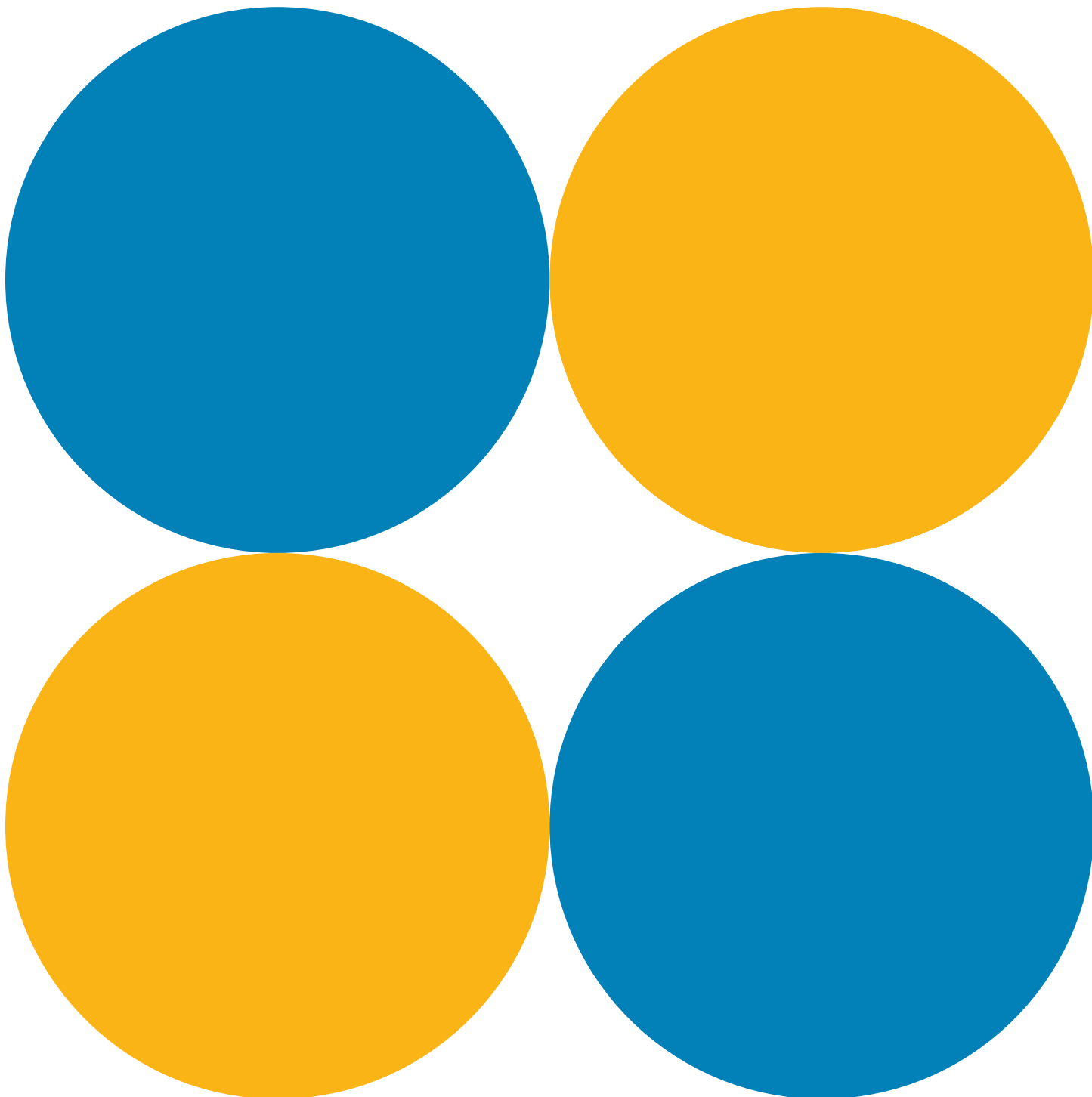


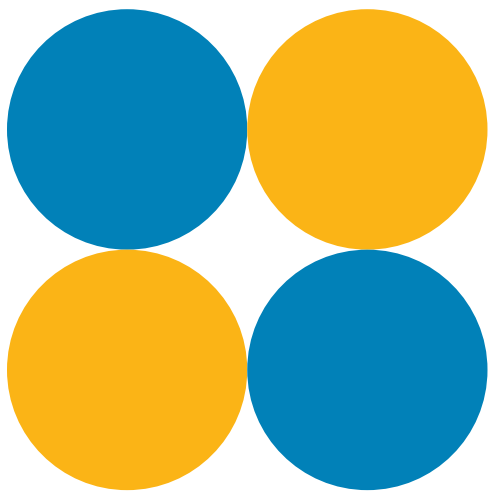
Lithium



Cozi Case Study
The Big Picture of Social Success



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About Cozi

Cozi is a free, web-based organizer that helps families manage crazy schedules, track shopping and to-do lists, organize chores, and share memories. Its thriving, brand community is also brimming with useful discussions and content, like meal planning resources or calendars of the best up-and-coming, family-friendly movies.

Parents are one of the busiest, most passionate, schedule-juggling audiences out there. So Cozi's outstanding social engagement with its customers—a relationship with mutual benefits—stands testimony to its excellent social media tools and practices.

Fanatically family-focused, Cozi is a three-time winner of the National Parenting Center Seal of Approval and the Parents' Choice Recommended Award, a two-time Mom's Choice Award Gold Recipient, and a winner of the Washington Technology Industry Association 2010 Consumer Product of the Year.

Business Challenge

In its space, Cozi is the leading family calendar by far. But online, its primary competition is Google. How does a smaller enterprise compete against giants, win over its audience, and achieve a level of commercial insight—the competitive advantage formerly only much larger companies could expect to get?

A Cozi Story

The first goal was to get a lot of people excited about the product. Cozi's Social Media Director, Carol Schiller, knows that when the pay model is in advertising, a lot comes down to winning eyeballs—and not just the one-time eyeball, but the loyal, repeat returns. Her team began to explore creating a meaningful online presence and how best to use social media as a key part of their marketing mix.

"Once we began that effort in earnest," says Schiller, "we saw relevant conversation about our brand taking place on every key social network."

Like a lot of companies, they started out using all kinds of free or inexpensive tools like Google Alerts, Twitter Manager, and TweetDeck to monitor and analyze their customer activity. For a while that seemed like enough. But as their user base exploded and the online, peer-to-peer conversations took off—not only on Cozi's brand pages, but in blogs, on Facebook, Twitter, and all across the social network—the spreadsheets became totally unwieldy. The freeware just couldn't keep up.

"That was how we began," says Schiller. "I could know what people were saying about us today, and I had a sense of what people had said about us yesterday. But to meet our competitive goals and really engage our customers online, we needed

much more meaningful insight into the discussion. And we needed a much bigger, more sophisticated picture—not only of ourselves, but of our competitors, over time." The free or inexpensive tools simply weren't up to the task.

Her team started to look into alternatives, and in November 2010, they picked Scout Labs, now a part of Lithium Social Media Monitoring.

The secret of Cozi's social success is first in having a product that delivers, but also involves two crucial social choices:

1. Having the right SMM tools to give them the best, most advantageous view of the whole field: their own business, promotions, fans and buzz, and their competition's too.
2. Smart promotions and incentives that deeply engage their passionate community.

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Usually you'd have to be at a much bigger company with a much bigger budget to get this level of insight. We're able to compete with bigger guys by using this tool. For us, it's a significant spend, but it's worth it because we want to lead in our space.

Carol Schiller
Social Media Director, Cozi



The Coign of Vantage

What They Needed

To get the most strategic perspective on themselves and their competition, Schiller wanted a more robust, streamlined tool set, a package with deeper capabilities, and more advanced features. She needed their competitive analyses to be more efficient, too, the team could spend less time measuring and more time coming up with fantastic promotions to better engage their community.

Specifically, she wanted a clear and immediate understanding of what was being said about Cozi and its competitors, both real and potential. But she also needed to know how seriously to take those conversations. If a competitor got a big bump in buzz, she wanted to be able to track it and understand exactly where it came from. Finally, she needed reliable

ways to measure it all, so that her team's conclusions relied not on hunches and hype, but on hard data.

What They Got

Before, Cozi didn't have a good way to evaluate discussions except to have someone go to a competitor's Facebook page or Twitter feed and manually scan through what was there. Now they had tremendous visibility and insight into forum discussions—one area where the free tools had been particularly weak. They could now nimbly track down buzz about their brand and their competition's, both the positive and the negative, and they could see who was using what technique.

With the Share of Voice feature, keyword searches proved very powerful too, directly influencing product development. As with any company, there are always

a thousand new features they might add to improve their product. But now that Cozi could catch real-time conversations comparing their product to their nearest competitor's, they could more quickly respond to customer demand and maintain feature parity. Cozi uses its community to help them brainstorm, choose, and prioritize which developments will be the most meaningful to their customers.

As significantly, keyword searches of their community inspire ideas for content and features tailored to their customers' real-time interests, needs, and concerns. For example, knowing that meal planning is a huge issue for parents, they searched their forum discussions and found that customers were talking a lot about "slow cooking". As a consequence, they ran an article on the Ten Best Slow Cooker recipes.

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I want to be able to say that we get better levels of engagement than the biggest brands out there. Now I consistently can do that. It's very rewarding for a small company like ours to be able to deliver on that. And I mean financially rewarding, not just that I feel good about it.



Carol Schiller
Social Media Director, Cozi

And when they're dominating the discussion above their competition, now they can quantify it. "It's not just my hunch based on what I see," says Schiller. "I can actually go into the tool and see who's getting conversation, and when, where, and why they're getting it." Once, she traced a competitor's spike in buzz down to a particular paid sponsorship. "It was immediately clear to me what they were doing. It was very comforting to know that I could analyze that and know with quite high level of certainty how they were achieving it."

A Deeply Engaged Community

One of the more interesting stories about Cozi is how they've managed to win over their online audience—the technophiles and casual users alike. "It's meaningful to advertisers when we can demonstrate that we really understand our customer

via our social networks," says Carol Schiller. "So it's very important that we can measure that well, and maintain it."

Their success in generating an exceptionally high level of community engagement, on Facebook in particular, comes from a savvy mix of knowing their customers extremely well, offering clever incentives, and in providing an extremely high-touch customer service.

There's nothing new about that business model except the strategy: Cozi is doing it through their online community. "The strategies we developed were very thoughtful in making sure we captured moms online where they really were," says Schiller, "and not just the ones who were super techy, passionate about blogging, or being online per se."

They also understand the importance of having a human company. Their tools

not only allow them to monitor the most important conversations and respond quickly, but to respond personally. "The fact that you cared enough to answer their question is hugely meaningful," says Schiller. "Customers want to hear back from a live human being, who understands her situation and can answer her question—or who simply cares enough to try."

The Mutual Benefits of a Personally Engaged Community

It's the easiest thing on the web to ignore a company. Over 90% of email users have "un-Liked" a brand! That's why Cozi's highly engaged community—whether you're looking at its most whimsical chatter or their most serious social commentary—is no small achievement.

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They understand that once a customer 'Likes' their page, it's the company's job to provide a great reason to stay, return with friends, and actively participate—because a "Like" doesn't matter unless it leads to action...and then interaction. As a result, only a small percentage of Cozi's Facebook content actually discusses Cozi or how to use the tools. Instead, it's much more of an authentic peer-to-peer conversation around issues that moms tend to care about. Sometimes it's just for fun.

For example, recently Cozi asked moms on Facebook, at noon, how many people were still in their sweatpants (lots!) Or they pose Fantasy questions, like asking customers to imagine what they would do if they had no childcare duties this weekend. This isn't random or impersonal chit-chat, though. It isn't spam. The questions demonstrate an empathy with what their customers' schedules and lives are like. And those customers respond.

"What's great about those Fantasy conversations is that they also deliver a lot of insight into who our customers are, what their passions are, and what they care about," says Schiller. "In turn that helps us decide what sort of content to deliver in the future. We now understand

our social customer intimately, and we use Lithium SMM to further that understanding."

Cozi also offers some highly successful bricks-and-mortar incentives to engage and grow their base. For instance, every year they donate money to PTAs, knowing how much busy moms care about their schools. Furthermore, being aware that parents often have to rely on friends and neighbors as much as family, they give away funds around the country to host block parties.

"Those programs also motivate customers to tell other people about them—and us," says Schiller. "If you get everyone on your block to sign on, not only are we getting you to "Like" the page, but there's a high likelihood that if you're participating in the PTA or a block party, you're also in our target audience."

Using their social tools, Cozi empowers their customers to do what they already love and support what they already value. They do well by doing good, and fans help them in return as loyal customers and passionate brand advocates.

For more information about Cozi, visit: cozi.com

About Lithium

We help great companies build brand nations for their most engaged customers. With Lithium, clients such as Best Buy, AT&T, Research In Motion Limited (RIM), Univision, and PayPal turn their customers' passion into marketing, product development, sales, and customer service assets. For more information, visit lithium.com, or connect with us on [Twitter](#), [Facebook](#), and our own nation—the [Lithosphere](#). Lithium is privately held with headquarters in Emeryville, California.