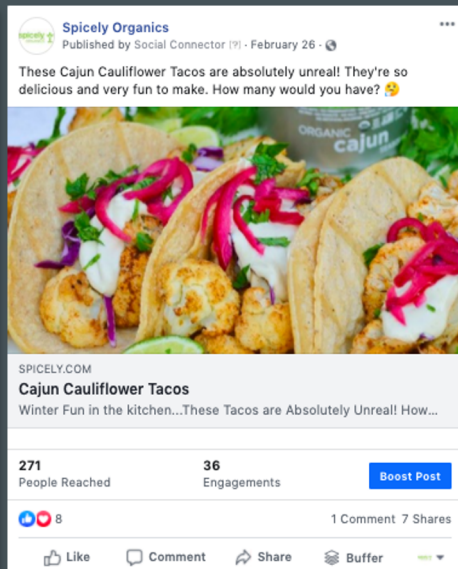




spicely.com



Spicely is a provider of 100% organic spice. Products are nationally available in stores such as Whole Foods, Bristol Farms, Berkeley Bowl, and others. Spicely's delicious products are available wholesale and direct to consumer through eCommerce on their website and through select retailers, including Walmart online.

OUR STRATEGY:

Content Development, Online Contests, Giveaways, Recipe Development and Promotion, Posting and Engagement

Ongoing monitoring of social media platforms including content creation, posting, tracking, management, user engagement, follower growth across Twitter, Facebook and Instagram.

RESULTS:

Follower Growth

- +17.76%
- +16.39%
- +188.15%

Engagement Growth

- +302%
- +6,857%
- +143,667%

SUMMARY:



Revamped Social Media strategy, developing a loyal fanbase based around building a community of "foodies" and leveraging the clients' high-quality products and trustworthy brand image.