

Graco's Relationship Based Approach to Community Building

The Challenge

To connect with the large and extremely influential parenting audience active in social media with authenticity amongst a sea of marketing “noise.”

The Concept

Converseon analyzed online conversation about Graco and the parenting category for six months and crafted an enterprise-wide social media strategy aligned with external opportunities, taking into account internal legal and training requirements.

Graco's social media strategy involved developing strategic relationships between parents and the organization through interaction and conversation with Graco employees.

Implementation

The strategy involved a series of Graco Get-Together events with parenting bloggers around the country to organically “join” the community and learn from leading community members. This was followed by the launch of a corporate blog about parenting and babies authored by a multi-disciplinary team of Graco employees. The blog was a tool to facilitate two-way communication with customers and to build relationships with key online influencers. The blogging effort has been supported by using other social media tools like Flickr, YouTube and Twitter.

Successes

- GracoBaby blog featured on Today Show and as a case study at BlogHer Business conference
- Conversation Mining results showed the volume of the online conversation for the Graco Brand nearly doubled, while the polarity of online mentions rose from 68% positive in 2007 to 83% positive in 2008
- Thousands of monthly unique visitors to the Graco Blog
- Graco Blog ranks on the front page of Google for many relevant search terms
- Technorati Authority of 88 resulting from 200 blog reactions in 6 months (higher than many Fortune 500 blogs)

Case Study Library



- 155 posts at the Graco blog garnering 530 comments
- Postive reviews from industry commentators and parenting bloggers alike:
- Blog Review (Mack Collier):
<http://moblogsmoproblems.blogspot.com/2008/08/company-blog-checkup-graco.html>
- Graco Blog is Fantastic (Jake McKee):
<http://www.communityguy.com/1398/graco-blog-is-fantastic/>
- Social Networking is Personal (Kelby Carr): <http://kelbycarr.com/social-networking-is-personal/>

Client: Graco

Agency: Converseon Inc.

Budget: Confidential

Date of Campaign: 1 Oct. 2007 - Present

Case Study URL: <http://converseon.com/wommie/wommie.htm>