



Elivar Case Study

Digital Food Hub - Master Classes

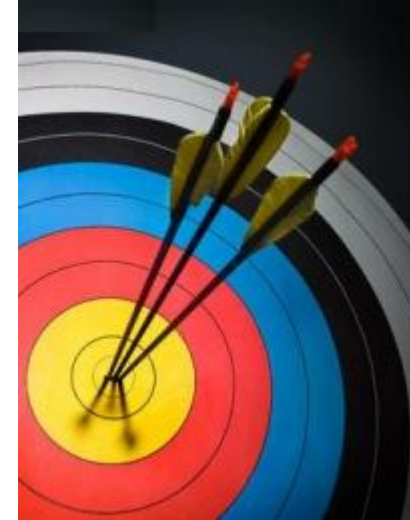
Elivar Overview

- World's first range of sports nutrition for sports people aged 35+
- Unique Formulation
- Gap in the marketplace
- Produced in Ireland
- UK main target market



Why the Digital Food Hub?

- Get deeper understanding of online marketplace focusing on food
- Identify relevant channels for our business
- Learn from the experts
- Implement new strategies within both existing and new channels



Key Learning Areas

- Google Analytics - Tracking & Measurement
- AdWords - Search
- Website User Experience
- Video - YouTube
- Social - Google+ and Twitter
- Internationalisation – Researching overseas



Benefits of Course

- Master classes from individual experts
- Opportunity for one to one sessions
- Google Hangouts after several sessions
- Direct access to experts post sessions



Initiatives Implemented

- Took Pay Per Click in-house
- Implemented website changes
- Started Twitter advertising
- Planning YouTube activity
- Better utilisation of Google Analytics – Set up Funnels/Goals



Ongoing Takeaways

- Deeper knowledge of online
- Greater confidence in dealing with 3rd parties
- Confidence to implement activity and test
- Very little waste as you can turn the dial up or down (or off!)
- Set objectives, test, measure, optimise.....REPEAT
- Look for the sweet spot and try make it scalable





Thank You

