



Industry:
CPG

Use case:
• **Automation**
• **Scale**

Client team size: Morgan (co-founder) manages all communications and influencer programs on her own with the support of one employee



LoudCrowd Stats

The Why:

GoNanas had a small, but loyal social community and an affiliate program, but they wanted to take it to the next level. As a small team, they needed tools to scale their customer marketing and create an automated ambassador program that's open to all customers, regardless of influence or follower size.

Purpose:

- **Customer loyalty**
- **Brand awareness**
- **Ambassador program**

The Solution:

Leveraging LoudCrowd's automated rewards and communication tools, GoNanas was able to scale their ambassador program to 1,884 members and automate their social gifting efforts that previously was managed manually through one-to-one communication.

Stats

Client KPIs/business goals

- Launch and grow an all customer program with 1000+ members
- Leverage their ambassador program to grow their overall UGC and impressions by at least 50%
- Automate social gifting and ambassador comms at scale

of Program members

1844 members in their all customer program

Earned Media Value (percentage growth)

- Sep 2020-Sep 2021 (pre-LoudCrowd)
\$103K EMV
- Sep 2021 - Sep 2022 (one year-post LoudCrowd)
\$217K EMV
- **After one year, 112% increase in EMV**

% increase in engagement/impressions/etc.

- Sep 2020-Sep 2021 (pre-LoudCrowd)
3.42M Impressions
- Sep 2021 - Sep 2022 (one year-post LoudCrowd)
7.23M Impressions
- **After one year, 112% increase in monthly Impressions**

Percentage UGC growth

- # of tagged posts before/after program launch
1.17K vs 1.56K **33% increase in posts**
- Increase in # of people tagging the brand (Social CRM growth)
524 creators vs 2,364 creators
351% increase in people tagging the brand

Social gifting

788 gifts sent from October 2021 - September 2022

Ambassador Comms

- 70,000+ community emails sent out
- **47% average open rate**

"We value a strong, authentic level of customer interaction across social, but with our small team, customer engagement became a full time job that fell on one person, manually sending messages with our similar voice. LoudCrowd helped us free up the time, so we could focus on higher-level initiatives like growing our brand, building out ambassador campaigns, events, challenges, ambassador-branded products, and even helping [LoudCrowd] build out a new product to help scale & automate further."



Morgan Lerner
CEO/founder, GoNanas