

Epicurious engages with over 2 million followers hungry for sensational food content through Google+

epicuriously

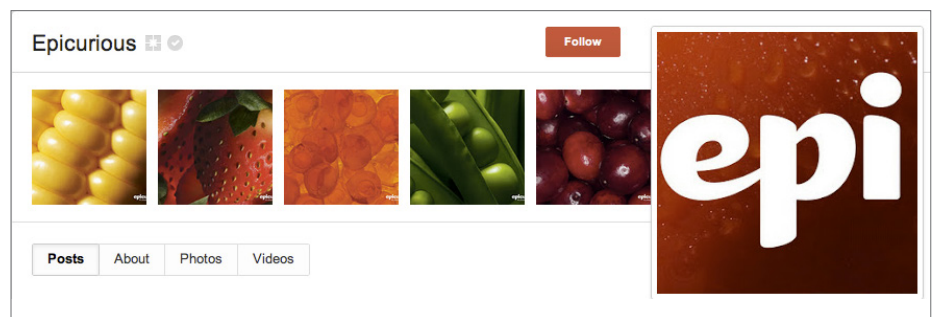
About Epicurious

- One of the most successful food sites on the web
 - Owned by Condé Nast
 - Headquartered in New York City
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Background

A Condé Nast site, Epicurious.com has won more awards than any other food site on the web. It incorporates more than 30,000 professionally tested and created recipes from celebrity chefs, premier food journalism brands and renowned cookbook authors, as well as 200,000 member-submitted recipes. Epicurious reaches nearly 19 million cross-platform users each month across their website, app, and social media channels. Every day, Epicurious publishes original content from its own editors and leading food authorities from around the world.

Jennifer Gaonach, Digital Consumer Marketing Director at Condé Nast, explains that social media has become an important component of the Epicurious experience, and so the brand was quick to seize the unique opportunities afforded by Google+. The Epicurious Google+ page launched in November 2011.



A fast track to adding followers

“We started projecting growth based on similar growth with new networks,” Jennifer says of their early days on the platform. “But we’ve exceeded the expected growth by many times. It’s great to see; by far it’s our largest network. It’s really taken off.” To date, the brand has **over 2 million followers** on the platform. According to Jennifer, a number of factors contributed to their impressive growth: installing social sharing utilities on the Epicurious site, developing content tailored specifically to both the Google+ interface and to its audience, embracing the features that are unique to the platform, and promotion on Google+.

Making it easy for fans to connect

A number of slick design features on the Epicurious site help visitors to share content and interact quickly with the Google+ page. “Around this same time that we launched on Google+, we launched our social sharing sidekick on Epicurious that floats in the left margin alongside most of our content,” Jennifer explains. “A few months later, we launched our ‘Connect with Epicurious’ module – which sits on the top of our ad rail – to feature our key social networks, including Google+. We also added key networks, including Google+, to our email templates.”

Content to stimulate the senses

In terms of content strategy, Epicurious continues to refine its offering to best suit Google+ followers. “We really want to understand how we can engage these users and give them a great experience, and then when it makes sense,

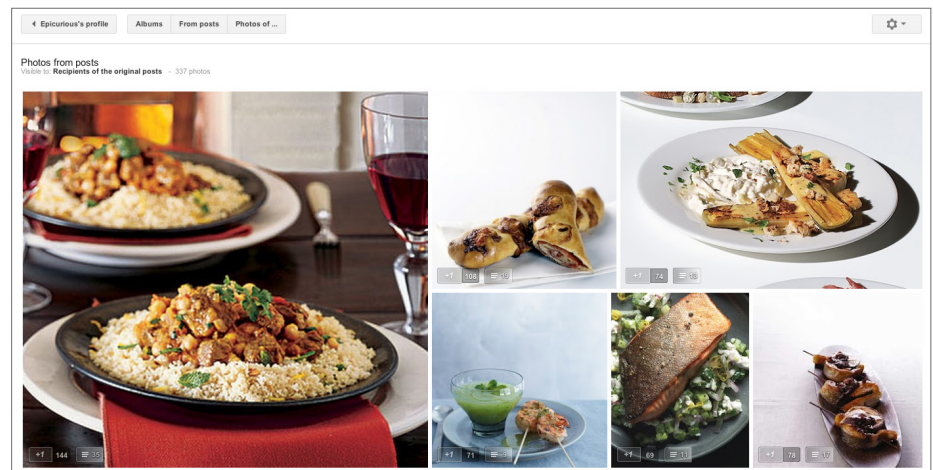
“We really want to understand how we can engage these users and give them a great experience, and then when it makes sense, drive them back to Epicurious.”

-- **Jennifer Gaonach, Digital Consumer Marketing Director, Condé Nast**

Epicurious.com's Google+ performance

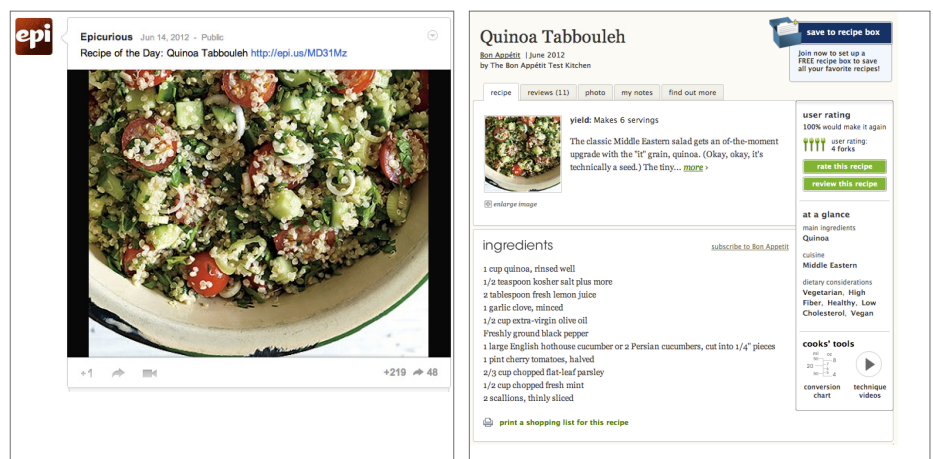
- Total followers: over 2 million
- Google+ is among top 10 social referrers to Epicurious.com
- Average visit duration of users referred from Google+ is 12% longer than other platforms
- Number of pages viewed per visit from Google+ users among the highest

drive them back to Epicurious.com,” Jennifer explains. “As our audience has been growing, our editors have increased the frequency of our posts so that anyone who’s following us can know the latest article that’s being posted.” Epicurious usually posts between three and five times a day.



Jennifer keeps a close eye on trends in order to understand how the nuances of the Google+ audience contrast with those of other social media outlets. “One big difference is that the audience on Google+ is much more international. That’s been interesting, it’s something we’re not seeing in other places.”

The performance of visual content on Google+ is also significant. “We’ve noticed photos do really well on this network. We’re seeing really good interactions when we post our recipe of the day,” she says. “It’s a great place to post those photos, really draw in people with a great image. That’s been a popular feature for us. Then, we can refer back to something on the site so people can understand how to make the recipe.”



What’s next? Jennifer and the Epicurious team are keen to use the high-quality video conference functionality on Google+ to create even deeper experiences for followers. “We’ve been talking internally on what we could do with hangouts feature – maybe having a cook-along or an exclusive chat.”

About Google+

Linking your site to your page unifies your +1’s across search, your Google+ page and your homepage. Google+ pages let you share your content with new audiences and connect with them in more engaging ways. To learn more about Google+ pages, visit www.google.com/+business

Quality engagement through Google+

Social Reports in Google Analytics reveal that Google+ is one of the **top 10 social referrers** to Epicurious.com. Among these social referrals, the **average visit duration from Google+ is 12% longer** than other social media platforms. In addition, the average number of pages viewed per visit from these users is among the highest of the platforms too. Overall, has she found Epicurious.com’s growth rate on Google+ comparable to other networks? “No, Google+ has grown rapidly, much, much faster than other networks. We’ve skyrocketed on Google+.”

