

Case Study:

Zurvita's Social Media Strategy

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Company Profile

Zurvita Holdings, Inc., a Direct Sales company, offers wellness products targeting individuals and families. Products are sold directly to consumers through its network of independent sales consultants.

The company's principal products include:

- **Zeal Wellness:** An all-in-one nutritional drink. It is a blend of whole food concentrates providing a source of nutrients, antioxidants & vitamins.
- **Zeal Advanced Formula Protein Shakes:** Each shake is designed to block carbohydrate absorption & leave you with a satisfied, full feeling.
- **Zeal Cleanse:** An herbal & probiotic cleanse that helps detoxify the body & restore the digestive system to a healthy state.
- **Zeal Burn:** Accelerates the metabolism to burn calories, reduce the hunger, & block the absorption of the carbohydrates.
- **Zeal Weight Management Program:** Combines the products above to assist the consumer in losing weight or maintaining a 'healthier' weight.

Zurvita's business model is direct sales. The business model compensates independent sales consultants for acquiring customers and building a sales organization of independent consultants, earning an override on their customers.

The business model is marketed by word-of-mouth, face-to-face and online.

Independent sales consultants have an opportunity to earn money.

Overview

In 2012, Zurvita's Facebook Business Page had 4 million impressions, reached 818k people, generated 54,383 stories and had 4,300 likes. Total revenue in 2012 was \$12m.

Based on progress over the last 16 months:

Impressions increased– 725%

Reach increased– 572%

New Fans increased– 705%

Stories increased– 653%

Business definitions: Impressions and Reach are another way of saying Zurvita's brand value. The more people that see the brand, the more valuable Zurvita becomes in the market. New fans mean Zurvita's customer retention and advocacy is getting stronger. Stories mean the number of prospects that could have ordered the products or became a consultant.

Facebook definitions: Impressions are the total number of times any Facebook user has seen content from Zurvita. Reach is the number of unique people who saw any content associated with Zurvita. Fans are people that see Zurvita's page and click "Like". A story on Facebook is created when a user likes your Page, posts to Zurvita's Wall, answers a Question, RSVP's to one of Zurvita's events, mentions Zurvita's Page, photo tags Zurvita's Page, checks in, or likes, comments or shares one of Zurvita's Page posts.

Zurvita wanted to grow their Social Media presence while increasing in three key performance areas of the business. These areas included:

- Strengthen the customer and consultant base
- Enrich the consultant culture
- Convert sales and increase revenue

Solution

In order to achieve desired outcomes in the three key performance areas, three specific strategies were used.

- 1) **Redeveloped Zurvita Facebook Business Page:** The page included new types of content & design. Examples of new content included, but not limited to, contests, product testimonials and product ingredients. The page was launched January 2013. In 2013, a brief marketing campaign was initiated with a total spend of \$17,500 to generate buzz. In 2014, \$3,000 a month was allocated to generate buzz.
- 2) **Consultant Training Program:** A step-by-step action plan, which would teach existing consultants how to generate new customers and consultants. The training program was launched February 2013.
- 3) **Facebook Groups:** A way to support customers and consultants 24/7. Customers had access to a Zeal for Life Coach and others who were also using the products. Consultants had access to corporate, field leadership, ongoing Social Media training and others who were also consultants.

Results

2012	2013	1 st Quarter of 2014
<ul style="list-style-type: none"> • 4,000,000 Impressions • 817,900 Reach • 4,300 New Fans/Likes • 54,383 Stories Created • \$11,000,000 Revenue 	<ul style="list-style-type: none"> • 21,200,000 Impressions • 2,700,000 Reach • 24,000 New Fans/Likes • 310,324 Stories Created • \$63,000,000 Revenue 	<ul style="list-style-type: none"> • 11,800,000 Impressions • 2,800,000 Reach • 10,600 New Fans/Likes • 99,100 Stories Created • Est. \$15,000,000 Rev

Strengthening the customer and consultant base was achieved through social engagement using Facebook. People felt a sense of support when purchasing the product for its promoted health benefits and by taking on a new challenge of building a business. Because customers and consultants experienced product and business support in a social environment, they could ask questions, talk to other people trying out the product or building the business for the first time and get support on any concerns or questions they had. This led to increased customer retention and stick rate for continuity product sales and identifying additional sources for new consultant recruits.

Cheri Cheatwood Thiry says, "Jodi Davis posted on FB about the product. Signed up with a builders pack. The best \$500 we ever spent!"

The consultant culture became more enriched because of the newly developed support systems and training program. The most common reason for failure in Direct Sales is due to inaction by the newly appointed consultant. Inaction occurs often because of a lack in skills or experience in running a Direct Sales business. Often times the allure of working from home and the freedoms that entails is very exciting, but is too soon met with the reality of not having the proper skill set to perform the duties of running a direct sales business. Through proper education, training and support this scenario can be greatly alleviated, which creates a stronger and happier consultant. It also keeps a consultant involved longer with the company.

Krista Paremski says, "I FB creeped my friend Tiffany Gifford Storm for 6 mos. before joining. My family's health has done a 180 since! Yay for Zeal & FB!"

Convert sales and increase revenue occurred when the attendance to the consultant led marketing events known as “Challenge Parties” greatly increased through proper training in social media marketing. With the consultants new skill sets in social media promotion, they were able to effectively announce the events and drive traffic to registrations for upcoming “Challenge Parties” which lead to an increase in sales.

Debbie Watson Mayo says, “I have a friend on FB that kept posting about Zeal. Well, I gave in and went to one of those Zeal Tasting Parties. Don’t know where I would be without my Zeal. I am now a consultant.”

Contest

53% said Facebook works!

Even though there was a dramatic uplift in the number of prospects, advocacy, brand value and customer retention, there were also sales generated.

To understand the impact on sales, a contest was conducted with 3,946 participants. They were asked, “Before becoming a Zeal for Life customer or consultant did a friend talk to you on Facebook about Zeal for Life or did you do research on the products through Facebook?”

An astounding 2094 participants answered yes.

Products and services used

- Sprout Social, a Preferred Partner of Facebook, provided all the data.
- Facebook was the only Social Media Platform used in the case study.
- Facebook Ads were use to develop buzz around the new Facebook Page.
- Consultant Training Program was delivered by video & Facebook Groups.
- Additional training was provided by webinar, live events & one-on-one.

Questions

Additional questions or comments about this case study may be directed to:

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