
Where we went / Consideration

We are creating brand advocates.
Our followers are starting to stand up for us. This marks a significant shift because it shows that when we get trolled, and when there are misconceptions portrayed in our social feeds, we don’t have to play as much defense.

Freeing American Wool up to be the friendly, informative, taste-maker.
WHERE WE GO NEXT
Capture the energy and momentum: DOUBLE DOWN.
Where we go next / Build on lessons learned

**We have demonstrated an ability to generate awareness.**
We can demonstrate consideration. And think we can move to intent.

**AWC has a highly engaged audience, we need to keep them engaged.**
Curating content is a way to stay engaged in current affairs and what others are doing.

**Created content is king.**
It is authentic, we control it and it goes farther.

**Website visitor data is telling us a very clear story.**
It is critical to evolve the user experience.
Where we go next / Improve efficiency

2020 will be a benchmarking year. We are always testing and maturing our execution to ensure manageable growth long into the future. These efforts are built for short-term results and to set up a long-term effect on the industry.

2020 Growth Goals

- **Awareness**
  - increase in followers
  - +15%

- **Engagement**
  - average across channels
  - 4%

- **Consideration**
  - increase in website traffic
  - +25%
Where we go next / We go together

Follow @Experiencewool on Instagram and Twitter
Like @experiencewool on Facebook

Re-share our posts, comment, and engage.

We are listening, when you post about wool on social media tag @experiencewool and use the #experiencewool.

We are on the hunt for wool facts, insights or hidden gems. On a piece of paper today, or direct message us on social to share unique stories from around the industry.