



# **SHOW & TELL:**

## **Examples of Content Marketing That Connect to the Bottom Line**

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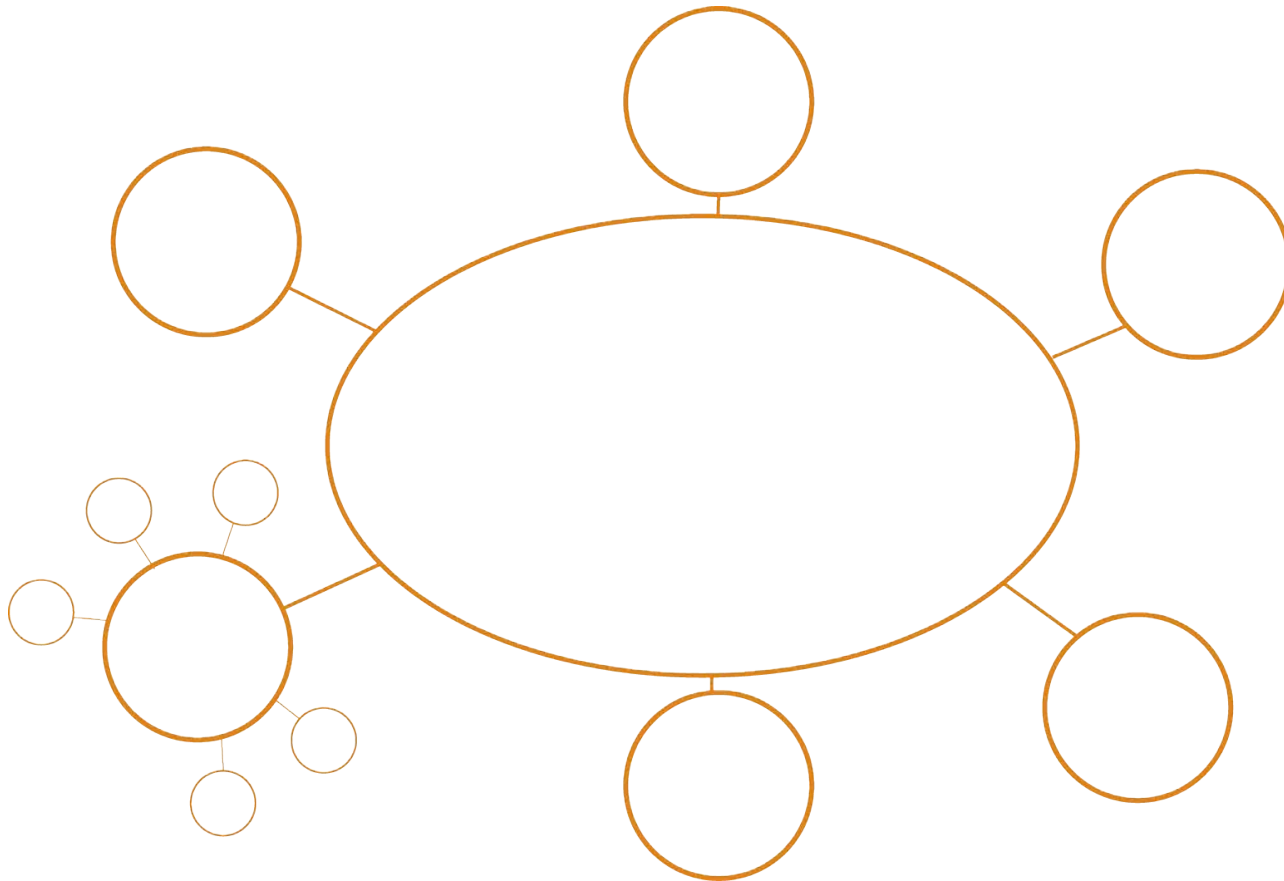
# Social Media Explosion



# Tactics

- Employing the **hub and spoke model** to highlight branded content and drive brand awareness
- Catering to **140-character attention spans**
- Creating **channel-specific content** to drive conversion

# Hub and spoke model



# Hub and spoke model



# Hub and spoke model



**Hormel Foods** @HormelFoods 9 Nov  
A delicately delicious weekend #brunch. Ham, Cheese and Egg Pastries: [ow.ly/q9ryb](https://ow.ly/q9ryb) #HFRecipe [ow.ly/i/3wpVA](https://ow.ly/i/3wpVA)  
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Home > Recipes > Ham, Cheese and Egg Pastries

## Recipes



### Ham, Cheese and Egg Pastries

Serving Size: 4  
Total Time: 1 Hour  
Preparation Time: Under 15 minutes  
Preparation Method: Bake, Stove-Top  
Meal Occasion: Lunch  
Level of Difficulty: Beginner

Rate this recipe:  
★ ★ ★ ★ ★  
Rating: 3 (2 votes cast)

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### Ingredients

Servings: 4 This recipe is recommended for 4 servings

- 1/3 cup mayonnaise
- 1 1/2 tablespoons Dijon mustard
- 1 cup shredded Swiss cheese
- 1/2 (8-ounce) package HORMEL® CURE #1® Diced Ham
- 1/2 (7.3-ounce) package puff pastry sheets, thawed according to package directions
- 1 tablespoon butter
- 4 large eggs
- 1 tablespoon chopped fresh chives

### Directions

1. Heat oven to 400°F. Grease baking sheet.
2. In small bowl, combine mayonnaise, mustard, cheese and ham; mix well.
3. Cut pastry sheet into quarters. Place on baking sheet. Spoon mayonnaise mixture on each piece of pastry leaving 1/2-inch border around outside. Bake 25 minutes or until puffed and golden.
4. Meanwhile, in large skillet, melt butter over medium heat. Add eggs; cook to desired doneness. Place 1 egg on each baked pastry. Sprinkle with chives.

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# 140-character attention spans



# 140-character attention spans

1. Bite-sized information

2. Graphics

3. Evergreen content

The image shows two screenshots of the Hormel Foods website. The top screenshot is a 'Sodium Reduction' page from 2012. It features a 2018 goal graphic: 'reduce sodium levels in select products by an average of 15%'. Below this is a '2012 Sodium Reduction Analysis' table showing sodium reduction by product category:

Product Category	Sales Volume	Sodium reduction by product category
Hormel® Canadian bacon		22% reduction
Hormel® Cure #1 retail bacon		14% reduction
Hormel® chili		18% reduction
Hormel® Campbell's® microwave meals		16% reduction

The bottom screenshot is a 'People' page under 'Corporate Responsibility'. It includes sections for 'Investing in Employees', 'Professional Development', and 'Training'. A sidebar on the right lists various corporate responsibility topics such as 'Animal Care', 'Communities', 'Environment', 'Professional Development', 'Diversity', 'Benefits', 'Compensation', 'Wellness Our Way', 'Profit Sharing', 'Flexibility', 'Fair Employment', 'Human Rights', 'Safety and Well-Being', 'Employee Engagement', 'Products', 'Health & Wellness', and 'Corporate Responsibility Reports'.



# 140-character attention spans

## 1. Bite-sized information

The image shows three overlapping content cards from a report, each with a goal, progress, and a small icon. The cards are arranged in a staggered, overlapping fashion.

**Card 1 (Top Left):**

- Goal: People Safety** (Icon: Hard hat)
- Perform better than the Bureau of Labor Statistics (BLS) industry average for Total Case Incident Rate (TCIR), Days Away from Work Injury Illness (DAFWII) and Days Away Restricted (DART) each year.
- 2012 Progress:**
  - TCIR: Outperformed the BLS industry average by 28 percent with a rate of 4.6.
  - DAFWII: Outperformed the BLS industry average by 50 percent with a rate of 0.6.
  - DART: Outperformed the BLS industry average by 30 percent with a rate of 3.0.<sup>1</sup>
- [Learn more about people safety](#)
- <sup>1</sup>Percentage calculated using 2010 BLS industry average rates.

**Card 2 (Top Right):**

- Goal: Sodium Reduction** (Icon: Sodium pill)
- Reduce sodium levels in select products within branded retail product portfolio by an average of 15 percent by 2020.
- 2012 Progress:**
  - *Hormel® Cure 81®* retail hams: 14 percent reduction.
  - *Hormel®* chili: 18 percent reduction.
  - *Hormel® Compleats®* microwave meals: 16 percent reduction.

**Card 3 (Bottom):**

- Goal: Packaging Minimization** (Icon: Packaging box)
- Reduce product packaging by 25 million pounds by 2020.
- 2012 Progress:**
  - Reduced packaging by 4.05 million pounds; completed 40 packaging reduction projects.
- [Learn more about packaging minimization](#)

# 140-character attention spans

**Reducing Sodium**

As a means to continually evaluate the health and wellness profile of our products, we have established a health and wellness taskforce that meets quarterly to discuss goals. This group, led by the Hormel Foods corporate communications and Research and Development departments, has set a sodium reduction goal for the company. Our goal is that by 2020, we will have reduced sodium levels in select products within our branded retail portfolio by an average of 15 percent.

Results from the 2011 Sodium Reduction Analysis:

- Hormel® Cure 81® retail hams
  - 14% reduction
- Hormel® chili
  - 18% reduction
- Hormel® Compleats® microwave meals
  - 16% reduction

Percent total sales volume of consumer products that are lowered in sodium:

- Hormel® Cure 81® retail hams, Hormel® chili and Hormel® Compleats® microwave meals reformulated with a sodium reduction or developed within lower sodium parameters make up 8 percent, 42 percent and 71 percent of their product portfolios sales volume, respectively.
- Jennie-O Turkey Store achieved 9 percent of total sales from products that were either reformulated with a sodium reduction or developed within lower sodium parameters.

**Percentage of Total Sales of Products Reduced in Sodium<sup>1</sup>**

Product Category	Percentage of Total Sales
Hormel® Cure 81® retail hams	14%
Hormel® chili	18%
Hormel® Compleats® microwave meals	16%

<sup>1</sup>These numbers reflect changes, accounting for sales volume, in sodium per serving between 2010 and 2011.

**Responsible Marketing**

Hormel Foods does not target children with advertisements. We continue to offer Hormel® Compleats® kids meals that are marketed toward parents as a convenient, nutritional meal for children. The product is an excellent source of protein and has no preservatives, artificial colors, trans fats or high fructose corn syrup.

Hormel Foods is also a member of the Association of National Advertisers, which works on behalf of

**2011**

2012 Hormel Foods Corporate Resp

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Products / Sodium Reducton

PRODUCT INNOVATION SODIUM REDUCTION FOOD SAFETY AND QUALITY

2020 GOAL  
reduce sodium levels in select products by an average of 15%

Our wellness taskforce meets quarterly and has set an important sodium reduction goal: by 2020, we aim to reduce sodium levels in select products within our branded retail portfolio by an average of 15 percent. The graphic below identifies the results from the 2012 Sodium Reduction Analysis:

**2012 Sodium Reduction Analysis**

Product Category Sales Volume

Sodium reduction by product category

Product Category	Sodium Reduction
Hormel® Canadian bacon	22% reduction
Hormel® Cure 81® retail hams	14% reduction
Hormel® chili	18% reduction
Hormel® Compleats® microwave meals	16% reduction

**2012**

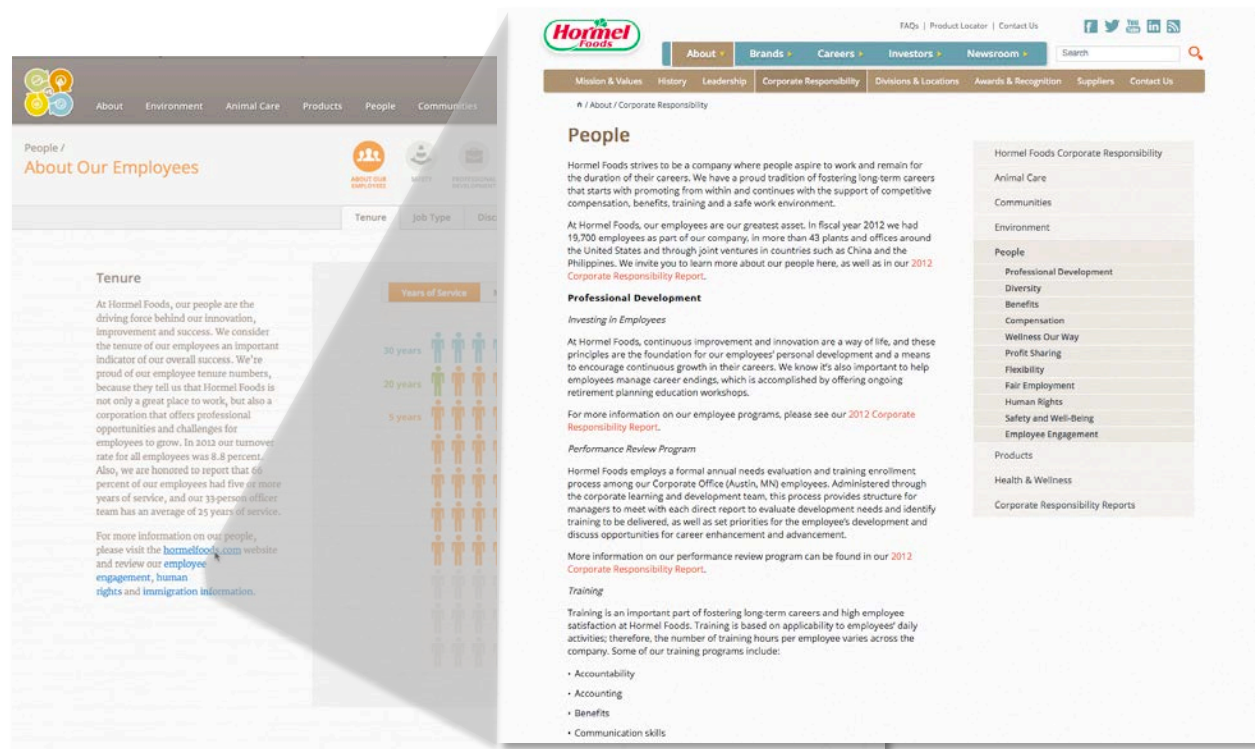
# 140-character attention spans

## 2. Graphics



# 140-character attention spans

## 3. Evergreen content

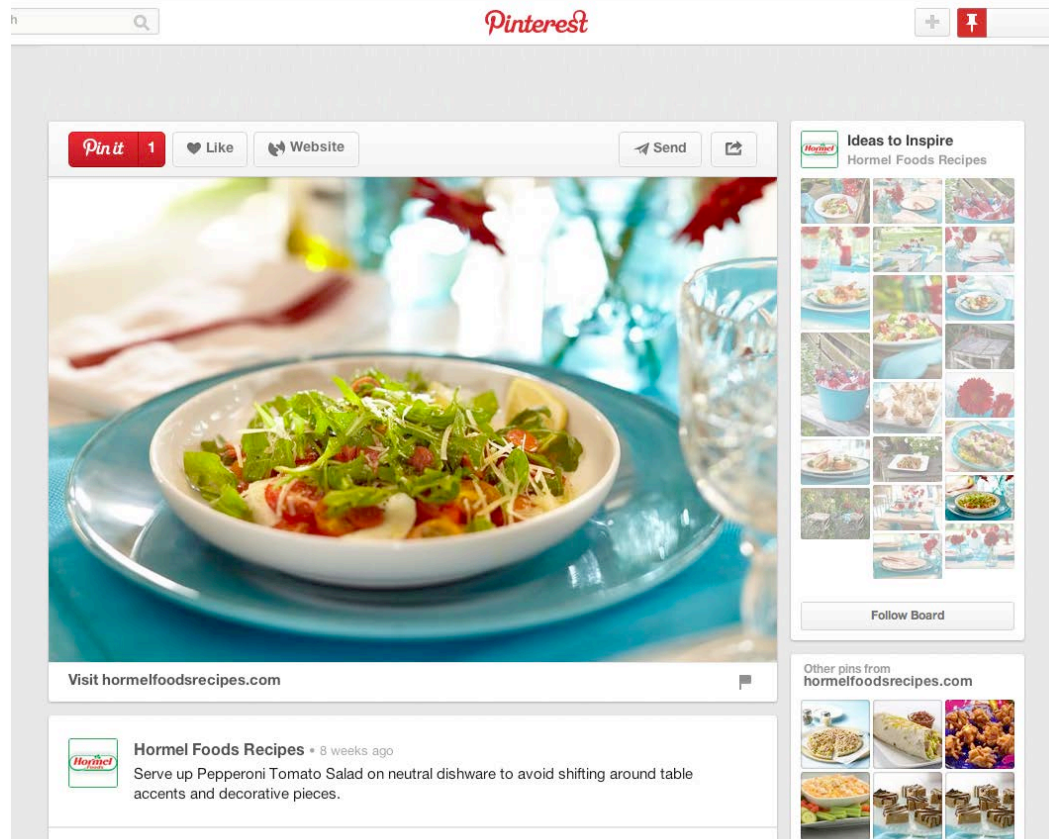


# Channel-specific content

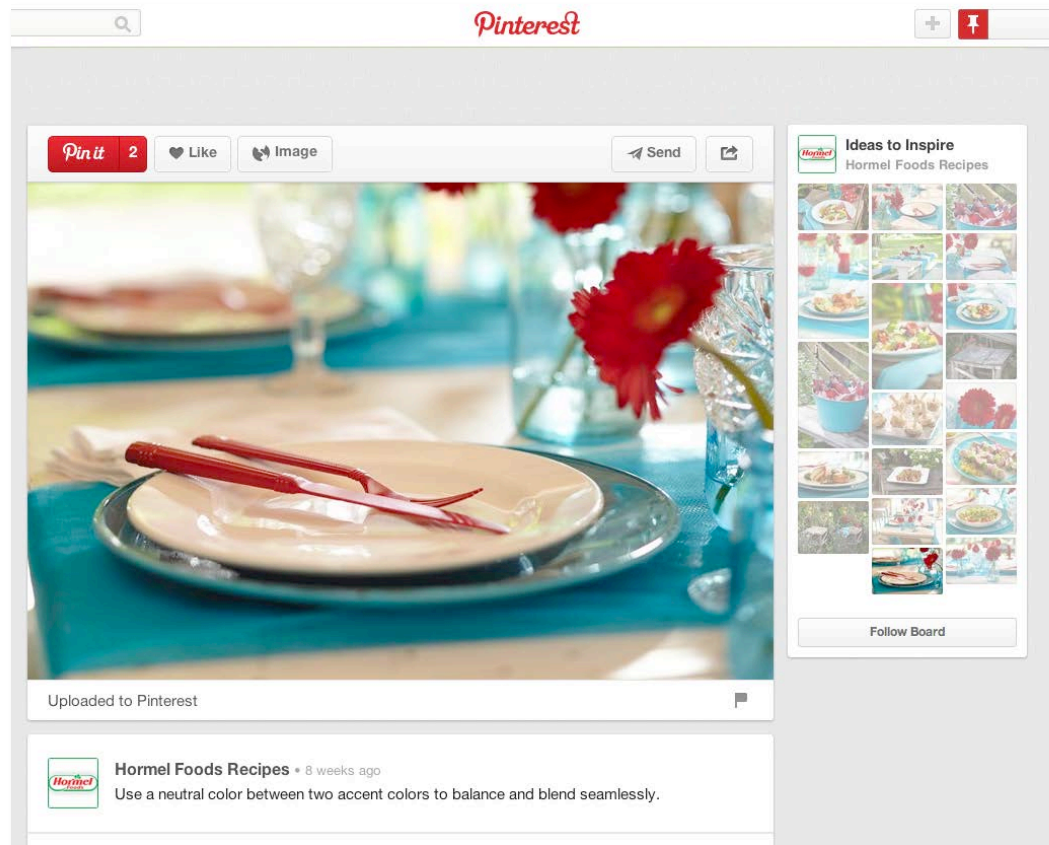


A screenshot of a Pinterest board titled "Hormel Foods Recipes". The board is organized into a grid of 15 categories, each with a featured pin and a "Follow" button. The categories and their pin counts are: "Recipes Re-imagined" (9 Pins), "Starters &amp; Sidekicks" (5 Pins), "Ham: Reinvented" (7 Pins), "Turkey Leftovers" (7 Pins), "Our Favorite Recipes" (4 Pins), "Ideas to Inspire" (20 Pins), "Tailgating Treats" (17 Pins), "Quick and Easy Meals" (10 Pins), "Flatbreads and Pizzas" (6 Pins), "Apple Season" (9 Pins), "Corn: A love story" (4 Pins), "Global Sandwiches" (11 Pins), "Get Out and Grill" (13 Pins), "Dessert Done Right" (13 Pins), and "Bacon, Bacon, Bacon" (18 Pins). The board also shows 20 boards, 218 pins, 0 likes, 199 followers, and 11 following.

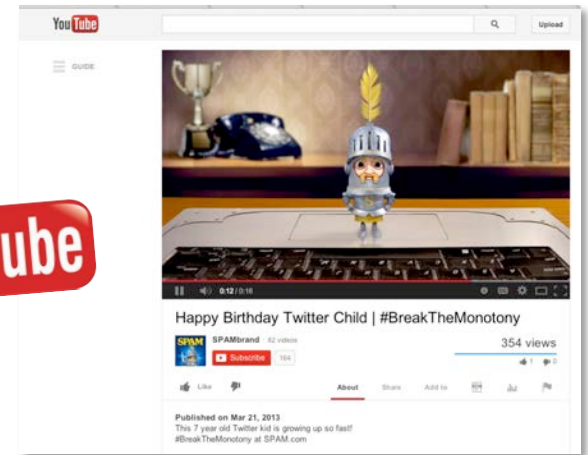
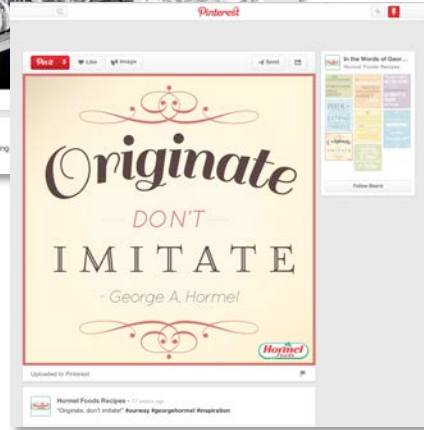
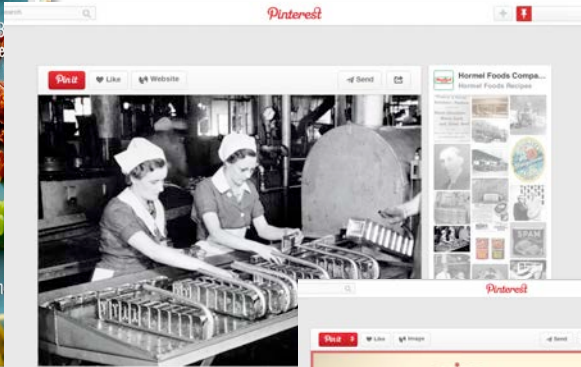
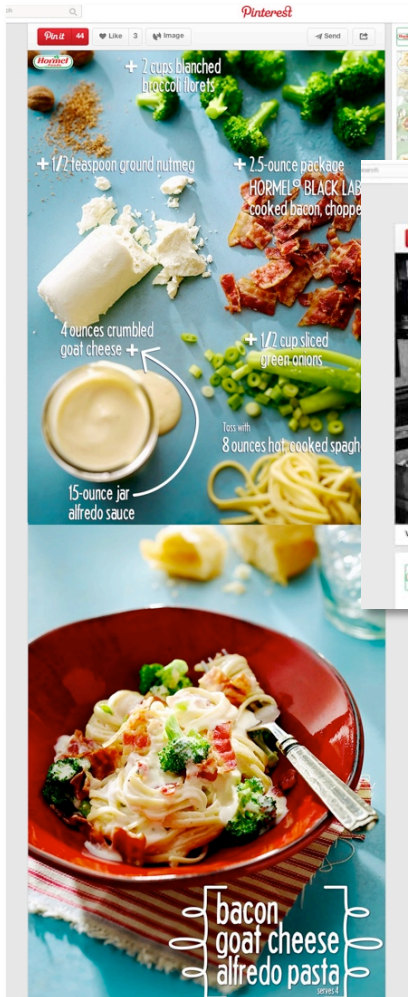
# Channel-specific content



# Channel-specific content



# Channel-specific content





# Key takeaways

- **Develop a hub** and utilize spoke channels to drive awareness and conversion via branded content
- Keep your hub content **concise**, graphically-driven and shareable
- Create **channel-specific content** to provide utility and drive conversion