



SURVEY DESIGN



MAIN FINDINGS, CONCLUSIONS AND RECOMMENDATIONS



SURVEY DETAILED FINDINGS

# THINGS TO REMEMBER: BRAND 3'S STRENGTHS AND GAPS

## BRAND 3'S STRENGTHS

- Leading in terms of proportion of likes on Twitter. Generally leading company in terms of proportion of likes (all media combined) in June and August.
- Leading in terms of proportion of shares on Twitter.
- By far, the highest number of YouTube videos views – indicating substantially higher investments in reach. In covered period, Brand 3 has also further improved presence i.e. frequency of posting on YouTube – strengthening its position of the most active company on this medium first reached in T1 2017.
- Quite positive evaluation of posts on Facebook and Twitter – average number of likes per post is higher compared to both competitors (especially vs. Brand 2, 2 times higher!).
- Continuation of generally positive and improving trends observed in January – April period, also in T2.
- Sentiment analysis of Brand 3's social pages visitors' comments shows dominance of positive over negative wording – with noticeably better performance compared to both competitors

## BRAND 3'S GAPS

- Still less active on social media pages than Brand 2 in terms of number of posts published, although activity has significantly improved in covered period, dominantly driven by June campaigns (with noticeable decline in activity since then).
- There is still a significant room for improving Brand 3's YT posts in terms of conversion from views to likes – with 6 times smaller average reach per post, Brand 1 is still generating twice the number of likes per post reached by Brand 3. In T2 2017, despite extremely wide reach (due to posts boosting), reception of videos on YouTube is still poor: low likes-to-views ratio and rather unfavorable likes-to-dislikes ratio (although both indicators have improved in certain extent compared to previous period). This indicates ROI of campaigns for boosting YT content reach was still poor in T2 2017. In future, there is a significant room for further improvement where Brand 1's performance can be treated as a benchmark and an objective.
- Brand 3's posts in categories of “Content Category 2” and “Events” received below-average number of likes.
- Although Brand 3 is successful in communicating the topic of “Content Category 4” to audience & despite the fact that posts communicating good Brand 3's performance achieve solid level of likeability, this topic is polarizing: significant number of commenters evaluate Brand 3's network's performance as poor.

# THINGS TO REMEMBER: IMPORTANT FACTS IN T2 2017

## DETERIORATING BRAND 2'S ENGAGEMENT PERFORMANCE

- In T2 2017, performance of Brand 2's posts in terms of likeability/ engagement has significantly deteriorated. On one side, Brand 2's "History Repeating" "Event" posts were extremely well received by customers (2 most likeable posts in T2), but on the other side – likeability/ engagement performance of all other Brand 2's posts was rather poor, dropping by ~50% compared to T1. Possible indicator of Brand 2's reduction of social media budget for content reach boosting, in T2.

## BRAND 1'S IMPROVEMENT; SUCCESS OF "INVITING" POST FORM

- In T2 2017, performance of Brand 1's posts has significantly improved – recovering from deteriorating performance in T1 (due to change in offer that was perceived as "unfair").
- Brand 1's "Inviting" posts in T2 have caused quite positive reaction – these posts were among the most liked posts in May, June and July.

## GROWING IMPORTANCE OF SOCIAL MEDIA FOR COMPANIES' COMMUNICATION

- Number of posts published by companies in T2 2017 was 31% higher than in the same period last year.
- Compared to T1 2017, proportion of social media-exclusive content, not present on companies' web pages has significantly increased.
- Both trends are [indicators of growing importance of social media for companies' communication](#).