

Business Project

S O C I A L M E D I A A U D I T



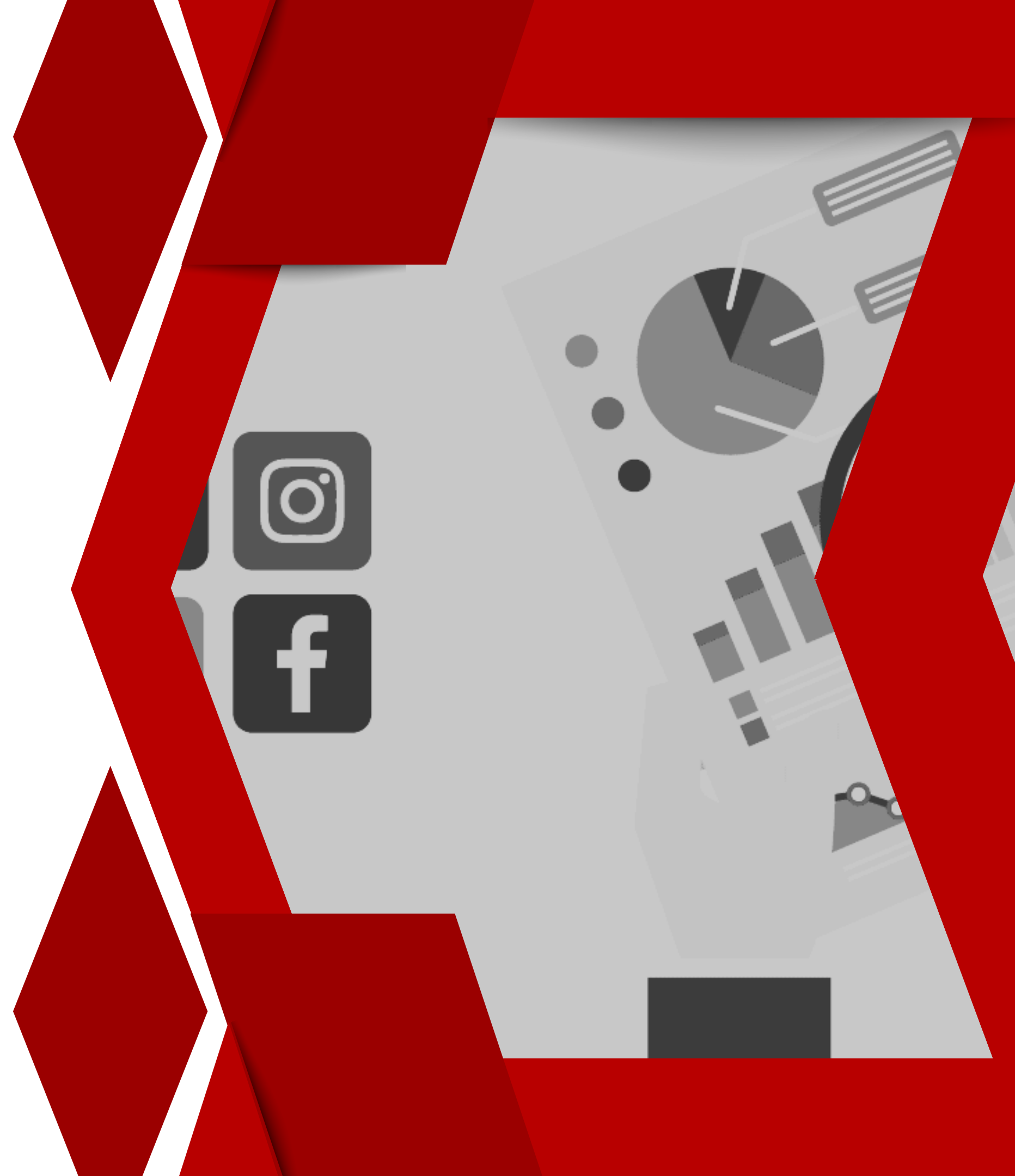
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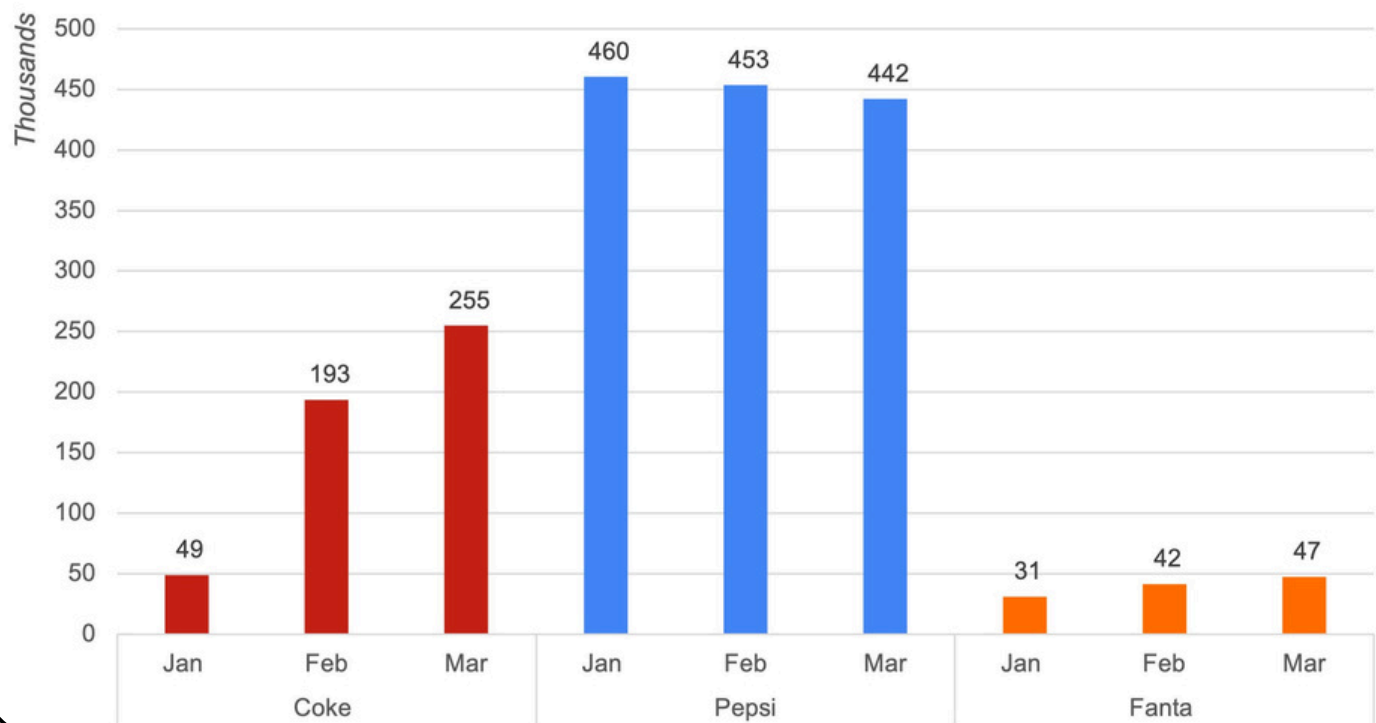
4 Suggested Strategy

General Information

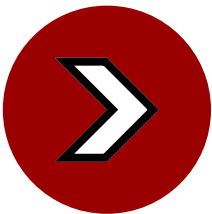
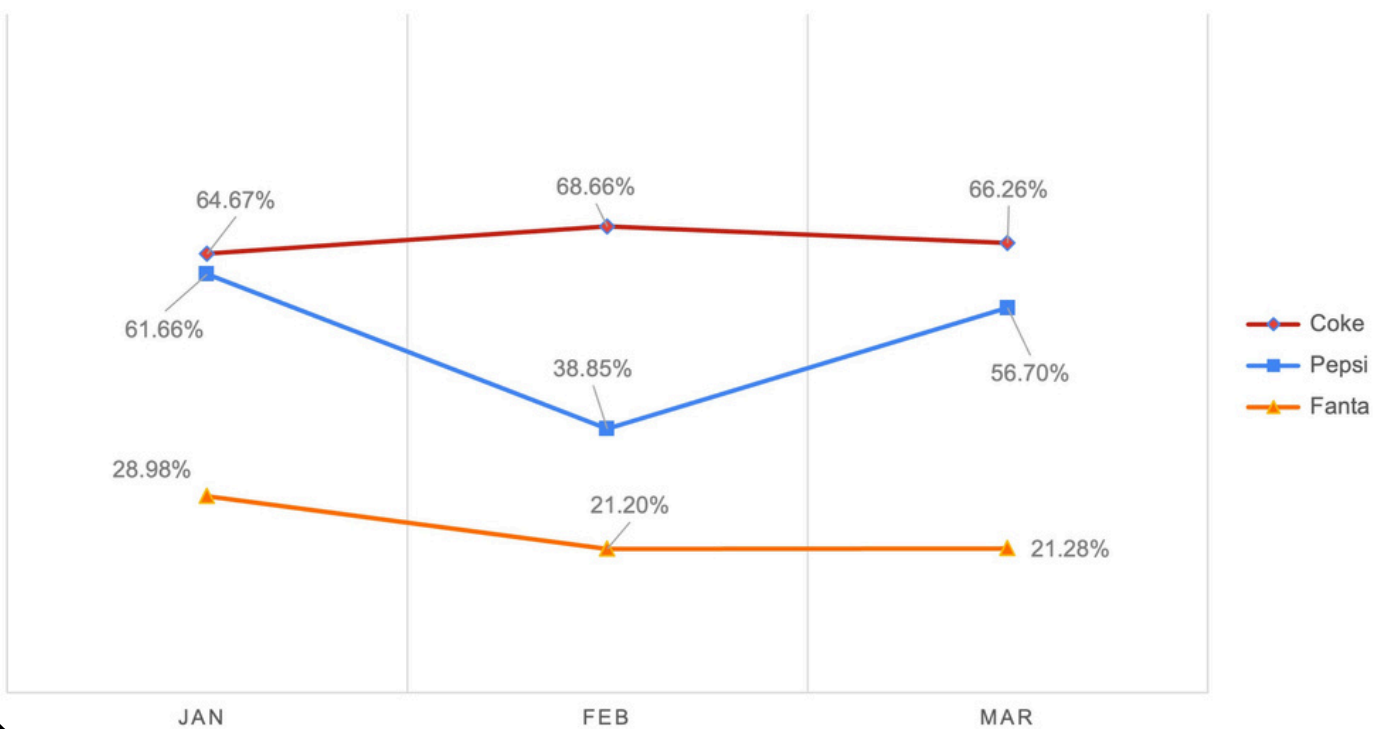


OVERALL WEBSITE PERFORMANCE

WEBSITE TRAFFIC

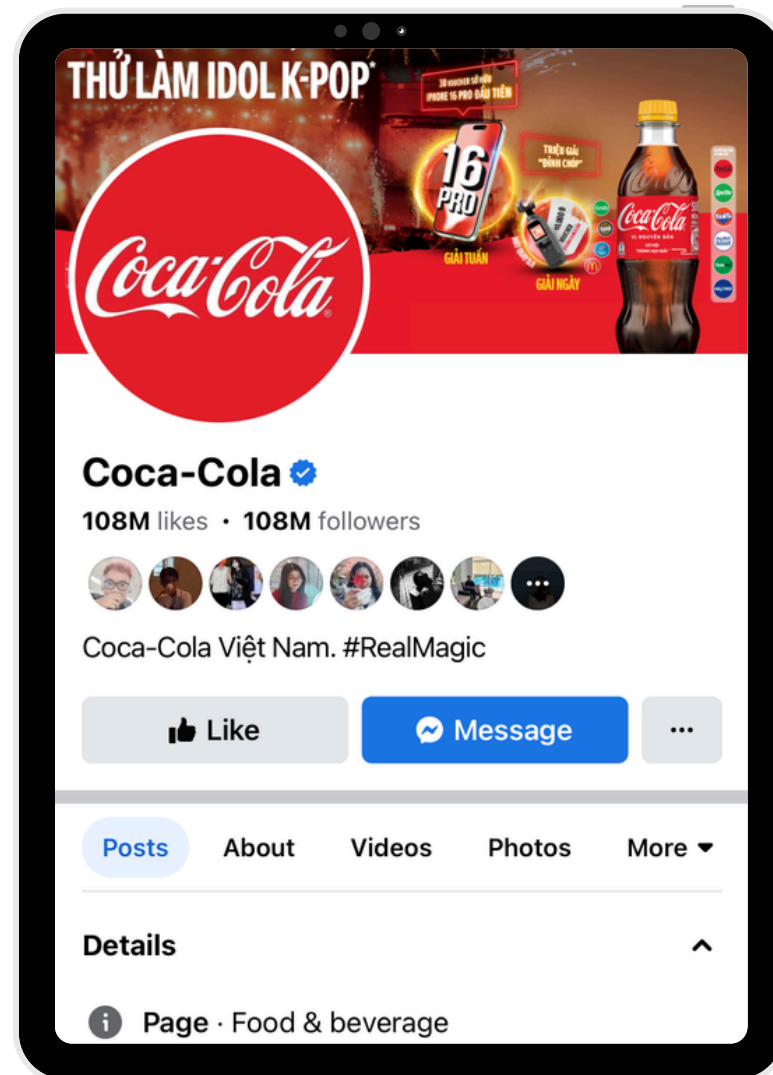


WEBSITE BOUNCE RATE



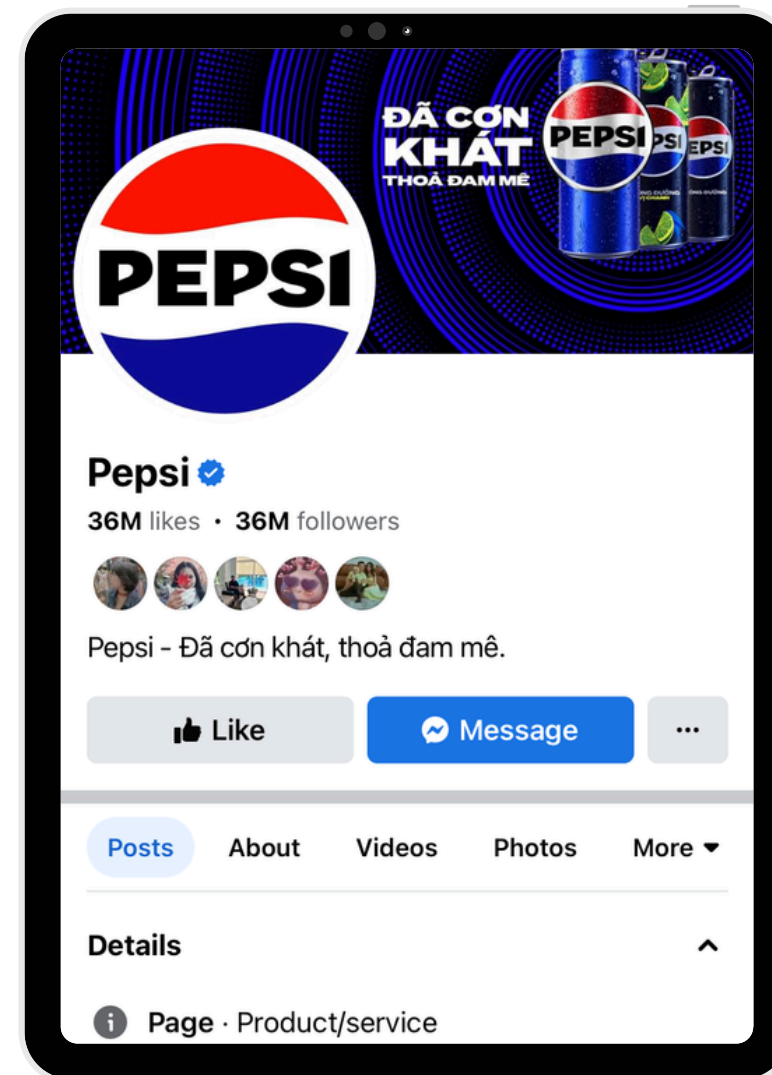
- Pepsi's total website visitors remained stable over 3 months where it was 4 times higher than Coke and 12 times higher than Fanta on average.
- Coke's website traffics witnessed a steady increase after conducting Tet campaign, new product flavor launch collaborated with celebrities and promoting their brand storytelling through Facebook.
- Fanta's website traffics consistently remained lower than Coke and Pepsi due to its limited social media contents and less well-established brand name.
- The visitors' engagement rate with Pepsi's website also remained 14% higher than Coke but 26% lower than Fanta on average.


FACEBOOK FANPAGE INFORMATION



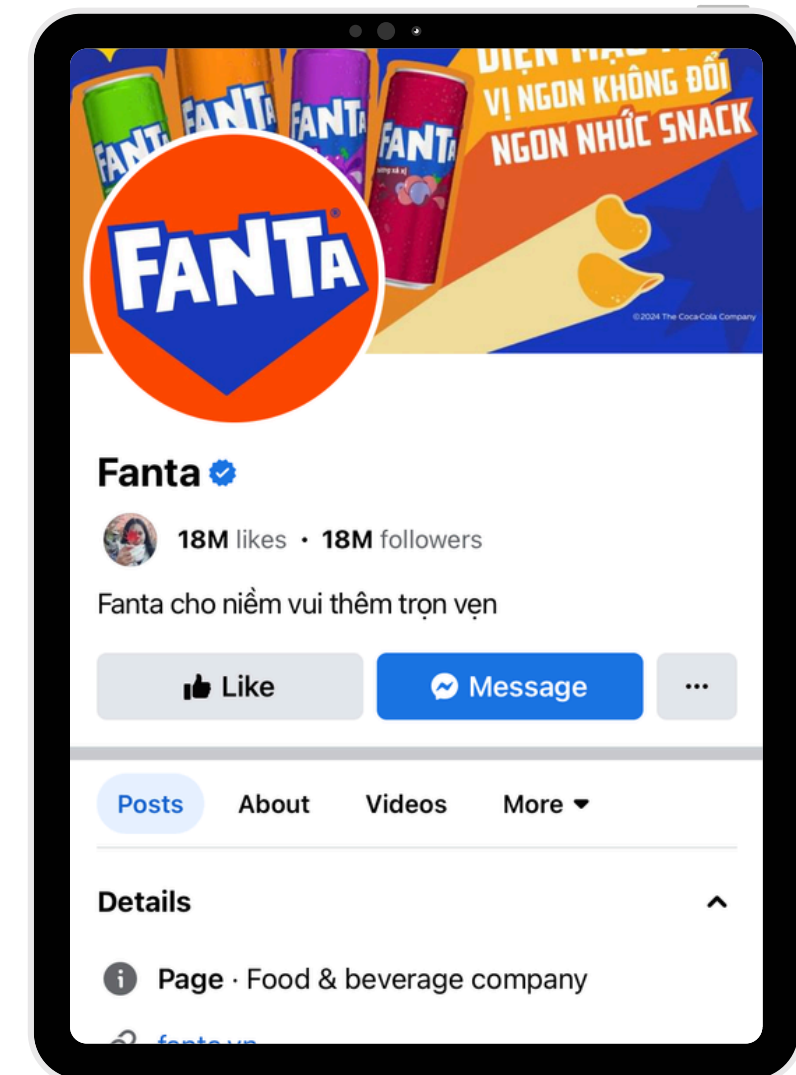
 108 million

 108 million



 36 million

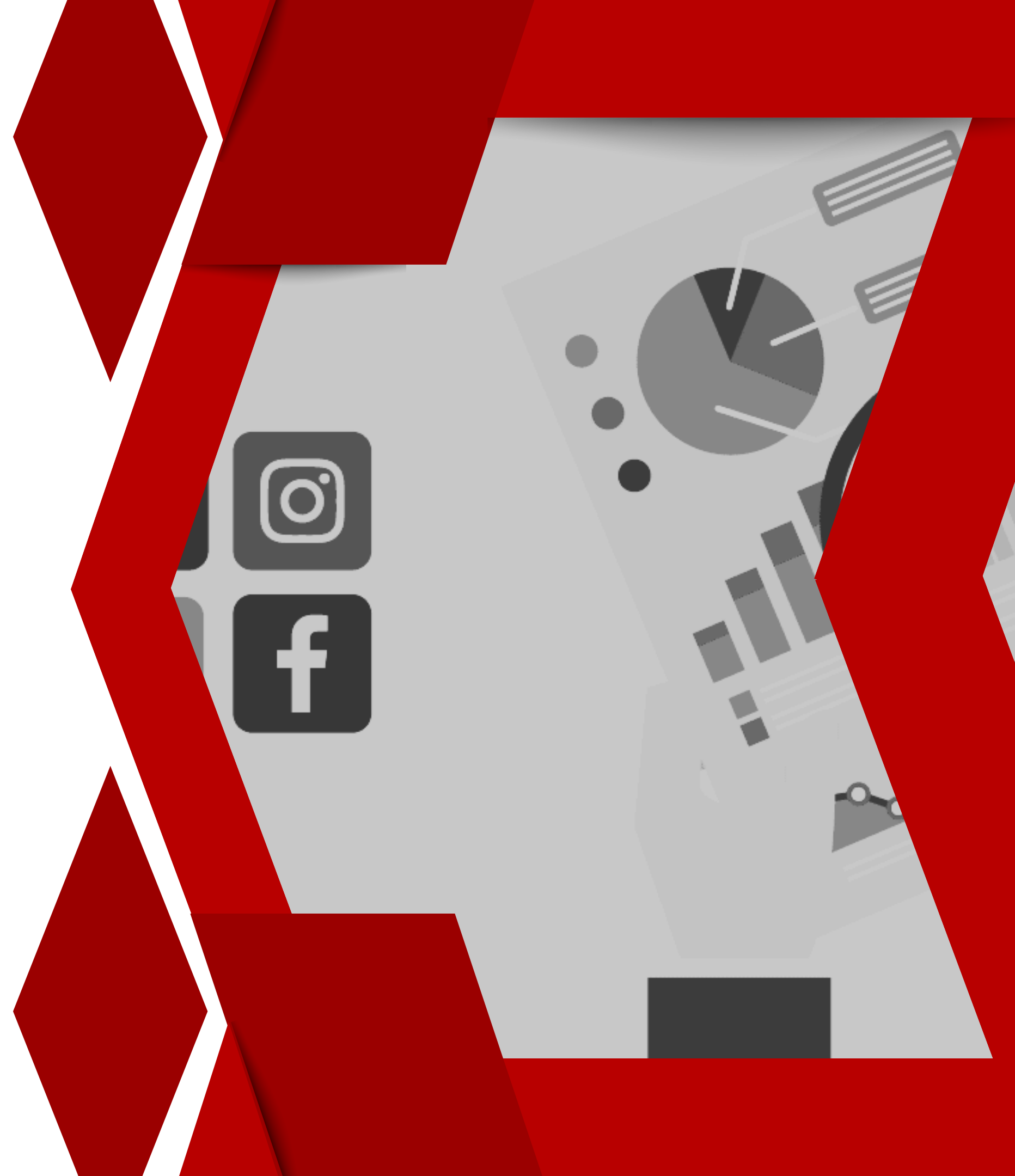
 36 million



 18 million

 18 million

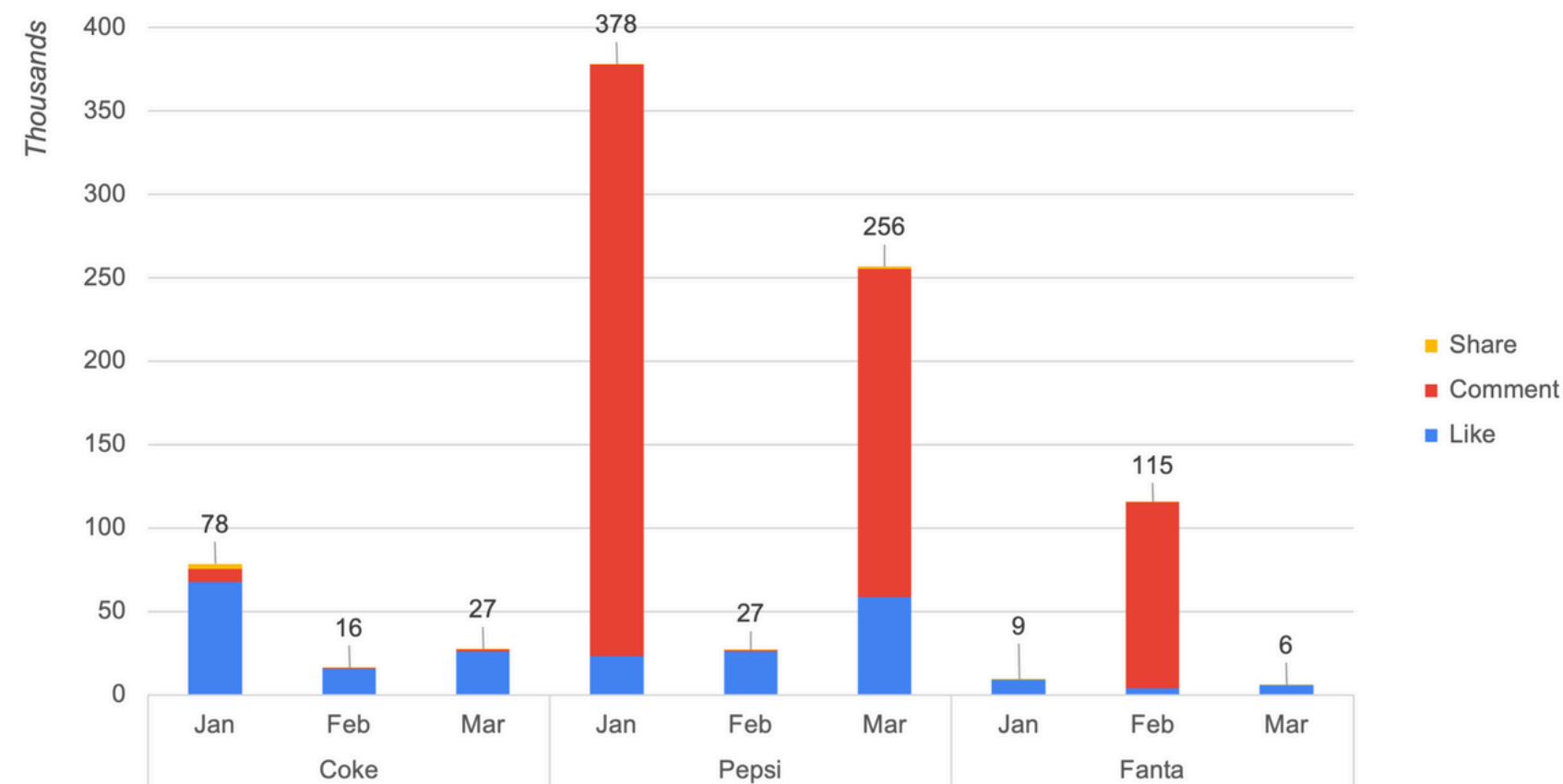
Fanpage Performance



FACEBOOK FANPAGE PERFORMANCE

- 1 Coke's Facebook Fanpage Performance
- 2 Pepsi's Facebook Fanpage Performance
- 3 Fanta's Facebook Fanpage Performance

TOTAL ENGAGEMENT OF BRANDS ON FACEBOOK BY ENGAGEMENT COMPONENTS



- Overall, Pepsi's fanpage had a 5-time higher total engagement on average compared to Coke and Fanta, with more than 85% of engagement from Comment component in January and March.
- Facebook users engaged with Coke's visually engaging and brand storytelling mainly through Like, while they interacted with Comment-engaging content of Pepsi and Fanta like minigames more.
- The total fanpage engagement of Coke and Pepsi had a significant drop in February due to inconsistent post frequency and a lack of event releases and minigames with attractive prizes, which instead focused on product promotion, product packaging collaboration and new brand images.
- Fanta witnessed a 12-time engagement growth for its engaging and creative minigame for Tet holiday.

FACEBOOK FANPAGE PERFORMANCE

1

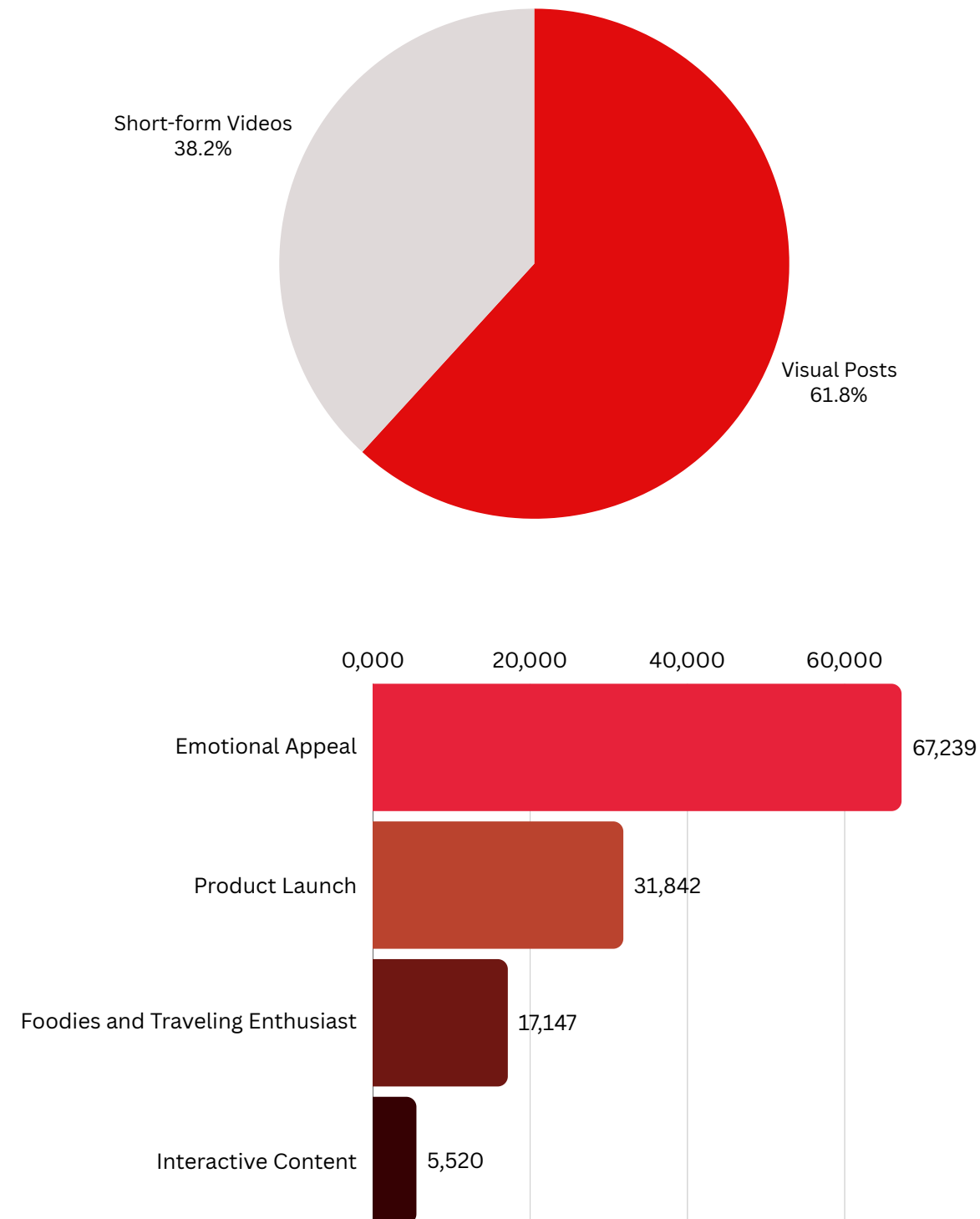
Coke's Facebook Fanpage Performance

2

Pepsi's Facebook Fanpage Performance

3

Fanta's Facebook Fanpage Performance



More than 55% of total engagement from Emotional Appeal content of collective happiness, sharing, and wonderful connection, which mainly through visually appealing images associated with the aesthetic and youthful energy of celebrities-collaborated videos and product packaging.

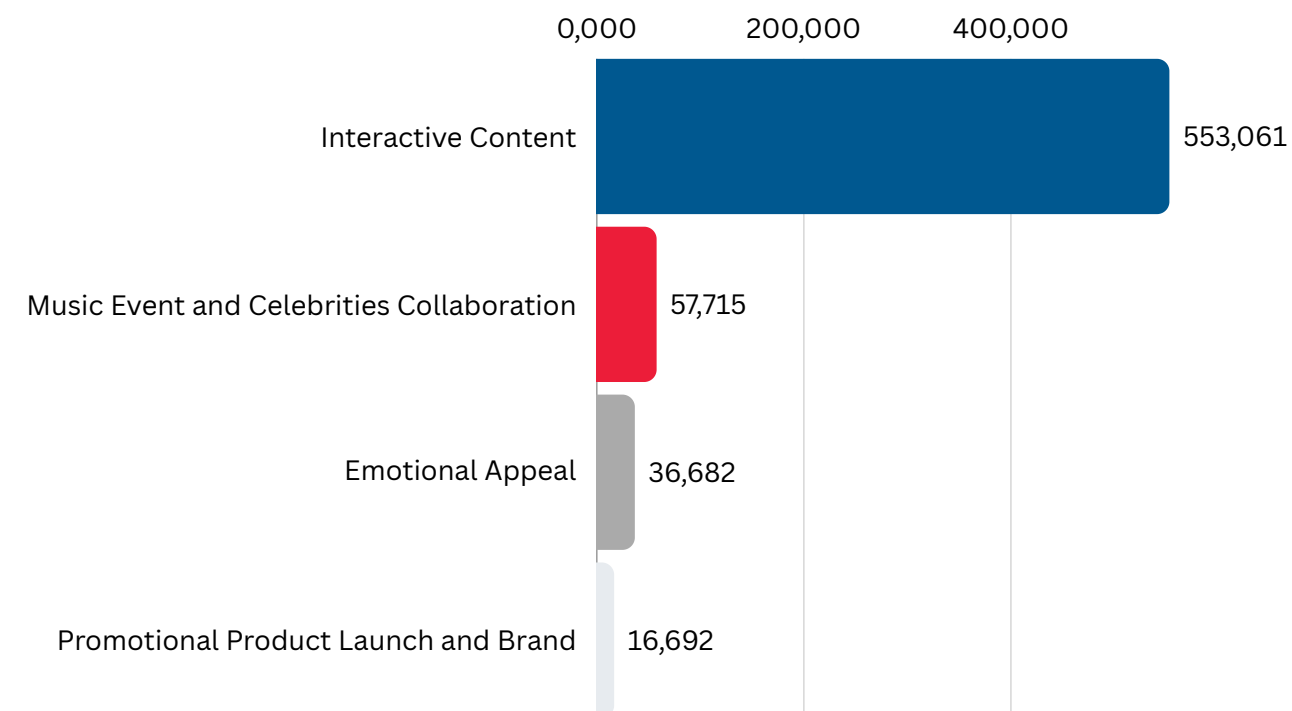
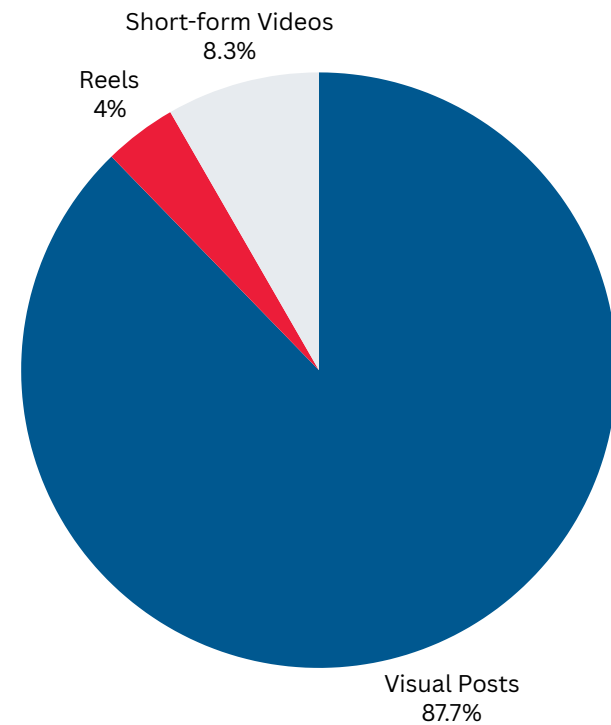
Followers of brands with personality of Excitement and Sincerity that promote collective happiness and social connections tend to engage more with brand storytelling through Liking with contents focusing on family gathering, precious connective moments of different generations, and community happiness.

FACEBOOK FANPAGE PERFORMANCE

1 Coke's Facebook Fanpage Performance

2 Pepsi's Facebook Fanpage Performance

3 Fanta's Facebook Fanpage Performance



87% of Pepsi's engagement were from attractive posts of minigames, music events, Tet product packaging, and new brand images

Pepsi's fanpage successfully engaged over 83% of its followers through interactive content, showcasing a brand personality focused on individuality and an energetic lifestyle with trendy and youthful minigames. Pepsi also leveraged seasonal holidays to promote family gatherings and emotional appeals, supporting people in need.

Brands with Excitement, Passionate and Youthful personalities have followers mainly engaging in minigames having limited, high-value, youth-engaging prizes and interact more with music events, brand collaboration with viral celebrities

FACEBOOK FANPAGE PERFORMANCE

1

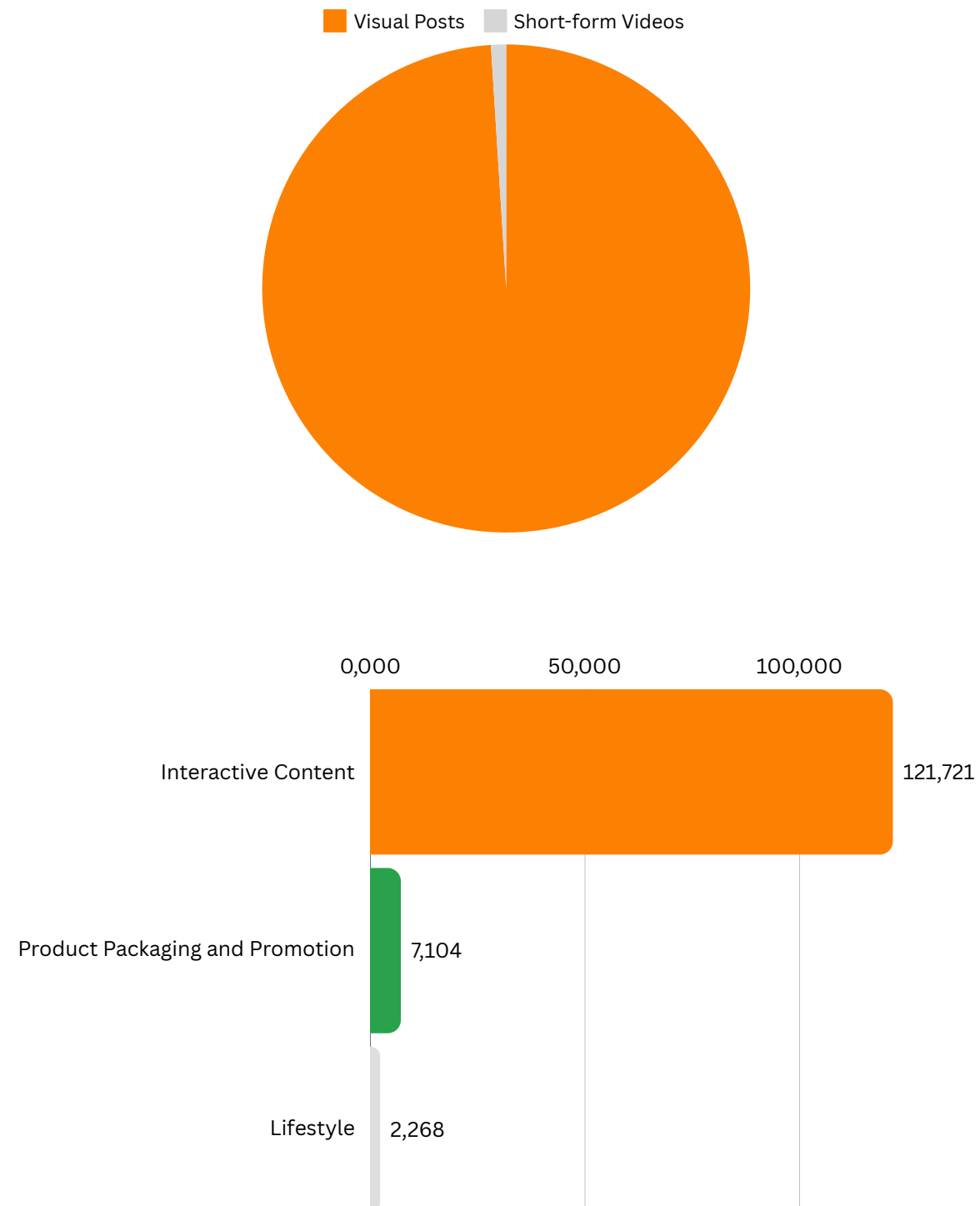
Coke's Facebook Fanpage Performance

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Pepsi's Facebook Fanpage Performance

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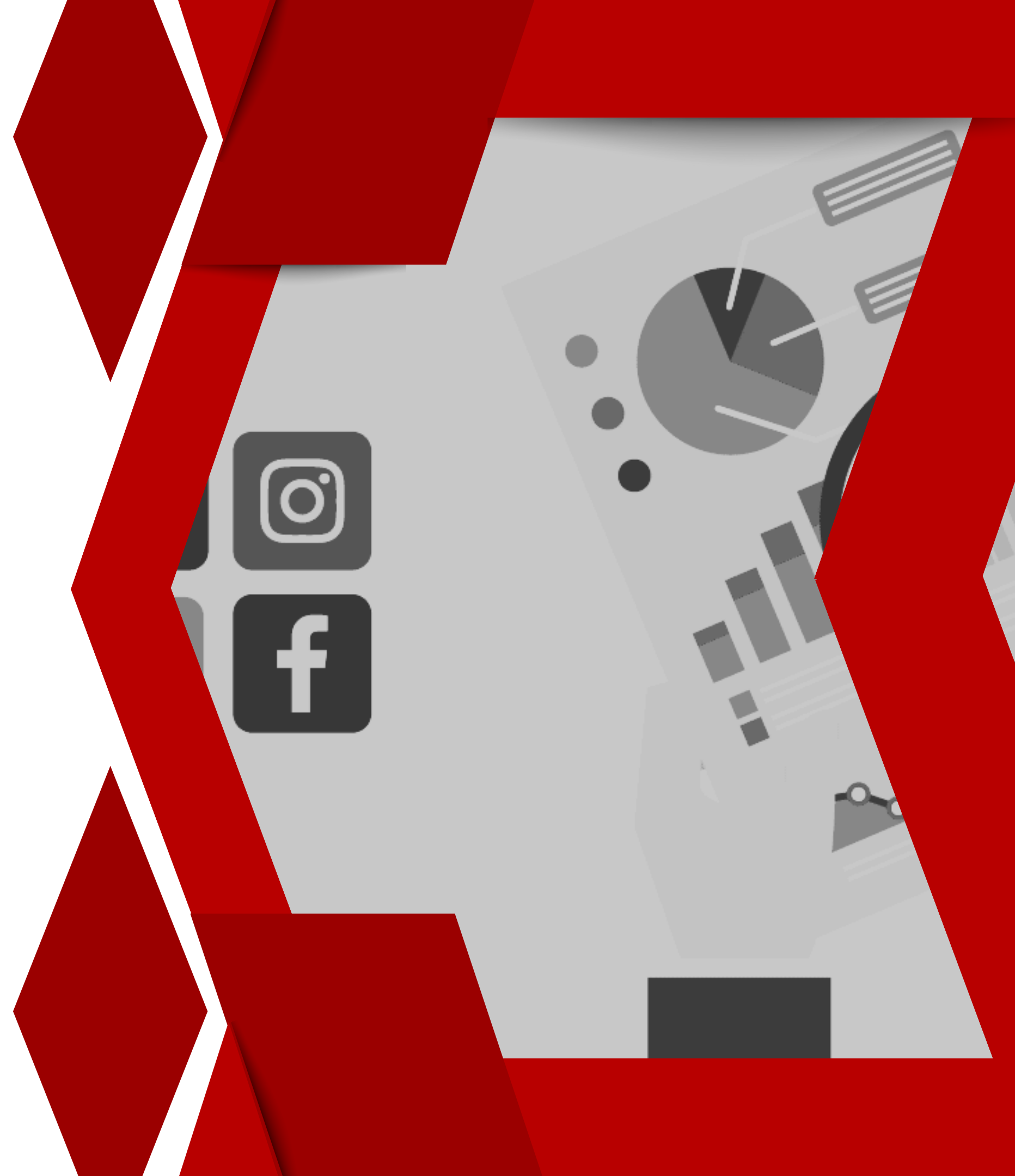
Fanta's Facebook Fanpage Performance



Fanta's playfulness and youthful energy effectively engaged with the followers through Interactive Content like minigames of commenting Tet wishes and posting user-generated videos competition to win high-value prizes

Young followers like Gen Z engage mainly with brands focusing on playfulness through attractive minigames to win youth-engaging prizes and enjoyable moments playing with their friends

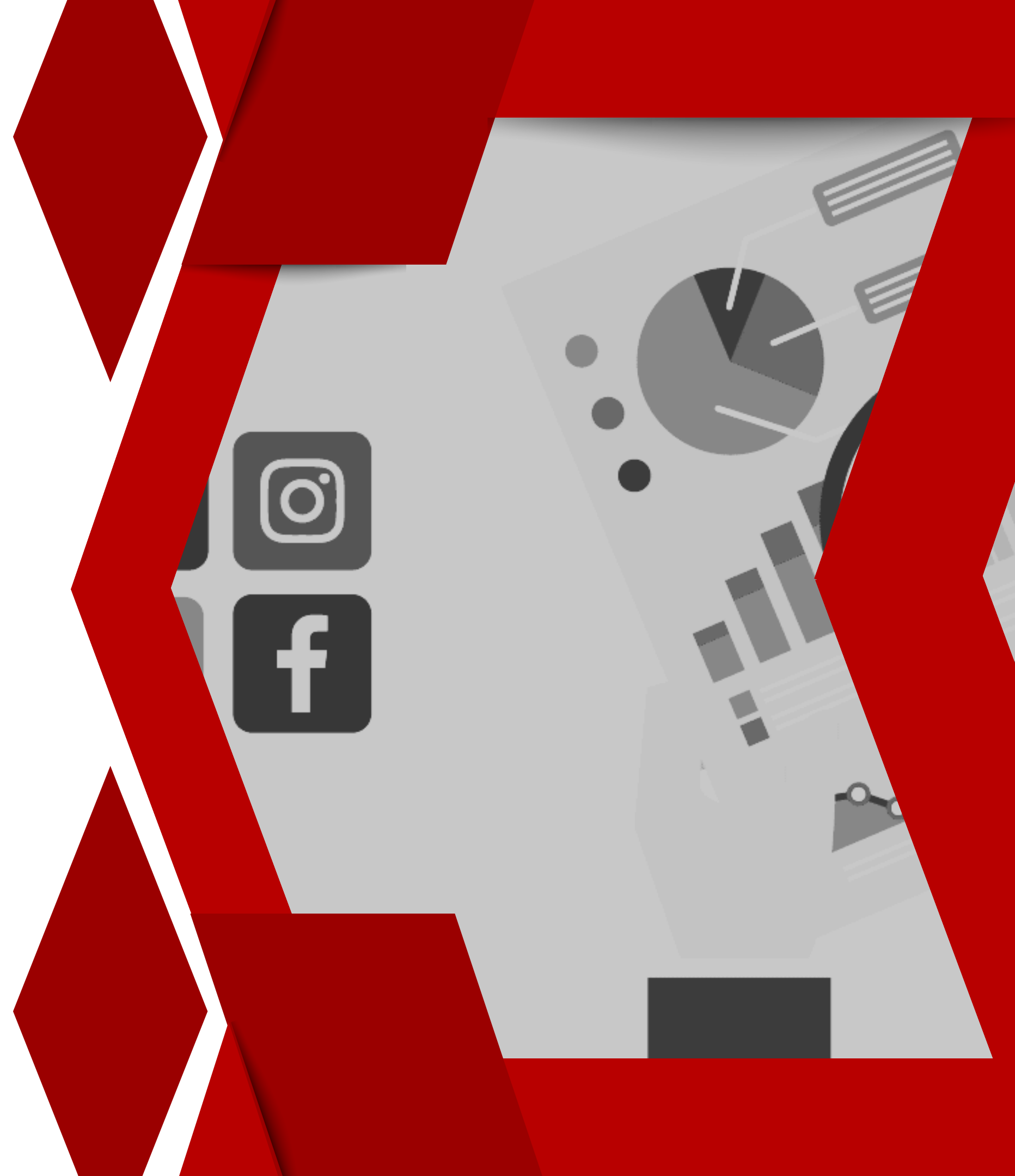
Analysis Summary



Summary of Facebook Fanpage Analysis

		Coke	Pepsi	Fanta
Strengths	Brand Themes and Personalities	<ul style="list-style-type: none">Clearly show the brand personality and deliver consistent brand message of Refreshment, Happiness and Community Engagement.	<ul style="list-style-type: none">Consistent brand messages of Passion, Excitement and Individuality	<ul style="list-style-type: none">Bright, playful, and creative theme attracting young followers
	Content Types	<ul style="list-style-type: none">Effectively engage the followers with visually appealing images of user-contributed product packaging, recap posts of the gathering event, connective moments with family and cinematic short videos of Tet events, Foodmark tour, and brand collaboration with celebrities.	<ul style="list-style-type: none">Diversified content types from visually engaging posts of Tet and music events, new product and brand appearance to engaging reels of bring Tet to Home campaign and short videos of celebrities collaboration	<ul style="list-style-type: none">Eye-catching and vibrant visual posts of Tet product promotion, playful moments with friends and interactive activities engaged large followers.Leveraged user-generated contents from minigames participation to promote brand awareness and gain engagement
	Content Categories	<ul style="list-style-type: none">Well-distributed engagement across different content categories with a high proportion of Emotional Appeal to promote brand awareness and show brand personalities.	<ul style="list-style-type: none">Flexibly leveraged Tet holiday to engage followers by combining warmth with youth energyDominant engagement from Interactive Contents to promote youthful energy of brand personalities through attractive minigames	<ul style="list-style-type: none">Deliver consistent playfulness across contentsInteractive Content like funny minigames with attractive prizes effectively encouraged followers' participation and spread youthful, positive energy during the holidays
Weaknesses	Engagement	<ul style="list-style-type: none">Relatively low and unstable engagment rate compared to large followersLow proportion of Comment and Share	<ul style="list-style-type: none">Unstable engagement over timeLow proportion of Like and ShareIneffective engagement distribution across different content categories	<ul style="list-style-type: none">Low and unstable engagement over timeLow proportion of Like and ShareLow posting frequency
	Content	<ul style="list-style-type: none">Not well-diversified source of contentInsufficient interactive, call-to-action elements	<ul style="list-style-type: none">Low followers engagement in product and brand promotion compared to interactive contents	<ul style="list-style-type: none">Ineffective engagement distribution across content categoriesLimited content categories to deliver brand messages and personalitiesOveremphasis and reliance on playfulness

Suggested Strategy



SUGGESTED STRATEGY

FOR F&B BRANDS TO CREATE CONTENT ON FACEBOOK

Create content that resonates with the target audience and seasonals	Understand the target audience and align followers insights with brand personalities, seasonal trends, and holidays
Diversify content categories based on brand personalities	Build strategic brand storytelling with consistent brand messages through diverse content categories: <ul style="list-style-type: none">Brands with Sincerity and Excitement personalities focusing on Gathering, Social Connections and Community Engagement can attract Facebook users through emotion-evoking posts of connective events, snapshots of warm moments with family, collective happiness through user-generated contents and community engagement.Brands with Passion, Individuality, and Youthful Energy can capture large engagement of Facebook users by creating interactive minigames with youth-attractive prizes, organizing energetic music events and designing product packaging collaborated with celebrities to acquire more reaches and followers' engagement.Brands with Playfulness personality can effectively grab Facebook users' engagement through youthful and unique minigames for Gen Z followers with attractive prizes like entertaining devices, and creative ideas to enjoy their moments of social connections.
Flexibly use different content types to communicate the messages of content categories	Combine different content types to engage with page followers in different ways for delivering brand messages effectively leveraging the advantages of each type and the increasing preference for short-form videos
Consistent posting and message delivery	Maintain consistent posting frequency and branding messages delivery to engage with followers on a stable basis and develop a loyal customer base that identifies with the brand's values and advocates for it within their networks.