

Saint Lucifer Spice Company



5th Floor Analytics
Mason Doughty, Sophia Jeffrey, Brian Karol

Background

- Website launched May 15, 2013
- Owners unfamiliar with digital media
 - Website
 - Social media

Goal

- The goal is to become as ubiquitous as salt and pepper and a desired addition to any meal.

Main Focus

- To show people how to incorporate Saint Lucifer Spice to different dishes through digital marketing.



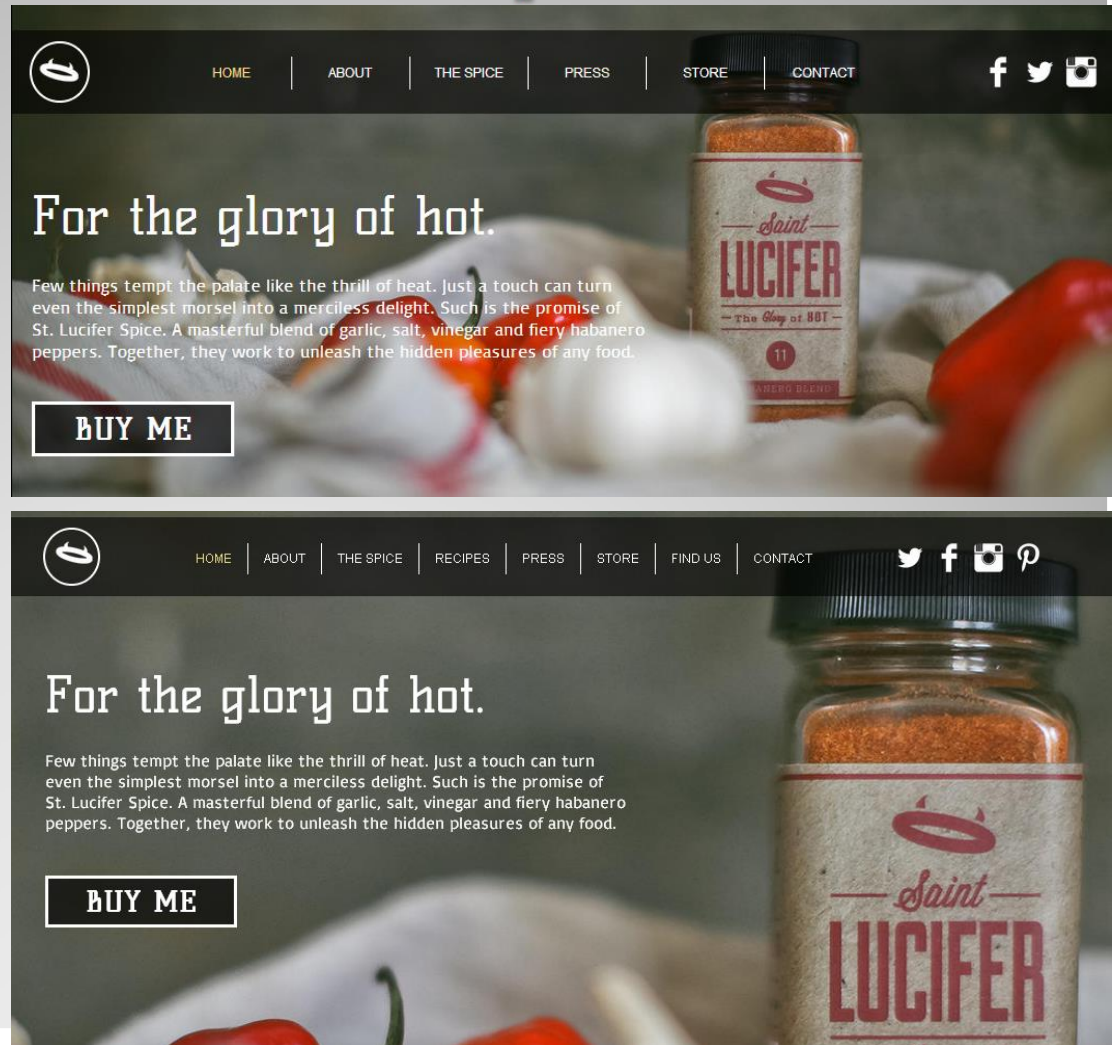
Objectives



- Expand website
 - Improve tabs
 - Add tabs
- Increase brand awareness on social media
 - Facebook
- Interact with consumers through social media
- Create a Pinterest
- Clean up the online store layout
- Email Blasts
- Launch Google AdWords

www.SaintLuciferSpice.com

- Original plan:
 - Switch to WordPress
- Actual Plan:
 - Keep Wix
 - Improve information
 - Ad Tabs
 - Fix background



Improvements

[HOME](#)[ABOUT](#)[THE SPICE](#)[RECIPES](#)[PRESS](#)[STORE](#)[FIND US](#)[CONTACT](#)

The good word.

Since we launched in 2011, praise for St. Lucifer has steadily been growing. And we've righteous press. Here are just a few of the things that have been written about us in the

Ya Gotta Try This! Saint Lucifer Spice on Fox



Its great on deviled eggs!



The guys over at 'Eat More Heat' clearly know their spice. Big thank you for taking the time to compliment Saint Lucifer and make the effort to write it down for people to see. "The name alone made me think this spicy seasoning might pack some serious heat. Then I noticed the halo with horns above Saint on the label which made me go hmmm.

Full review here: [LINK](#).

Someone Who's All About Grilling



Special thanks to Linda Arceo, over at Giggles, Gobbles and Gulp for featuring our new brand to the masses, and saying such good things about us on her Grilled Chicken dinner that she prepared for her family.

Read full article: [LINK](#).

Gotta Taste It!!! - 101 or Less Reviews Saint Lucifer Habanero Blend



Salt...pepper...garlic...bush league. Recently, I ordered an omelet at my favorite breakfast spot. Being fond of condiments, I always do a quick scan of the offerings.

Read full article: [LINK](#).

The 1st annual Battle of the Burger



We are pleased to announce that The Railroad Street Bar and Grill's, St. Lucifer Burger, has been invited to the finals of the Philadelphia's Magazine's Battle of the Burger Competition.

We want to thank all who voted. The Top 25 burgers will be showcasing their BURGER creations in Philly on September 6th. Purchase your Battle of the Burger Tickets and come on down for some of Philly's finest burgers, brews and good times, while helping decide who will be crowned the title of Philadelphia's Best Burger.

63 Transactions  **\$1,279 in Sales**

Additional Tab

- Find Us
 - Restaurants
 - Retail

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RESTAURANTS

Annamaries
347 Main Street
Rogersford, PA
610.948.0590

Brother Paul's
3300 Ridge Pike
Eagleville, PA
610.539.3909

Bubba's Texas BBQ
19 W Girard
Ave Philadelphia, PA
267.324.3530

Chaps Taproom
2509 W Main St.
Jeffersonville, PA
610.539.8722

Devil's Den
1149 S 11th
Philadelphia, PA
215.339.0855

Grand Central Taproom
45 W. Main St.
Fleetwood, PA
610.944.7436

Luigis Pizza Fresca
2401 Fairmount Ave.
Philadelphia, PA
215.769.8888

Hinge Cafe
2652 E. Somerset St.
Philadelphia, PA
215.425.6614

Your Mom's Place
324 Bridge St.
Phoenixville, PA
610.933.7481

Palermos Pizza
70 Buckwalter Rd.
Rogersford, PA
610.948.4926

Railroad Street Bar & Grill
36 Railroad St.
Lintheld, PA
610.455.7043

Valley Forge Fire Company
630 Valley Park Rd.
Phoenixville, PA
610.935.9930

Roccos Brick Oven
201 2nd Ave.
Collegeville, PA
610.831.0100

The Egg Pub
200 E. Girard Ave
Philadelphia, PA
267.761.9343

Old Eagle Tavern
177 Markle St.
Philadelphia, PA
215.483.5535

Pizza Hub
221 E. Girard Ave
Philadelphia, PA
267.482-0221

Coffee House Too
2514 York St.
Philadelphia, PA
267.324.5888

Jakes Sandwich Board
122 S 12th St.
Philadelphia, PA
215.922.0102

RETAIL

Art in the Age
116 N 3rd Street
Philadelphia, PA
215.922.2600

Main Street Market
4345 Main St.
Philadelphia, PA
215.482.9500

PA General Store @ Reading Terminal
51 N 12th St.
Philadelphia, PA
215.592.9772

Worrell's Butcher Shop
111 King St.
Malvern, PA
610.644.9266

Altomonte's Italian Markets
85 N. York Rd.
Warminster, PA
215.672.5439

Altomonte's Italian Markets
812 N. Easton Rd.
Doylestown, PA
215.489.8889

Sessano Café & Deli
1840 Markley St.
Norristown, PA
610.270.9607

Tamworth Lyceum
85 Main St.
Tamworth, NH
603.323.5120

Weavers Way CO-OP Chestnut Hill
8424 Germantown Ave
Philadelphia, PA
215.866.9150

Milk and Honey
4435 Baltimore Ave.
Philadelphia, PA
215.387.6455

White Horse Wine and Spirits
676 White Horse Pike
Absecon, NJ
609.677.9880

Oil and Vinegar
2901 Brooks St.
Missoula, MT
406.549.7800

The Foundry Roxborough
6148 Ridge Ave.
Philadelphia, PA
215.482.4500

The Foundry Northern Liberties
837 N 2nd St.
Philadelphia, PA
215.238.6077

The Foundry Center City
324 S. 10th St.
Philadelphia, PA
215.928.1111

The Head Nut @ Reading Terminal
51 N 12th St.
Philadelphia, PA
215-238-5744

15 C Wine Shop
624 S. Main St.
Templeton, CA
805.434.1554

MerryMead Farms
2222 S. Valley Forge Rd.
Lansdale, PA
610.584.4410

Additional Tab

• Recipes

St. Lucifer Corn on the Cobb



It couldn't be an easier recipe. And in the midst of corn season, Saint Lucifer Spice is here to add some heat to your sweet kernels of goodness.

Directions

1. Husk your corn.
2. Place corn on aluminum foil with generous amounts of butter, while seasoning corn with **St. Lucifer Spice® #11**.
3. Wrap corn in foil and place on the grill on medium high heat, turning corn every five minutes.
4. After 15 minutes, remove the foil and place corn directly on the grill turning, to get light grill marks for about 3-5 minutes.
5. Add foil back to the grill, place corn on foil and sprinkle some [Mexican Cotija Cheese](#) all over the corn, and close grill for 2-3 minutes more.
6. Pull from grill, when cheese starts to melt.
7. Add some extra **St. Lucifer Spice® #11** to taste.
8. Enjoy with a cool local brew, margarita or some sun tea.



HOME ABOUT THE SPICE RECIPES PRESS STORE FIND US CONTACT



RECIPES



St. Lucifer Ribs

[Click for Full Recipe](#)

Create a dry rub for your ribs at your next BBQ. Combine sugar, black pepper, kosher salt, and of course St. Lucifer Spice.



St. Lucifer Szechuan Salmon

[Click for Full Recipe](#)

Keep it healthy and light with this Asian inspired St. Lucifer dish. Add a little szechuan peppercorns, black peppercorns, kosher salt, lime, soy sauce, and sesame oil to your salmon for a delicious kick!



St. Lucifer Shrimp Skewers

[Click for Full Recipe](#)

Looking for a refreshing meal? Marinate your shrimp in a nice blend of parsley, garlic cloves, fresh ginger, vegetable oil, Thai chili sauce, white wine vinegar and who could forget our St. Lucifer Spice. You'll never eat shrimp any other way.



St. Lucifer Crab Cakes

[Click for Full Recipe](#)

With your Crab Meat and vegetable mixture, add this mayo mix of ground, dijon, and brown mustard. St. Lucifer Spice, Tobasco Sauce, Worcestershire sauce, lemon, mayo, old bay and a little bit more to create a Crab Cake that'll be a hit at the next family gathering.



St. Lucifer Pork Tacos

[Click for Full Recipe](#)

Take your pork loin and blend with vegetables. Mix with your favorite BBQ sauce, cumin powder, Picante salsa, chili powder, Mexican hot sauce, and the best ingredient St. Lucifer Spice. Serve wrapped in a soft tortilla and accept all the compliments your guests will give you on another delicious St. Lucifer entree.



St. Lucifer Chicken Lettuce Wrap

[Click for Full Recipe](#)

Trying to eat healthy tonight? Grind up some chicken with red pepper, onion, garlic, ginger, Asian fish sauce, sesame oil, and a few other ingredients, then wrap in lettuce leaves with a few teaspoons of St. Lucifer Spice on top for that extra heat.



Online Store

- Clarified the products

[Sign In](#) [Shopping Bag \(0\)](#)

ST. LUCIFER SPICE
Category: [Store](#) > [ST. LUCIFER SPICE](#)

View as: [Grid](#) [List](#) [Table](#) Sort by:



ST. LUCIFER SPICE (1 Bottle)
SKU 670541803059
\$6.00

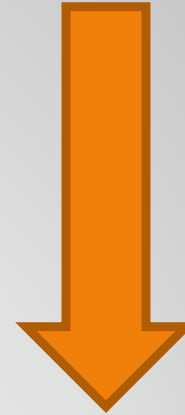
ST. LUCIFER SPICE (1lb Refill Bag)
SKU 029882827192
\$20.00

Please be aware that the Saint Lucifer Store will only support the latest browsers.
Download the latest versions here: [Chrome](#) / [Safari](#) / [Internet Explorer](#) / [Firefox](#)

Facebook: St. Lucifer Spice Company



September 2013



November 2013



Interaction



St. Lucifer Spice Company
September 1

Sounds like we need to take a trip near #Boston to taste the best bloody mary in the country at Three Cod Tavern! Who's with us? #roadtrip #sundayfunday.



Like · Comment · Share

3 1

3 people like this.



Write a comment...



Tom Hewell Jr Post the recipe?
Like · Reply · September 1 at 4:58pm

Write a comment...



St. Lucifer Spice Company
October 31

Happy #Halloween! To add some spice to this spooky holiday try adding some St.Lucifer to your roasted #pumpkin seeds. Thanks Kristen Herrmann for the great idea. What part of Halloween do you enjoy most?



Like · Comment · Share

5 people like this.

Top Comments



Write a comment...



St. Lucifer Spice Company We also wanted to thank Joseph Tudor and Lou Monaco, for their take on this very popular St. Lucifer Pumpkin Seed Craze that is sweeping the nation. Happy Halloween to all and to all a good night.

Like · Reply · 1 · October 31 at 7:42pm via mobile



Cooking with Karen the Wildtree Way Gonna try this!
Like · Reply · November 4 at 9:35am



St. Lucifer Spice Company
November 1

We Wanted to thank Royal Palm Village Wine & Tapas for having us last week. We did some sampling at their wine tasting event. What a great place, with great people. They now offer St. Lucifer Spice Company in their specialty food section, near the register. Pick one up next time you are in the Jacksonville Area of Florida.



Like · Comment · Share

11 people like this.



Write a comment...



Before

After

Public Exposure

Published ▼	Post	Type	Targeting	Reach	Engagement
11/13/2013 8:51 pm	 Follow our new Pinterest page to check out some recipes featuring Saint Lucifer			190 	15  12 
11/04/2013 4:30 pm	 For all our fans outside of Philadelphia, check out our appearance on FOX 29's			643 	108  60 
11/04/2013 11:04 am	 We wanted to thank Fox 29 Morning Show for having us this morning, we had a great			310 	29  19 
11/04/2013 8:30 am	 We're excited to announce we will be featured on the FOX 29 morning show in			303 	20  30 
11/03/2013 6:56 pm	 Start your week with us and tune into FOX 29 tomorrow at 9:30am. We will be			732 	13  28 
11/01/2013 3:40 pm	 You can now find us this Friday a 15 Degrees C Wine Shop & Bar in			203 	1  3 

- Reach increased on the topics about Saint Lucifer's appearance on Fox

Pinterest

- Created a Pinterest account for recipes
- Links to recipe page

 **St. Lucifer Spice Company** shared a link.
14 hours ago near Philadelphia

Follow our new Pinterest page to check out some recipes featuring Saint Lucifer Spice!!!!



Saint Lucifer Spice (stluciferspice)
www.pinterest.com

Saint Lucifer Spice / Few things tempt the palate like the thrill of heat. Just a touch can turn even the simplest morsel into a merciless delight. Such is the promise of St. Lucifer Spice.

Like · Comment · Share

11 people like this.

Write a comment...

Saint Lucifer Recipes

Recipes incorporating Saint Lucifer Spice

 Saint Lucifer Spice Follow Board 10 Pins 6 Followers



Few things tempt the palate like the thrill of heat. Just a touch can turn even the simplest morsel into a merciless delight. Such is the promise of St. Lucifer Spice. A masterful blend of garlic, salt, vinegar and fiery habanero peppers. Click for a multitude of recipes!!!

Pinned from
saintluciferspice.com



St. Lucifer Pulled Pork Tacos: Take your pork loin and blend with vegetables. Mix with your favorite BBQ sauce, cumin powder, Picante salsa, chili powder, Mexican hot sauce, and the best ingredient St. Lucifer Spice. Serve wrapped in a soft tortilla and accept all the compliments your guests will give you on another delicious St. Lucifer entree. Click for the full recipe!!!

Pinned from
saintluciferspice.com



St. Lucifer Crab Cakes: With your Crab Meat and vegetable mixture, add this mayo mix of ground, onion, brown mustard, St. Lucifer Spice, Tobasco Sauce, Worcestershire sauce, lemon, mayo, old bay and a little bit more to create a Crab Cake that'll be a hit at the next family gathering. Click for the full recipe!!!

Pinned from
saintluciferspice.com



St. Lucifer Corn on the Cobb: Here's a simple recipe to make a typical side dish of corn on the cob the main attraction at your next meal. Season corn with butter and generous amounts of St. Lucifer Spice. Before pulling...



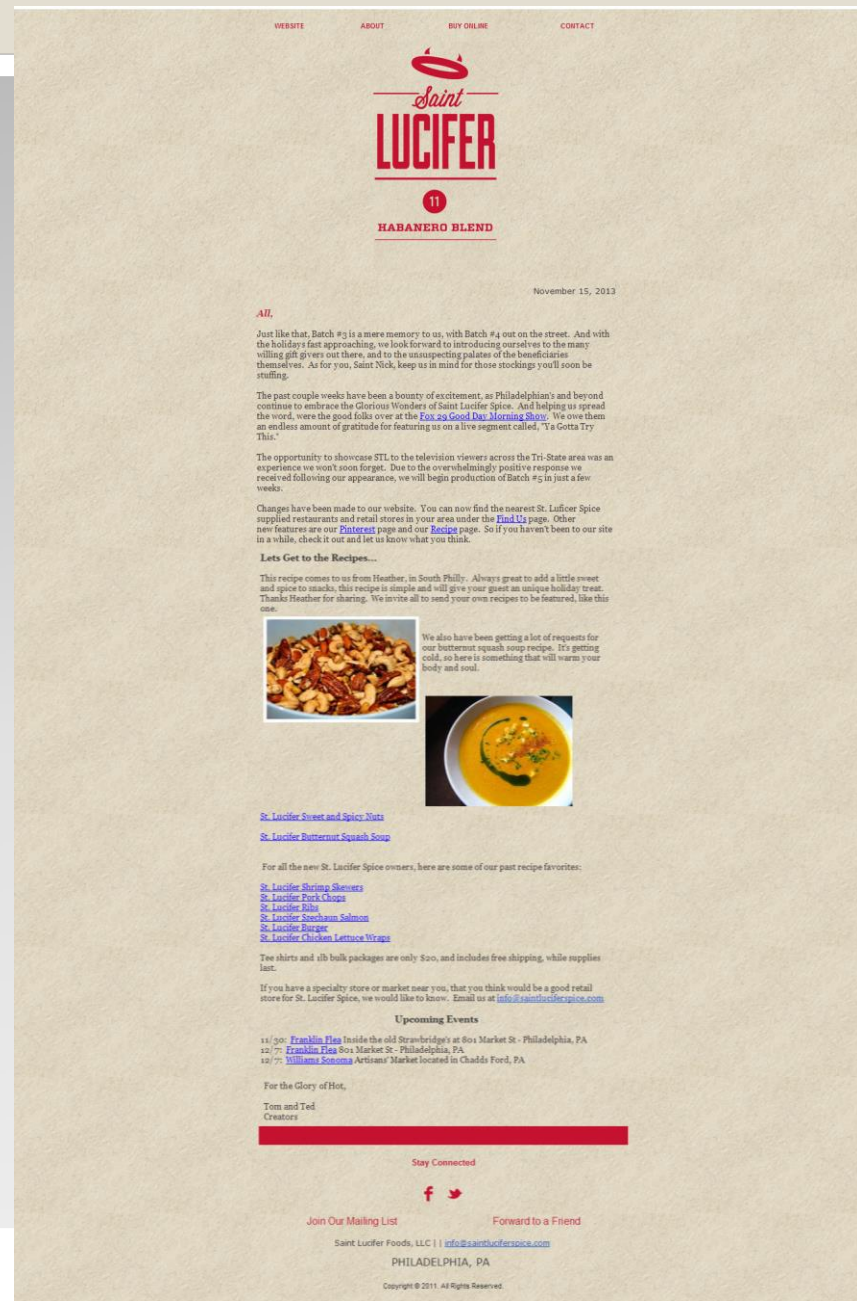
St. Lucifer Corn on the Cobb: Here's a simple recipe to make a typical side dish of corn on the cob the main attraction at your next meal. Season corn with butter and generous amounts of St. Lucifer Spice. Before pulling...



St. Lucifer Lettuce Wraps: Grind up some chicken with red pepper, onion, garlic, ginger, and...

Email Blast

- Analyzed data to see which topics were most popular
 - Fox 29
 - Recipes
- Made customers aware of:
 - New recipes page
 - New find us page
 - Pinterest account
 - Appearance on Fox 29
 - Upcoming events



Google AdWords

Side ad

[Saint Lucifer Spice](#)

www.saintluciferspice.com

A masterful dry habanero blend.
Taste the thrill of heat!

Top ad

[Saint Lucifer Spice - A masterful dry habanero blend.](#)

www.saintluciferspice.com

Taste the thrill of heat!

Side ad

[Saint Lucifer Spice](#)

www.saintluciferspice.com

Looking for a tasty dinner to show
off? Check out our recipes!

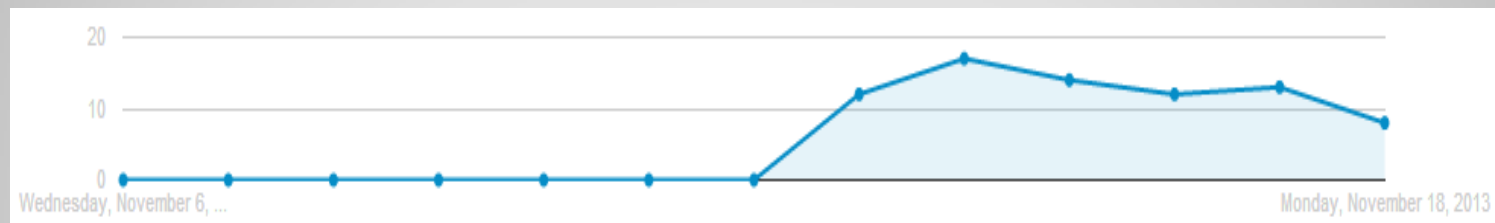
Top ad

[Saint Lucifer Spice](#)

www.saintluciferspice.com

Looking for a tasty dinner to show off? Check out our recipes!

- Budget was set to \$10/day



Campaign	Status	Clicks	Cost	Impr.	CTR	Avg. CPC	Avg. CPM	Budget
● Campaign #1	Eligible	76	\$54.49	26,319	0.29%	\$0.72	\$2.07	\$10.00

A/B Testing

↑ Ad	Campaign type ^[?]	Campaign subtype	Labels ^[?]	Status ^[?]	% Served ^[?]	Clicks ^[?]	Impr. ^[?]	CTR ^[?]	Avg. CPC ^[?]	Cost ^[?]	Avg. Pos. ^[?]
Saint Lucifer Spice A masterful dry habanero blend. Taste the thrill of heat! www.saintluciferspice.com	Search Network only	All features	--	☑ Approved	77.28%	62	20,325	0.31%	\$0.69	\$42.71	3.5
Saint Lucifer Spice Looking for a tasty dinner to show off? Check out our recipes! www.saintluciferspice.com	Search Network only	All features	--	☑ Approved	22.57%	14	5,936	0.24%	\$0.84	\$11.78	3.0
Total - all deleted ads						0	40	0.00%	\$0.00	\$0.00	2.0
Total - all but deleted ads ^[?]						76	26,261	0.29%	\$0.72	\$54.49	3.4
Total - Search ^[?]						76	26,301	0.29%	\$0.72	\$54.49	3.4
Total - Display Network ^[?]						0	0	0.00%	\$0.00	\$0.00	0.0
Total - all ad group ^[?]						76	26,301	0.29%	\$0.72	\$54.49	3.4

	Spice	Recipe
Clicks	62	14
Impressions	20,325	5,936

Keywords

Keyword	Status [?]	Max. CPC [?]	↓	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]
seasonings	🗑 Eligible	auto: \$0.85		26	9,480	0.27%	\$0.74	\$19.37	3.5
spicy	🗑 Eligible	auto: \$0.85		23	10,854	0.21%	\$0.65	\$14.97	3.1
saint lucifer spice	🗑 Eligible	auto: \$0.85		6	56	10.71%	\$0.47	\$2.82	1.0
habanero pepper	🗑 Eligible	auto: \$0.85		5	1,125	0.44%	\$0.92	\$4.59	3.2
Dry rubs	🗑 Eligible	auto: \$0.85		5	1,243	0.40%	\$0.83	\$4.14	4.0
cooking spices	🗑 Eligible	auto: \$0.85		4	2,210	0.18%	\$0.65	\$2.61	3.7
dry spice	🗑 Eligible	auto: \$0.85		4	432	0.93%	\$0.88	\$3.52	3.4
crushed red pepper	🗑 Eligible	auto: \$0.85		1	120	0.83%	\$0.92	\$0.92	3.2
habanero spice	🗑 Eligible	auto: \$0.85		1	159	0.63%	\$0.77	\$0.77	2.9
Your Mom's Place	🗑 Eligible	auto: \$0.85		1	71	1.41%	\$0.78	\$0.78	2.1
Reading Terminal Market	🗑 Eligible	auto: \$0.85		0	258	0.00%	\$0.00	\$0.00	2.4
Devils Den	🗑 Eligible	auto: \$0.85		0	231	0.00%	\$0.00	\$0.00	2.6
william sonoma spices	🗑 Eligible	auto: \$0.85		0	62	0.00%	\$0.00	\$0.00	3.5
Total - all but deleted keywords [?]				76	26,301	0.29%	\$0.72	\$54.49	3.4
Total - Search [?]				76	26,301	0.29%	\$0.72	\$54.49	3.4
Total - Display Network [?]				0	0	0.00%	\$0.00	\$0.00	0.0
Total - all ad group [?]				76	26,301	0.29%	\$0.72	\$54.49	3.4

Popular Keywords

	Clicks	Impressions	Avg. CPC
Seasonings	26	9,480	\$0.74
Spicy	23	10,854	\$0.65
Saint Lucifer Spice	6	56	\$0.47

Results

✓ Dollars Per Transaction Increased

	Lowest	Highest
Beginning	\$10	\$34
End	\$10	\$67

✓ Units Per Transaction Increased

	Average Units	What consumers are buying
Beginning	2	Single Bottles
End	4	Single Bottles and Refill Bags

✓ Facebook Followers Increased

	# of Followers
Beginning	387
End	506