



SYNTHESIS & INSIGHTS

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PRIMARY GOAL

Matador's primary goal is to raise awareness of their brand and promote trial of their products.



KEY LEARNING #1

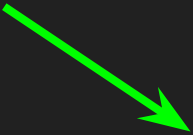
The target consumer is heavily present on mobile.



DATA

- Client mentioned the audience's heavy mobile usage
- Nearly 75% of web traffic this year came from mobile
 - Up over 25% from last year
- Top two referral sources this year were mobile

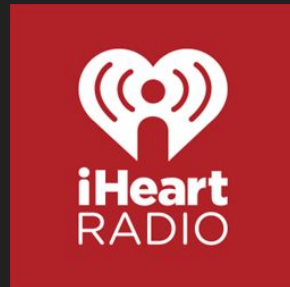
1. mobile	
Sep 29, 2	341,838 (74.66%)
Sep 29, 2	100,512 (47.62%)
% Change	240.10%
2. desktop	
Sep 29, 2	85,935 (18.77%)
Sep 29, 2	98,546 (46.69%)
% Change	-12.80%
3. tablet	
Sep 29, 2	30,117 (6.58%)
Sep 29, 2	11,994 (5.68%)
% Change	151.10%



1. iHeart / mobile	
Sep 29, 2014 -	198,551 (43.36%)
Sep 29, 2013 -	0 (0.00%)
% Change	∞%
2. Kargo / mobile	
Sep 29, 2014 -	52,190 (11.40%)
Sep 29, 2013 -	0 (0.00%)
% Change	∞%

IMPLICATION

Focus on mobile by making sure all outlets are optimized for mobile and prioritizing mobile referral sources/mediums.



KEY LEARNING #2

Presence at events/experiential marketing increases digital engagement.



DATA

- Client mentioned music festivals and event activations
- High engagement on Loops by Matador Soundset Facebook post
 - 5th most liked post on Facebook (since May 2015)

MATADOR Beef Jerky
May 22 · 🌐

Hey music-lovers (everyone ever): who's going to be at Soundset this weekend? We are. #LoopsbyMatador

Like Comment Share

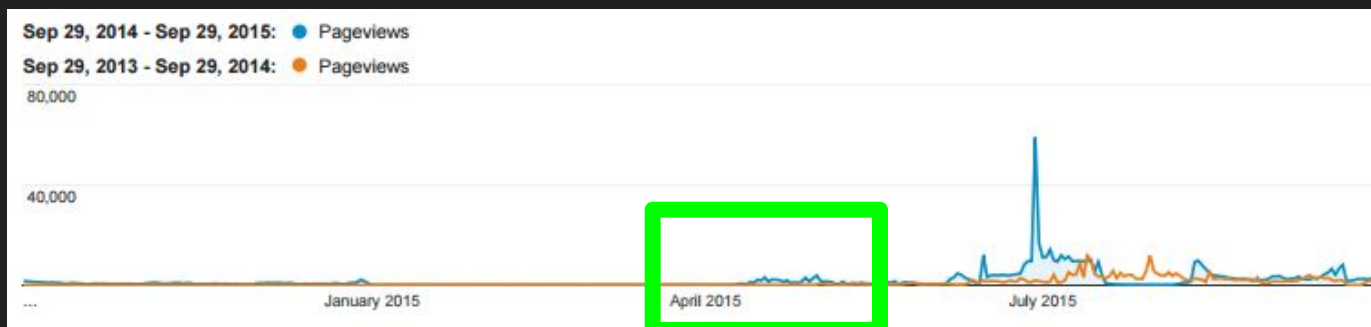
194 people like this. Most Relevant

1 share

DATA CONTINUED

- The Loops landing page got 338,589 pageviews
 - More than the homepage and nutrition page combined
- Website traffic increased during May/June 2015

HOME: 299,396 (11% increase)
LOOPS: 338,589 (new page)
NUTRITION: 11,765 (new page)



IMPLICATION

Increase awareness and digital engagement by continuing to seek out events and experiential marketing opportunities.



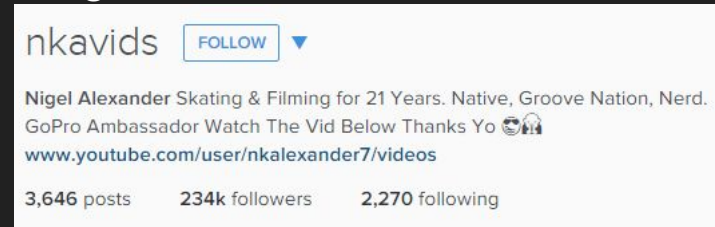
KEY LEARNING #3

Instagram “takeovers” by influencers/celebrities drive engagement.



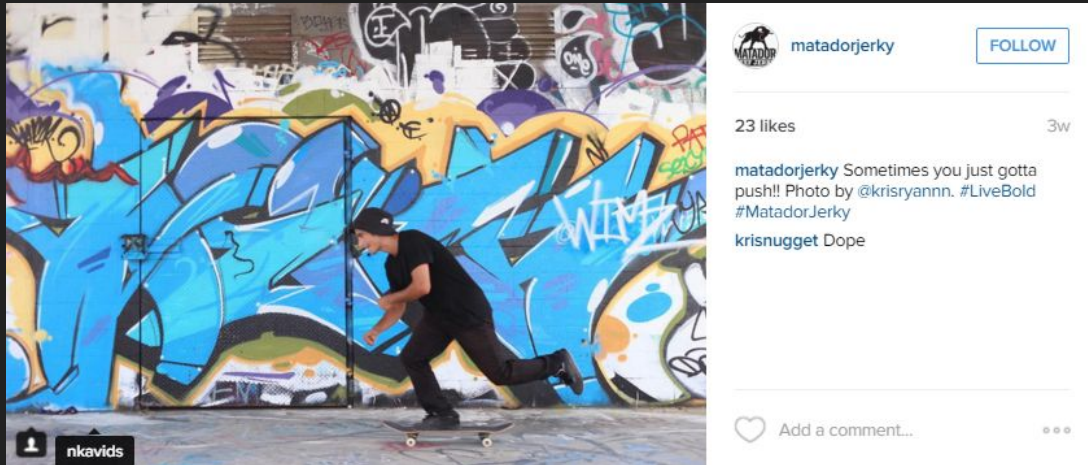
DATA

- Average number of likes increase during Instagram takeovers
 - Avg likes in Sept = 12.8
 - Avg likes during @mtv_christina takeover = 20.8
 - Avg likes during @nkavids takeover = 20
 - Avg likes on photos since last takeover = 7.3
- According to Instagram, this is a growing trend
- This is something Matador can own on Instagram
 - Competitors are not doing this



IMPLICATIONS

Increase engagement on Instagram by continuing to invite influencers/celebrities to “takeover” the Matador account.



SUMMARY OF IMPLICATIONS

1. Focus on mobile by making sure all outlets are optimized for mobile and prioritizing mobile referral sources/mediums.
2. Increase awareness and digital engagement by continuing to seek out events and experiential marketing opportunities.
3. Increase engagement on Instagram by continuing to invite influencers/celebrities to “takeover” the Matador account.



OVERALL,

Matador should optimize all outlets for **mobile** and prioritize mobile referral sources/mediums, continue to seek out **events** and experiential marketing opportunities, and continue to invite **influencers/celebrities** to “takeover” their Instagram account.