

Coca-Cola's Strategic Use of Social Media Insights

Background

Coca-Cola, one of the world's most recognized brands, operates in over 200 countries. To maintain dominance, Coca-Cola strategically invested in social media analytics to understand consumer behavior, sentiment, and trends.

Business Problem

- Fragmented insights: traditional research couldn't capture real-time sentiment.
- Competitive pressure from rival brands using digital platforms.
- Difficulty measuring ROI across regions.

Objectives

1. Capture real-time consumer sentiment.
2. Identify emerging beverage trends.
3. Measure marketing campaign effectiveness.
4. Provide data-driven recommendations.

Data Sources & Tools

Social Media: Twitter, Instagram, Facebook, TikTok, YouTube.

Tools: Sprinklr, Brandwatch, Tableau, Power BI.

Data Points: hashtags, engagement, sentiment, geolocation, impressions, benchmarks.

Approach & Methodology

1. Social Listening: monitored hashtags, sentiment models.
2. Trend Analysis: tracked zero-sugar & sustainability mentions.
3. ROI Measurement: linked engagement to sales.
4. Dashboards: built real-time Power BI dashboards.

Key Findings

- TikTok engagement was 3x higher than Facebook.
- Sustainability posts generated the most positive sentiment.
- Zero Sugar mentions grew 20% YoY.
- Latin America showed energy drink growth.

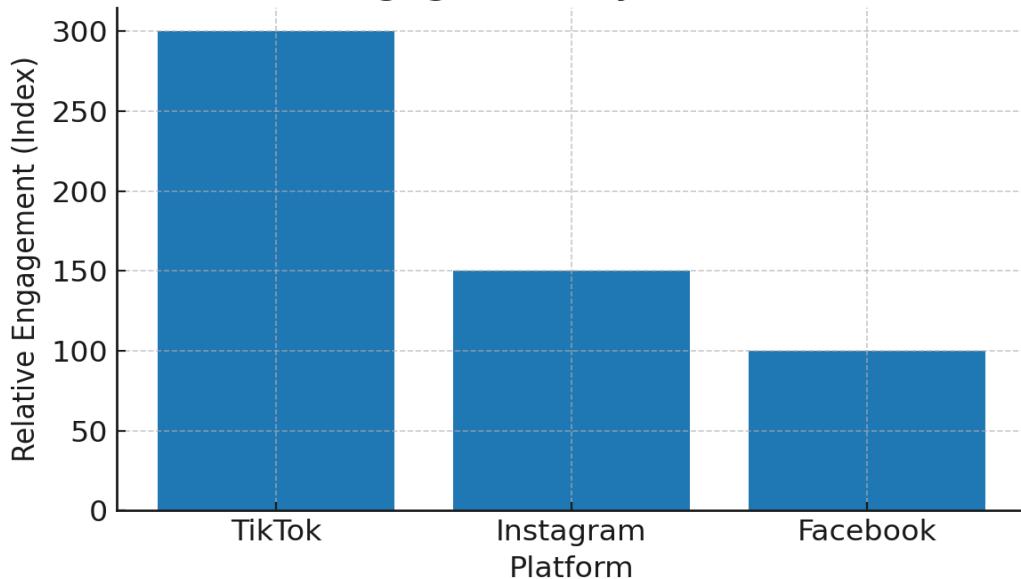
Business Impact

- Reallocated 25% of ad spend to TikTok/Instagram.
- Accelerated launch of zero-sugar and flavored products.
- Engagement rate increased 35% in 12 months.
- Strengthened innovative, sustainable brand image.

Recommendations

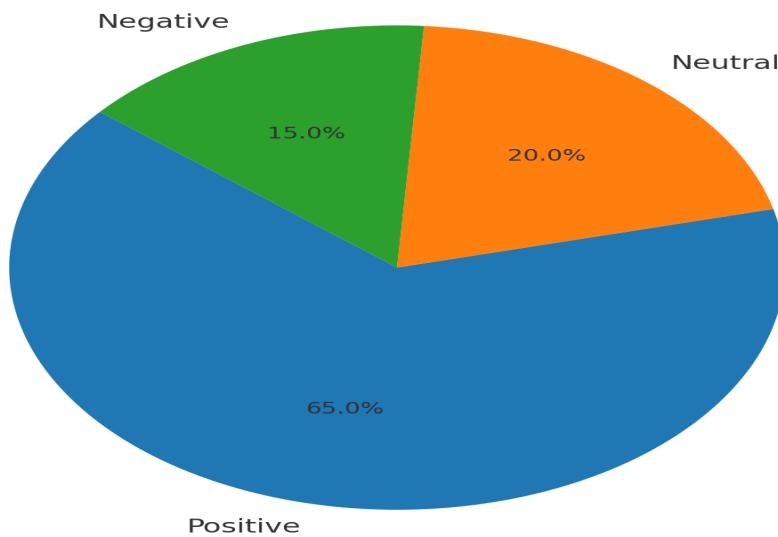
- Invest in AI-powered sentiment analysis.
- Expand TikTok influencer partnerships.
- Leverage user-generated content.
- Integrate social insights with CRM.

Engagement by Platform



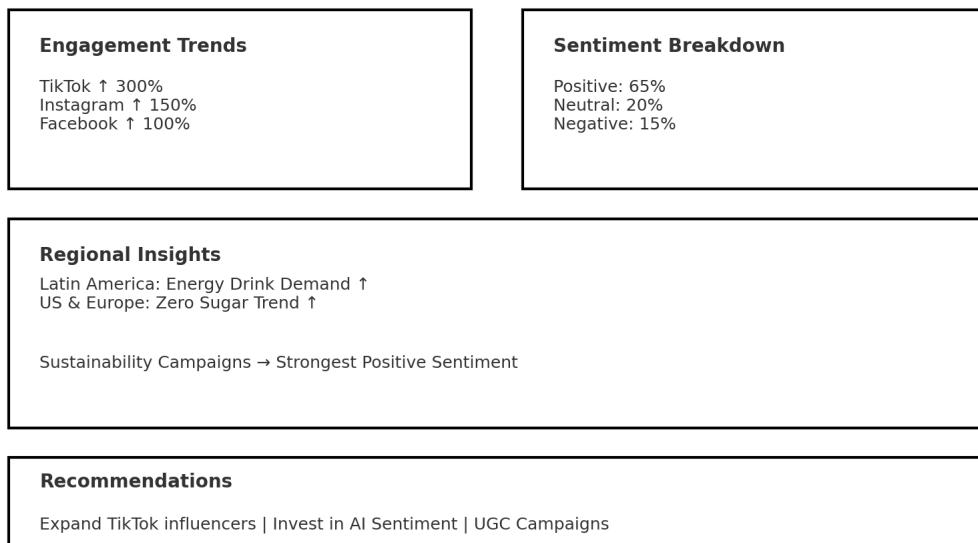
Engagement by Platform

Consumer Sentiment Analysis



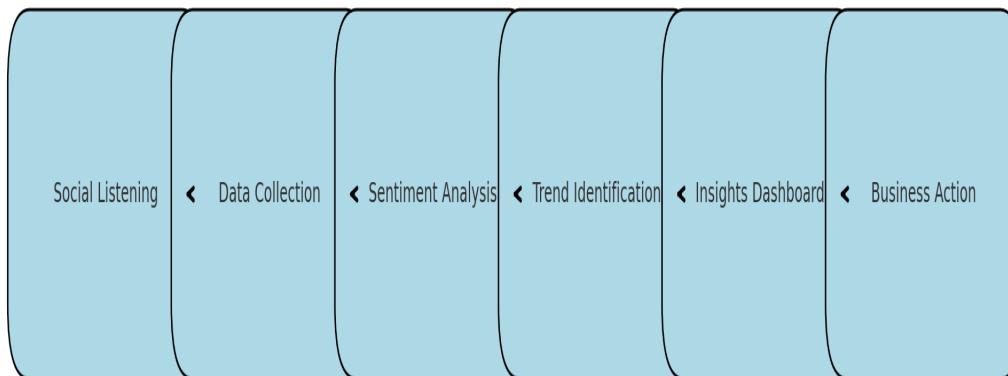
Consumer Sentiment Analysis

Coca-Cola Social Media Insights Dashboard (Mock-up)



Power BI-Style Dashboard Mock-up

Coca-Cola Social Listening Workflow



Social Listening Workflow