

Introducing the CAC Blog

About 77 percent of Internet users read blogs and 31 percent of people say that blogs influence a purchase decision more than any other media or social channel. So this spring the California Avocado Commission (CAC) is launching a consumer-facing blog, “The Scoop,” to encourage demand and create interest and awareness around California avocados. Launched in March, the blog will be updated regularly with new avocado-centric information, recipes and credible, engaging content that builds loyalty and trust among California avocado consumers. The Scoop’s blog content will be constantly updated to meet the ever-changing interests of consumers, which also will help increase search engine visibility and website traffic.

The Scoop will be the hub of compelling content that resonates with California avocados’ target audience and brings the heart of the brand to life. The CAC team considered many factors, studies and data sources when developing the strategy for the blog, including keyword research (what words and phrases consumers use when conducting a Google search), the most popular content among CAC’s social media fans, top performing content on CaliforniaAvocado.com, blog trends and how the target consumer interacts with blogs. The blog has been integrated into the 2013-14 marketing plan and is designed to address the questions, wants and needs of avocado lovers, incorporate California lifestyle trends and ultimately help differentiate California avocados from the imports.

The CAC blog voice will be friendly and approachable, casual and informed – an easy, enjoyable read that is both entertaining, educational and consistent with the current

tone of social media. The blog will encourage readers to check the label for “California” and reiterate the importance of the California avocado season. Blog content themes and topics will include:

Culinary: Recipes will be one of the most popular topics because consumers are looking for new recipe ideas. The Scoop will highlight recipes from the CAC website, blogger partners, and other credible sources. Additionally, CAC will incorporate California avocados into timely food trends, feature artisan chefs, and provide cooking tips for home chefs of all experience levels.

Wellness and nutrition: Interestingly, “avocado nutrition” is the most searched phrase related to avocados. Blog posts will deliver nutritional information in engaging ways, explain how avocados fit into various diets, provide recommendations about breakfast and snacking from registered dietitians, and inspire an active lifestyle.

