

Consistency is Key.

Enticing consumers with a tastier social media strategy.



Company | Saputo Specialty Cheese

Challenge

Saputo, the nation's third largest cheese producer, sells their products under a half-dozen different consumer brands, including Stella®, Nikos® and Salemville®. Without a cohesive look or strategy, the company's in-house social media team wasn't seeing the results they wanted.

Solution

Saputo turned to LePoidevin to set up social media content calendars for Saputo's Instagram, Pinterest and Facebook accounts. We also established more consistent branding, optimized post copy and integrated more original content.

Results

In six months, Saputo's Pinterest repins increased by 51%, likes by 41% and click-throughs to brand websites by 95%. On Instagram, increasing content quality (even while decreasing post frequency) led to a 145%

increase in Saputo's post engagement—at times giving Saputo higher engagement rates than Kraft® Cheese.



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