

# ORYX DESERT SALT

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## 2018 Digital Marketing Strategy





*Feedback on the  
Sainsbury's Campaign.*

# TASK

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- Oryx Desert Salt recently launched in 450 Sainsbury's stores across the UK.
- We were tasked with helping them sell product and build a brand in the UK.

# WHAT WE DID

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- We achieved this goal through a brand awareness campaign that involved influencer marketing, a press release and Facebook advertising.

# WHAT WE DID: INFLUENCERS

- Our influencer strategy resulted in seven Micro-Influencers successfully partnering with Oryx Desert Salt in the UK, who collectively have a reach of about **106,705**.
- A total of 408 potential influencers were reached out to.
- We targeted food, health and fitness bloggers residing in Europe.



# WHAT WE DID: INFLUENCERS



manvmiles • Follow

manvmiles I thought I couldn't get much more #Chiswick than sprinkling Himalayan pink salt on my avocado but I think I've outdone myself with this smoked @oryxdesertsalt from the Kalahari desert (not to be confused with the calamari dessert, that's different). But then I need a bit of extra salt in my diet when I'm training so I've got an excuse to be an occasional food wanker If I don't get enough I find I'm always craving salt and vinegar McCoy's after my runs and workouts and @true\_performance\_fitness won't be happy with me munching the thick cuts. You don't have to go full Waitrose either



lavenderandlovage • Follow  
Bwlch Derwin

lavenderandlovage Better snap one of them these @oryxdesertsalt Gift Packs up very soon! They run until the 14th January in @sainsburys and I've loved using them in my cooking and to season all our meals.....the salt is from the Kalahari Desert and is pure and very salty, so just a little goes a long way. In the gift pack you'll get: 3 x mini grinders comprising smoked salt, wine salt (really!) and plain coarse salt, and a bag of coarse salt for a refill.....the perfect gift for you or your friends and family. With every purchase made, Oryx Desert Salt will make a donation to the Khomani San and Mier communities who own !Xaus Lodge in the Kgalagadi Transfrontier Park. The salt is unrefined and free from any additives or chemicals with natural trace elements.....do give it a try, it's a lovely salt and the gift pack is such a great starter pack



85 likes

6 DAYS AGO

# WHAT WE DID: PRESS

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- The press release titled “*Oryx Desert Salt – A Small Gift Making a Big Difference*” achieved eight UK-based media pick-ups in total:
  1. [Europe Breaking News](#)
  2. [Yorkshire Evening Post](#)
  3. [The Yorkshire Post](#)
  4. [The Star](#)
  5. [Doncaster Free Press](#)
  6. [South Yorkshire Times](#)
  7. [Gainsborough Standard](#)
  8. [Sheffield Telegraph](#)

# WHAT WE DID: FACEBOOK

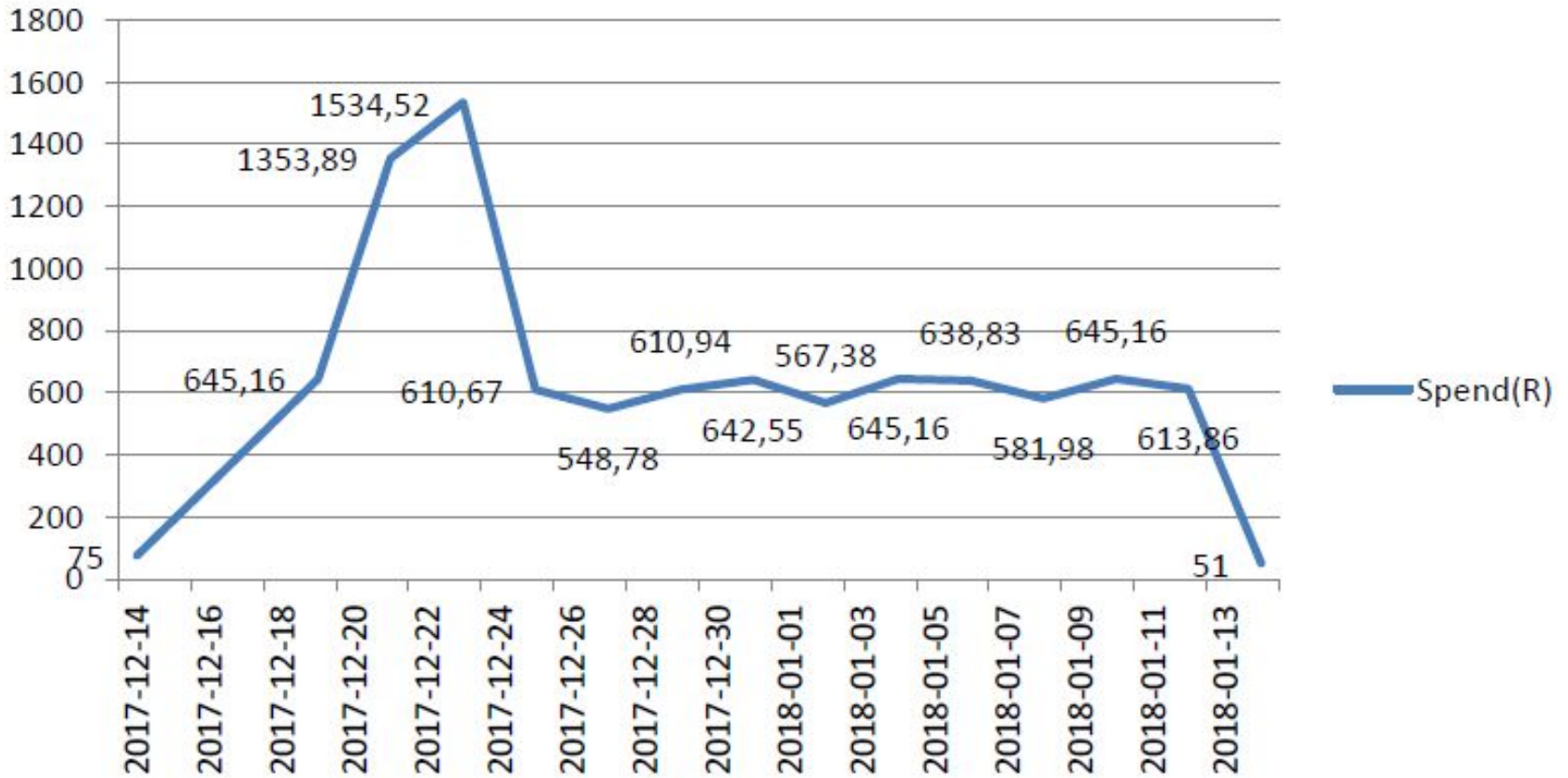
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- The total amount of impressions for the duration of your campaign was **221 896** whereas your total reach was **98 000**.
- **3700** users showed an interest in your ad and clicked through to the landing page.
- This gives us an average click-through-rate of **3,77%** - the industry average is only **0.90%**. This would mean that your target market is interested in your product.



# WHAT WE DID: FACEBOOK

Spend(R)



# WHAT WE DID: LANDING PAGE

- The **3700** people that clicked through to the landing page were met with more information on Oryx's launch in Sainsbury's as well as the option to download a recipe ebook.



**ORYX DESERT SALT GIFT PACK IS  
NOW AT SAINSBURY'S!**

RETAILING AT **£7.50**

**Sainsbury's**

**DOWNLOAD OUR FREE**



# POTENTIAL REACH

- Influencers:

Influencer	Website DA	Instagram	Twitter	Facebook	TOTAL
Anna	34	1,866	1,497	-	
Kieran	19	2,420	212	437	
Julie	35	5,152	9,154	21,115	
Richard	19	226	2,716	137	
Annie	19	2,557	20	551	
Karen	49	21,600	20,200	13,335	
Vi Vian	26	2,091	992	427	
TOTALS:		35,912	34,791	36,002	= 106,705

Domain Authority (DA) is the measure of power of a website's domain name. It is based on age, popularity and size. DA is a score out of 100, and any score above 30 is considered good.

# POTENTIAL REACH

Publication	Website DA	Monthly site visits	Rate to advertise
Europe Breaking News	34	5,359	£350 (R5,920) plus VAT per 50,000 impressions
Yorkshire Evening Post	69	4,300	
The Yorkshire Post	77	386,096	
The Star	67	489,774	
Doncaster Free Press	47	64,244	
South Yorkshire Times	42	9,720	
Gainsborough Standard	38	5,411	
Sheffield Telegraph	52	28,074	
TOTAL:		992,978 = 33,099 /day	

# POTENTIAL REACH

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- Facebook, landing page and ebook: We were successful in generating brand awareness, with **98,000** people seeing the brand ad and **3,700** people showing interest in the brand by clicking through.

# TOTAL REACH

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- Total Reach = Influencers + Press + Facebook
  - = 106,705 + 33,099 + 98,000
  - = **237,804**
  
- Total Cost per reach
  - = Total budget / total reach
  - = R54,600 / 237,804
  - = **R0.23**

# LEARNINGS

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- Lead time was too short – let's build in more fat next time.
- Deliveries over Christmas are difficult to manage and generally arrive late.
- UK market preferred the image of the Margarita.
- In general, UK influencers prefer to be paid for their assistance.



*Ideas for Digital  
Domination in  
2018.*



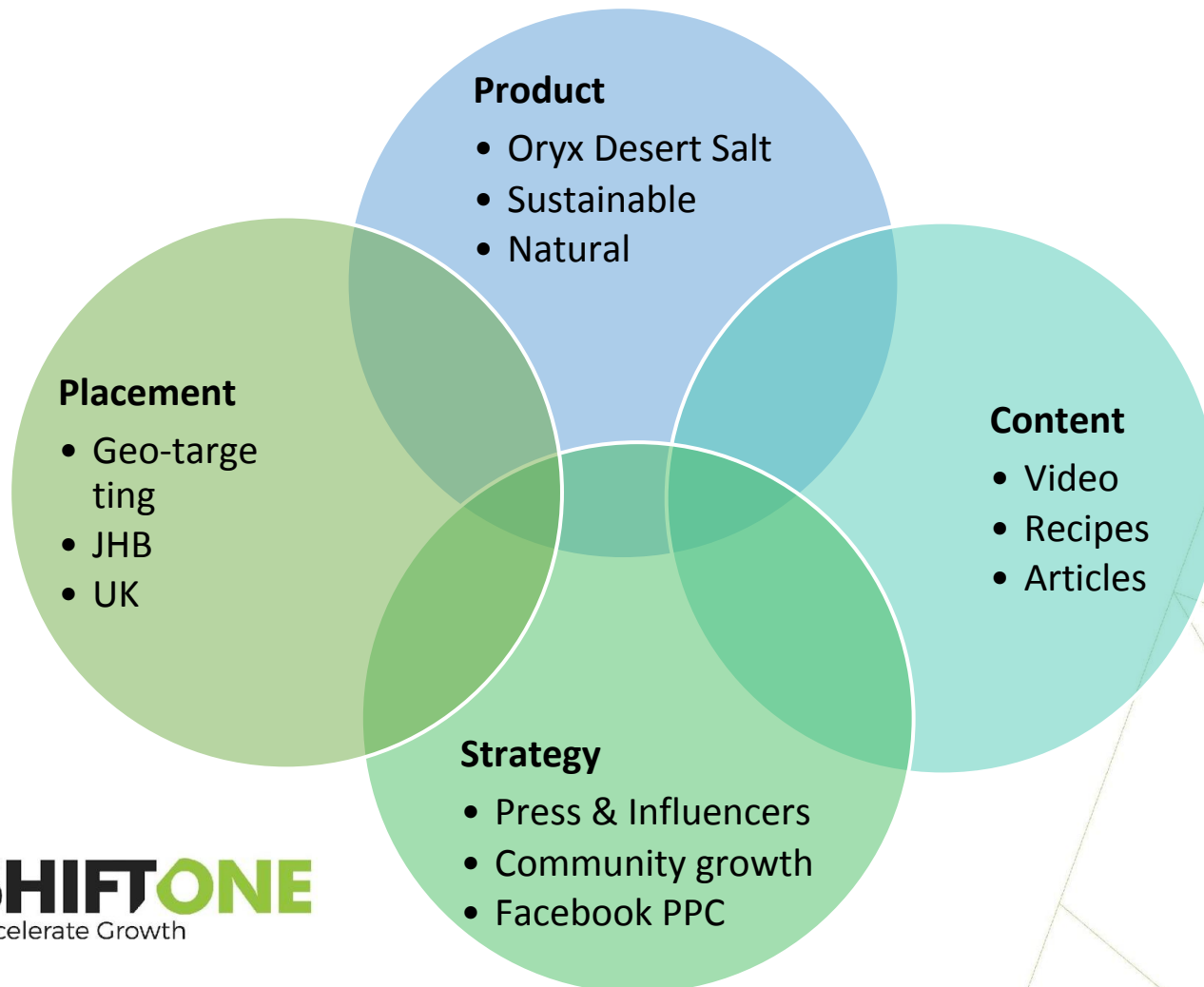
# CAMPAIGN GOALS

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- Increase brand awareness
- Create thought leadership
- Continue to ride buzz happening in the UK already
- Generate sales (indirectly)
  
- Target locations: JHB and the UK

# SUMMARY OF SUGGESTIONS

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# 1. PRESS

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- Distribute monthly articles to relevant publications.
- The aim is to obtain successful press pickups (where a publication online or offline publishes the article). Ideally free pickups, though many publications require the paid placement of an advertorial to accompany a free editorial.
- We already have a few press contacts in the UK that know you and have published your first press piece. We will continue to build a relationship with these publishers.
- For both JHB and UK (tweak content to tailor for the UK).
- Press is great as:
  - It boosts visibility
  - Backlinks from the published article to your website improves SEO
  - It is a fairly inexpensive way to increase brand awareness

# 2. INFLUENCER MARKETING

- Influencer marketing is great as:
  - Customers will be connected to Oryx on a personal level.
  - This loyalty will hopefully result in sales growth.
  - Engagement is increased.
  - A greater audience is reached through heightened brand awareness.
  - Customers can become influencers and brand ambassadors.
- Let's continue to build relationships with selected UK influencers and find appropriate South African influencers.
- When forming influencer partnerships, we will need to pay the influencers going forward.
- Reach out to YouTube vloggers and sponsor an episode – recipe development with Oryx.

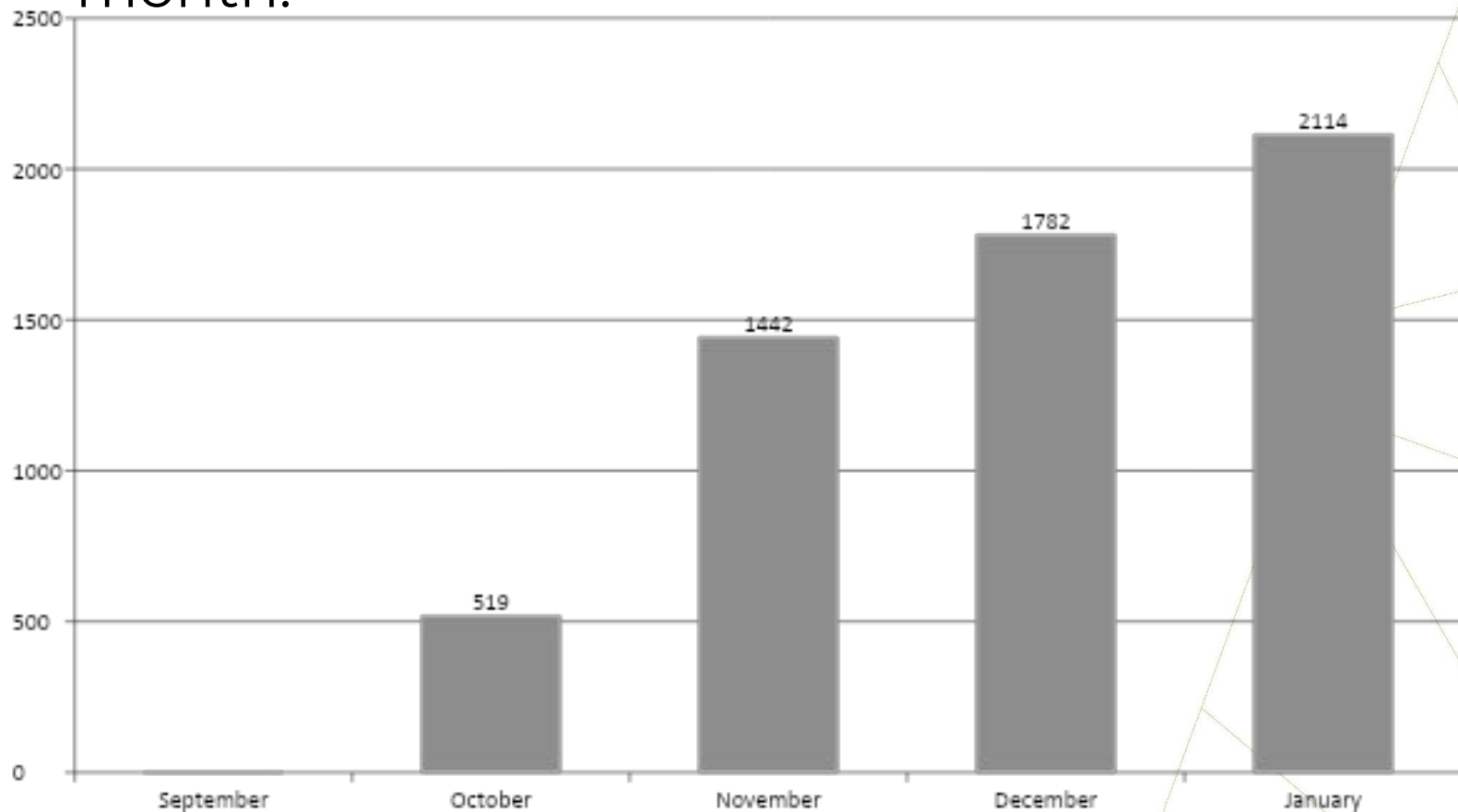
# 3. COMMUNITY GROWTH

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- Oryx is currently posting great content on their SM platforms. We'd like to boost this with Community Growth Accelerator.
- Community growth allows us to actively engage with your followers, grow loyalty and increase following on your social media platforms.
- Why is it useful?
  - Currently most communications are reactive. This is a proactive communication plan, that will increase followers and engagement.
  - Customers will feel connected and that the brand cares for them.
  - This loyalty will result in growth in sales.
- We implement this by:
  - Make use of daily hashtags that are trending – join relevant conversations
  - Reposts, retweets and sharing of content daily.
  - Daily followbacks and unfollows (Twitter / Instagram).
  - Inviting people to like pages.
  - Paid follower campaigns for Instagram, Facebook and Twitter

# COMMUNITY GROWTH EXAMPLE

- Instagram growth for our client over the last 4 month:



# 4. FACEBOOK PPC


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- The Facebook ad did exceptionally well in the UK.
- We would like to continue with this form of advertising.
- This can be done by running competitions.
- Or video / image recipe ads on Facebook that direct people to the written recipe / blog.
- This is useful as:
  - Facebook allows for very precise targeting (geotargeting)
  - Cost per click is exceptionally low
  - 2.4 billion people are on Facebook worldwide – MASSIVE pool

# FACEBOOK PPC EXAMPLE

**ORyx DESERT SALT** **Oryx Desert Salt** Written by Popimedia Innovations [?] · December 27, 2017 at 9:58am ·

Download our delish recipe eBook. Oryx Desert Salt available in SAINSBURY'S 18 December!



**ORyx DESERT SALT**


**ORyx DESERT SALT**  
NOW AT SAINSBURY'S  
RETAIL | [>](#)  
**Sainsbury**

Festive Roast [Download](#)

Get Cooking With Our eBook

**ORyx DESERT SALT** **Oryx Desert Salt** Written by Popimedia Innovations [?] · December 27, 2017 at 9:57am ·

Download our delish recipe eBook. Oryx Desert Salt available in SAINSBURY'S 18 December!



**ORyx DESERT SALT**

**ORyx DESERT SALT**  
NOW AT SAINSBURY'S  
RETAIL | [>](#)  
**Sainsbury**

Classic Margarita With A Smoky Twist [Download](#)

Get Cooking With Our eBook



# 5. FACEBOOK COMPETITIONS

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- Competitions are great for:
  - Engagement
  - Creating hype around Oryx
  - Connecting with customers
  - Reach
- Competition mechanics:
  1. LIKE our page
  2. Post / comment below
  3. Tag a friend or two

# MARCH COMPETITION

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- Theme: Curing Meats – Richard Bosman
- Ideas:
  - Post a recipe of your favourite recipe using curing meats. Bonus points if you use Richard Bosman!
  - Love living a healthy lifestyle? Post a photo of you getting active and tell us why Richard Bosman Meats and Oryx Dessert Salt are your fuel of choice.

# 6. VIDEO CONTENT

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- Video is great for:
  - Educating people on Oryx products
  - Building brand awareness
  - Communicating your message in a quick-fire way
  - Grabbing people with short attention spans
  - Usage on multiple platforms
- We recommend filming monthly videos showcasing your product through a recipe or based on the monthly theme.
- These videos will be short, sharable content that we think your audience will find enjoy.
- These can also be used for the Facebook ad.

# APRIL VIDEO

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- Theme: Refill, Reuse Real Value
- Concept: Oryx Desert Salt is refillable 10x, while other grinders need to be thrown away after 1 use. This video will compare the economic and environmental impact of Oryx vs. a un reusable grinder.

# VIDEO CONTENT EXAMPLE

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- [Example of the style we envision](#) for a recipe:



# VIDEO CONTENT EXAMPLE

- Example of product placement:



# MARCH PLAN

Month	Theme	Content	Distribution	Opportunities
March	Curing Meats – Richard Bosman	Article	Blog	<p>Competition: Post a recipe of your favourite recipe using curing meats. Bonus points if you use Richard Bosman!</p> <p>Love living a healthy lifestyle? Post a photo of you getting active and tell us why Richard Bosman Meats and Oryx Dessert Salt are your fuel of choice.</p>
		2 -4 Recipes	Newsletter	<p>Press (UK &amp; JHB): Send article to a focussed JHB database.</p> <p>Tweak the article and send to a UK press database.</p> <p>Both these databases will focus on health, lifestyle and food publications.</p>
		Competition	Social media	<p>FB ad: The competition will be boost to a targeted Facebook audience.</p>

# APRIL PLAN

Month	Theme	Content	Distribution	Opportunities
April	Refill, Reuse Real Value	Article	Blog	Video: Oryx Desert Salt is refillable 10x, while other grinders need to be thrown away after 1 use. This video will compare the economic and environmental impact of Oryx vs. a un reusable grinder.
		2 -4 Recipes	Newsletter	Press (UK & JHB)
		VIDEO	Social media	FB ad: The video (or stills from the video) can be used as a Facebook advertisement.



# THANK YOU

Let me know if you have any  
questions.

