

# G3 Facebook Campaign

A Senior Project

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By

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## **G3 Facebook Campaign**

### **Introduction**

G3 Enterprises, started by the third generation of the Gallo family, provides packing and supply chain services within the wine industry. The transportation department focuses and specializes in transporting wine grapes from vineyards to the wineries for Gallo and external companies. In some ways, marketing a service as business-to-business can be more complex than marketing a business-to-consumer product according to B2B International (Hague, Harrison, 2017). Therefore, G3 needs to branch out of its traditional marketing and keep up with current trends by creating a greater social media presence. If G3 Transportation can successfully showcase its trucking service through social media, the company will be able to reach a larger audience, generate new customers, and also build better employee/customer relationships. This project will overcome G3 Transportation's lack of social media presence with a Facebook campaign.

### **Background**

G3 must have and maintain a social media presence. In today's society, social media has become a vehicle of communicating, networking and connecting for a majority of people (Edwards, 2015). Facebook is an easy and free platform for G3 Transportation to reach a large group of people and showcase its services. The company also needs to prioritize building rapport with its clients or potential clients, in addition to its current employees. By utilizing Facebook, G3 will build customer and consumer rapport by posting pictures and information that is likely to connect with customers, generate more business, and create greater company pride amongst employees.

Facebook is a free, social networking website that allows people all across the world to connect with one another through pictures, posts, and direct messaging. As of January of 2017, Facebook is the most popular social media site worldwide with 1.87 billion monthly active users (Statista, 2017). Facebook incomparably leads the social media platform with approximately 8 in 10 online Americans (79%) using Facebook (Greenwood, Perrin, Duggan, 2016). It is also visited more regularly than any other social media site with about 76% of its users visiting Facebook daily (Greenwood, Perrin, Duggan, 2016). Facebook can be used to reach several demographics. According to the Pew Research Center 2016 statistics, 83% of all women and 75% of all men that are online use Facebook.

### **Methodology**

The G3 Facebook campaign idea was pitched in March of 2017 to Yvonne Sams, Senior Manager of Ag Logistics, for the agriculture transportation department to start marketing through social media, as well as to start telling a story about what G3 does. The idea for the project was born from the question that the author was asked often as a G3 employee, "What is G3?" Most people are familiar with the Gallo name because E & J Gallo Winery is one of the largest wineries in the world. However, G3 is not as well known. Being a business-to-business company also adds confusion and can cause for a lack of understanding about what exactly G3 does because they are not in contact with the average consumer. In such a large and diverse company, the author thought that it would

be beneficial to showcase G3's agriculture transportation side and launch a Facebook campaign for the duration of the wine grape harvest.

The G3 marketing team posted picture(s) showcasing the grapes, the trucks, their locations, services, employees, etc. for 12 weeks. Some of the posts would be "boosted," meaning that G3 paid Facebook to advertise the post to the demographic that marketing had chosen.

After receiving the analytics from the Facebook campaign, a survey was created to see if people responded to Facebook advertisements and if they liked seeing a post from G3 agriculture transportation on a weekly basis. The survey was sent to the G3 Ag Transportation team to get their response to the Facebook campaign. This enabled me to see how the company responded to the campaign.

In addition, a conference call was made to Krittaya Boonma and Melodie Hummer, from the Marketing Department, to review the project. Through this conversation, advantages and disadvantages of the Facebook campaign were identified. Photos, captions and dates for posting were all approved before the campaign began and then those plans were implemented by the author.

The target audience for the Facebook campaign was wineries and growers, men and women, ages 20 to 60. The target audience includes job titles such as vineyard management, grape growers, winemakers, farmers and industry people with interests in viticulture, harvest, vineyards, winemaking and agriculture. The geo-targeting wine region locations were in the 50-mile radius of Modesto, Fresno, Lodi, San Luis Obispo, Paso Robles, San Benito, Santa Cruz, Monterey, Sonoma, and Mendocino.

The campaign lasted 12 weeks with ten weeks of posted content. The plan was to spend around \$3,000, however only \$600 was spent because only a few posts were utilized as paid boosts. Less money was used than expected because it was the pilot campaign and the marketing department was hesitant to use a large amount of money on social media campaign that was being tested for the first time. The author conducted a survey following the Facebook campaign to receive feedback from the agriculture transportation team at G3. The questions were submitted to supervisors for approval and shared via a SurveyMonkey link by the author to coworkers at G3.

## **Results**

The G3 Facebook campaign had overwhelming results. Overall, the campaign reached 104,371 people. The Facebook page got 277 "likes" pre-campaign and 905 new "likes" post-campaign. The G3 website gained the traffic of 247 people. The author conducted 81% of respondents said that they enjoyed seeing the Facebook posts for the 2017 grape harvest and 90% said that they would like to see G3 have an even greater social media presence today. Through the author's G3 employee survey, 81% of respondents said that they enjoyed seeing the Facebook posts for the 2017 grape harvest and 90% said that they would like to see G3 have an even greater social media presence today.

The total engagement on the G3 Facebook page was 9,937. The picture with the most “likes” attained 298 and the picture with the most shares attained 24. Several wineries, including Pylman Vineyards, Rays Station Winery, and Asti Winery engaged in the Facebook page. Additionally, we received followers from Bath Mahill Vineyards, Berryhill Family Vineyards, Broken Earth Winery, Lodi Grape Growers, Manna Ranches, and Merwin Farms.

The content that got the most “likes” and overall attention were the posts of photos that were taken with a digital camera which featured people in action and posed engaging questions. The low performing posts lacked storytelling, interactive content, and high quality photos.

### **Conclusion**

For a pilot campaign, it was concluded the campaign was an overall success. The author was told that it was an idea that other divisions of the company were interested in adopting as well. Although deemed successful, there were complications with the campaign that could be improved and could have been executed differently.

All of the past content that was posted was collected and reviewed, specifically looking at how many “views”, “likes”, and “shares” the posts received. The past material was used to determine what kind of content would be good to post in the upcoming year and what posts returned the most traffic to the business. By understanding what people like to see, the author was able to suggest what kinds of things should be posted the following harvest. More ideas were brainstormed for future content, including using multiple forms of media and showcasing different sides agricultural transportation. In addition, recommendations on the process of going about this campaign, were made, including the time that is necessary to launch a Facebook campaign, the communication between departments, and a set schedule that would ultimately lead to a more successful campaign for the 2018 grape harvest.

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