

CASE STUDY

Blendtec Mixes Market Success with 73% Organic Traffic Rise and Viral Pinterest Campaign

23%

Increase in referral traffic

73%

Increase in organic traffic

55,700+

Pinterest shares

About Blendtec

Blendtec, a pioneer in blending technology, is renowned for its powerful and innovative blenders, catering to both home and commercial users with a focus on cutting-edge design and performance.

The Problem

By pairing a new blade design with a vicious motor, the Blendtec blender revolutionized home blending. After some initial success of its famous "Will It Blend" campaign, Blendtec's conversions fell. They needed content strategies that could drive increased site traffic, engage visitors, and boost brand awareness.

The Strategy

Using in-depth audience and keyword research, 97th Floor hunted down the best opportunities to connect with Blendtec's prospective buyers.

Their research revealed a clear overlap between blender shoppers and Buffalo Wild Wings enthusiasts.

Recognizing the audience's love for replicating BWW sauces, 97th Floor developed the best blender copycat sauce recipes. These were then built into an eye-catching infographic that their audience could share out to boost immediate and long-term brand awareness.

Results

The Buffalo Wild Wings Copycat Sauce Recipes infographic absolutely exploded onto the scene delivering incredible results. The campaign led to a 23% increase in referral traffic, a 73% boost in organic traffic, and over 55,700 shares on Pinterest. These outcomes translated into a significant boost in revenue for Blendtec.

