

Case Study: Pretzel Crisps

THIN, CRUNCHY PRETZEL SNACKS

Pretzel Crisps encouraged users to 'like' its Facebook Page by offering an exclusive coupon. Not only did the company more than double its Facebook fan base, but redemption rates were above 80%.

Objective

Pretzel Crisps wanted to increase product trials and sales via social media, specifically Facebook.

Strategy and Execution

Pretzel Crisps aimed to gain fans through a product trial and reward brand loyalists for being a part of its community.

On February 24, 2011, Pretzel Crisps unveiled a \$1 off coupon exclusively for Facebook fans. This custom coupon, hidden behind a fan-gate, encouraged users to become fans and print the coupon. Pretzel Crisps also offered this news to its network of bloggers and enabled friendly blogs to promote the offer, further establishing the brand's relationship with its advocates and champions.

In mid-March, the company switched from the \$1 off coupon to a coupon that offered buy one, get one free. As a test, Pretzel Crisps did not advertise the new promotion in order to see if the offer would spread virally. Each coupon offer was good for three months.

facebook

Pretzel Crisps Like

Food/Beverages

10,393 people like this

16 minutes ago · Unlike · Comment · Share

You and 7 others like this.

View all 14 comments

Lisa Lee Thank you !
3 minutes ago · Like

LIKE THIS PAGE FOR GREAT CONTENT, RECIPES, PAIRING IDEAS AND OCCASIONAL OFFERS.

CUSTOM COUPON BEHIND A FAN-GATE

Stacked Savings

Click the print button at the bottom of this page to get your Buy One Get One Free Coupon. Then, find us in the deli section of your local grocery store.

Print Share

Pretzel Crisps

We're delivering... no, not a pizza in 30 minutes or less. A COUPON. Ask and ye shall receive. Click this link to find your \$1 off coupon (heck, who wouldn't want a free buck). We're limiting this to the first 10,000. Click fast!

Pretzel Crisps

One Bite and You'll Rethink Your Pretzels!
Page: 10,503 people like this.

R1V1

BUDDY MEDIA

CASE STUDY

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“Offering something with tangible value, like a coupon, helped us double our Facebook fan base.”

– Jason Harty, Director of Field & Interactive Marketing, Pretzel Crisps

Results

In the two weeks after the \$1 off coupon, Pretzel Crisps saw fans increase from 6,800 to 13,700. Within 36 hours of posting the buy one, get one free offer to its Facebook page, Pretzel Crisps doubled its Facebook fan base from 14,000 to 29,000. As of early August 2011, the brand had 62,437 fans. Additionally, the company achieved an 87% redemption rate on the \$1 off coupon offer, as well as a 95% redemption rate on the buy one, get one free offer.

According to IRI data, Pretzel Crisps sales grew 93% for the 52-week period ending July 10, 2011, versus the same period the previous year. For the 12-week period ending July 10, 2011, the brand experienced 131% growth.

What is the moral of the story? Enjoy a bag of Pretzel Crisps, and make sure you give your people something of value when you ask them to 'like' your Page.