



JETBOIL[®]
Heating Up
Consumer Engagement

JitterJam's Impact on Jetboil in Just 3 Months

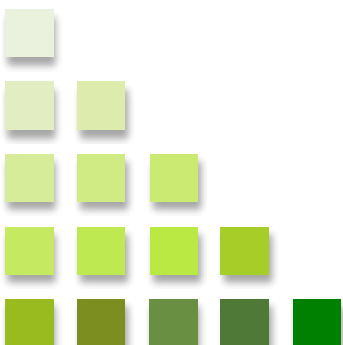
- 2x increase in Facebook fans
- 16x increase in Twitter followers
- Discovery of new consumers and influencers
- 700+ consumers opt-in for marketing over Twitter, Facebook, e-mail and/or mobile from a single campaign
- No additional staffing required to engage in social media

Problem: No Direct Consumer Interaction

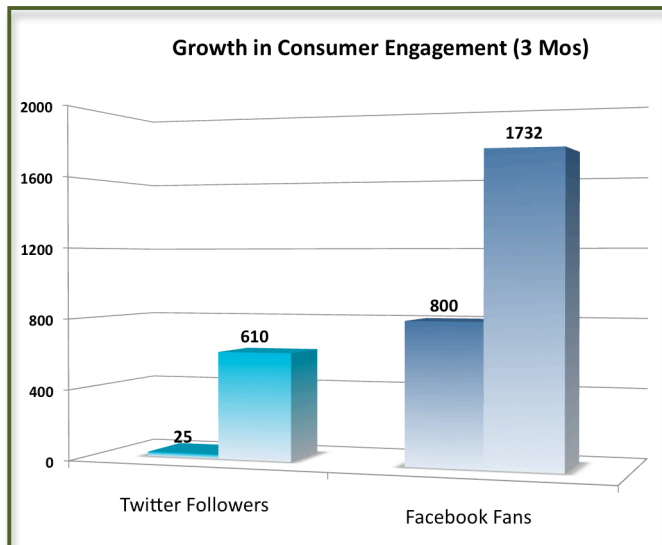
Jetboil, a leading manufacturer of fast and light outdoor cooking systems, was focused on general branding in support of their distribution channels. While they occasionally updated their website with user-submitted content, it was static and didn't focus on building a community of avid fans. Jetboil had little insight into what consumers were saying about their products and did not know how to directly engage their customers.

Solution: JitterJam Drives Consumer Discovery, Engagement and Trust

JitterJam has had a dramatic impact on Jetboil's marketing efforts, turning them from a relative newcomer to social media into a daily user. They have discovered new categories of consumers and influencers that are ardent fans. JitterJam's single, integrated dashboard gives them a way to quickly manage all their daily and campaign-driven outbound communications. Their customers have eagerly shared their e-mail, mobile, Twitter and Facebook contact information through JitterJam's *Make Me Happy*[™] opt-in system and are awaiting Jetboil's newsletters, announcements and promotions. Most importantly, JitterJam has helped Jetboil turn its focus outward to its customers, with stunning results.



Jetboil's Campaign for Success



Enabling Social Growth

Since starting to use JitterJam, Jetboil has steadily grown their presence in social media. JitterJam has made it easy for Jetboil to **double their Facebook fans** and grow their **Twitter following over 16x**. Their presence is very welcome—they often have **25% click-through rates** on the content links they publish.

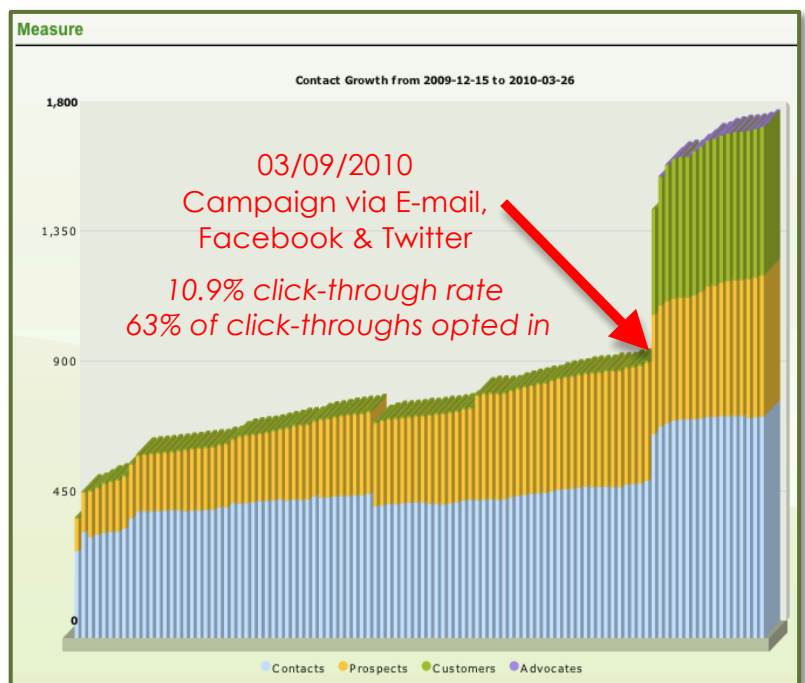
As Jetboil has been discovering and engaging new consumers, they have been using JitterJam to develop a rich contact database. JitterJam's powerful **segmentation features** allow Jetboil to create **custom tags** such as "blogger" and "hiker" to identify specific contacts for targeted interaction. JitterJam's automated system also measures the depth of engagement of each of these contacts—making it easy for Jetboil to find key influencers.

Gaining Permission to Market

As a next step to their consumer engagement, Jetboil executed a campaign to get consumers to opt-in to receive occasional news and information and to enter to win a Jetboil cooking system.

They created a single promotional message that was sent to their 9,000 Constant Contact e-mail recipients and via Twitter and Facebook updates. JitterJam's **multi-channel interface easily integrated all three channels** and took the complexity out of campaign creation and execution.

Within their promotional message, Jetboil included a link to their JitterJam **Make Me Happy™** preferences page to enable respondents to specify how they wanted to be contacted (**e-mail, Twitter, Facebook and/or mobile text message**) and what information matched their interests.



Immediate and Stunning Campaign Results

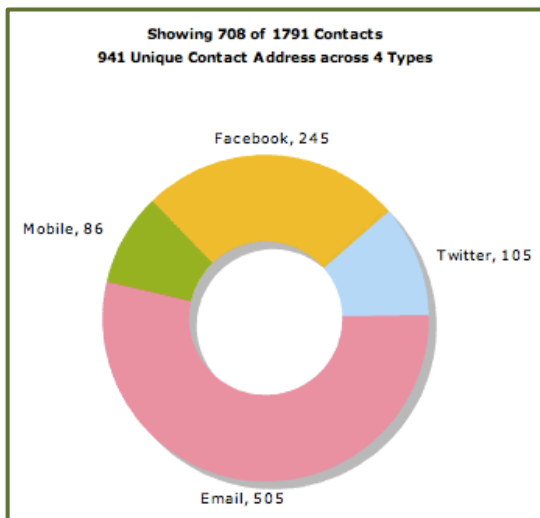
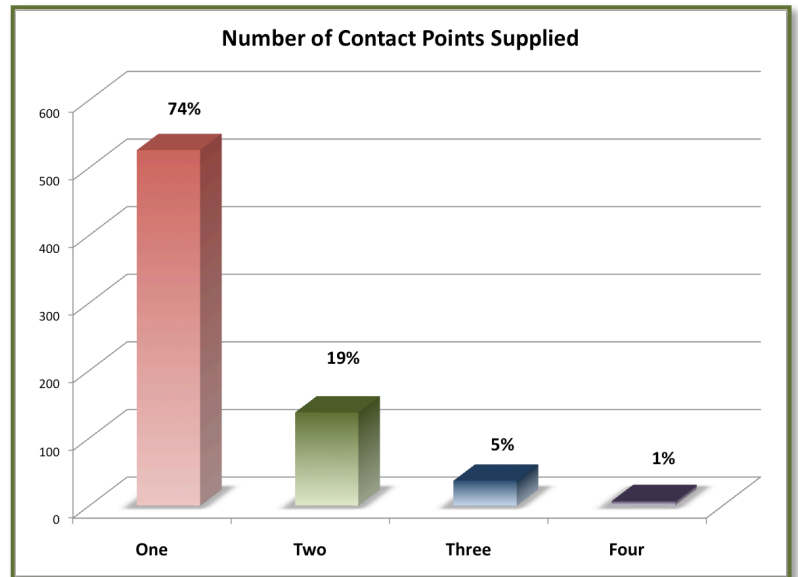
Within the **first 48 hours**, Jetboil had over **600 people opt-in** to their campaigns. Over a two-week period, they had a **click-through rate of 10.9%** and a total of **708 (6.9%) people opt-in—a whopping 63% conversion rate**. More importantly, many people provided **multiple contact addresses**.

Opt-In Campaign Conclusions

1 New Contact Paradigm: E-mail is Only One Contact Method

While e-mail has been the primary digital marketing channel, social and mobile channels are beginning to take hold and become preferred channels for receiving communications.

- 708 people opted-in and gave **941 unique contact points/addresses**
- **26%** provided >1 contact points/addresses



2 Many Prefer Social and Mobile Channels Over E-mail

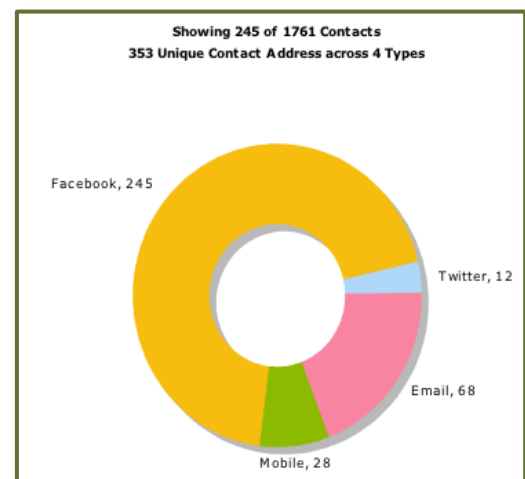
With new means of engagement via social and mobile, e-mail is not always the only or preferred method of communication.

- **28%** of the respondents **did NOT provide an e-mail address** as a point of contact
- **Less than 50%** specified that **e-mail was the only way** they wanted to be contacted
- **12%** provided their **mobile phone number**; those who did also provided their e-mail addresses

3 Facebook is a Primary Channel

Many Facebook users strongly prefer that channel—exclusively.

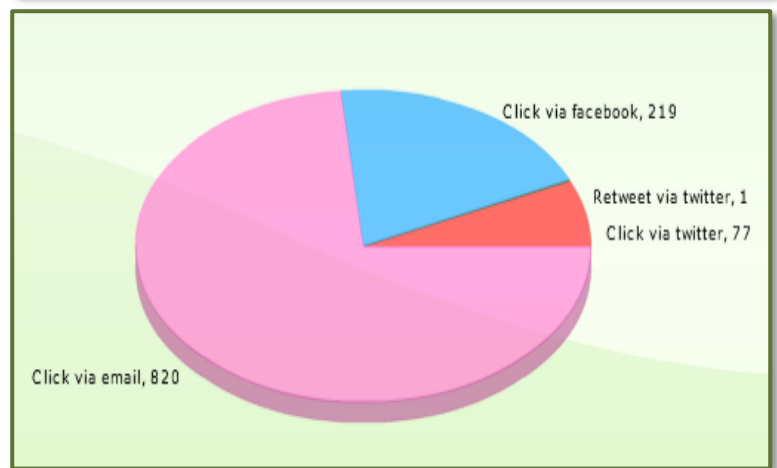
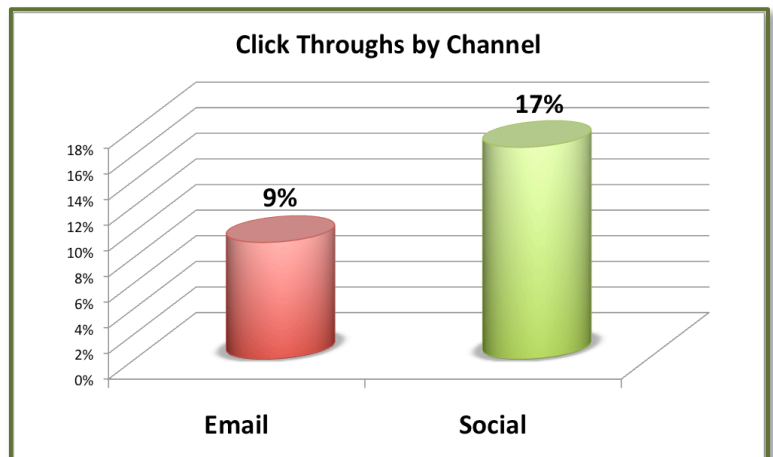
- **24%** of the respondents **specified Facebook** as the **only way** they wanted to be contacted
- Only 27% of those who provided Facebook contact info specified an e-mail address as well—and even fewer provided Twitter or mobile information



4 Social Channels Drive High Response Rates

While e-mail has been a primary method for marketing outreach, open and response rates have been declining. Jetboil's experience points to the receptivity and potential in new media channels.

- Social channels generated a **17% click-through rate** versus 9% for e-mail
- While Jetboil's direct e-mail list was 4x the number of Facebook fans and Twitter followers, the indirect impressions via Facebook and Twitter updates generated a higher response rate than direct messages to Jetboil's e-mail list
- Facebook presents a higher level of engagement for Jetboil at this time and had a higher response rate than Twitter (18% versus 14%, respectively); both still outpaced e-mail



Final Conclusions

Multi-Channel Marketing is Effective—And Desired

- Many people want to connect with companies in multiple ways
- While e-mail is a preferred method of communication, social and mobile channels are both acceptable and sometimes preferred along with or above e-mail as a primary channel
- Social marketing provides a new avenue for engaging consumers and can become a primary method of communications for a business
- Many contacts are willing to provide their mobile number; this group of contacts may represent those users with the closest connection to the business
- Moving contacts “up the value chain” starting with “lighter” relationships and deepening them over time is a credible and valuable strategy for businesses engaging in new media marketing

