Trending Topics
Tapping Consumer Needs to Build a Modern-Day Content Strategy

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Manager, Social Media & PR
@aapurvis – outdoors-gal, dog mama, salsa lover, reader

Lead a team of three at Vitamix
• Supplement social care with 2-3 people in contact center

Social stats of note:
• 100K consumer messages a year
• 98% positive sentiment
• Driving > $650K in revenue on social
1921 | Company Founded by W.G. (Papa) Barnard

1937 | Introduced the Vitamix Branded Blender; An American Made Blender

1949 | Created First Infomercial (30 minutes on WEWS – TV)

1992 | Adapted Technology for Commercial Market

1995 | Vitamix Expanded Globally (Currently 140+ Countries)
“So...can you make me go viral?”
Do a self-assessment

Spend some time listening

Build your squad

Find your sources of inspiration
1. Gain some self-awareness
80% of content was recipe-focused

Increase in social servicing

400% decrease in engagement
STAYING IN YOUR LANE

VITAMIX® BRAND SPECTRUM

ALOOF (COLD)
- TODAY
- FUTURE
CENTER

PROFESSIONAL
- TODAY
- FUTURE
CENTER

INTIMIDATING
- TODAY
- FUTURE
CENTER

RIGID
- TODAY
- FUTURE
CENTER

INDULGENT
- TODAY
- FUTURE
CENTER

PERSONABLE (WARM)
- TODAY
- FUTURE
CENTER

CASUAL
- TODAY
- FUTURE
CENTER

APPROACHABLE
- TODAY
- FUTURE
CENTER

FLEXIBLE
- TODAY
- FUTURE
CENTER

HEALTHY
- TODAY
- FUTURE
CENTER

Pretentious, exclusive, & self-serious.

Formal & guarded.

Complex, challenging, & unattainable.


Decadent desserts, comfort foods, & cocktails.

Inviting, easy to talk to, & non-judgemental.

Relaxed, authentic, & relatable.

Encouraging, helpful, & reliable.

Nimble, relevant, & welcoming of change.

Whole, raw, & vegan.

STAYING IN YOUR LANE
Have a good old-fashioned listen
YOU HAVE GOT TO LISTEN
CONSUMER FEEDBACK

Anne Soufrin • Vitamix (US)  
December 7, 2019 •  
My Vitamix has become cloudy either from something I used in it or the hard water I have. No matter how much I try cleaning it’s not clearing up. Any suggestions what to use to make it clear again?

1 Comment  Page responded privately

Robert Price • Can you chop onions in a Vitamix?

3 curtidas 3 admiradores

Clop • @ChloFoSho • Jan 3
Help! I’m scared of the power my blender possesses @Vitamix

Lissa Mactay • Hi guys I’ve been watching this for 2 weeks now and have been doing my home work. My hubby isn’t impressed because of the price. Can any one please let me know which one is good whether it is older or newer. I’m starting to doubt myself.

John Di Bratto • Do I need the dry one for this

Vitamix I know this sounds nuts 🍗 (pun intended) but I don’t do butters because I think it will wear out the blades faster 😞

myangelsonia • @custombeadsandthings
When I add a little bit of frozen fruit the mixer stops

3 curtidas 1 admirador

daydreamsicle • You can make dough in them??

3 curtidas

View replies (3)
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Surround yourself with creativity
Silo Farming

Nope, free range won’t work. They’re happier in separate pens where they can blame each other when things go wrong.
Expectation setting

- Educate your peeps
- Identify specific partners
- Informally brainstorm
Sources of inspiration
User-Generated Content
Amplify big shoutouts + and incorporate UGC into your evergreen calendar
User-Generated Content

Timely or Seasonal Events
Stay tuned into current events...and participate in them appropriately to drive engagement
User-Generated Content

Timely or Seasonal Events

Social Happenings
Tap into timely conversations that make sense…and drive user engagement
Why is this important?
ACCEPTING
FAILURE
DRIVING RESULTS

- 74% increase in engagement
- Maintained 98% positive sentiment
- Organic increase in followers
Boost Your Blending IQ

Whether you’re new to Vitamix or have been blending with us for years, here are a few simple tips and tricks every Vitamix owner should know.

Loading Your Container

1. Liquids (water, juice, yogurt)
2. Dry Goods (grains, seasonings, powders)
3. Leafy Greens
4. Fruits & Veggies
5. Ice & Frozen Ingredients

Placing heavier, frozen items on top of lighter ingredients helps weigh them down and gets the blend moving faster. This can help prevent the blend from stalling, also called cavitation, which happens when air pockets form around the blades.
UP TO 50% OFF
From full-size machines to accessories, you won't find these deals anywhere else. But hurry, these prices will only be available for a limited time!

7500 with Aer™ Disc
Now $389.95
Originally $674.95

Certified Reconditioned S50
Now $169.95
Originally $339.95

All Full-size Containers
Now $99.00
Originally $129.95 to $159.95

Today's the day!

Come visit Vitamix HQ TODAY until 5p! HURRY! Before it's all gone!

FALL FLAVORS CLASS

Welcome to Vitamix Day!
Purpose:

Liberate & nourish the zest for life.