



MOBILE PHONE BRANDS AND THEIR SOCIAL MEDIA EFFECTIVENESS

**SOCIAL MEDIA
AND INFLUENCER
MARKETING WHITEPAPER**

Prepared by

SOCIALLY POWERFUL MEDIA

OVERVIEW

Social Media provides tremendous opportunity for brands to generate an uplift to their bottom line. Despite the undeniable opportunity that exists, social media has been leveraged at vastly different levels of effectiveness across sectors. Social media and influencer marketing are often used as siloed activities and as part of a box-ticking exercise due to a fundamental lack of knowledge of its potential to generate a positive and significant impact on a brands' bottom line.

Only a few brands have been able to fully capitalise and reap the benefits provided by the unique combination that social media and influencer marketing offer.

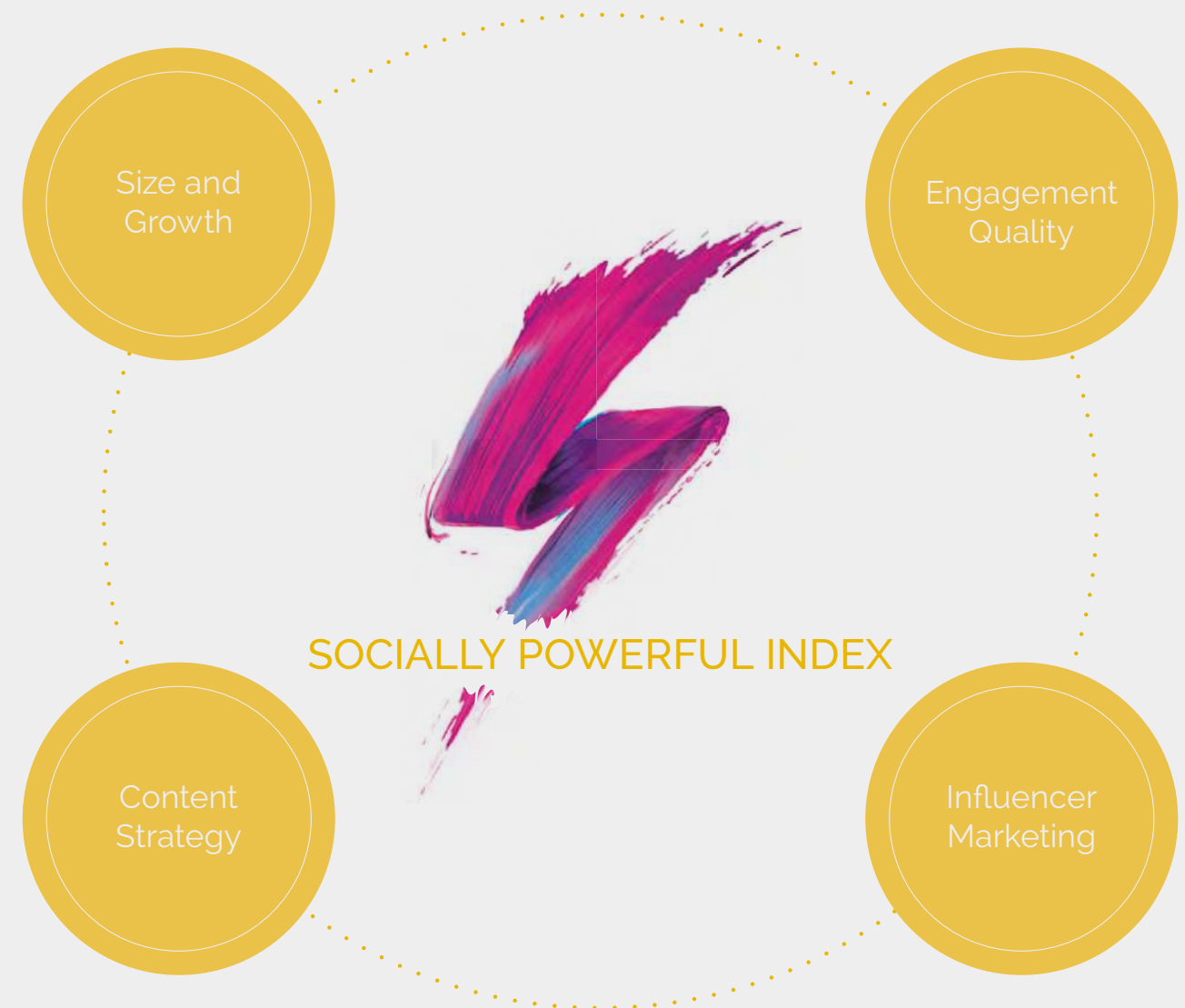
This paper provides a methodology that enables brands to analyse their performance and to help identify opportunities across their social media and influencer marketing activity.



THE SOCIALLY POWERFUL INDEX

This analysis uses public quantitative data extracted from a combination of social insight tools, combined with proprietary data from Socially Powerful. The amalgamation of quantitative and qualitative data forms the Socially Powerful Index. It gives a direct indication of how a brand effectively uses social media in combination with influencer marketing relative to its peers. The **Socially Powerful Index** is made up of 4 dimensions:

- 1 Social media audience size and growth.
- 2 Social media engagement, popularity and sentiment quality levels.
- 3 Social media content strategy effectiveness.
- 4 Influencer marketing performance.

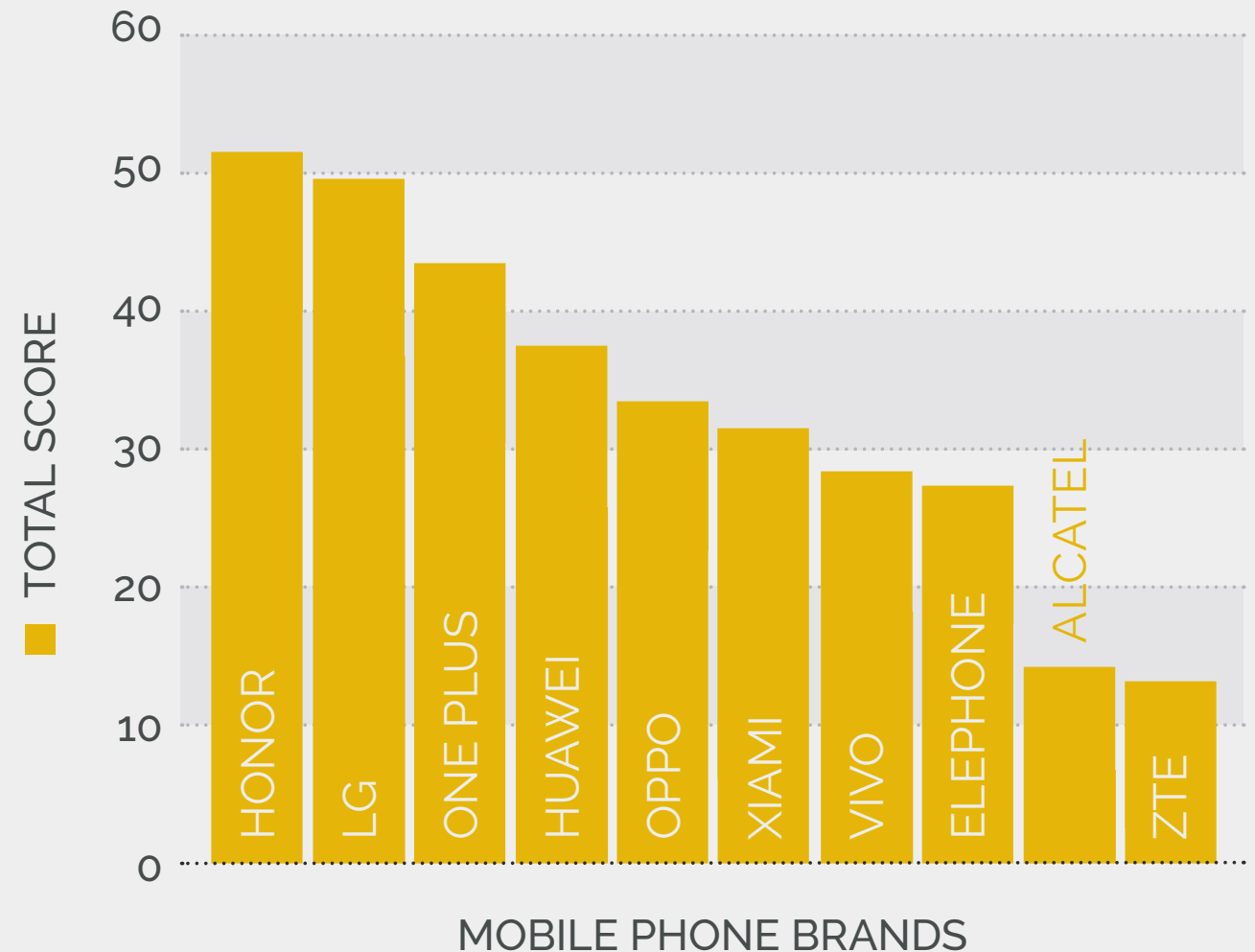


The background of the slide features a close-up, artistic shot of several smartphones and a document. The devices are arranged in a way that creates a sense of depth and connectivity. The lighting is warm, with a yellowish-gold tint, and the focus is sharp on the central text.

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY (I of III)

- 1 All brands have an active presence on social media with scope for improvement in content, engagement and influencer marketing (IM) strategy
- 2 The best brands leverage a more coordinated multi-platform marketing approach, making full use of each platforms' unique features
 - Instagram (IG) – Posts, stories, hashtags, and competitions emphasising brand experience, with paid media to target relevant audiences
 - YouTube – Tech influencer reviews highlighting key selling points
 - Facebook – Sharing videos and reviews to raise brand prestige and paid media to target relevant audiences



EXECUTIVE SUMMARY (II of III)

3

All brands display a disjointed approach to social media marketing evidencing a lack of sustainable strategies behind campaigns and influencer partnerships

- Brands underestimate the importance of sustaining engagement between launches with authentic influencer partnerships and creative content that evokes emotion, but rather focus entirely on a launch by launch basis and exhaust resources
- Brands display a lack of coordinated marketing across platforms, by not posting evenly on all platforms with shared hashtags
- Brands not fostering authentic influencer partnerships who act as unique ambassadors in owning brand values and speak only about the brand in focus, rather than reviewing all brands lessening the impact

4

Brands should recalibrate influencer marketing and content on social media to generate greater engagement and emotion from Western audiences

- Western audiences want to be enticed by an 'experience' feel of the product, rather than being targeted with KSP's on large busy posts
- Develop always on, long term influencer marketing, and social campaigns with true creative and messaging using competitions






























EXECUTIVE SUMMARY (III of III)

- 5 The top brands demonstrated;
- The best quality of interaction through Instagram stories including polls, sharing creative content, using a mix of hashtags to stimulate conversation, and tapping into hot themes like The Football World Cup
 - Despite missing a jointed approach between launches, brands showed strong influencer marketing in fully-committed integrated way across
 - Instagram and YouTube. With influencers, they co-create content which resonates with brand values and gives creative freedom to run campaigns on their page
 - YouTube collaboration with global tech influencers such as Technical Guruji, MKBHD and Unbox Therapy to scale their views and engagement
- 6 The lowest scoring brands demonstrated
- A misaligned content strategy including infrequent posting, and adhoc influencer marketing with no hashtags and consequently no real message. This does not build authenticity in owning the brand experience
 - Lack of sustained posting on social media and influencer marketing between launches lessening follower traction, and fragmented efforts across regions and markets to create synergies around campaign launches
 - Missed opportunity to capitalise on the momentum following launches with micro influencers to build brand value over the long term



















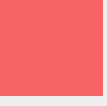








OVERVIEW THE ANALYSIS

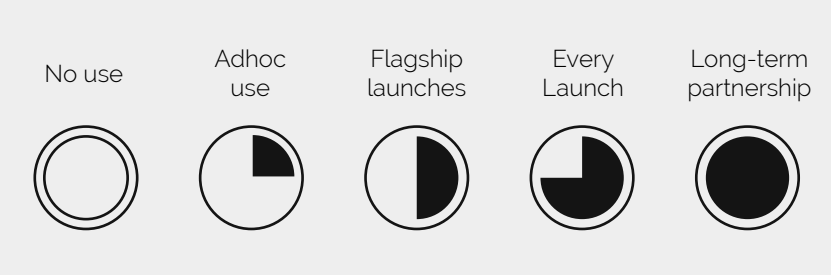
HIGHLIGHTS (I OF II)

	Size & Growth Score	Engagement & Advocacy Score	Content Strategy Score	Influencer Marketing Score	Comments
					<ul style="list-style-type: none"> Generated most conversation on Instagram shown by the highest number of comments and mentions across campaigns Leveraged a mix of macro and hero influencers across product launches who owned the brand experience tapping into passion points (tech, fashion, photography etc.) Recommendation: Improve content strategy with less focus on KSP and develop long term always on influencer marketing strategy to capitalise on momentum following launches
					<ul style="list-style-type: none"> Highest engagement and mentions on IG driven by campaign with Korean celebrity Jimin, drawing in his followers, likes, and stimulating conversation with #s Good but not excellent IG influencer marketing for experience, and missed opportunity for YouTube influencers to promote key selling points of LG G7 and V30 Following is fragmented due to a localised strategy towards social media Recommendation: Develop a long term always on influencer marketing strategy for sustained engagement from western audiences to capitalise on brand equity, rather than using celebrities
					<ul style="list-style-type: none"> Best influencer marketing capitalising on product launch momentum of 6 & 5T coupled with partnerships with strong Instagram and YouTube influencers, who went beyond tech reviews e.g. Adah Sharma (IG 140k views), Unbox Therapy (9m views), MKBHD (24m views) Strong use of competition such as #ShotOnOnePlus, generating over 1 million posts Recommendation: Always capitalise on momentum between launches through more frequent posting on social media with hashtags, and influencer marketing drawing out brand experience
					<ul style="list-style-type: none"> Huawei has a fragmented approach to Instagram, but still create relevant content for local markets IG campaigns generated high engagement through multiple hashtags #HuaweiP20, #Captured on Huawei which stimulated conversation, and brought to life product features e.g. AI camera through competitions Recommendation: Calibrate a global influencer marketing and social media strategy to coordinate launches across regions, granting localised creative freedom to engage audiences beyond KSP's
					<ul style="list-style-type: none"> Weak engagement from a low level of likes, comments, and large % of inactive followers on Twitter and Facebook. Localised social accounts indicate that different regions have a disjointed effort on influencers and campaigns, evidencing no global alignment across markets Partnership with Neymar, who fostered a poor reputation during The World Cup, did not align with brand image Recommendation: Develop a strong social strategy that communicates brand values, and tactically collaborate with influencers over the long term who echo the brand story. Restructure global governance to create a jointed social media effort ensuring that local brand activities and campaigns are pillared on a global brand message

HIGHLIGHTS (II OF II)

	Size & Growth Score	Engagement & Advocacy Score	Content Strategy Score	Influencer Marketing Score	Comments
					<ul style="list-style-type: none"> 20% increase in IG following driven by multiple hashtags including a competition #ShotOnMi engaging users, coupled with a creative IG strategy encompassing vibrant, colorful and experience photos of the phone Weak engagement due to lots of inactive users on Twitter and Facebook Recommendation: Develop a sustainable always-on social and influencer marketing campaign, that focusses on communicating the brand message rather than key selling points. Ensure there is an overarching global strategy which connects localised regions and markets
					<ul style="list-style-type: none"> Low engagement on social media campaigns due to inconsistent application of hashtags such as #VivoWay and missing website and bit-links on videos Exciting content on Instagram with photos, interactive videos, competitions, polls and product placement including a mix of outer-space, concert and sport shots Recommendation: Develop a sustainable always-on social and influencer marketing campaign, that focusses on communicating the brand message rather than key selling points. Ensure there is an overarching global strategy which connects localised regions and markets
					<ul style="list-style-type: none"> Build a social media strategy by regularly posting with hashtags and push stories on IG, and engage with micro influencers who can own the brand experience Recommendation: Develop a sustainable always-on social and influencer marketing campaign, that focusses on communicating the brand message rather than key selling points. Ensure there is an overarching global strategy which connects localised regions and markets
					<ul style="list-style-type: none"> Worst engagement through poor influencer marketing, and use of YouTube and Instagram pages, with no sign of #'s or links Not using influencers to draw attention to their brand, or producing content that evokes emotion from users Recommendation: Develop a sustainable always-on social and influencer marketing campaign, that focusses on communicating the brand message rather than key selling points. Ensure there is an overarching global strategy which connects localised regions and markets
					<ul style="list-style-type: none"> Decrease in metrics possibly due to ongoing punitive ban Recommendations: Develop a sustainable always-on social and influencer marketing campaign, that focusses on communicating the brand message rather than key selling points. Ensure there is an overarching global strategy which connects localised regions and markets

USAGE FREQUENCY OF TOP 11 YOUTUBE INFLUENCERS



	Unbox Therapy	MKBHD	Austin Evans	UrAvg Consumer	Erica Griffin	Jonathan Morrison	Technobuffalo	Linus Tech Tips	Technical Guruji	Karl Conrad	Mr Whose The Boss
	Every Launch	Adhoc use	Flagship launches	No use	No use	Flagship launches	Flagship launches	Every Launch	Every Launch	No use	Every Launch
	Flagship launches	Every Launch	Every Launch	Every Launch	Every Launch	Adhoc use	Every Launch	Adhoc use	Every Launch	Every Launch	Every Launch
	Every Launch	Every Launch	Every Launch	Every Launch	Every Launch	Flagship launches	Adhoc use	Every Launch	Every Launch	Every Launch	Every Launch
	Every Launch	Every Launch	No use	Every Launch	Every Launch	No use	Every Launch	Every Launch	Every Launch	Flagship launches	Every Launch
	Flagship launches	Every Launch	Every Launch	No use	No use	No use	No use	No use	Every Launch	Adhoc use	Adhoc use
	Flagship launches	Every Launch	Adhoc use	No use	No use	No use	No use	Flagship launches	Every Launch	No use	Every Launch
	Flagship launches	Adhoc use	No use	No use	No use	No use	No use	No use	Every Launch	No use	Flagship launches
	Flagship launches	No use	No use	No use	No use	No use	No use	No use	No use	No use	Flagship launches
	Adhoc use	No use	No use	No use	No use	No use	No use	No use	No use	No use	No use
	Adhoc use	No use	No use	No use	No use	No use	No use	Adhoc use	Adhoc use	Every Launch	Adhoc use

The background of the slide features a close-up, artistic shot of several smartphones and a document. The phones are arranged diagonally, with their screens and metallic frames visible. The lighting is warm and soft, creating a professional and modern aesthetic. A white document with some text is partially visible in the upper left corner.

DETAILED ANALYSIS

HONOR IS REACHING A LARGER AUDIENCE

Through collaborations with multiple macro YouTube & Instagram influencers

Honor topped the SP Index. It recorded the highest number of Instagram mentions; 3 million, through multiple hashtags and effective influencer partnerships.

Honor's success is attributed to an aggressive influencer program for product launches including campaigns with multiple macro and hero influencers and celebrities. For example, Zach King, who has over 21.5 million followers, created a video to promote the Honor 10 recording 3.5 million views.

Honor used hashtags to draw out its story. For example, **#BeautyInAI** reflected the AI/tech element of the phone and **#Honor10** was used to excite users ahead and during launch phases of products.

Although Honor did not have the highest cumulative views on influencer created YouTube content, it partnered with 8 out of the top 11 YouTube tech influencers capturing a wider audience.



To improve social media engagement, lessen focus on KSP and develop long term always-on influencer marketing campaigns to capitalise on momentum between launches.

Grant creative freedom to influencers who can build brand value and authenticity.

LG ACHIEVED THE HIGHEST INSTAGRAM ENGAGEMENT PER POST

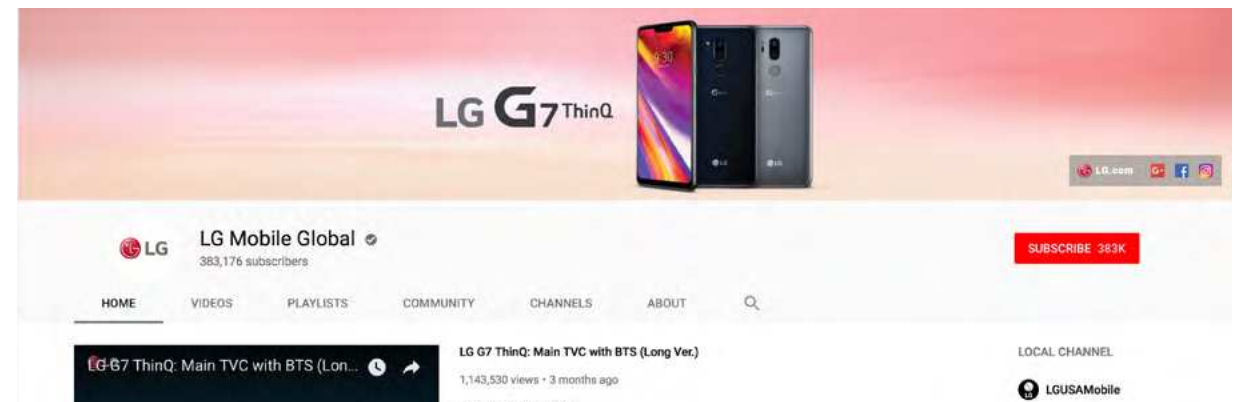
Through creating exciting content and working with hero influencers

LG is the second most popular brand analysed. Its strength derives from Instagram as shown by it recording the highest average engagement per post. It used [#LG67ThinQ](#) and [#LGXBTS](#) to highlight the phone's KSP, it's audio capability. One video received 451k views, engaging 76% of LG's following.

LG's strong Instagram engagement is a product of designing creative cartoon story-like-videos that highlight product capabilities such as an AI camera and Google Lens.

With 4.4 million likes on Facebook, LG has optimised its social media strategy by frequently posting on its page, and sharing IG posts onto Facebook with bit-links and hashtags to stimulate conversation.

To launch the LG G7, it granted creative freedom to Korean hero influencer Jimin (4.5 million followers) to control LG's IG, and post photos and videos of him showcasing the launch.



To optimise its marketing mix, collaborate with YouTube tech influencers like MKBHD and Unbox Therapy during launch phases to maximise its engagement across platforms.

To maintain a brand connection between LG and its audience between launches, the brand should more frequently use IG stories.

Foster long term always-on influencer marketing for sustained engagement targeting specific demographics. This builds brand equity better, rather than using celebrities for product placement that evokes no emotion from Western audiences.



ONEPLUS DEMONSTRATED A SOUND YOUTUBE MARKETING STRATEGY

By teaming with multiple hero influencers and targeting its Indian following

OnePlus capitalised on product launches with compelling YouTube influencer partnerships and promotion. It balanced weak engagement on Instagram, with strong views on YouTube of 55 million, linked to the launches of One Plus 5T & 6, outpacing its nearest competitor by 63%. It also showed strong engagement in online forums with a very strong engagement, from a niche community of early adopters.

On Instagram, campaigns ran by hero influencers and celebrities to promote the 5T & 6, built an authentic connection with global audiences. For example, actress Adah Sharma (1.7 million followers) received 217k likes for a post give away, and Technical Guruji's unboxing video generated +12 million views.

Influencers appealed to **#NeverSettle** and **#TheRedYouNeed** to tempt users, with the red representing the bold, vibrant and sexiness of OnePlus products.



Build organic growth on social media between launches to capitalise on momentum, with frequent posts coupled with hashtags. Foster long term micro influencer partnerships drawing out brand experience and increasing equity.

HUAWEI ACHIEVED THE HIGHEST INSTAGRAM ENGAGEMENT

With a creative content strategy

The brand recorded the highest Instagram engagement on its own page driven by leveraging influencers to the page, sharing colourful and exciting brand experience photos, and using 10 different hashtags within the past month such as [#HuaweiP20](#). This translates to a strong percentage of followers liking, commenting or using the hashtags in their own posts.



However, despite a 4.4% increase in following across Facebook, Twitter and Instagram, the overall social media size of the brand is disappointing.

It maintains strong engagement through influencer driven competitions such as [#CapturedOnHuawei](#) which excites users to take photos on the new P20Pro. Associated with this, [#HuaweiNextImage](#) resulted in over 20,000 posts. Recently, it launched [#SparkARenaissance](#); a photo competition. Influencers and users are prompted to share the best low light shots for a chance to win the Huawei P20.

Huawei is one of few brands to utilise Key Opinion Leaders. A Professor of Innovation at IE Business School published a blog commending Huawei for their treatment of influencers raising the prestige of the brand.

Huawei lacks balance in it's content strategy. Despite strong influencer campaigns, for example; Eugen Kazakov, a Creative Director with 900k following, whose post generated 52k likes, there is a lack of balance between experience and KSP on its IG.

Create a global influencer marketing and social media strategy that coordinates launches across regions.

Partner with multiple YouTube influencers to capture a wider audience, as the brand is limiting it's opportunities for scale by only teaming with Unbox Therapy and MKBHD.

Design a long term influencer programme and develop social content beyond product KSP's, that micro influencers can share to increase engagement following launches.

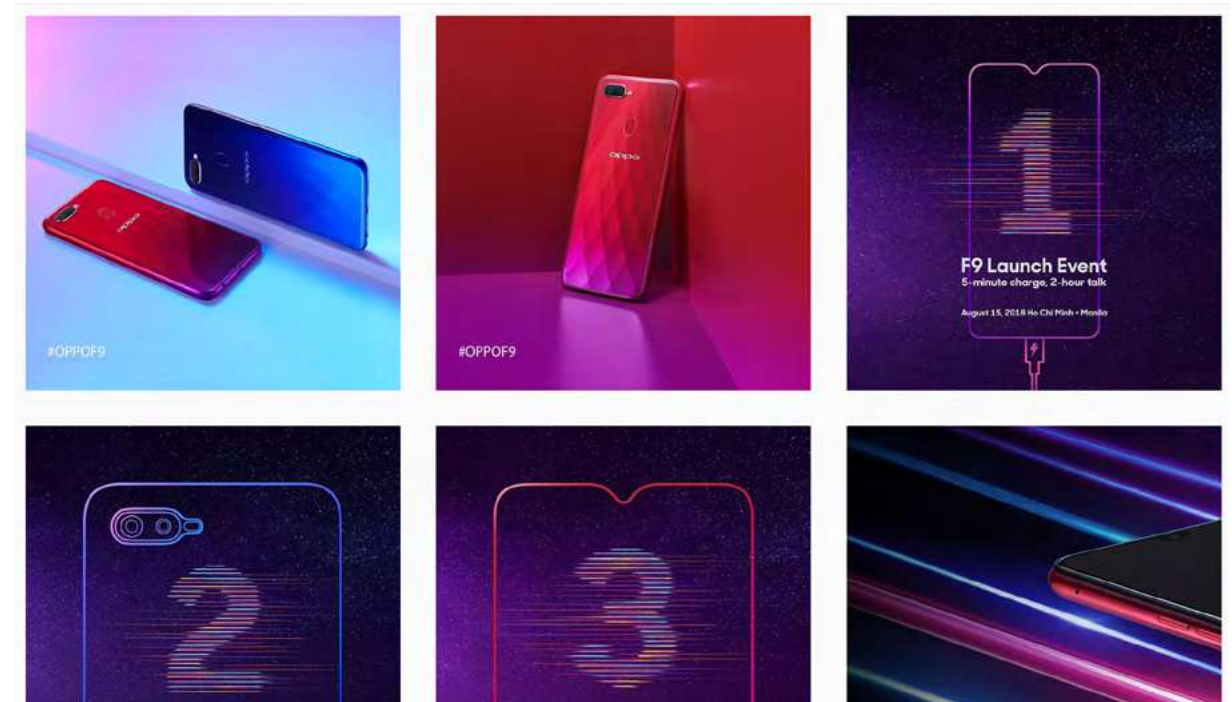


Improve influencer marketing to maximise IG engagement

OPPO has the largest following across social media. However, it has the smallest overall engagement driven by lots of inactive users and poor content strategy on Twitter and Facebook.

OPPO has a creative approach towards its influencer campaigns, including competition give away partnerships with FC Barcelona in Singapore. On YouTube, their connection with tech influencer Unbox Therapy resulted in 26 million views on the OPPO Find X.

In addition, it effectively applies video on Facebook which the algorithm prefers. It also shares professional recommendations of its products from review websites such as Engadget and Android Authority, thus raising brand prestige.



To maximise advocacy on IG - where engagement is highest – develop a strong social strategy that communicates brand values using hashtags.

Tactically collaborate with influencers over the long term who echo the brand story.

Restructure social media global governance, to create a jointed social media effort ensuring that local brand activities convey the same message as the global brand.

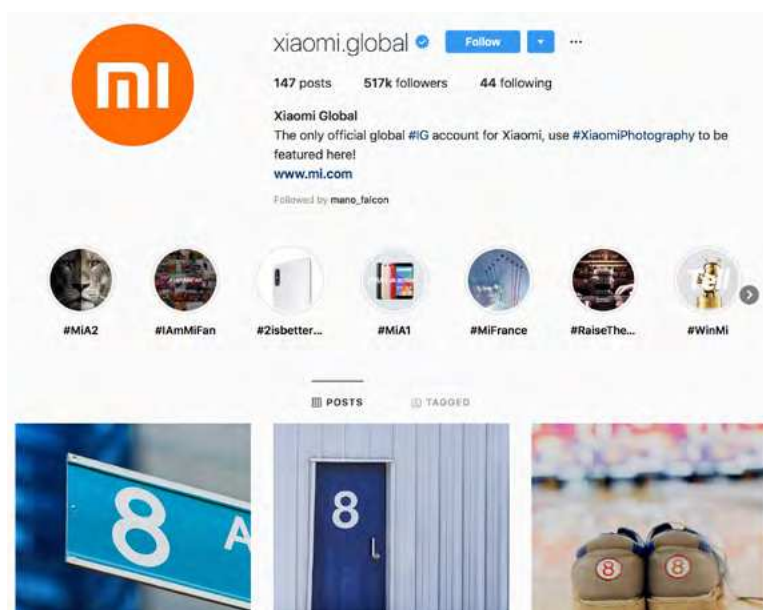
XIAOMI RECORDED THE BEST INSTAGRAM GROWTH

With a strong content strategy

Despite scoring in the bottom 5 of the Socially Powerful index, Xiaomi recorded the best Instagram growth of 20%, which is factored to it having the best content strategy. Xiaomi's content is exciting and engaging with a mix of creative and outdoor experiences. The mixture enables followers to see something of everything between experience and product shots.

It uses competitions such as [#XiaomiPhotography](#) prompting users and influencers to capture photo's with the phone's KSP; the camera. Consequently, delivering an experience feel to the product.

Similar to LG and Honor, Xiaomi has a large Indian following which is translated in influencer partnerships with @tech.hindustani's unboxing video recording over 34k views. On YouTube, Xiaomi's highest views came from Technical Guruji (13 million) rather than Unbox Therapy (3 million) or MKBHD (2 million).



To improve engagement, Xiaomi needs to have an always on social and influencer campaign. Leverage hero influencers onto its main page to draw in their following and highlight experience aspects of the phone.

Due to having a localised IG page strategy, Xiaomi could initiate an IG campaign across localised pages, fostering one movement and brand community.

VIVO LACKS A COORDINATED DIGITAL MARKETING PLAN

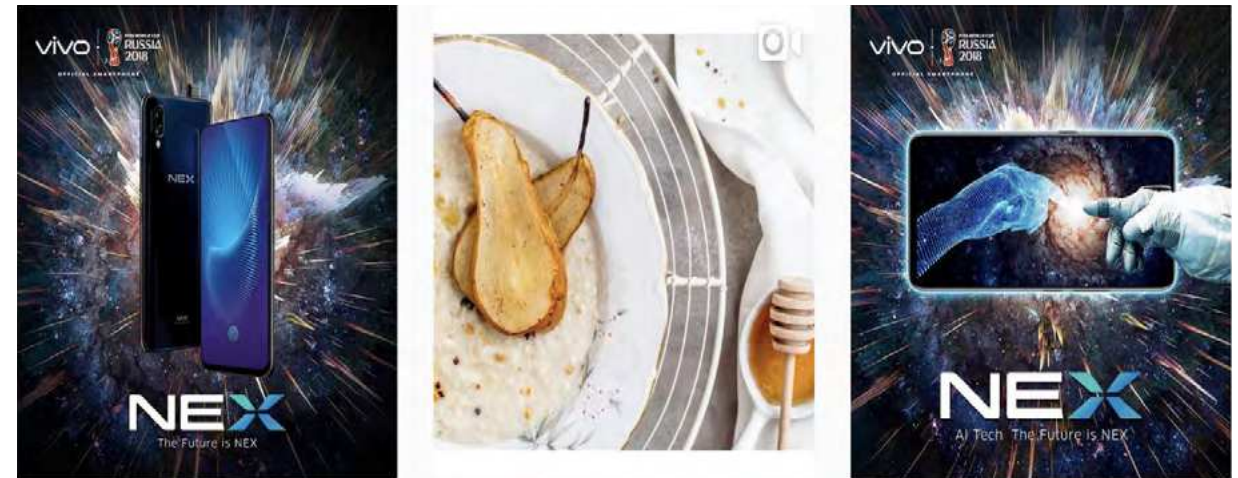
Missing out on its large following and strong content strategy

Vivo recorded low levels of engagement despite a large following of 21 million across social media. This is because it lacks a coordinated marketing plan. Vivo fails to engage inactive users on Facebook and Twitter, and is inconsistent with hashtag campaigns such as [#VivoWay](#) across Instagram posts.

Vivo effectively employs Instagram features such as stories by running polls and competitions linked to subculture themes like The World Cup.

Vivo, like Xiaomi, has a strong and creative content strategy. During the recent World Cup, it ran a poll on whether football was 'coming home' for England and applied interchanging colours on its phones pre the final between France and Croatia.

Vivo has embraced a 360 degree marketing strategy by promoting its products through various conventional and traditional mediums like print, media, TV and is sponsoring the Indian Premier League.



To maximise engagement, Vivo should develop an always-on social media and influencer marketing campaign on Instagram and YouTube.

On Instagram, ensure consistent # tagging across all posts, and leverage macro and hero influencers to sustain momentum between product launches, and ensure that campaigns match global creative strategy.

On YouTube, engage with more influencers, as MKBHD's video received only 1.8 million views which is inferior to other brands.

ELEPHONE

Elephone has the smallest following but has the fastest growth driven by frequent posting across Instagram and Facebook.

The decrease in IG engagement feeds into the weak content strategy score. Elephone has not utilised IG stories, lacks variety on its Instagram page between product and experience shots, and is missing a website link.

To build and sustain long term engagement, partner with more micro influencers using hashtags to share brand experience on Instagram, and product capabilities on YouTube.

ALCATEL

Alacatel ranked ninth out of the ten brands in our study, due to poor overall growth, low engagement, and a lack of influencer marketing. This highlights multiple opportunities to improve its social presence.

The most notable influencer campaigns are with Unbox Therapy on YouTube, whose video received 4 million views, and with Alexandre Ottomi on Instagram whose campaign [#Alcanerd](#) generated an average like of 26k.

Improve engagement on IG through revising the social media strategy to include more vibrant content and influencer partnerships. This will drive up growth and brand prestige.

ZTE

ZTE scored poorly on the SP index largely due to it suffering from a ban for violating US regulations, and so could not engage on social media.



ABOUT SOCIALLY POWERFUL

Socially Powerful Media, founded in September 2016, is a performance improvement social agency who uses data-driven insight to maximise campaign-spend and uplift results against past campaigns. Socially Powerful aims to deliver more than just standard KPI's and has a track record generating growth and results by bringing to life the brand experience across social media platforms.

Socially Powerful plans to conduct further research across multiple industries to create a more representative picture of what social media success looks like, and how brands can utilise best-practice to impact their social media strategy positively.

Enquiries about using the SP Index to analyse specific brands, industries and competitors can be directed to:

Email: tellmemore@sociallypowerful.com Subject: SP Index

www.sociallypowerfulmedia.com

