

SUJA Organic

analysis by ana wester

About the company

The company began in 2012 in San Diego when two young entrepreneurs, Eric Ethans and Annie Lawless, wanted to create their own juice line to promote conscious nutrition.(1)

It first started in a kitchen, blending produce from Whole Foods and filling empty bottles of coconut water. They had to hand deliver juices by mode of skateboard. (1)

Then, investors came along and within the first year of production, Suja Organic had \$18 million in revenue. (1)

Founder's Mission

Suja Organic was founded by two people who wanted to promote clean, conscious living. That same mission is carried out today as Suja works to get the “best quality organic and non-GMO beverages into as many hands as possible” (2).

They only use produce that is grown locally in southern California.(2)

SUJA has around 123 employees. (3)

Their annual budget for media is around \$1.5 million.*

Their annual budget for branding is around \$700k. *

Their annual budget for influencers is around \$800k. *

*(3) see citations

Facebook *@SUJAJuice*

When looking at their Facebook, I noticed they do not post too often. Their last post was November 30th, 2020.

I scrolled down their posts up until a year ago and I found some interesting data.

419, 155 people follow @SUJAOrganic on Facebook.

I have included pictures on the next slide of two types of posts that are commonly uploaded by SUJA on their Facebook.

SUJA Juice
April 27, 2020 at 4:23 PM · 🌐

We're continuing our efforts to support our #healthheroes 🍷 during this national crisis for their tireless dedication to the community. As we continue to send juice drops to first responders and frontline... [More](#)



👍❤️ 93 7 Comments 4 Shares

👍 Like 💬 Comment ➦ Share


[Shop Now](#) 📞 ⋮

www.sujajuice.com

SUJA Juice
April 24, 2020 at 2:38 PM · 🌐

⚡ CHALLENGE ACCEPTED! ⚡

Hey hey and happy Friday! We were challenged by @geenathelatina this week to participate in the #HomeFoodChallenge to raise funds and awareness for @FeedingSanDiego as they work to... [More](#)



👍❤️👤 25 3 Shares

[Shop Now](#) 📞 ⋮

www.sujajuice.com

SUJA Juice
August 12, 2020 at 11:35 AM · 🌐

We've teamed up with our friends @lunchskins and @natureates for a sweet giveaway! ✨ Enter for the chance to WIN an assortment of @natureates, a 2-pack of Reusable + Sealable @lunchskins bags, their Plastic... [More](#)



👍❤️👤 129 224 Comments 15 Shares

👍 Like 💬 Comment ➦ Share

SUJA Juice
August 10, 2020 at 12:58 PM · 🌐

[Shop Now](#) 📞 ⋮

www.sujajuice.com

SUJA Juice
November 5, 2020 at 12:45 PM · 🌐

Hey Scottsdale, AZ peeps! Enter the Bends + Brunch giveaway below for a chance to win 2 tickets to the event this weekend 🍷❤️

GIVEAWAY

WIN 2 TICKETS *Bends+Brunch*
November 8th 2020

Chaperal Park
5401 N. Hayden Road
Scottsdale, AZ 85250

9AM WAVE

Giveaway Sponsor
suja ORGANIC

Tag Friends Below To Enter

GIVEAWAY

Homeward Bound November 2, 2020 at 1:24 PM · 🌐

Tag your brunch buddy below and you could both win a free ticket to Bends & Brunch on November 8th, thanks to SUJA Juice!

Tickets include a Tricore Fitness Pilates class, 1 Joybus breakfast meal, 1 beverage,... [More](#)

👍❤️ 2 1 Comment

[Shop Now](#) 📞 ⋮

www.sujajuice.com

Facebook, continued...

The first two photos are examples of Corporate Social Responsibility (CSR). CSR is an approach "that combines ethical behaviors with environmentally friendly practices and making charitable donations that give back to the community" (4).

SUJA's whole brand is environmentally friendly and their way of giving back to the community is raising money for Feeding San Diego and donating juices to healthcare providers.

The last two photos are examples of SUJA practicing two-way-communication. This encourages engagement with their followers. This is a very smart way of marketing because most of the work is done by the consumer. Giveaways are a great way to get followers involved because in order to enter the giveaway, the consumer usually has to do something for the company.

In this case, SUJA posted giveaways where there were specific instructions on how to enter. These instructions included liking @SUJAJuice on Facebook, liking the post itself, or tagging friends in the post. This brings a lot of traffic and publicity to SUJA's page all the while keeping their supporters happy.

Twitter

@SUJAJuice

Similar to their Facebook, SUJA is not very active on their Twitter page.

@SUJAJuice has 21.9k followers on Twitter.

There was not many posts to choose from but I have included some photos on the next slide as examples to show common posts from SUJA on Twitter.



Twitter, continued...

Although I did not find a lot of data to work with on SUJA's Twitter page, I did find a common theme among most of the posts on their feed.

Many of the tweets on their feed were from other accounts that SUJA would just retweet. These tweets included what seemed to be paid promotions that SUJA paid them to post their juices and encourage people to try them.

This is a form of promotional content which are “paid or sponsored posts that appear under a targeted advertisement that are shown to people who match specific demographic categories” (4).

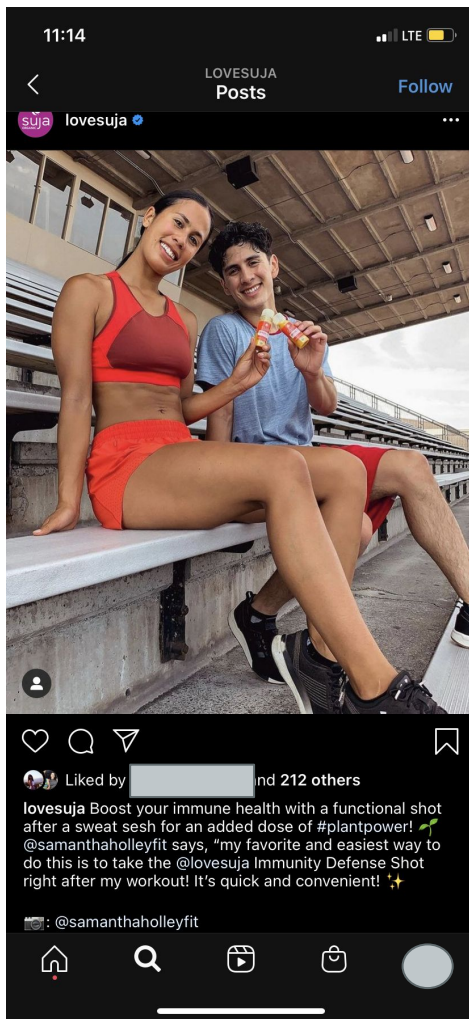
It seems as though SUJA paid these people to post promo for them, especially since one of the posts had a #ad.

Instagram *@lovesuja*

Instagram is definitely SUJA's most updated platform. They post on there everyday as well as posting daily stories.

They have 164k followers on their Instagram account, @lovesuja

There was a lot of data to choose from so the next few slides will be multiple examples of great advertising done by the account.



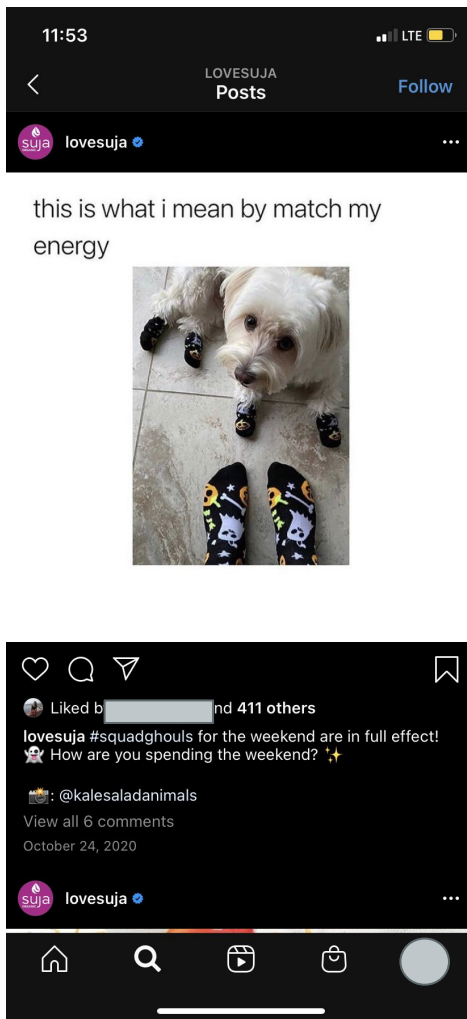
Instagram, continued...

These last three pictures are examples of promotional content. SUJA pays influencers to promote their product.

The first picture shows a brand deal they did with the famous singer, Kesha. The deal was Kesha would talk about SUJA on her podcast while SUJA promotes Kesha's podcast.

The second picture is a paid sponsorship with a fitness influencer with around 2.3k followers.

The third picture looks like another paid sponsorship with a fitness influencer with around 87.6k followers.



Instagram, continued...

All three of these photos had the same thing in common. They resemble two-way-communication. This means the “brand is inviting customers to respond in some manner” (4). It is a form of encouraging engagement between the brand and their followers. These three posts each have a question asked in the caption of the photo. This invites the followers to have an interaction with the post.

The third photo is also an example of unobtrusive advertising because its tying in holiday themes in the social media post. (4)

RECOMMENDATIONS

Recommendations for SUJA's Facebook

Right now, I think SUJA's ROI (return on investment) is not as high as it could be on Facebook. Facebook could be a really good platform for SUJA. According to a study by eMarketer, Facebook produced the best ROI for brands. (4) I would recommend that Facebook should start posting more consistent. I also would recommend that they make their Facebook more engaging so consumers get more out of visiting their page.

I think a great first step would be to link their Facebook with their Instagram. This is super easy and simple to set up. It would help to make the posts on Facebook more consistent without even having to think about it. This would also help their Facebook be more engaging because their Instagram seems to be doing a better job with keeping their posts interesting.

Recommendations for SUJA's Twitter

I would say similar to their Facebook, SUJA's Twitter needs to be more consistent with their posts on Twitter. Right now, there is nothing special about their Twitter. It's pretty bland and nothing about it makes me want to go out and buy their juice. I would recommend that they focus, again, on posting more consistently. I also think it would benefit them exponentially to practice more unobtrusive advertising on Twitter. This means that they should contribute and engage with trending topics. Twitter is just the place to keep up-to-date with the latest trends.

Just how Wendy's has such a great presence on Twitter because of their smart and witty tweets responding to people, so can SUJA have that. If they were smart about it and picked the right trends to hop on, their Twitter could gain so many new followers.

Twitter is also very interesting in the fact that they have polls that accounts can put up that their followers can engage with and vote. I think this would be a really great idea for SUJA to start doing. Also, just tweeting out more questions that would invite people to interact with their page more.

Recommendations for SUJA's Instagram

Out of all the platforms that I analyzed from SUJA, their Instagram was definitely the strongest one. It's a pretty solid Instagram account across the board. There are some slight additions that I think would make it even better. Just as I had recommended for their Twitter, I think their Instagram could use some more unobtrusive advertising. They would benefit from having more content around current trending topics to keep it more interesting. Another recommendation I have would be to take advantage of the resources that Instagram has such as stories and reels.

SUJA's Instagram is very fun and colorful but it lacks the interesting content. Many marketers follow this rule that "80% of social media content should provide value to consumers, while only the remaining 20% ought to be directly promotional" (4). SUJA should just add some more interesting, relevant pictures or memes that still have to do with the juice but also what's trendy.

Also, SUJA should take advantage of how interactive Instagram stories can be with their polls, quizzes, and Q&A's. Also, adding fun content to their reels would be a great way to add something unique to their page.

CITATIONS

1)Colao, J.J. “Suja Juice: The Unlikely Team That's Building The Country's Fastest Growing Beverage Company.” Forbes, Forbes Magazine, 24 Mar. 2016, www.forbes.com/sites/jjcolao/2014/01/22/suja-juice-the-unlikely-team-thats-building-the-countrys-fastest-growing-beverage-company/?sh=6819321a710c.

2)“Organic Juice: Cold-Pressed Juice Brand.” Suja Juice, 29 Dec. 2020, www.sujajuice.com/.

3) Longo, Clarissa. 21 January 2021. Personal Interview. (SUJA Employee-Marketing Coordinator)

4)Nee, Coates Rebecca. Social Media in the Digital Age: History, Ethics and Professional Uses. Cognella Academic Publishing, 2019.
