

CASE STUDY

# TOM'S OF MAINE

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# Program Overview

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## Goal

Increase Tom's of Maine brand awareness and engagement on Facebook, Instagram and Twitter, while gaining consumer insights



## Solution

Launch and execute a branded community of micro-influencers who will engage with Tom's of Maine and participate in branded activities to drive brand awareness and product trials.

# The Results

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PER

**1,000**

MICRO-INFLUENCERS  
ACTIVATED

**6,496**

LIKES, COMMENTS  
& SHARES ON POSTS

**1.72M**

FRIENDS REACHED BY  
MICRO-INFLUENCERS

**4,270**

SURVEY RESPONSES  
CAPTURED

# Customer Testimonial

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“Working with Mavrck, we’ve been able to **engage 600% more consumers than the Tom’s of Maine official Facebook page and Instagram accounts combined**. This has helped us outperform paid social media engagement, while collecting valuable feedback on our products and company from our most influential customers.”

– Bridget M. Burns  
Social Media Strategist,  
Tom’s of Maine



# Mavrck Value Prop

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## Customer Acquisition

Activate existing customers with influence to create content on social networks to acquire their friends

**Data Insights**  
Leverage algorithms, correlations, and insights from first-party opt-in data to enhance paid media efforts.



## Social Data

Gain access to first-party opt-in data across Facebook, Instagram, Twitter, and Pinterest to create a rich unified social profile.



## Loyalty & Retention

Engage existing customers with influence to be more loyal and increase incremental spend with a brand.

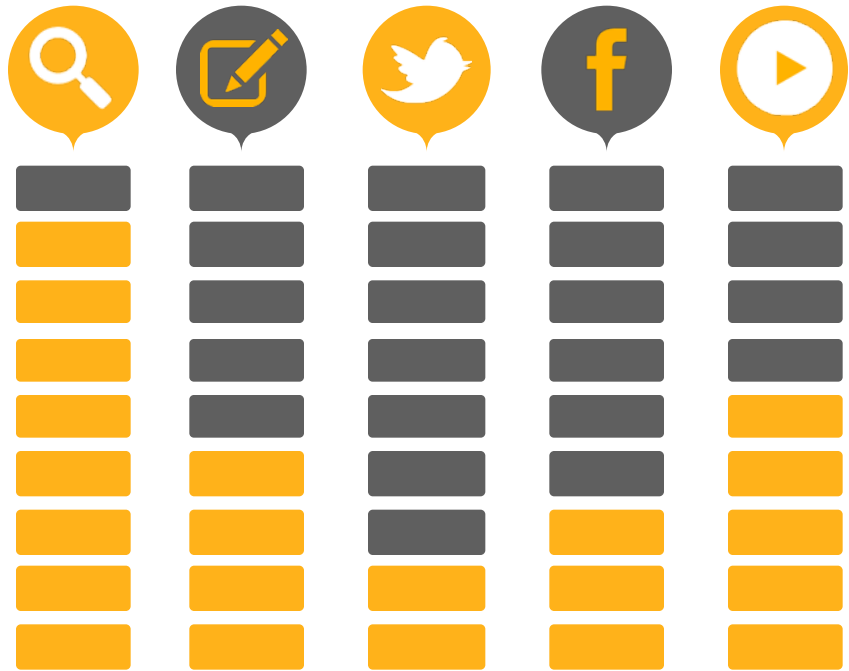


## Content

Re-purpose influencer generated content across marketing efforts to establish trust and authenticity.



# Activating Micro-Influencers



The most popular actions completed by ToM's micro-influencers indicate a strong affinity for sharing their brand passion on social, an active interest in ToM's social mission and high brand engagement given the opportunity to share product feedback.



## VIEW LINK

ToM's micro-influencers very eager to visit ToM's topics relevant to their interests



## SURVEY - MULTIPLE CHOICE

Micro-influencers loved to share their feedback on the ToM's brand and products



## TWITTER SHARE

High participation on Twitter indicates a passion to talk about ToM's brand, especially when an promotional offer is included.



## FACEBOOK SHARE

High participation on Facebook indicates a passion to talk about ToM's brand, especially when sharing knowledge with friends and tied to ToM's social mission



## WATCH VIDEO

Strong participation in watching video content to learn about how ToM's gives back to the community.

# Loyalty & Engagement

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**Q:** What do you hope to see in our community?

*"I would love to hear about how products are made and how the company gives back to the community." – Kristen*

*"Your company's innovations and passions for serving the community" – Regina*

*"New product info and ways to incorporate good green practices into my daily life." – Melissa*

*"Being a product tester is very rewarding to me. I give honest feedback on products and I enjoy trying products before they hit the shelves in order to tell friends and family." – Natasha*

*"I would love to be in the know for tips that support green living and motivation for a more healthy lifestyle." – Kurt*

*"A friend named Greg introduced me to Tom's. And the strawberry toothpaste was the only way I could get my boy to brush his teeth for a long time. I want to save the world, even if it is only one person at a time!"  
- Robin*

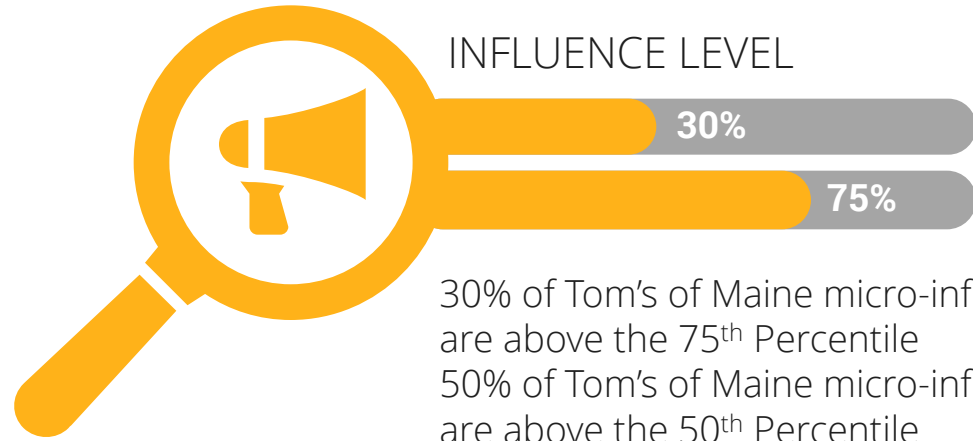
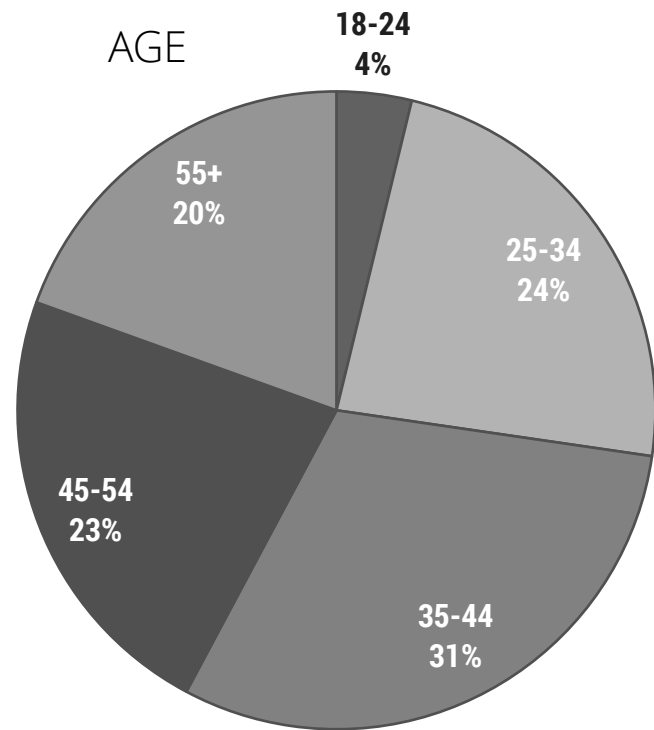
*"Natural ingredients and sustainable partnership model of the company" - Neel*

*"I heard about all the awful things in toothpaste and deodorant and wanting something harmless for my daughter and I. My brother was the one that recommended Tom's to me." - Jennifer*

*"I wanted better products when I got pregnant and when I was nursing my baby. Haven't changed back, 3+ years later." - Katrina*

**Q:** What made you want to try Tom's of Maine for the first time?

# Social Demographic Data Captured



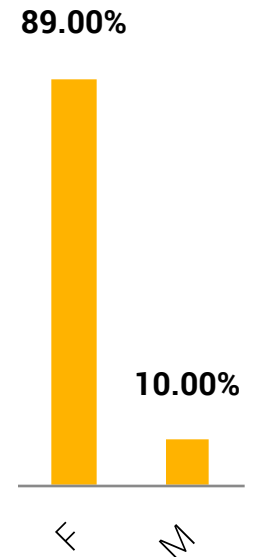
30% of Tom's of Maine micro-influencers are above the 75<sup>th</sup> Percentile  
50% of Tom's of Maine micro-influencers are above the 50<sup>th</sup> Percentile

## POPULAR STATES

- New York
- Massachusetts
- New Jersey
- Pennsylvania
- Florida



## GENDER



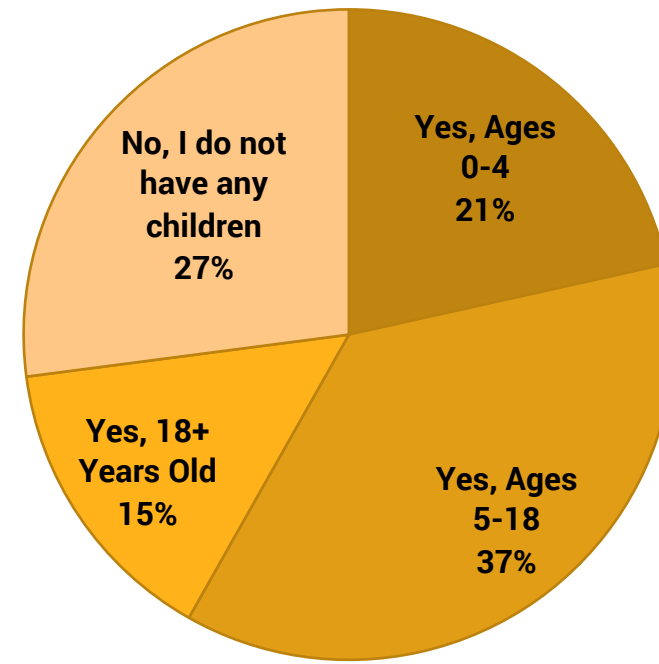
# Consumer Insights Gained

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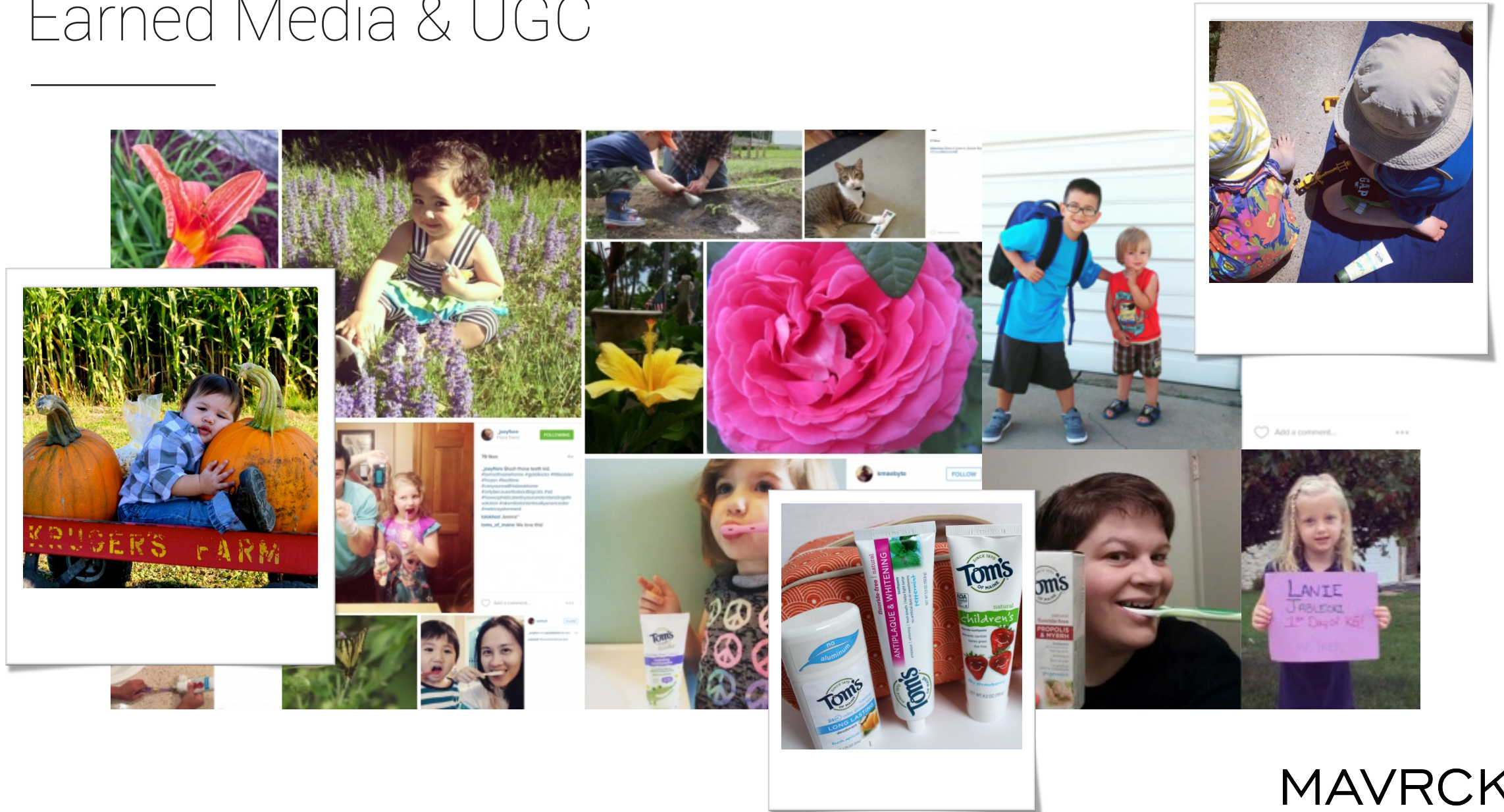
AT WHICH OF THE FOLLOWING STORES DO YOU BUY TOM'S OF MAINE PRODUCTS?



DO YOU HAVE KIDS AT HOME?



# Earned Media & UGC



# Press & Awards

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FLEISHMANHILLARD  
**TRUE**



**AdAge**



**MASSACHUSETTS  
INNOVATION  
& TECHNOLOGY  
EXCHANGE**

**"TOM'S OF MAINE TO TOM'S OF GAIN"**

Published July 2015

**WOMMA SUMMIT SPEAKER**

November 2015

**RETAIL INNOVATOR AWARD WINNER**

April 2016

**"TOM'S OF MAINE TURNS TO MICRO-INFLUENCERS TO TACKLE INSTAGRAM"**

Published July 2015

**MITX AWARD WINNER FOR 'BEST USE OF DATA IN AN INNOVATIVE WAY'**

April 2016

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