

Be healthy part of a healthy online community

March 2011



# Weight Watchers – about us...

- ★ It's not just a diet!
- ★ Leading, successful weight loss and management programme, delivered via five different service channels
- ★ Publishing business including retail range and monthly magazine
- ★ Over 240 retail food products
- ★ Our number one goal – Member Success
- ★ Soft Launched new plan, ProPoints November 15 2010, our biggest innovation in 15 years!
- ★ Mission to see every Australian living at a healthy weight

# Communication – so do we communicate?

- ★ Weekly eNewsletters – over 1.5M per month
- ★ Daily site content
- ★ Daily social media content
- ★ Weekly partnership content



- ★ Plus – weekly meeting material in thousands of meetings daily
- ★ TVC content via strategic partners, eg, Good Chef Bad Chef
- ★ In store activity eg Myer, McDonalds etc
- ★ KOL discussions, forums etc

## But there is a constant need for more

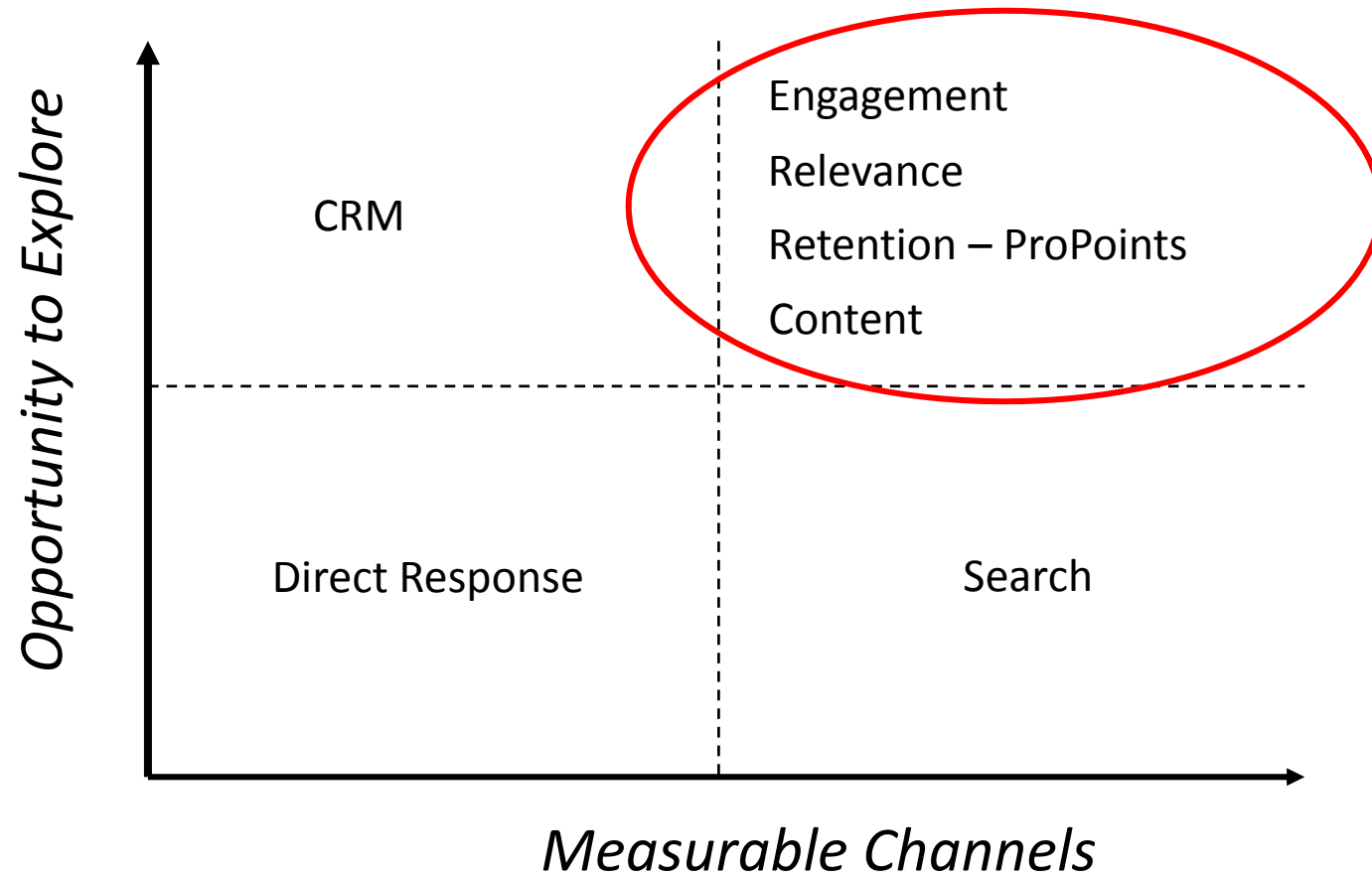
- ★ WW Online Community – over 300K members, over 20Mimps YTD
- ★ Over 1000 bloggers
- ★ Hundreds of groups
- ★ Hundreds of challenges
- ★ Branded social media presence – over 15K members
- ★ Countless video diaries via You Tube
- ★ Countless personal recipe sharing sites
- ★ The list goes on, and on, and on...

# What role does Weight Watchers play?

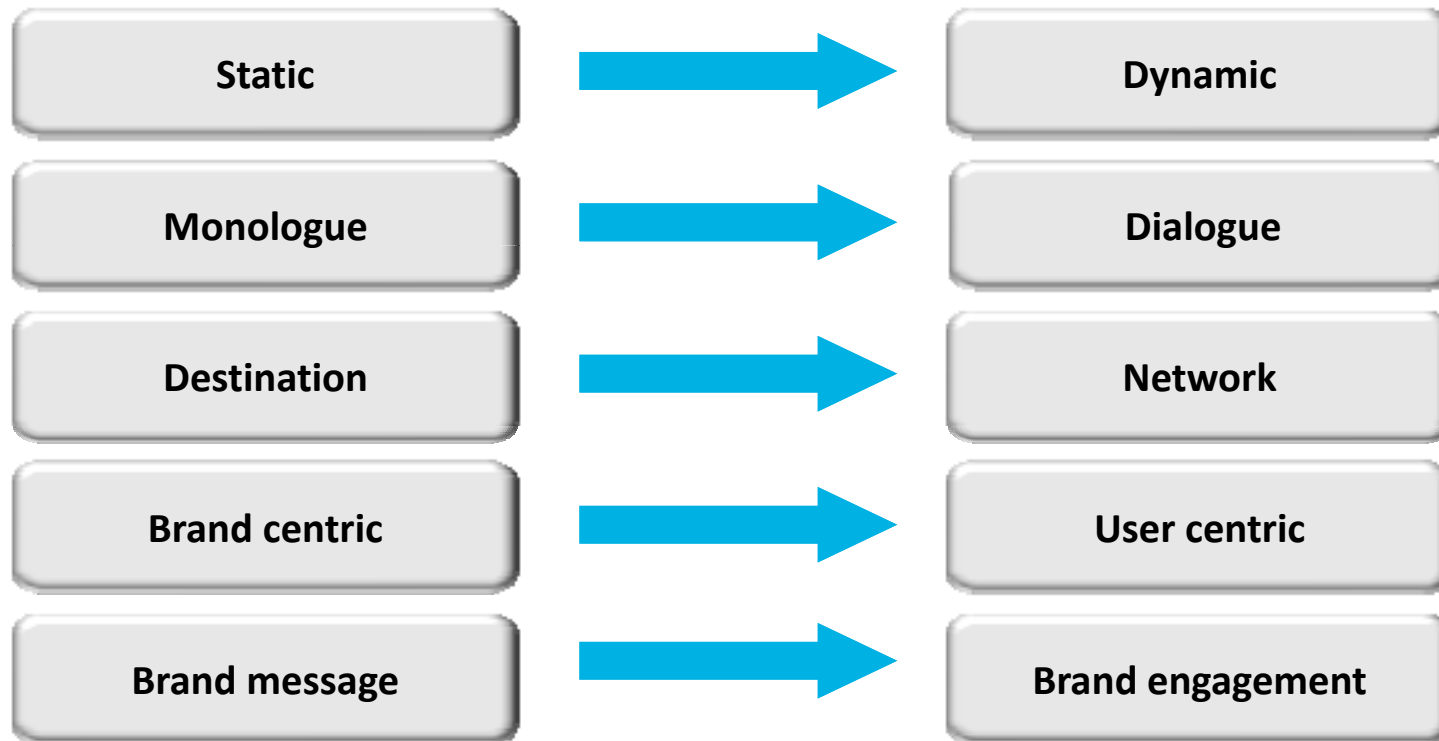
- ★ Constant requirement for ongoing support
- ★ Constant appetite for content
- ★ Constant stream of new members sharing tips
- ★ Thousands of daily posts, blogs, comments, interactions and sharing
- ★ Obvious opportunity to retain and support existing members through ProPoints transition, and engage lapsed through to conversion



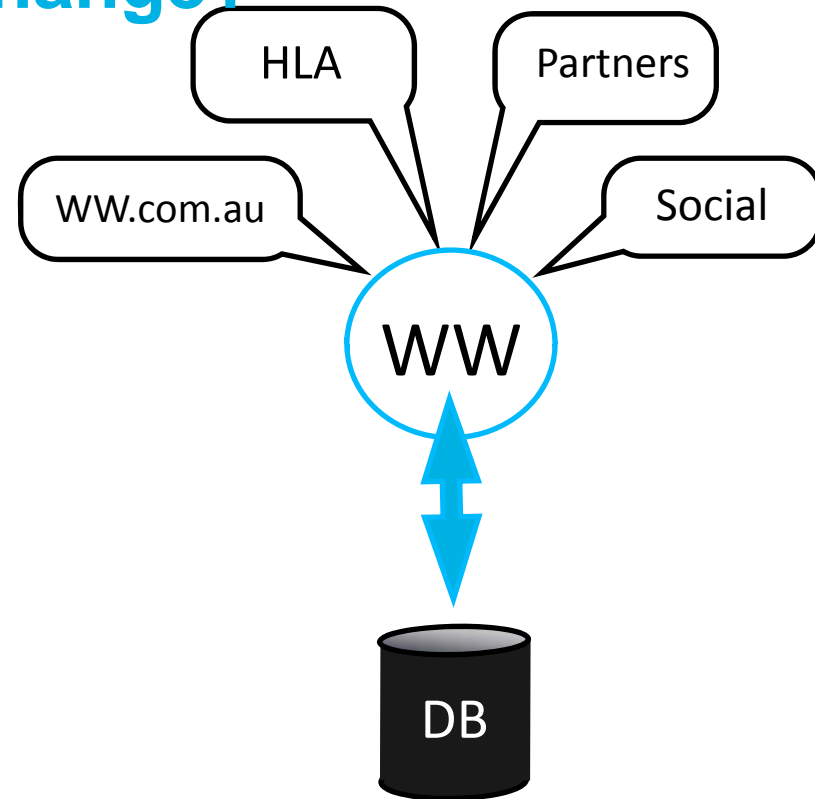
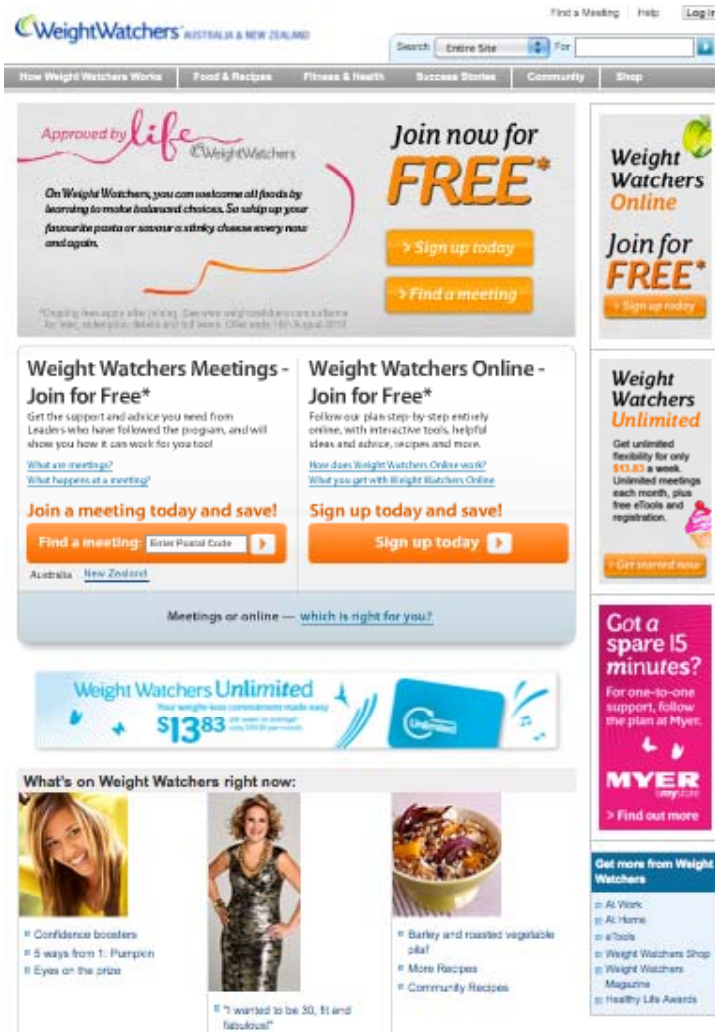
# And where is the opportunity?



# What did we have to change?

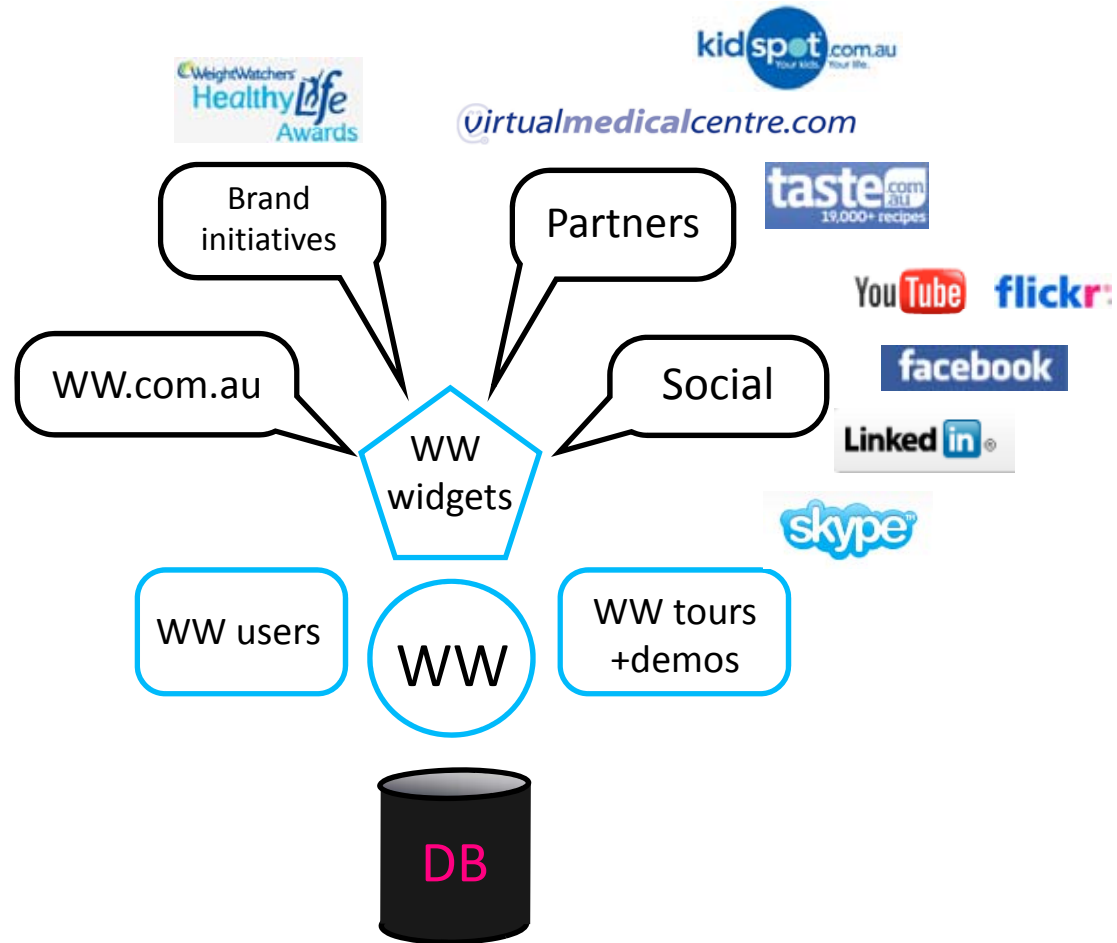


# Did we have much to change?

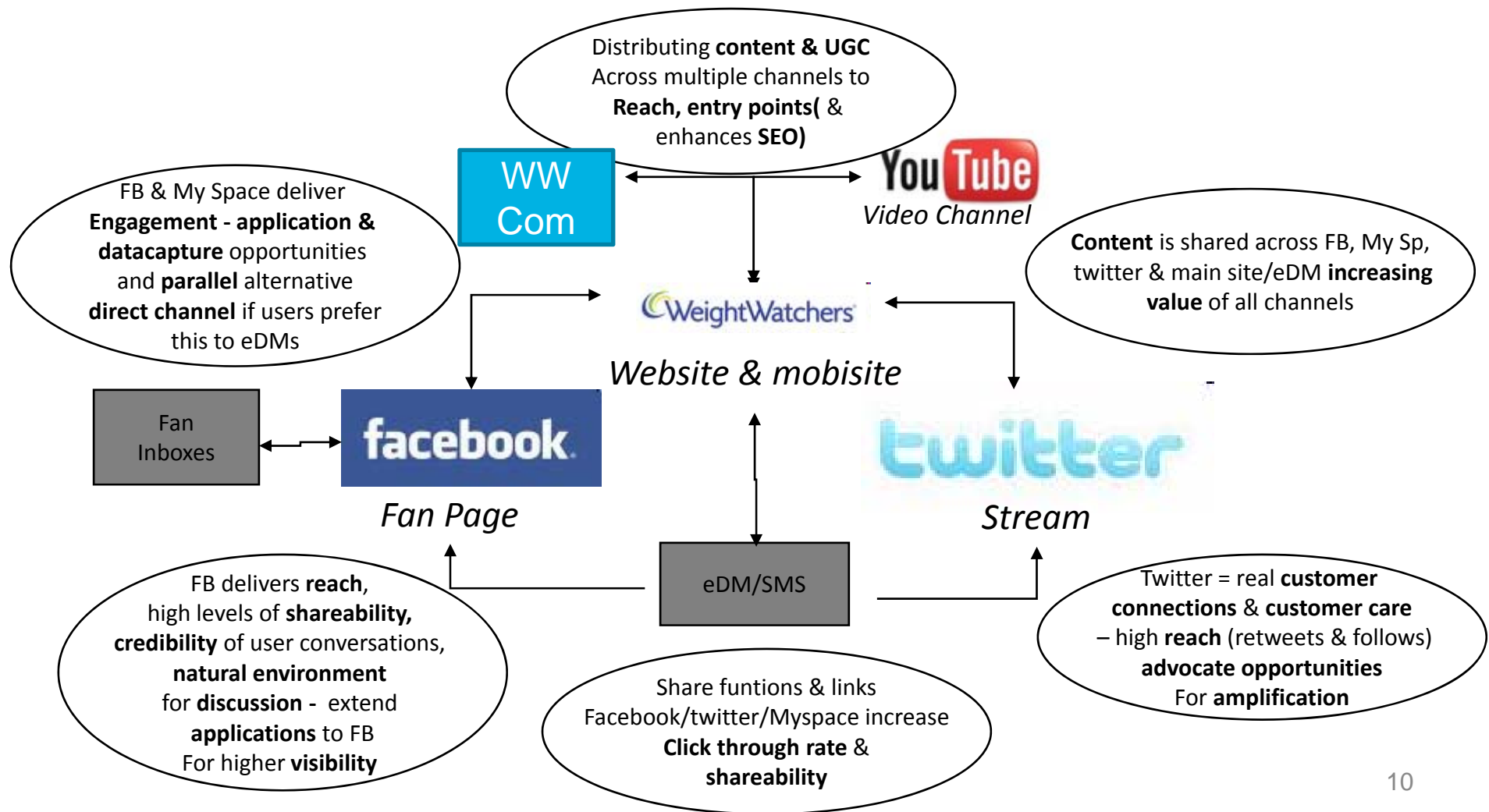


Weight Watchers has the content that has the potential to engage, educate, support & inspire existing and prospective Weight Watchers Members.

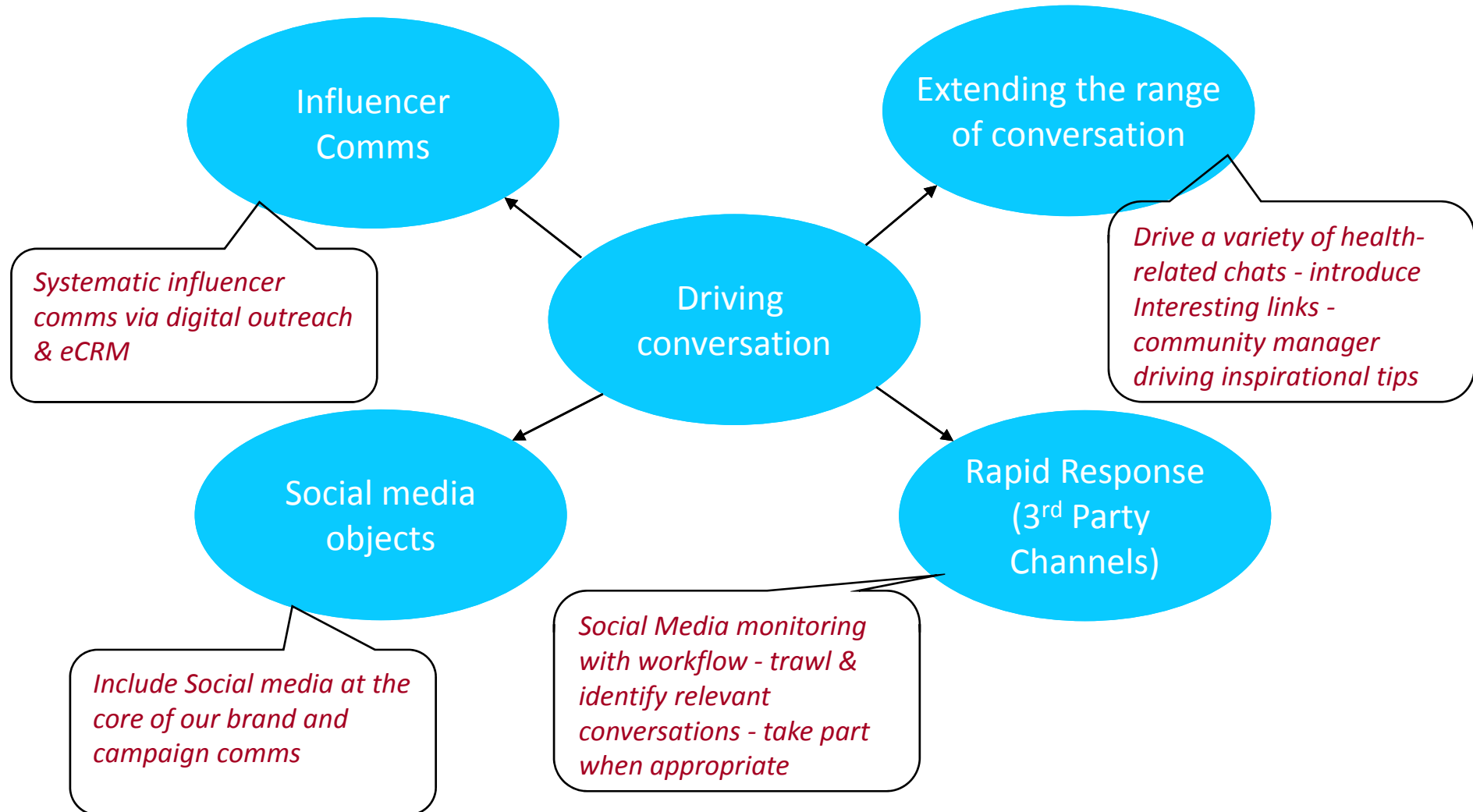
# It was already there!



# So many channels, so little time...



# What did we decide to do?



# What did we decide to focus on?

## REACH

- EG: AVERAGE NODAL REACH ON FB = 90 - 1 MENTION MONTHLY & COMMUNITY OF 5000 = > 500,000 ENDORSED REFERENCES
- TWEET REACH RUNS INTO 100'S OF 1000'S

## CONSIDERATION

- LIVE INTERFACE BETWEEN CUSTOMERS, LAPSED AND NEVERS - CUSTOMER COMMENTS & CONTENT INTERACTIONS (EG: APPS, VIDEOS ETC) DRIVE CONVERSION

## RESPONSE

- DATACAPTURE POSSIBLE THRU APPS IN FB other channels
- CHANNEL SPECIFIC PROMOS & GENERAL OFFERS DRIVE RESPONSE/TRAFFIC

## SALES

- UNIQUE LINKS & WHITELISTED URLS ALLOW US TO TRACK FROM SM REACH TO SALES & LONG TERM TAGS DELIVER FURTHER ROI EVALUATION

# What did we create?

The screenshot displays a Facebook page for "Weight Watchers Australia". The browser address bar shows "www.facebook.com/WeightWatchersAustralia". The page header includes the Facebook logo, a search bar, and navigation links for "Home", "Profile", and "Account".

**Weight Watchers Australia**  
Product/Service [Edit Info](#)

**Wall** Weight Watchers Australia · Most Recent

Share: [Status](#) [Photo](#) [Link](#) [Video](#)

Write something...

**Joan Reynolds**  
I made a pot of "Mel's" soup yesterday, so that will be on standby to prevent any hickups :-)  
3 minutes ago · Like · Comment  
Adrijana Nayler likes this.  
Write a comment...

**Ashley Baron**  
does anyone hire a treadmill or should i just save up and buy one? but if u hire, where from? xx  
4 minutes ago · Like · Comment

**Joan Reynolds**  
1st week and only lost 700gms :--( Taking into consideration the time of the month, suppose it could have been worse!! I am even more motivated for the next week!!! I have to loose at least 1kg this coming week! I'll have to incorporate some

**Admins (5)** [See All](#)

- Use Facebook as Weight Watchers Australia
- Promote with an Ad
- View Insights
- Suggest to Friends

**You and Weight Watchers Australia**

34 friends like this.

**Quick Tips**

Get more people to like your Page with Facebook Ads today!

[Get More Connections](#)

**Sample Ad: Weight Watchers...**  
The text of your ad will go here.

**Chat (13)**

**12,397** people like this

[Add to My Page's Favorites](#)  
[Unlike](#)  
[Share](#)

The Windows taskbar at the bottom shows the Start button and several open applications: Microsoft Office Word, HP Connect, Internet Explorer, Microsoft Excel, Google Chrome, My Documents, and Paint. The system clock shows 12:15 PM.



# Weight Watchers Australia

Product/Service [Edit Info](#)

[Edit Page](#)



Admins (5) [?] [See All](#)



Wall **Weight Watchers Australia** · Most Recent

Share: [Status](#) [Photo](#) [Link](#) [Video](#)

Write something...

- Wall
- Hidden Posts
- Info
- FREE Trial
- Success
- HLA
- Photos (243)
- Events
- Notes
- Discussions
- Edit

12,397  
people like this

[Add to My Page's Favorites](#)  
[Unlike](#)  
[Share](#)

**Weight Watchers Australia**  
Zumba Zumba Zumba - I have selected the lucky fans who will be taking part in our Zumba activity, you will be contacted by Friday - for everyone else, I still have loads of activities and prizes coming up, so stay tuned. What I really want to know is, indoor exercise - is it more fun, or just more convenient? What do you think?  
10 minutes ago · Like · Comment

4 people like this.

[View all 16 comments](#)

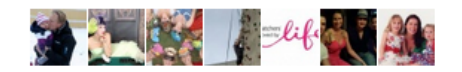
**Donna Magner-Tatt** I feel both as if You have children You cant get them look after every week. An being a mum of five i find It easy to stay at home and do it.  
2 minutes ago · Like

**Alice Bullivant** Convenient. Outdoors is good for the fresh air! Hope you picked me...  
39 seconds ago · Like

Write a comment

- [Use Facebook as Weight Watchers Australia](#)
- [Promote with an Ad](#)
- [View Insights](#)
- [Suggest to Friends](#)

### You and Weight Watchers Australia



34 friends like this.

### Quick Tips

Get more people to like your Page with Facebook Ads today!

[Get More Connections](#)

### Sample Ad: Weight Watchers...

The text of your ad will go here.

[Chat \(13\)](#)



# We built it – did they come?

## Christopher Geeman

Hi WW Australia... joined back at WW 3 weeks ago for the fourth time round in my life here to going to distance...

17 March at 12:52 · Like · Comment

3 people like this.

**Suzanne Vesty** You can do it!!!!  
17 March at 12:58 · Like

**Sandra Gilbert** welcome you will get lots of support from this page. i know i have  
17 March at 12:59 · Like

**Weight Watchers Australia** Welcome back, I believe you can go to your goal!!! You will find plenty of inspiration on this page :))  
17 March at 13:02 · Like · 2 people

**Fiona Cooke** in the same boat,,but im determined this time,,as sandra said, u get so much support here which is fantastic,it keeps u going :)  
17 March at 13:02 · Like

**Kate Schirmer** good luck!! :) visit this page as often as possible, SO many wonderful & inspiring people on here!!!  
17 March at 13:03 · Like · 1 person

**Kate O'Donoghue** Good luck. You will do it this time  
17 March at 13:39 · Like

**Kirsty Walker** Good luck :-)+ Welcome back  
17 March at 13:43 · Like

**Emma Halliday** You can do it! i have just rejoined for the 2nd time. Heaos of support on here!  
17 March at 13:58 · Like

**Joan Reynolds** Welcome back!! I have also re-joined for the umpteenth time, but this time, it is the last time until lifetime membership!! No matter how long it takes, I tend to give up too quickly!! Good Luck!!  
17 March at 16:16 · Like



## Ashley Baron

so, ive planed treats into my day, had one already and daving the other for after diner when i crave the most! so... in craving now but just trying to stay out of the kitchen lol...what do u do to get your mind off cravings?

16 March at 13:19 · Like · Comment



**Gail Benton** I try a glass of water, if that doesn't work then I head off outside for a walk or to pull a few weeds, hope that helps  
16 March at 13:38 · Like



**Sara Hands** Chewing gum helps me. Or sometimes I'll pop a fruitie-fruitie...whatever they are called lol  
16 March at 14:10 · Like



**Weight Watchers Australia** I stock fruit on the top shelf of the fridge so it is in view to snack and healthy when the craving arises and put other snacks out of sights. We have plenty of articles you can read on snacking if you search our website, it will provide you with lots of useful tips too! But activities like brushing your teeth, going for a walk or even reading a book can cure boredom hunger I have a list of 20things to do if I'm bored and want to eat for the sake of it [http://www.weightwatchers.com.au/util/art/index\\_art.asp?tabnum=1&art\\_id=47751&sc=3022](http://www.weightwatchers.com.au/util/art/index_art.asp?tabnum=1&art_id=47751&sc=3022)  
16 March at 14:20 · Like



**Sandra Gilbert** i distract myself by comning on line for a while. reading everyones stories takes away my cravings.  
16 March at 14:36 · Like · 1 person



**Emma Young** I have a cuppa!  
16 March at 15:04 · Like



**Julie Davis** It's probably not the best thing to do, but I grab a can of Pepsi Max - it makes me feel like I have had something sweet and takes away that hunger pang (I only allow myself 1 a day though, after that it is water).  
16 March at 15:15 · Like



**Amanda Holly** I combat the sweet cravings by having 2-3 fresh dates for Opp- very sweet, yummy and really healthy!!  
16 March at 15:23 · Like



**Jodie Deegenaaers** have a bath with a good book... or some juicy sweet watermelon straight from the fridge..  
16 March at 16:02 · Like



**Adrijana Nayler** Where do you find fresh dates? The only ones I can find are in the packet and they are like 4pp per serve.  
16 March at 16:03 · Like



**Elaine Flaherty** If its a sweet craving grapes are beautiful at the moment. The New free lollies. Not a kilo but a couple do the trick. Gardening walking are good too. Tv reading make it worse, think its about the moving.  
16 March at 16:05 · Like



**Ashley Baron** Thanks ladies I've made a list now for when the urges strike!  
16 March at 22:17 · Like

## Gail Benton ► Weight Watchers Australia

This might seem like a silly question.....but.....seeing as I (ones.....is there a limit to the ammount of exercise pp one

16 March at 14:03 · Like · Comment



**Sara Hands** Go hard Gail! Just not silly. lol- u know?  
16 March at 14:08 · Like



**Gail Benton** I have earnt 125 exercise points this week Sara.....no bs no overestimating.....i still have 39/49 weekly pp left. Should I be worried?  
16 March at 14:09 · Like



**Sara Hands** How many hrs exercise are you doing a day?  
16 March at 14:10 · Like



**Gail Benton** Over an hour sometimes more, riding between 30 and 50 + km a day  
16 March at 14:11 · Like



**Sara Hands** 1-2hrs of exercise per day is fine Gail, as long as it isn't hurting you!! I do 2hrs a few days a week. The only thing you need to take into account is that if you get your body used to so much exercise then cut back a bit it'll be harder to drop kgs.....I know that from experience :(  
16 March at 14:14 · Like



**Gail Benton** ok ty just hoping it shows this week  
16 March at 14:16 · Like



**Gail Benton** only thing thats sore is butt and quads lol  
16 March at 14:17 · Like



**Laura Puttock** What were you earning on average before? If you have increased it heaps I've seen somewhere that your body might retain fluid, or not lose because of the sudden increase if you didn't eat some of them.  
16 March at 14:20 · Like



**Sara Hands** good stuff That's the making of a nice tight bum!! lol  
16 March at 14:20 · Like



**Gail Benton** Laura 30 to 60 mins before, I have moved from Mountain bike everyday to alternating with road bike.  
16 March at 14:21 · Like



**Laura Puttock** I don't know the mechanics of it, but I hope you have a great wi this week!  
16 March at 14:24 · Like · 1 person



**Gail Benton** thanks me too if I can lift my legs to get on the scales lol  
16 March at 14:25 · Like · 3 people



**Gretchen Thomson** I have been pushing it with exercise. I through not using my Exercise points I lose quicker, sometimes it does not work. So as advised I have used some of the points, will see in the morning what happens. I just what to get rid of the last 3.5 soon sooner the better  
16 March at 14:49 · Like · 1 person



**Laura Puttock** Good luck Gretchen!  
16 March at 14:56 · Like



**Gail Benton** best of luck Gretchen my weigh in is tomorrow morning too.  
16 March at 14:57 · Like

# How do you measure social activity?

- ★ Millions of messages on the internet everyday across Social Media, Blogs, Forums & News
- ★ Many messages are discussing the WeightWatchers brand, our products, our services, industry issues and our competitors
- ★ These messages often produce commercial opportunities
  - Customer Service Opportunities
  - Sales Leads
  - Retention opportunities
  - Member feedback
  - Customer Insights
  - Competitor Insights
  - Online PR, SEO, Community Engagement
  - Industry brand presence

# Weightwatchers: BuzzEngage

Welcome Username | Logout



Home

Contacts

Conversations

User Admin

Settings

Reports

? Stream of all posts from Social media, Blogs, News and Forums Below. Click on a post to action it. ✕

## All Conversations

Wednesday 28th July

**amendoza88**: @KRZO\_PhlatRalph: sweet. If that doesn't work I sugest weight watchers online. I've been using it and am down 25lbs. 17 POSTS ▼

**twinkleboi**: is thinking of joining weight watchers lol 1 POST ▼

**The National Ledger**: Jennifer Hudson Weight Watchers Diet - Drops From Size 16 to 6 4 POSTS ▼

Tuesday 27th July

**DarciCollier**: @KRZO\_PhlatRalph: sweet. If that doesn't work I sugest weight watchers online. I've been using it and am down 25lbs. 1 POST ▼

**raparksua**: I think I'm gunna start Weight Watchers 1 POST ▼

Monday 26th July

**word2yaMotha**: I'm starting weight watchers in the morning... 3 POSTS ▼

**Furber**: Weight Watchers: The "Original" Social Networking Company 2 POSTS ▼

[Load More](#) ▼

Streams Today Week

All 70 1400

PR 4 24

Sales 9 29

Support 22 220

Unallocated 700 1700

Conversations

All 502

Unanswered 11

Answered 44

Ignored 107

Dormant 342

# Weightwatchers: BuzzEngage

The screenshot displays the WeightWatchers BuzzEngage interface. At the top, the WeightWatchers logo is visible. Below it, navigation tabs for Home, Contacts, and Conversations are present. A yellow banner at the top of the conversation area reads: "View engagement history and action this conversation below." A blue speech bubble points to this banner with the text: "Respond to messages: Across any channel (Twitter, Facebook, Forums, Blogs etc)".

The main content area shows a conversation thread. A red box highlights a response template input field containing the text: "Perhaps we could try upgrading you to |". Below the input field, there is a dropdown menu for "Response Templates...", a "102" notification badge, and a "valued customer, young female" tag. Action buttons for "Note" and "Tweet" are also visible.

The conversation history includes the following messages:

- Wednesday 28th July: **word2YaMotha:** @WeightWatchers Losing weight isn't my problem, its just that im finding it difficult to keep the weight off. Any suggestions?
- Wednesday 28th July: **Jane noted:** This is a valued customer, we should try to make them happy. Maybe we...
- Wednesday 28th July: **Mike replied:** @word2YaMotha I'm sorry to hear that. Which WeightWatchers package...
- Tuesday 27th July: **word2YaMotha:** I put on weight today :( Should try harder to stick to my weight wat...

On the right side, the user's profile information is shown:

- Status:** Unanswered
- Assigned to:** Jane
- Notes:** This is a valued customer, we should try to make them happy. Maybe we could try giving her a discount on an upgraded package?
- Contact Info:** Profile picture, **@word2YaMotha**, **Posts:** 16, **Last Post:** Wed 28th July, **Stats:** 88 Following, 351 Followers, 7 Listed. **Bio:** Hippie @ Heart... LEDZEPPLIN wrote a song about mii. & he said Sum1 told me theres a grl out there W/luv n her eyes & flowers in her hair Yup thats mii BESITOS. **Location:** Sydney, Australia

# Weightwatchers: BuzzEngage



Welcome Username | Logout

Search

Home

Cont

Reports

View, filter and search all contacts online and explore your engagement history

View profile engagement history for all online contacts

Contact	Posts	Last Post	Followers	InfluenceRank	Streams	Today	Week
aarogn86	4	Sunday 12th May 2010	612	6/10	All	70	1400
amanDAzor	1	Tuesday 9th June 2010	77	1/10	PR		
amendoza88	8	Wednesday 28th July 2010	211	2/10	Sales		
BaskinRobinsLova	12	Friday 2nd August 2010	1226	7/10	Support		
BigTimeFoSho	2	Tuesday 18th July 2010	22	1/10	Unanswered		
billybobbyblue	3	Saturday 24th July 2010	7888	10/10	Converted		
CalvinKleinModel1	2	Sunday 12th May 2010	26	2/10	All		502
CartmanRoses22	14	Tuesday 9th June 2010	99	3/10	Unanswered		11
DilbertWestCoast	1	Wednesday 28th July 2010	33	2/10	Answered		44
DiscoStuMax	1	Friday 2nd August 2010	626	5/10	Ignored		107
Dracula1991	9	Tuesday 18th July 2010	1854	8/10	Dormant		342

View Influence Score and Number of Followers

# What other metrics did we apply?

- ★ KPI 80% Response rate on WW branded environments (Community, Twitter, Facebook etc)
- ★ KPI 40% Response rate on 3<sup>rd</sup> party sites (ww conversations)
- ★ Adding share functionality on all user content
- ★ Building a video library (healthy habits)
- ★ Roaming Cams
- ★ Weekly Blogs by category
- ★ Linking all assets back the the key platform message “Perfect for life’s imperfections”
- ★ And of course, it’s all Approved By Life.

# The outcome?

- ★ Highly engaged group of brand advocates
- ★ Increased member support via member support member online
- ★ Focus on increased retention, and ongoing success
- ★ Measurable insights, around engagement, relevance, and retention
- ★ Enough insights to build business cases to do more!



# Thank you!

Thanks for listening!

If you have any questions – raise your hand, or contact me on –

[rcheslett@weightwatchers.com.au](mailto:rcheslett@weightwatchers.com.au)

Feel free to also sponsor me – [www.everydayhero.com.au/reichel](http://www.everydayhero.com.au/reichel) as I run my first mini marathon to raise money for the Cure Cancer Foundation!

