

Measurement at work in the Real World

Using Data Insights to Develop Relevant Content Marketing Strategies

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I'm **OVERWHELMED**
... too much stuff!

Nervous about
moving to Seattle!

EXHAUSTED...wish my stuff
would unpack itself 😞

Decision to
Move

Planning the
Move

Packing

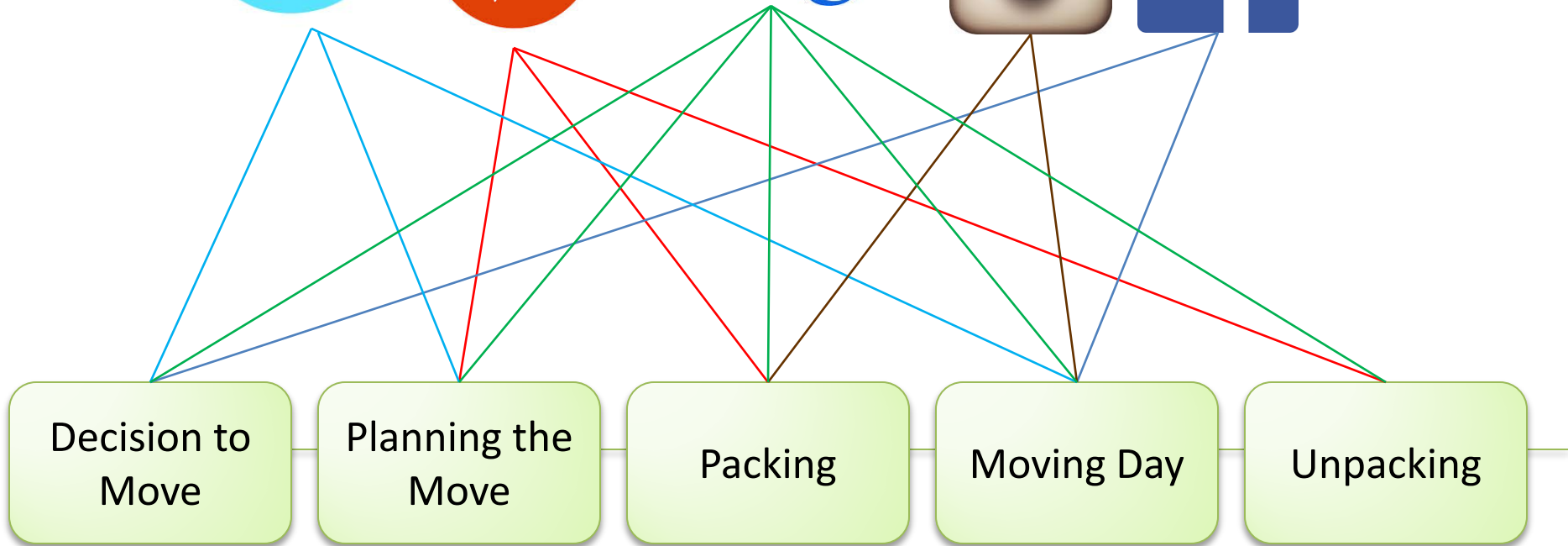
Moving Day

Unpacking

I need **HELP** Moving! So
STRESSED

Today's the Day. So
EXCITED! Let's do this!

Customer Journey

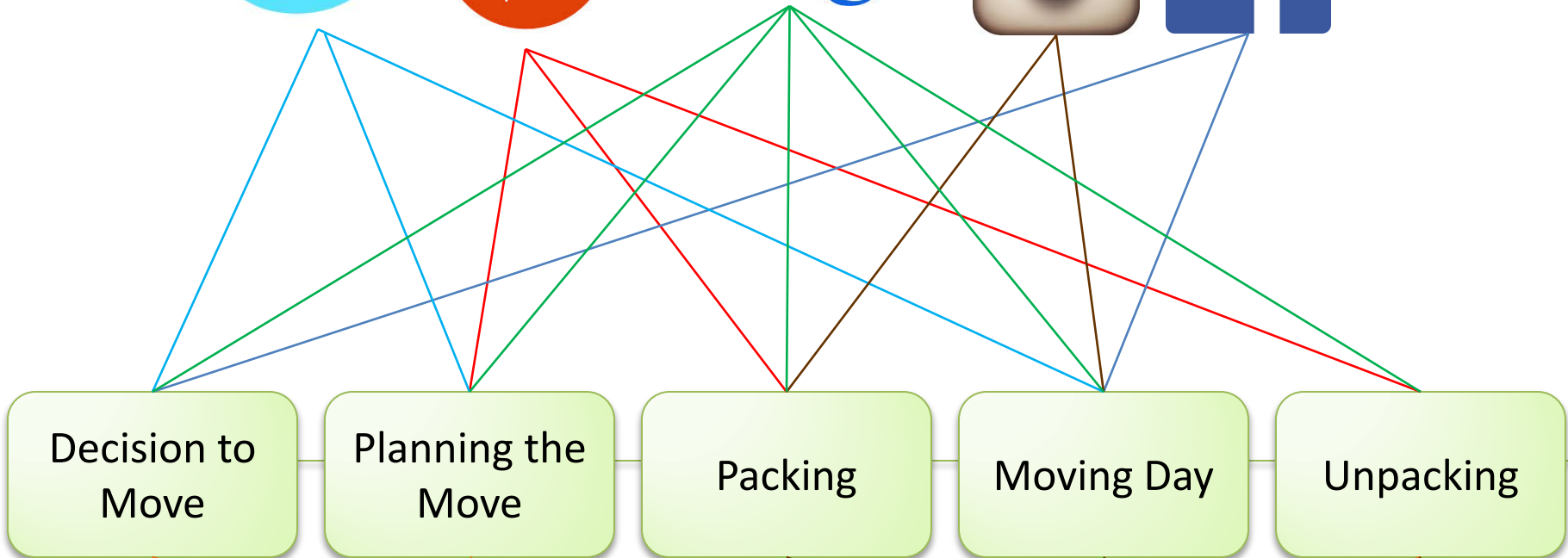


Customer Journey

Discovery



- Relevant and Searchable content
- Utilize User Generated Content



uhaul.com

MOVING INSIDER®
INSIGHTS AND EXPERTISE FOR DIY MOVING & STORAGE

#uhaulfamous

Customer Journey

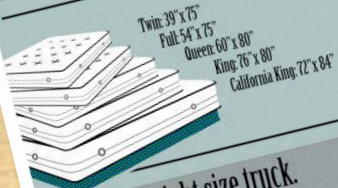
WILL IT FIT?



-a- **GUIDE** -to-
Finding the right size truck or trailer to move your mattress.

Don't be this guy.

Make it easy on yourself and your mattress. Find out what size mattress you have, then find out what size truck or trailer you need.



Twin: 39" x 75"
Full: 54" x 75"
Queen: 60" x 80"
King: 76" x 80"
California King: 72" x 84"

Pick the right size truck.

Find out which mattresses fit in which moving trucks. **with no setup*



- Cargo Van
- 10' Truck
- 14' - 26' Trucks

Pick the right size trail

Find out which mattresses fit in which moving trailers. **with no setup*



- 4' x 8' Cargo
- 5' x 8' Cargo
- 5' x 10' Cargo
- 6' x 12' Cargo

HOW TO BUILD A BREAKDANCING MAT



Packing TIMELINE



How
App



- **75%** Of traffic comes from Search
- **90%** Of Social Referrals come from Pinterest
- **100 X** Average daily Views
- **215%** increase in referrals to U-Haul websites
- **\$\$\$** Revenue generated by referrals

Results



Wait....
Let me take a Selfie!



U-HAUL

Mom's Attic

AMERICA'S MOVING ADVENTURE



Now Only
\$39.95
PER WEEK



#uhaulfamous

How it works

- <http://youtu.be/htGOIAtKRWw>

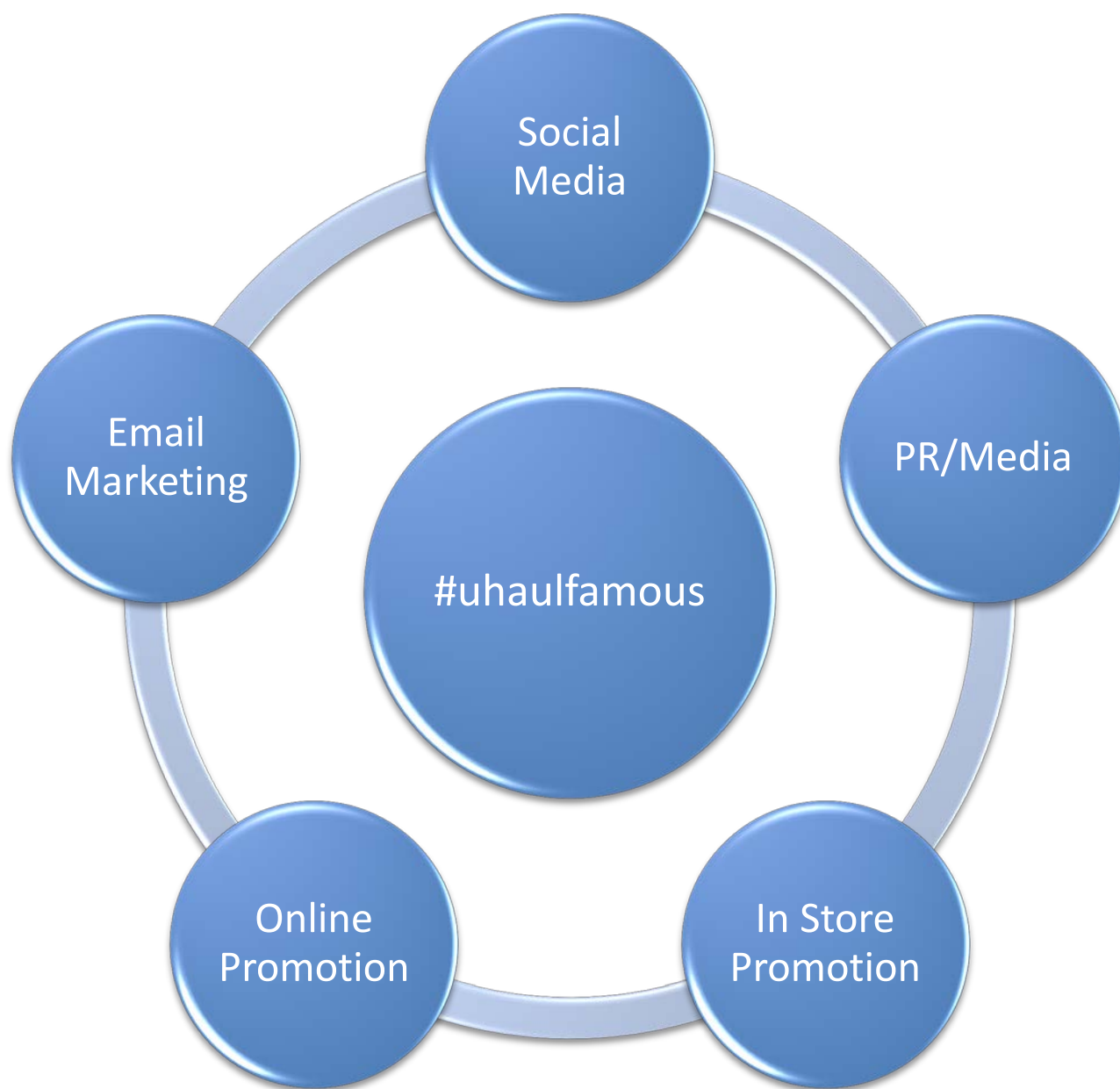


U-Haul Famous "Inception"

AMERICA'S MOVING ADVENTURE



National #uhaulfamous Day!



Integrated Marketing



#1 Rule for measurement

PLAN AHEAD !

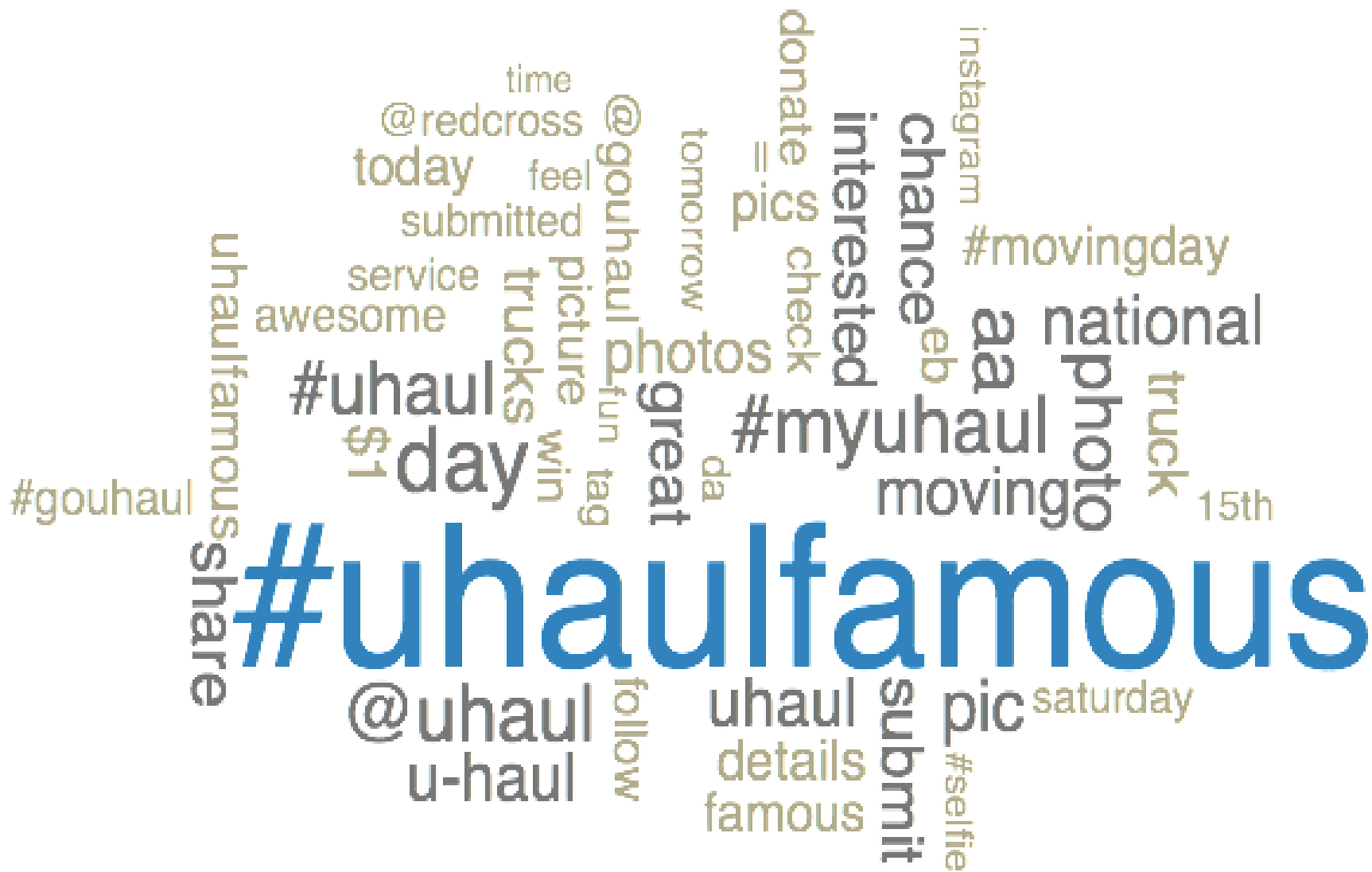
GOAL

- Generate Awareness
- Increase Photo Submissions
- Grow Community engagement

MEASURE

- Mentions, Referrals, Reach
- Photo Submission Count
- Social Fans, Engagements (shares, likes, clicks)

U-Haul Famous Day Goals



November 15th 2014



- **1500** Photos submitted for U-Haul Famous Day
- **5000 %** Increase over average daily submissions.
- **120 X** Average daily social engagements
- **600%** increase in uhaulfamous.com website visits
- **10 X** Average daily mentions on social media
- **90%** Positive Campaign Sentiment

Results (So Far)



Questions?

* This photo is on 24 U-Haul trucks in 23 different cities. @Trendingtoni is #uhaulfamous