

Case study

Familia Toneli

The Market Leader of Egg Industry in Romania



THE COMPANY

With over 20 years of experience in the field, Familia Toneli is the largest egg producer in Romania, being the market leader.

Under the umbrella of the Familia Toneli brand, the most well-known brand in Romania in the consumer egg category, the company offers a diverse range of products to meet the different needs of consumers: Toneli Bio, Toneli Kids, La Curte, Ovital.



THE CHALLENGE

The company aimed to increase nationwide awareness and improve the education of the target audience regarding the quality of eggs in commerce. Despite the company's extensive expertise in this field, being a market leader, the lack of representative photo-video content and a digital marketing department posed an obstacle to implementing an effective online marketing strategy.

To address this challenge, Familia Toneli sought the support of an experienced marketing agency, tasked with developing a cross-channel marketing strategy that includes both paid channels and organic promotion methods. The central objective of this strategy is to maximize brand exposure in the online market through relevant content for the target audience and an interactive presence across various digital platforms.

OUR APPROACH

We have developed a cross-channel marketing strategy, taking into account multiple channels relevant to the target audience of Familia Toneli. This strategy included the use of social media platforms such as Facebook, Instagram, TikTok, and Pinterest, as well as the implementation of Influencer Marketing campaigns, Social Ads, Display Ads, and both organic and paid YouTube campaigns.

In particular, this case study will focus on the activity conducted on the YouTube channel.

We proposed a strategic approach that includes posting one classic video per week, considering the relevant topics identified for the target audience. These topics were then transformed into videos under the coordination of the internal team of the company. Additionally, we developed an SEO optimization strategy for the videos to increase the number of views coming from searches on YouTube.

We recommended using paid advertisements on the YouTube platform for peak seasonal moments in their industry, as well as for special promotions. To ensure increased affinity with the audience, we focused on placements on the most popular cooking channels in Romania on YouTube.

Taking into account the growing popularity of YouTube Shorts, we also recommended repurposing the content created by influencers for the Instagram Reels channel and adapting it for this new platform. This strategy contributed to increasing the number of subscribers and, consequently, to increasing the level of awareness on this continuously developing channel.

RESULTS

In 2023, we achieved significant results regarding the growth and engagement of the audience on the YouTube channel of Familia Toneli. With only 81 videos posted, we experienced a substantial increase in the number of subscribers: +54.5% compared to the previous year. Additionally, we recorded an increase in the total number of views by approximately 9% and a watch time increase of 3282%, reaching from a few thousand to hundreds of thousands of hours watched. This solidified the presence and engagement of the audience in our content.



These results are attributed to both the consistency in posting and the SEO optimizations we implemented for each posted video. For instance, approximately 7.2%, compared to 4.7% in 2022, of the organic traffic on the channel comes from searches on YouTube, demonstrating the effectiveness of our SEO strategies. Additionally, among the top-viewed videos, there are older videos posted in previous years, highlighting the positive impact of SEO optimization on the positioning of videos in relevant searches, such as "poached egg" and "quick breakfast."

Moreover, concerning the advertising campaigns, we achieved excellent results with an average cost per view of just 0.01 RON, demonstrating the efficiency and profitability of our ad campaigns.

We are looking forward to helping you and your business achieve remarkable results!

CONTACT US