

Building Trust, Connection, and Sales in a Digital World

Google

STORYARC
CONSULTING LLC

GoPro

fitbit

United States[™]
Census
Bureau

American
Heart
Association

the
NBA

pork

incredible!
American Egg Board

Avocados
from
Mexico

BEEF
USA.org

UNDENIABLY
DAIRY

REAL
CALIFORNIA
MILK

AgriGold

VIVA + FRESH[™]
PRESENTED BY
TEXAS INTERNATIONAL PRODUCE ASSOCIATION

DAIRY FARMERS
OF WISCONSIN

NAMI
NORTH AMERICAN
MEAT INSTITUTE

 **National Beef**


NMPF
NATIONAL MILK
PRODUCERS FEDERATION



JOHN DEERE

IDDBA

STORYARC
CONSULTING LLC

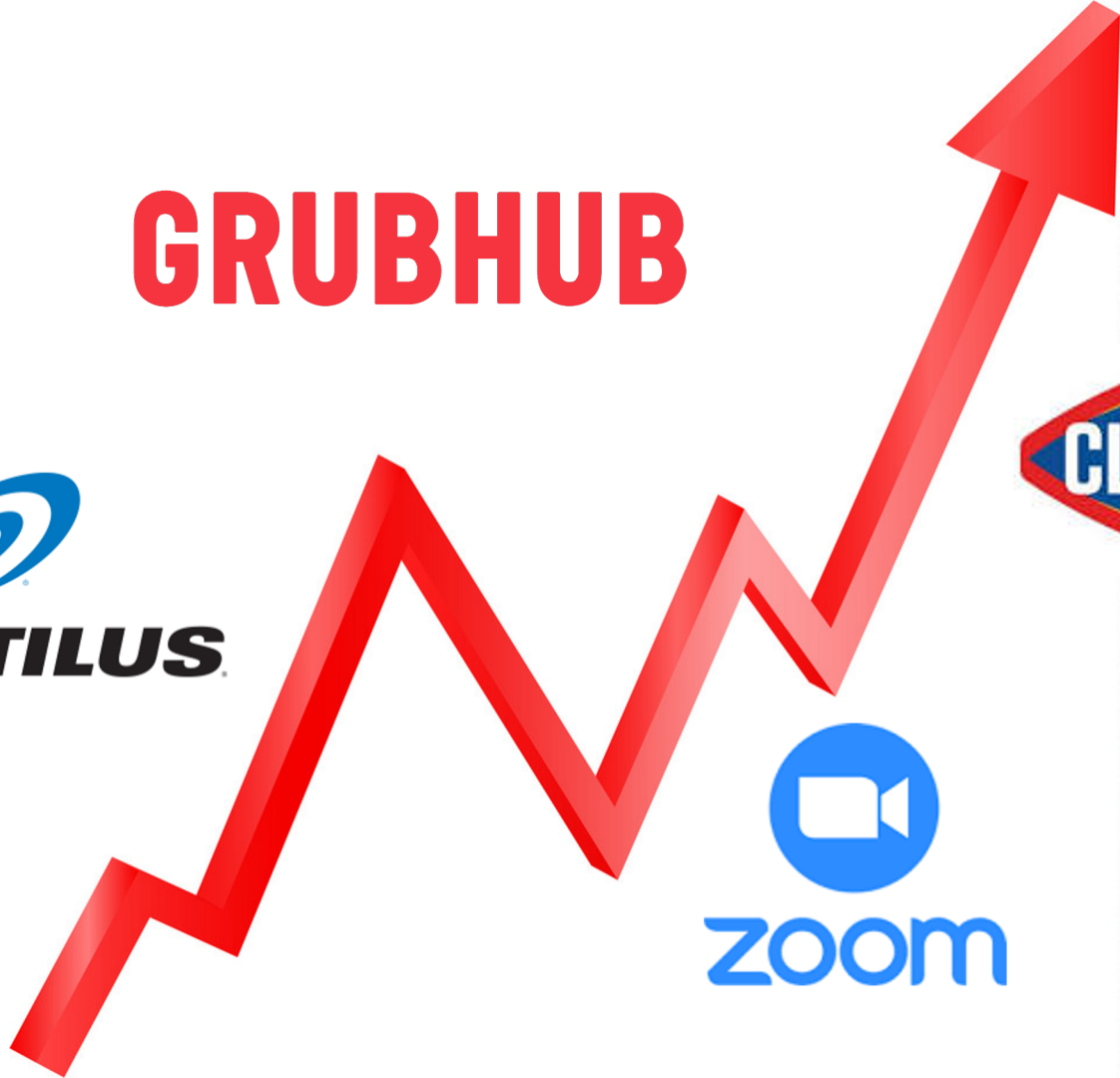


DRIVE THRU
OPEN FOR
DRIVE THRU
PICK UP AND
MOBILE ORDERING





GRUBHUB



*Luck is what happens
when preparation
meets opportunity.*

~Seneca



Increase Control *by relying less on our supply channel*

Become Nimbler *by embracing digital everything*

Accumulate Knowledge *by identifying all available data*

1. Understand the Ecosystem
2. Make Yourself Relevant
3. Leverage Your Assets

1. Understand the Ecosystem
2. Make Yourself Relevant
3. Leverage Your Assets

**Harvard
Business
Review**

Survey: People's Trust Has Declined in Business, Media, Government, and NGOs



“Only 33% of consumers trust the food system”



“Nearly half of U.S. Consumers Avoid GMOs”



“Only 25% of olive oil users in the US feel very knowledgeable about olive oil”



Google



Google Search

I'm Feeling Lucky

Google!

Search the web using Google!

Index contains ~25 million pages (soon to be much bigger)

About Google!

[Stanford Search](#) [Linux Search](#)

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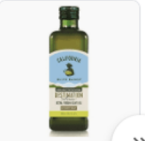
130,000,000,000,000

local california olive oil

[All](#)
[Shopping](#)
[Images](#)
[News](#)
[Maps](#)
[More](#)
[Settings](#)
[Tools](#)

About 29,200,000 results (0.80 seconds)

Ads · Shop local california olive oil

 <p>Brightland... \$37.00 Brightland</p>	 <p>Small Gypsy... \$22.95 gypsyfarms... Free shipping</p>	 <p>Kosterina... \$68.50 Kosterina Free shipping</p>	 <p>Organic Gree... \$35.00 Liokareas</p>	 <p>California... \$23.95 Amazon.com</p>
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Ad · <https://www.brightland.co/>

Brightland Olive Oil + Vinegar - Family-Run California Farms
Extra Virgin **Olive Oils** and Vinegars lovingly made in **California** to elevate your everyday.

<https://laist.com> · 2020/01/29 · local_olive_oil_los_an...
How To Find SoCal's Best Olive Oil — And What You Need To ...
Jan 29, 2020 — Here's a crash course to help you find the ideal bottle of **California olive oil**, whether you're at your **local** grocery store or visiting a tasting room.

People also ask :

- What brands of olive oil are from California? ▾
- What is the best olive oil from California? ▾
- Is California Olive Ranch real olive oil? ▾

Search Trends



Search Engine Optimization (SEO)



Search Engine Marketing (SEM)





BINGING WITH BABISH

1,120th

Subscriber Rank

2,464th

View Rank



BINGING WITH BABISH

1,120th

Subscriber Rank

2,464th

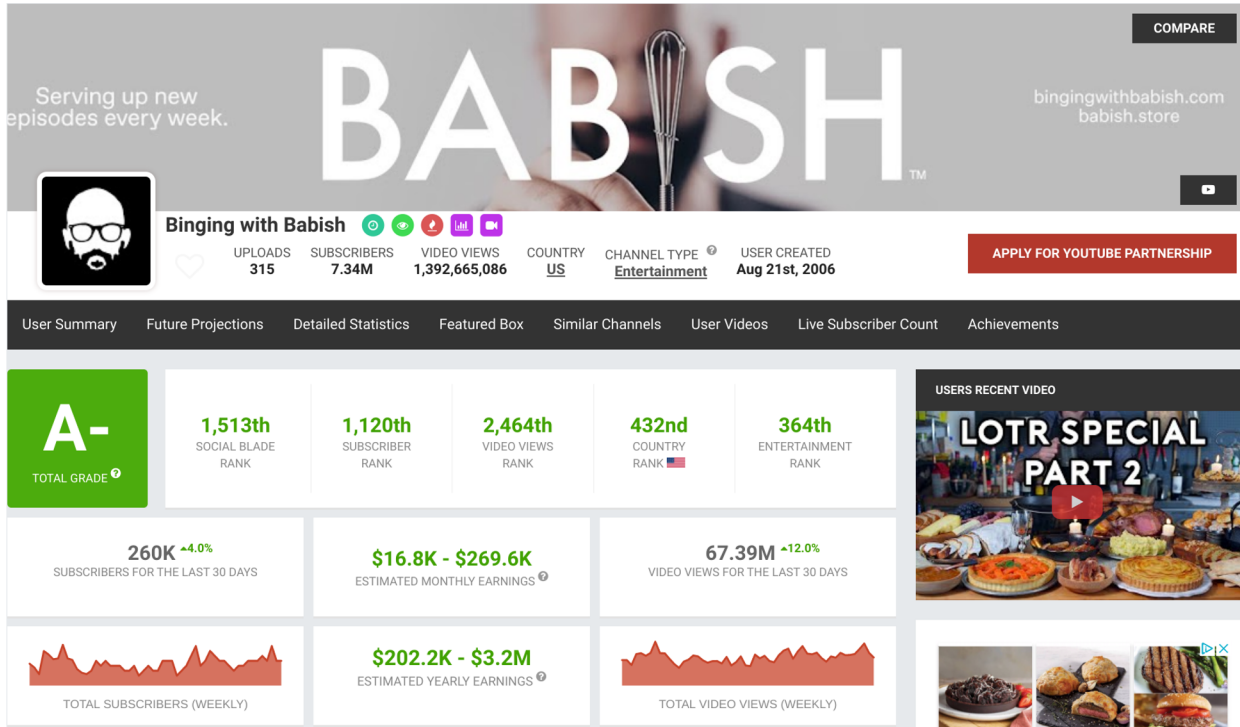
View Rank

67 Million

Views Per Month



SOCIALBLADE



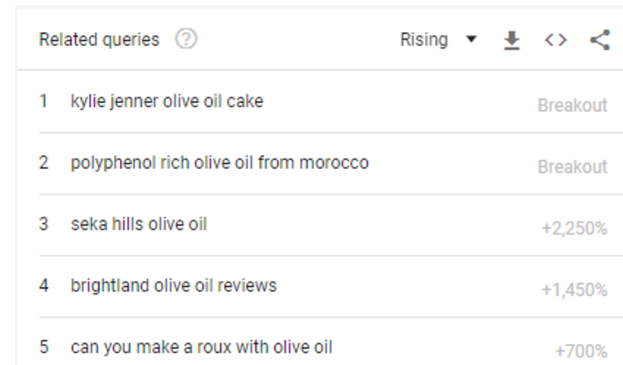
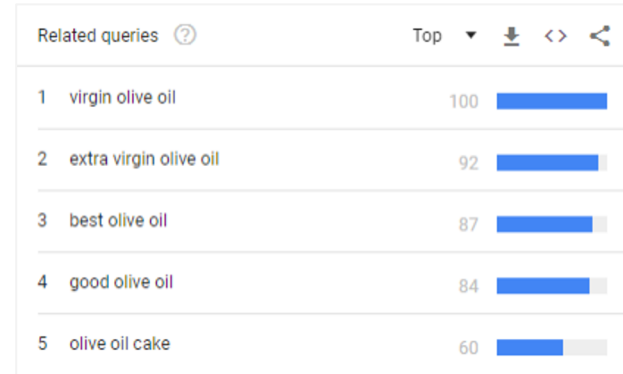
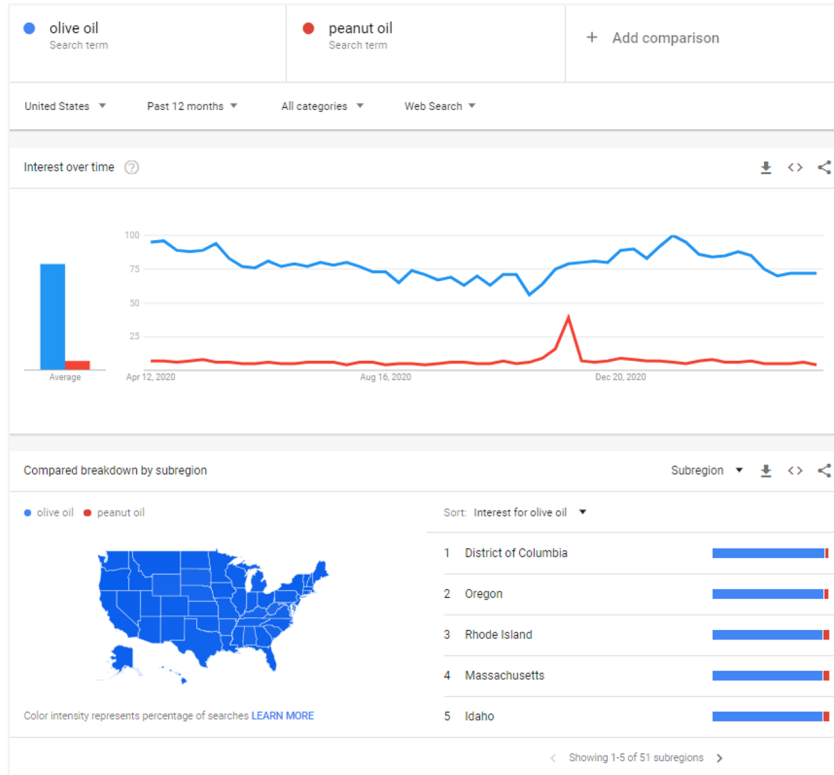
California Olive Ranch Advertiser Report

23 creatives



1. Understand the Ecosystem
2. Make Yourself Relevant
3. Leverage Your Assets


Google Trends



Google Trends

● milk
Search term



Related queries 

Rising    

1	milk and pepsi	Breakout
2	can you make pudding with almond milk	+3,450%
3	milk money cast	+3,350%
4	crows milk	+2,700%
5	how long can you refrigerate breast milk	+2,300%

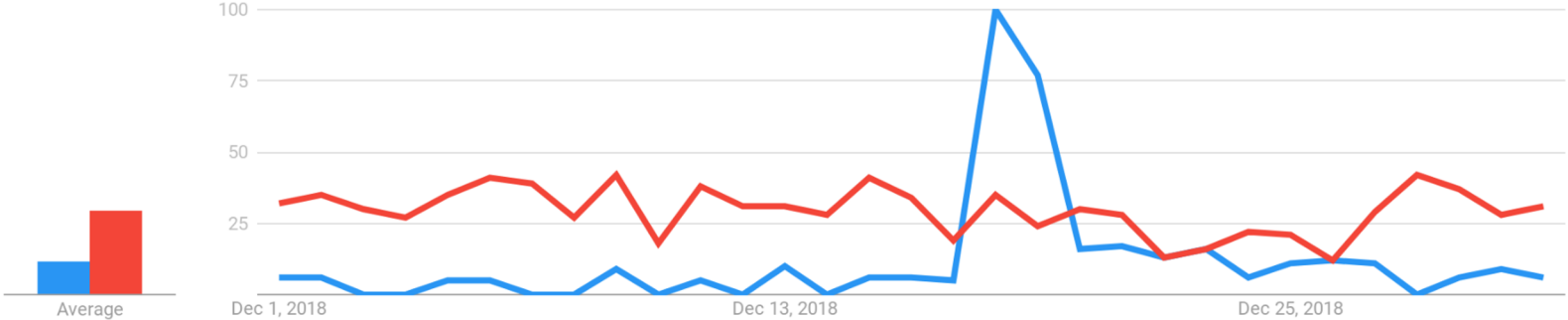
< Showing 1-5 of 25 queries >

Google Trends

 Pepsi Milk

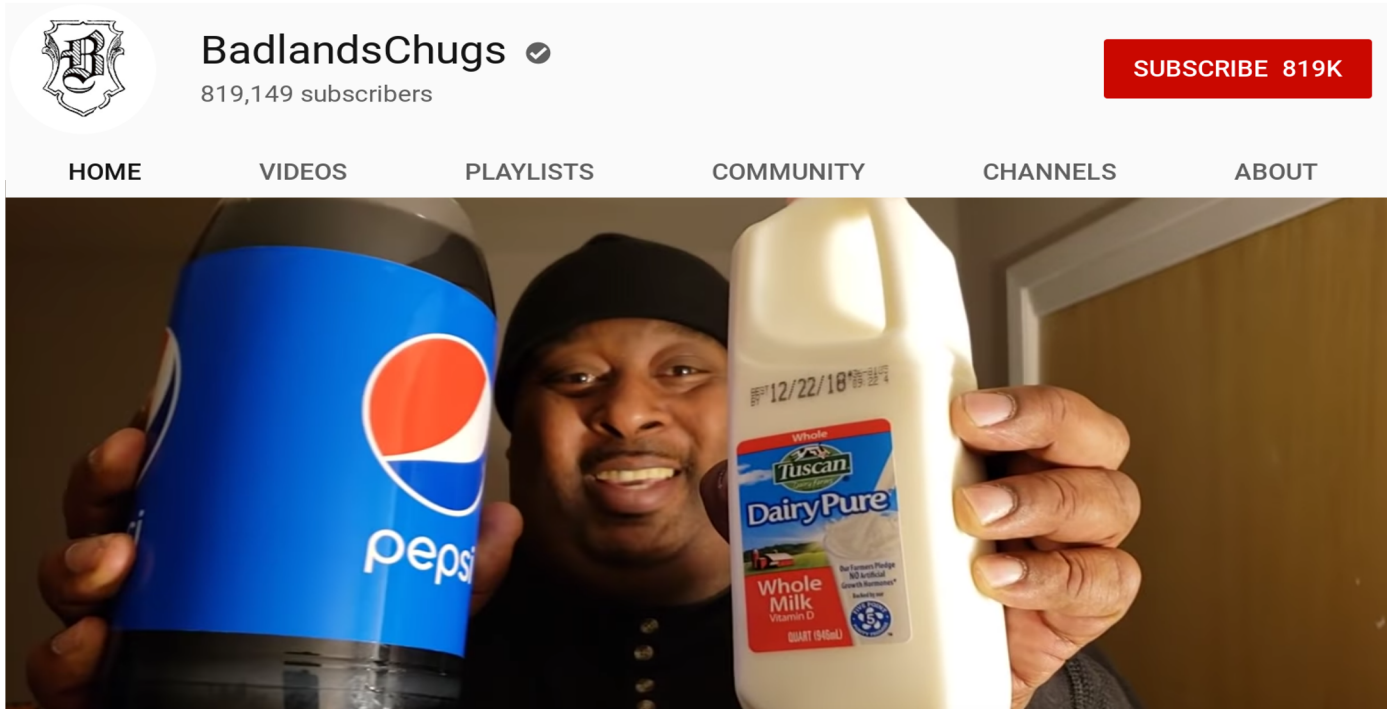
 Diet Pepsi

Interest over time 



Average

Google Trends



The image shows the YouTube channel header for 'BadlandsChugs'. On the left is a circular profile picture with a stylized 'B' logo. To its right, the channel name 'BadlandsChugs' is displayed with a verified checkmark, and below it, '819,149 subscribers'. A red 'SUBSCRIBE 819K' button is on the right. Below the header is a navigation bar with tabs for HOME, VIDEOS, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT. The main video thumbnail shows a man in a black beanie smiling, holding a blue Pepsi cup on the left and a white carton of Tuscan DairyPure Whole Milk on the right. The milk carton label includes the date '12/22/18', the brand 'Tuscan DairyPure', and 'Whole Milk Vitamin D'.

BadlandsChugs ✓
819,149 subscribers

SUBSCRIBE 819K

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

pepsi

12/22/18

Whole
Tuscan
DairyPure

Whole Milk
Vitamin D
QUART (946mL)



Stupid Move Alert In 5 Seconds!!!!

100% natural

NO HIGH FRUCTOSE CORN SYRUP
GMO FREE

OUR FARMERS JUST SAY NO
MILK
*from cows not treated with rBST
OUR FARMERS GUARANTEE

Made With Real Honey

Heart Healthy 

Made with Organic Wheat

USDA ORGANIC

Excellent Source of Calcium, Vitamin D & Riboflavin. Good Source of Vitamin A
35mg ISOFLAVONES PER SERVING

EXCELLENT SOURCE OF 10 VITAMINS & MINERALS

100% WHOLE GRAIN
31g or more per serving
Whole Grains Council logo
EAT 48g OR MORE OF GRAINS DAILY

Made With REAL Fruit 

NON GMO Project VERIFIED 

FAT FREE

NO NITRATES OR NITRITES ADDED
*EXCEPT FOR THE NATURALLY OCCURRING NITRATES IN CELERY & CHERRY POWDER

SUGAR FREE

100% Vitamin C DV Per Serving
25% Vitamins A & E

immune support
VITAMINS A, C & E TO HELP SUPPORT A HEALTHY IMMUNE SYSTEM

2015

\$1.4M



2015

\$1.4M



2015

\$1.4M

2016

\$44M

2017

\$350M





Your Channels



Competitor Channels

socialmention*



sproutsocial



Industry Channels

TASTY





1. Understand the Ecosystem
2. Make Yourself Relevant
3. Leverage Your Assets

- Categories
- Workwear(124)
 - Bags(122)
 - Ladies(667)
 - Hats(263)
 - Athletics(477)
 - Jackets(171)
 - Kids(194)
 - Polos(159)
 - T-Shirts(653)
 - Sweatshirts(377)
- Shop For
- Fabrics
 - Sizes
 - Colors
 - Styles
 - Brands
 - Fit
 - Shop by Price

BEST SELLERS



GILDAN 0500 Gildan T-Shirt 5000 Heavy Cotton 5.3

70 colors Starting at **\$1.82**



GILDAN 0200 Gildan 2000 T-Shirt Ultra Cotton

62 colors Starting at **\$1.99**



GILDAN 0800 Gildan T-Shirt 8000 DryBlend 50/50

41 colors Starting at **\$1.99**



BELLA+CANVAS Bella Canvas 3001 T-Shirt Unisex Short Sleeve

94 colors Starting at **\$3.29**



ALL SPORT



GILDAN

HYPERCOTTON

VALUCAP

NEXT LEVEL COTTON

LOWEST PRICE T-SHIRTS



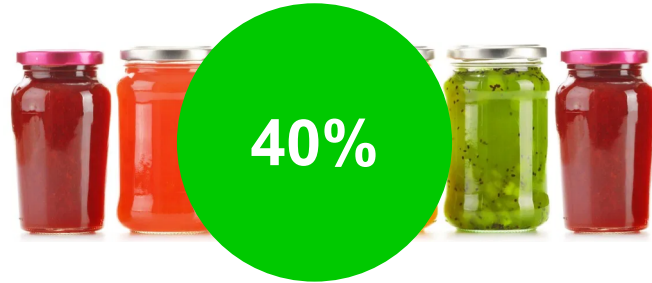
Need Help?
Click here and start
chatting with us!

Chat now

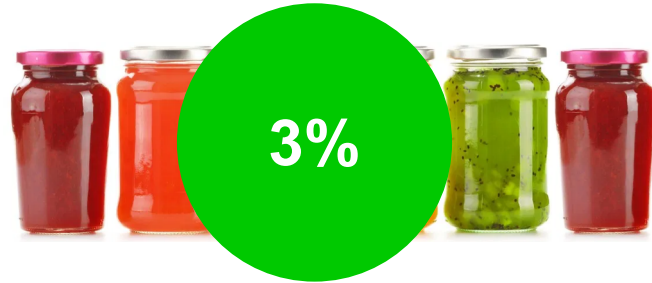
The Jam Study



The Jam Study



The Jam Study



The Decoy Effect



Small

\$3



Large

\$7

The Decoy Effect



Small

\$3



Medium

\$6.5



Large

\$7

Left Digit Pricing



Make Intentional Choices and Test



1. Understand the Ecosystem
2. Make Yourself Relevant
3. Leverage Your Assets



Discover how consumers are searching for your products and related products



Understanding the SEO situation and opportunities for your site



Get your website to the top of Google with paid, targeted ads



Learning platforms for all things digital, especially SEO and SEM



Identify and understand the influencers and topics that drive consumer behavior



See how your competitors and substitutes are talking to consumers



Track sentiment, interest, and conversation across social media



Stay plugged in to the latest trends and hot topics in food, health, and cooking



Inc.

**Domino's Admitted Their Pizza Tastes
Like Cardboard And Won Back Our
Trust**

Return from a \$1 Investment in 2009

Google

\$8

Return from a \$1 Investment in 2009

Google

\$8



\$16

Return from a \$1 Investment in 2009

Google

\$8



\$16

amazon

\$30

Return from a \$1 Investment in 2009

Google

\$8



\$16

amazon

\$30

 Domino's

\$50

Thank You!

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StevenLerch@gmail.com