

Experiment No: 6

Aim: Analyse competitor activities using social media data.

Objective:

- Use social media posts like Facebook and Instagram posts you can check activities as well as their comments and share.
- Use the brand24 application you can check activities and analytics.
- Use Similarweb.com to check activities

Theory:

LinkedIn Analytics

LinkedIn competitor analytics can be a powerful tool for social media analysis practicals, as it provides valuable insights into how your competitors are performing on the platform. Here are some tips for using LinkedIn competitor analytics effectively:

1. Identify your competitors: Before you can use LinkedIn competitor analytics, you need to know who your competitors are. Identify the companies or individuals that you are competing with on LinkedIn.
2. Analyze their profiles: Once you have identified your competitors, analyze their LinkedIn profiles. Look at their content, connections, and engagement levels to get a sense of their social media strategy.
3. Use LinkedIn Analytics: LinkedIn Analytics provides a wealth of information about your competitors' performance on the platform. You can see how many followers they have, their engagement rate, and their most popular content.
4. Compare performance: Use the data from LinkedIn Analytics to compare your performance to your competitors. Look for areas where you are outperforming them and areas where you can improve.
5. Adjust your strategy: Based on the insights you gather from LinkedIn competitor analytics, adjust your social media strategy accordingly. Focus on creating content that resonates with your target audience and engages them on the platform.

Brand24

Brand24 is a powerful social media analysis tool that can provide valuable insights for social media analysis practical. Here are some tips for using Brand24 effectively:

1. Monitor brand mentions: Brand24 can monitor brand mentions across social media platforms, including Twitter, Facebook, Instagram, and more. Use this feature to track how often your brand is being mentioned and what people are saying about it.

2. Analyze sentiment: Brand24 can analyze the sentiment of brand mentions, classifying them as positive, negative, or neutral. Use this feature to get a sense of how people feel about your brand.
3. Track competitors: Brand24 can also track the social media activity of your competitors. Use this feature to see how they are performing on social media and what strategies they are using.
4. Identify influencers: Brand24 can help you identify influencers who are talking about your brand or your competitors. Use this information to build relationships with influencers and leverage their influence to promote your brand.

SimilarWeb.com

SimilarWeb.com is a website that provides competitive analysis for websites and mobile apps. Here are some tips for using SimilarWeb.com for social media analysis practical:

1. Analyze website traffic: SimilarWeb.com can provide insights into website traffic, including the number of visits, page views, and time spent on the website. Use this information to see how your website traffic compares to your competitors.
2. Track referral traffic: SimilarWeb.com can also track referral traffic, showing you where your website traffic is coming from. Use this information to identify social media platforms that are driving traffic to your website.
3. Analyze social media traffic: SimilarWeb.com can track social media traffic to your website, showing you how much traffic is coming from each social media platform. Use this information to identify which social media platforms are driving the most traffic to your website.

Students Task:

1. Identify competitors of TEDxCRCE in Maharashtra region
TEDxHindujaCollege, TEDxHR College,
TEDxStXaviersMumbai, TEDxKESShroffCollege and TEDxMITAOE.
2. Once you have identified your competitors, analyze their LinkedIn profiles. Look at their content, connections, and engagement levels to get a sense of their social media strategy.
A brief analysis of their LinkedIn profiles suggests varying social media strategies. TEDxHindujaCollege appears to focus on engaging its student audience, showcasing events, and highlighting speakers relevant to their college community. TEDxHR College seems to prioritize professional connections, aiming to expand its network within the HR and business sectors. TEDxStXaviersMumbai may emphasize a blend of academic and cultural content, reflecting the diverse interests of their audience.

TEDxKESShroffCollege likely concentrates on engaging students through interactive posts, promoting events, and featuring inspirational speakers. Lastly, TEDxMITAOE may emphasize technical innovation and academic excellence, catering to a tech-savvy audience interested in science and engineering. Overall, each TEDx chapter tailors its LinkedIn content to resonate with its unique audience demographics and interests.

3. Using linkedIn analytics provides a wealth of information about your competitors' performance on the platform such as how many followers they have, their engagement rate, and their most popular content.

TedxHindujaCollege - 55 followers

TedxHRCCollege - 275 followers

TedxStXaviersMumbai - 197

followers TedxKESShroffCollege - 56

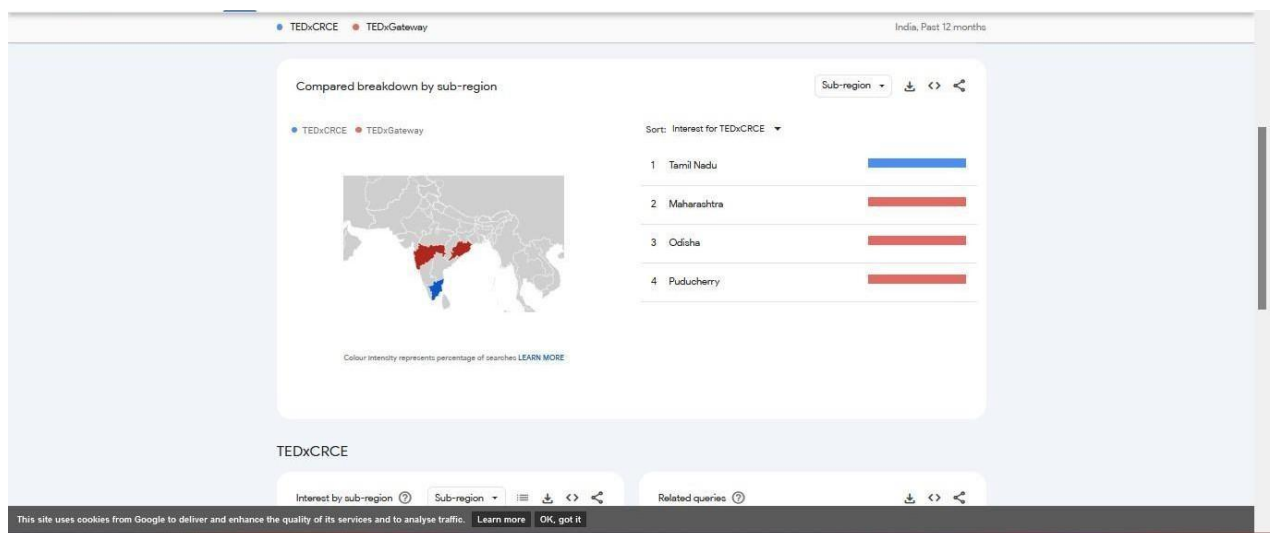
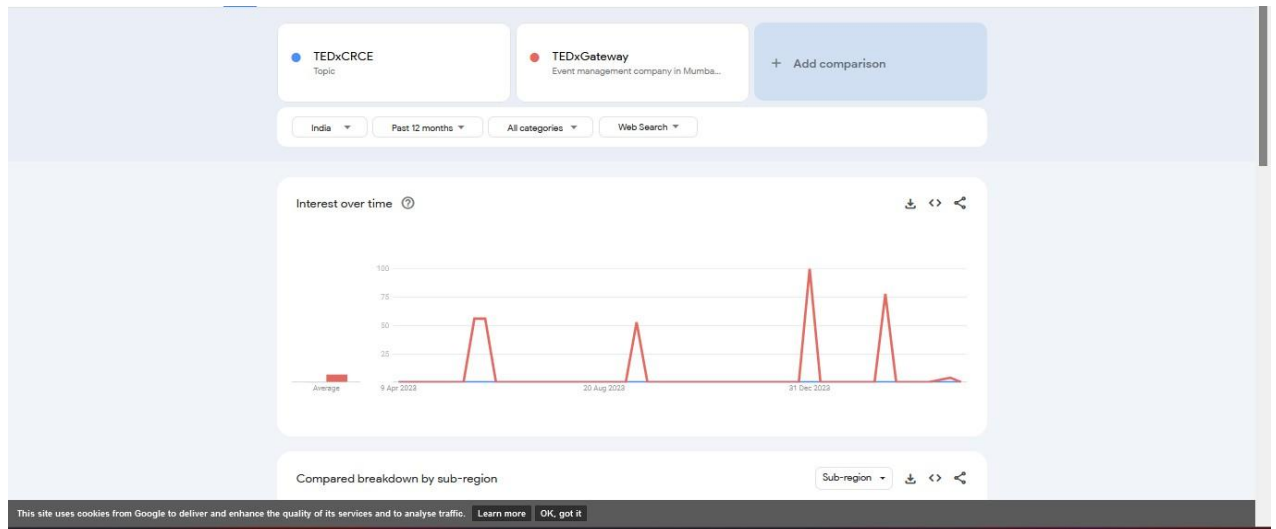
followers TedxMITAOE - 248

followers

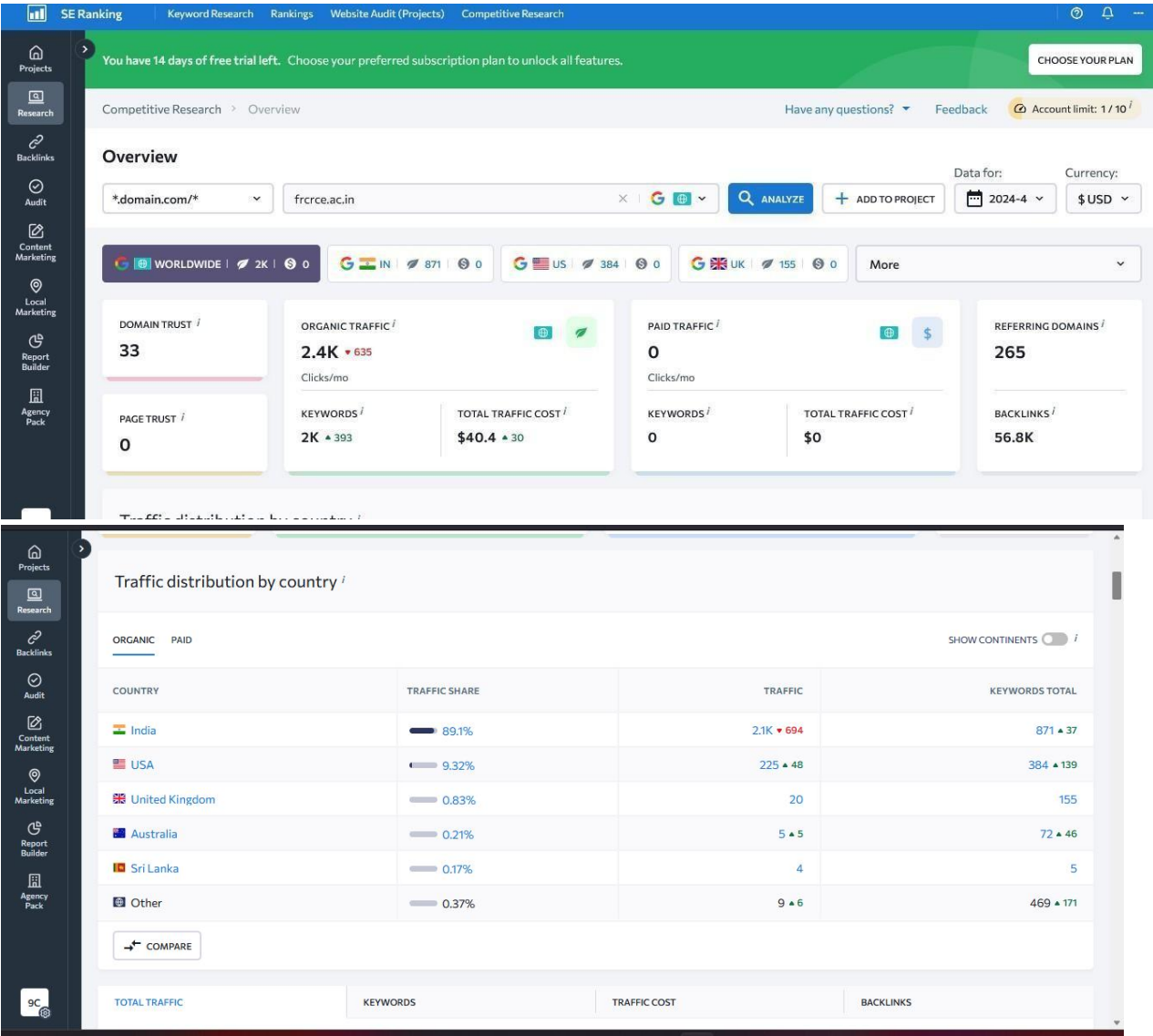
4. Based on the insights you gather from LinkedIn competitor analytics, give the strategies to focus on creating content that resonates with your target audience and engages them on the platform.

Tailoring content to resonate with the specific interests and demographics of the target audience is crucial for maximizing engagement on LinkedIn. For instance, TEDxHindujaCollege effectively engages its student audience by showcasing events and speakers relevant to their community. To replicate this, focus on creating content that speaks directly to their interests, such as featuring student-centric events and career development tips. Similarly, TEDxHR College's emphasis on professional connections suggests sharing industry insights and career advice to engage with HR and business professionals effectively. For TEDxStXaviersMumbai, a blend of academic and cultural content would likely resonate, including thought-provoking articles and cultural events. TEDxKESShroffCollege's focus on interactive posts and event promotion indicates the importance of fostering community engagement and showcasing inspirational speakers. Lastly, TEDxMITAOE's emphasis on technical innovation suggests highlighting cutting-edge research and industry trends. By understanding their audience's preferences, tailored content can effectively increase engagement and visibility on LinkedIn.

5. Using Brand24 compare the organizations TEDxCRCE with TEDxGateway.



6. Using SimilarWeb.com analyze our college and competitor colleges website



Organic competitors (460) ⁱ

DOMAIN	OVERLAP	DT	KEYWORD TOTAL
shiksha.com		51	2,047,722
careers360.com		42	1,590,197
collegedunia.com		49	1,359,062
justdial.com		58	8,317,177
collegedekho.com		47	647,707

VIEW DETAILED REPORT

Organic competitor semantics comparison ⁱ

Conclusion:

In conclusion, analyzing competitor activities using social media data is a valuable exercise for any business looking to stay ahead of the competition. By monitoring your competitors' social media activity, you can gain insights into their social media strategy, identify areas where they are outperforming you, and make data-driven decisions to improve your own social media performance.

There are a variety of tools available for analyzing competitor activities on social media, including LinkedIn competitor analytics, Brand24, and SimilarWeb.com. These tools can provide valuable insights into brand mentions, sentiment analysis, competitor activity, and more.

By using these tools, businesses can gain a deeper understanding of their competitor's social media activity and leverage this information to refine their own social media strategy. Ultimately, analyzing competitor activities using social media data is an ongoing process that can help businesses stay competitive in a constantly evolving social media landscape.