

Bloggers and Beyond



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HOW



is knowledge communicated



1794
Telegraph



1876
Telephone



1955
Fax Machines

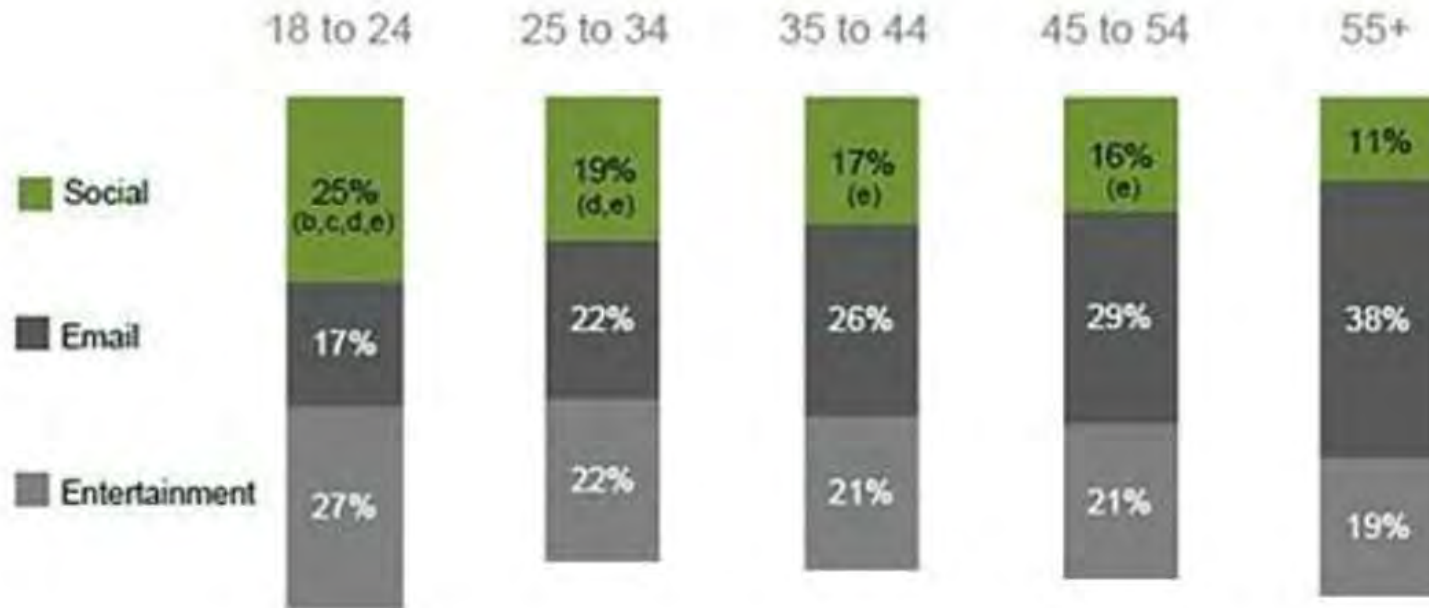


2010
Email

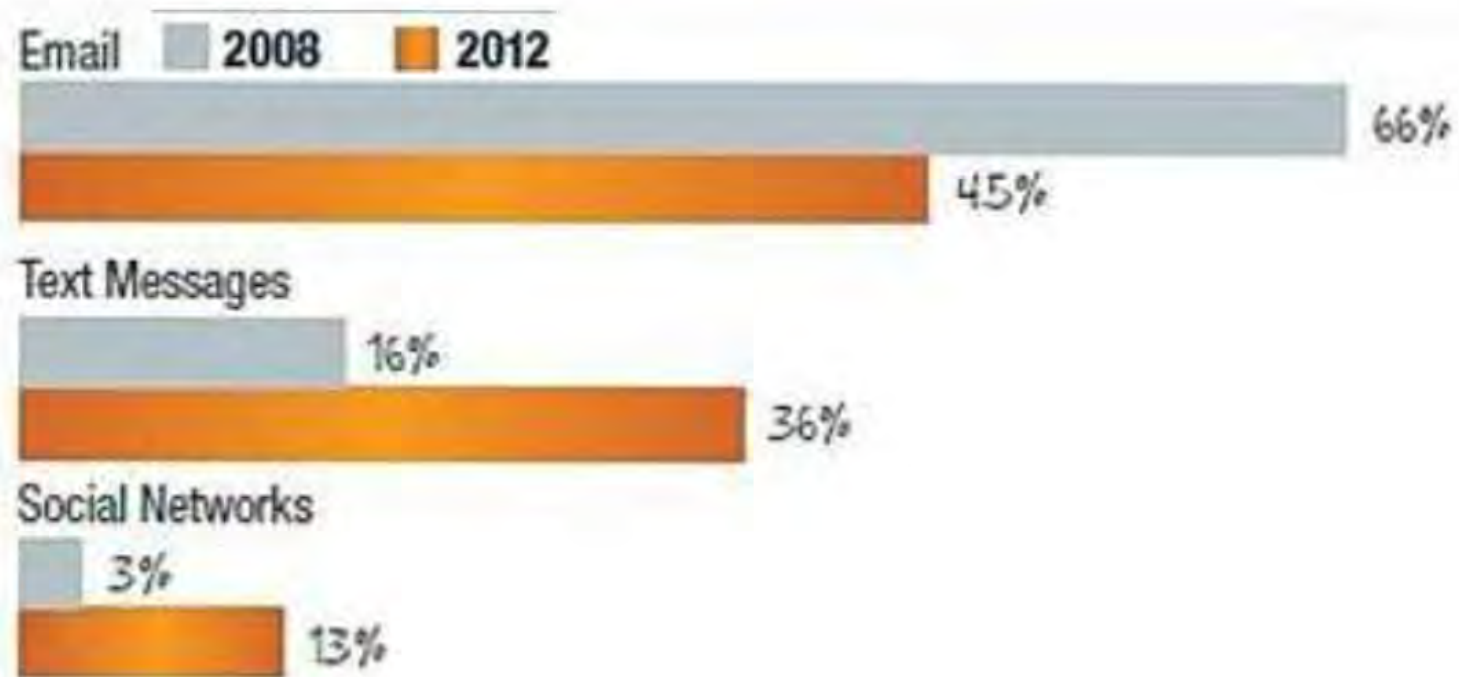
2011

- More smartphones sold than PCs
-  overtakes Google as preferred search among 18-24
-  and  among fastest adoption rates in social media

Digital Communication by Age Group



Communication Trends



IF email is NOT best way to reach younger audience...



What is?

OUT

IN

Experts

Bloggers

Subscribers

Visitors

Distribution

Attraction

Strategy...

- 1) Differentiate with a **Consistent** brand idea
- 2) **Natural**, Nutritious, Delicious
- 3) Build **Community** to Communicate

Tactics...

- Best **scientific** content
- Constantly **updated** content
- **Curated** content
- **Reader** generated content
- **Blogger** content



Watch Dole Chairman, David Murdock's appearance on Oprah!

The Dawn of the Nutrition Age



- Home
- Products
- Healthy Recipes
- Promotions
- Company Info
- Nutrition Institute
- Dole SuperKids

Corporate Responsibility



Learn more about Dole Corporate Responsibility.



DOLE Organic Fruit



Learn more about DOLE Organic Fruit.



Let's Eat



Find a Recipe



Find a Product



Easy Summer Recipes

Dole makes healthy and delicious a breeze. [View recipes.](#)



Premium Baby Blends

Learn more about our five new salad blends in eco-friendly packages.



Careers at Dole

Our Fresh Vegetables division leads the industry in packaged salads. [View current openings.](#)

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All American Recipe Contest



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Recipe Contest

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SPLASH INTO SUMMER INSTANT WIN GAME!

Play to WIN

FIND A RECIPE

Enter Your Keyword

Advanced Search

Go

Daily Tip

sources of iron are less easily absorbed by the body than animal sources, vitamin C can boost plant iron's bioavailability by six-fold. So match



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 Iowa Girl Eats
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 Run Eat Repeat
 Read Blog >>



Whitewater Kayaking + Wine Tasting
 Fanntastic Food
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 AGE
 SEX MALE FEMALE
 HEIGHT FT IN
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Mark
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Whitewater
Kayaking + Wine
Tasting
Fannetastic Food
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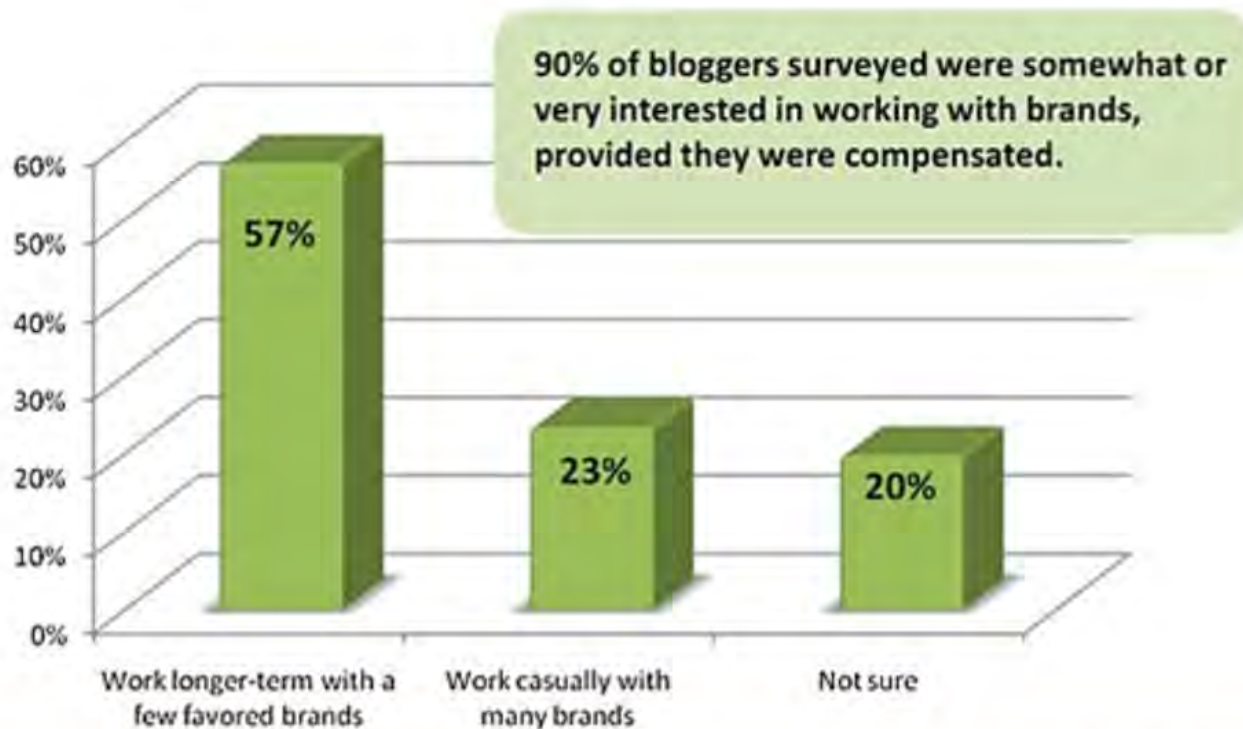
Garden Hummus
Pizza
Meals and Miles
[Read Blog >>](#)

Bloggers -- My new BFFs



Why Connect with Bloggers?

1. They want to connect with us:



(n) = 2,093

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2. Help build brand trust

- 70+% of female bloggers trust brand more when recommended by person in network
- 93% have purchased based on information found on blog or online community.
- 56% of bloggers trust a brand more if it raises social awareness or supports a worthy cause

BlogFrog network, April 6-25, 2011, conducted with assistance from The Social Studies Group.

3. Significant reach is possible

- 48% of bloggers spend 1/5 hours per week on other bloggers' sites -- 27% spend 6-10 hours...
- Companies with most social media activity increased revenue 18% in the previous 12 months -- whereas companies with the least activity recorded a 6% drop in sales *

BlogFrog network, April 6-25, 2011, conducted with assistance from The Social Studies Group.

* Engagement DB study of world's 100 most valuable brands

Dole's Approach

- Bloggers are our contributors -- treat them with the respect they deserve.
- Nurture the relationship: get to know their issues and interests.
- Be clear up-front about expectations -- don't make promises you cannot keep.
- Quality first -- quantity will follow -- establish reputation with a few core bloggers.
- Have FUN!! This is a SOCIAL network.

Best Practices

- Find conversation streams that are relevant and insert yourself into them
- Can even be frivolous fun -- goes a long way
- No marketing speak, just plain speaking
- Be authentic, sometimes agree to disagree -- this can also develop respect

- Facilitate; introduce bloggers to new opportunities -- they might return the favor
- Be discriminating how you share -- for example don't just re-tweet
- Make their causes your causes
- Face to face -- meet at conferences and/or invite as guests to your blogger events

Be Discriminating

- Don't just pick for reach -- pick for fit
- Be aware of life cycles -- sometimes it is time to say goodbye
- Seek out diamonds in the rough -- influencers in the making

Dole 2012 Health Lifestyle Summit

- November 14-16, 2012, at Dole HQ; Four Seasons; California Health & Longevity Institute



- Hosts: Dole Food Company; Dole Nutrition Institute



- Guests: Nine influential health/lifestyle bloggers



- Agenda: Two days of Dole product, nutrition, wellness and cooking demos



- Objective: Provide brand immersion experience to generate increased awareness about Dole products and philosophy



Measurement/ROI

Results two weeks after event:

- Twitter: Reached 77,391 unique users; 695,07 impressions; 258 tweets by 53 contributors
- Facebook: Seven bloggers reached more than 40,818 users; 320 likes
- Instagram: 2,230 viewers; 696 likes/comments
- Blog impressions: More than 45,000

Twitter

Peak Tweets Mid Summit

