

Campaign Title: Revitalizing Online Sales Through Optimized Lead Generation

Brand: Herbalife Nutrition

Company(s) Involved: Herbalife, CSpace

Category: Social Media

Summary

Herbalife was experiencing soft online sales through 2014 and was struggling to understand this loss of momentum. After doing A/B tests and other alternative approaches, Herbalife approached the Global Consumer and Member Insights (GCMi) team for advice.

Working in partnership with CSpace, a global online community, GCMi instituted the work and learned that the Wellness Profile message that was in use was not understood. GCMi did insight work to recommend alternative message approaches. Through the insight work, we identified messaging likely to have the strongest online appeal to attract new customers.

Herbalife followed the Global Consumer and Member Insights approach, resulting in lead generation that was 600% of its original rate, and a subsequent 500% increase in revenue.

Marketing Challenge

Global Consumer and Member Insights encountered challenges with the standard method used to improve online and social media site performance. As is common in many companies, the social media department implemented improvements on the fly using A/B testing – putting up creative content, then switching to another kind, all without doing any insights testing. Although this allowed for rapid changes to systems that weren't working, it also meant that consumers who happened to visit the site during one of the impromptu testing periods might never return if they found the existing option off-putting or difficult to use. As Global Consumer and Member Insights pointed out, the potential loss of revenue and customers was substantial, especially since there would be no way of understanding of why customers chose never to return to GoHerbalife.com.

Global Consumer and Member Insights interceded through online communities research, allowing for quick social media optimization while preventing GoHerbalife.com from losing money and customers. The ability to do timely research for this medium is a best practice, and a key differentiator between Global Consumer and Member Insights and the previous modus operandi.

Methodology

Global Consumer and Member Insights created a survey to better understand the barriers for customers on the site. The survey was fielded in August 2015.

Based on that, we discovered that the communications messages that were being utilized on the site were not working. For example, one of the big insights concerned the lead communication in use at the time: consumers were being asked whether they wanted to take a Wellness Evaluation. Our research revealed that 76% of people coming to the site didn't know what a Wellness Evaluation was. It became clear that although this was a familiar concept to distributors, it did not translate outside the organization.

Global Consumer and Member Insights recommended message testing to identify the leads that would appeal the most to customers. Herbalife was intrigued by this suggestion and decided to go forward with the recommended approach. Global Consumer and Member Insights worked closely with Herbalife to identify potential alternative messages that could be tested to help develop intrigue and interest among customers.

The Global Consumer and Member Insights team assembled a list of potential lead generators: providing more detailed information on Herbalife products, including helping consumers find the right products for them; asking consumers if they needed help reaching a specific health or fitness goal; providing customized recipes and nutrition plans; and offering more general help based on consumers' specific questions. All of these proposed pop-ups represented a shift away from general wellness and toward personalized responses based on consumers' needs.

Global Consumer and Member Insights' first insight during this phase was a significant one: Online Community members were asked how likely they were to provide their contact information for someone to follow up with them based on the different pop-up options. The Community research found that the Wellness Profile was the least compelling of all the approaches shown. The preferred option was the more general, but highly responsive, Questions and Help (38%). Our research also determined that Questions and Help appealed to customers and non-customers alike, which allowed the company to increase sales with the former while providing an introduction to the latter group.

Creative Execution

We were able to fine-tune the lead generation process on GoHerbalife.com by identifying the themes that site visitors would find the most appealing. Our research allowed us to foster trust and communicate elements of goodwill, support and helpful information.

The most significant and transformational aspect of the new pop-ups was that they represented a shift in focus from consumers' wellness to consumers' challenges. By finding the one that resonated the most with consumers, we were able to tap into the increasing trend of businesses personalizing interactions with their customers.

Respondents appreciated the clarity of this lead format, which reinforced Herbalife's focus on its customers' needs and that the company really listened to their responses.

The "Questions and Help" pop-up also allowed the company to emphasize its sincerity. This empathetic and responsive approach, coupled with the simplicity of the question, tipped the scale towards credibility and instilled trust in the Herbalife brand.

Business Results

Once the new campaign was implemented, the "Questions and Help" option had an immediate and dramatic effect. Leads from the new pop-up resulted in lead generation that was 600% of the original rate with the Wellness Profile. Revenue from the revised pop-ups increased 500%.

As a result of this huge sales increase and lead generation increase, Herbalife has instituted insight work for all of its communications measurements as a standard operating procedure going forward.