



KIND SNACKS CASE STUDY

Social Intelligence for a Better KIND of Content

With a new focus on household penetration, the KIND digital team trusts TrackMaven to drive brand and business ROI.



“When I came on board, we really weren’t using anything to track our digital performance or to benchmark against competitors. There were other vendors we were talking to before, but the TrackMaven platform is a lot more user friendly. We want to accomplish some aspirational goals with our marketing, in addition to seeing competitive content, and TrackMaven allows us to do both.”

Erin Kennedy, Senior Analyst for eCommerce/Digital, KIND Snacks

CREATING CONTENT FOR THE RIGHT AUDIENCE

When members of the KIND marketing team think of content and campaigns, they don't just think about KIND competitors. They think about a specific buyer persona that helps the KIND team understand who their brand is reaching.

When Social Media Coordinator Blair Hiram uses TrackMaven to understand how brands are communicating on social media, she's getting a glimpse into KIND's core consumer's world.

"We've been able to identify what kinds of activity our core consumer is actually doing and what's likely to get her attention on social," she says.

Of course, the team also uses TrackMaven to review data about its own content performance and make improvements. For example, the team learned that its Instagram audience is partial to different food products than followers on other platforms.

TrackMaven data also help the team appeal to a dominant sense: taste. What began with just eight KIND bar varieties in 2004 has grown to over 22 bars and six Healthy Grains snackable clusters. That means the KIND digital team has many new products and recipes to make social media audiences salivate.



Kind Snacks posted a new Instagram photo. July 16th 2016 at 8:44:24 PM 1.10x

You know what the cherry on top of this snack is? Knowing it has only three ingredients. Find it in a store near you. #PressedbyKIND #InStoresNow #GlutenFree #Vegan

INTERACTIONS 995

This post had 110 times as many likes and comments as the brand's average

LIKES 981	COMMENTS 14	FILTER Normal
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Kind Snacks posted a new Instagram photo. April 17th 2016 at 2:51:39 PM 1.61x

Sure, #avotoast is a classic, but have you ever switched up your toast game with some Clusters? #GameChanger #YogurtToast #PBToast #SoManyToasts #SundaySnack

INTERACTIONS 1.3K

This post had 1.61 times as many likes and comments as the brand's average

LIKES 1.3K	COMMENTS 27	FILTER Normal
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Kind Snacks posted a new Instagram photo. September 6th 2016 at 12:06:22 PM 2.24x

We limited the batch, not the flavor. Say hello 🍯 to our new seasonal bar, Caramel Almond Pumpkin Spice 🍂 Find it in major retailers near you or through the ...
Read More

INTERACTIONS 1.9K

This post had 2.24 times as many likes and comments as the brand's average

LIKES 1.7K	COMMENTS 177	FILTER Normal
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TrackMaven helps the KIND team to strategically promote every new product and seasonal flavor.

MEASURING WHAT MATTERS

On social, Hirak's measurement focus is on brand metrics that connect to KIND's topline goals. Erin Kennedy, Senior Analyst for eCommerce/Digital at KIND, notes that it's important to track the right metrics that connect to the overall health of the business.

"We have to make sure that it's not just vanity follower growth," says Hirak. "In other words, we have to make sure that we're not just gaining followers but then ultimately not convincing them to buy our products."

For this reason, the KIND team turned to TrackMaven. "When I came on board, we really weren't using anything to track our digital performance or to benchmark against competitors," says Kennedy.

"We first learned about TrackMaven at an event. There were other vendors we were talking to before, but the TrackMaven platform is a lot more user friendly. With TrackMaven, we can see what works, what's not working, and what is working or not working for the entire marketplace."

LOOKING TOWARD THE FUTURE

KIND Snacks is focused on ambitious marketing goals. With the help of TrackMaven, its digital team is working hard to continue building the brand in the right way to drive results for the business.

"I think there's a theme in our industry right now: figuring out how to use digital to support other, larger marketing initiatives," says Belinsky. "For us, it's figuring out how all the pieces fit together to help us increase household penetration. We have that view in TrackMaven."

Ready to learn more?

Visit trackmaven.com to request your free demonstration.

