

# ROYAL NUTS

*Proudly Canadian - Fièrement Canadien*

Canada's First Certified  
Gluten & Peanut Free Dry  
Roasted Nut Company



**“As a small business, we do not have the time and resources required to build and sustain a social media following. gShift has helped fill that gap for us by consistently providing strategic input and strong community management.”**

—Neda Abusaeidi, Royal Nuts

Royal Nuts is a Canadian nut company whose products are certified both gluten free and peanut free. Operating for over 30 years as Canada's first certified gluten and peanut free dry roasted nut, Royal Nuts sought brand awareness in the competitive nut industry through social media.

## Strategy Development

With the enlisted help of gShift's services team, the challenge was to make a buzz and assert Royal Nuts as Canada's certified, safe and healthy snack. Through persona development and audience research, gShift identified the key social target audience; moms looking to provide healthy and safe snacks to their families.

## Social Channel Identification

After identifying the primary and secondary audiences, gShift recommended appropriate social channels to effectively reach the audiences and achieving brand awareness. Facebook and Instagram were highlighted as the best avenues to reach health conscious moms.

## Content Development

To execute against the strategy, editorial calendars were compiled and published filled with both curated and

created content. Content included recipes, infographics, videos, memes and articles that resonated with targeted audience.

## Campaign Management

- Paid Ads
- On-Going Data Insights
- Social Media Community Management
- Program Management and Reporting

## Results

### FACEBOOK

- New Page Likes/Month increase of 335%
- Total Organic Reach increase of 58%
- Total Engagement increase of 205%

### INSTAGRAM

- New Followers/Month increase of 350%
- Post Likes/Month increase of 58%
- Post Comments/Month increase of 205%

Over the course of a year, through the gShift Social Media program, audience grew by over 200%, overall organic reach by over 170%, and overall engagement by 280%.

