

# **FLORAL STREET DATA ANALYSIS AND INTERPRETATION**

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## **INTRODUCTION**

A survey conducted online to determine the impact of various social media channels on Floral Street's target audience. Although 54 replies were obtained, some minor missing values and incorrect input were reported after executing frequency assessments.

In formulating a marketing plan for Floral Street, it's essential to focus on questions that provide valuable insights into the brand's current standing, customer perception, and potential areas for improvement.

The questions selected and reasons for selection:

- The question “How frequently do you engage with social media platforms?” is useful because it helps gauge the audience's social media activity level, indicating how often they may encounter Floral Street's content.
- Which social media platform do you use the most: This question identifies the primary platform where Floral Street should concentrate its marketing efforts.
- Have you ever come across our brand on social media: This is essential for assessing the brand's visibility on social media platforms (Facebook, Tik Tok, Instagram and Twitter).
- How likely are you to engage with user-generated content related to our brand on social media: The reason for this selection is to understand the potential for user-generated content to amplify the brand's reach and engagement.
- How often do you engage with our brand's social media content: This helps evaluate the current engagement level with Floral Street's social media content.
- Are you aware of our brand's sustainability initiatives: Critical for understanding if the audience is informed about one of Floral Street's key selling points - sustainability.
- How well do you believe our brand's values align with your personal values: This question offers insights into the brand's perceived alignment with customers' values, which can influence purchase decisions.
- How likely are you to recommend Floral Street fragrances to your friends and family based on your experience with the brand: It indicates customer satisfaction and potential word-of-mouth marketing.

## **OBJECTIVES**

- To Determine the best social media platform choice

- To study the brand's awareness on social media
- Engagement with brand contents so far and how to improve
- Alignment of brand values with target customer values

## DESCRIPTIVE STATISTICS

### How frequently do you engage with social media platforms

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	1.9	1.9	1.9
	Frequently	43	79.6	79.6	81.5
	Occasionally	10	18.5	18.5	100.0
	Total	54	100.0	100.0	

### Which social media platform do you use the most

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	1.9	1.9	1.9
	Facebook	29	53.7	53.7	55.6
	Instagram	16	29.6	29.6	85.2
	Tik Tok	3	5.6	5.6	90.7
	Twitter	5	9.3	9.3	100.0
	Total	54	100.0	100.0	

### Have you ever come across our brand on social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	1.9	1.9	1.9
	Neutral	11	20.4	20.4	22.2
	Never	22	40.7	40.7	63.0
	Yes, multiple times	8	14.8	14.8	77.8
	Yes, Occasionally	12	22.2	22.2	100.0
	Total	54	100.0	100.0	

**How likely are you to engage with user-generated content related to our brand on social media?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	1.9	1.9	1.9
	Extremely likely	16	29.6	29.6	31.5
	Somewhat likely	33	61.1	61.1	92.6
	Somewhat unlikely	4	7.4	7.4	100.0
	Total	54	100.0	100.0	

**How often do you engage with our brand's social media content?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	1.9	1.9	1.9
	4-6 times a week	9	16.7	16.7	18.5
	Daily	10	18.5	18.5	37.0
	Never	21	38.9	38.9	75.9
	Once a week	13	24.1	24.1	100.0
	Total	54	100.0	100.0	

**Are you aware of our brand's sustainability initiatives?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	1.9	1.9	1.9
	Definitely not	9	16.7	16.7	18.5
	Definitely yes	8	14.8	14.8	33.3
	Probably not	19	35.2	35.2	68.5
	Probably yes	17	31.5	31.5	100.0
	Total	54	100.0	100.0	

**How well do you believe our brand's values align with your personal values?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		25	46.3	46.3	46.3
	Moderately aligned	18	33.3	33.3	79.6
	Perfectly aligned	11	20.4	20.4	100.0
	Total	54	100.0	100.0	

**How likely are you to recommend Floral Street fragrances to your friends and family based on your experience with the brand?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	1.9	1.9	1.9
	Extremely likely	17	31.5	31.5	33.3
	Extremely unlikely	1	1.9	1.9	35.2
	Somewhat likely	29	53.7	53.7	88.9
	Somewhat unlikely	6	11.1	11.1	100.0
	Total	54	100.0	100.0	

**Case Processing Summary**

		N	%
Cases	Valid	29	53.7
	Excluded <sup>a</sup>	25	46.3
	Total	54	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.705	.571	8

The Cronbach's Alpha value of 0.705 indicates the internal consistency of the eight selected questions is considered acceptable. It indicates a moderate to good level of internal consistency among the items in the questionnaire. This means that the questions in the survey tend to measure the same underlying construct fairly consistently.

### Correlations

		Have you ever come across our brand on social media?	How likely are you to engage with user-generated content related to our brand on social media?	How often do you engage with our brand's social media content?
Have you ever come across our brand on social media?	Pearson Correlation	1	.213	.574**
	Sig. (2-tailed)		.125	<.001
	N	53	53	53
How likely are you to engage with user-generated content related to our brand on social media?	Pearson Correlation	.213	1	.279*
	Sig. (2-tailed)	.125		.043
	N	53	53	53
How often do you engage with our brand's social media content?	Pearson Correlation	.574**	.279*	1
	Sig. (2-tailed)	<.001	.043	
	N	53	53	53

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

This table provides insights into the relationships between these three social media engagement-related questions. There is a strong positive correlation (0.574) between how often respondents engage with the brand's social media content and whether they have come across the brand on social media. This correlation is highly significant at the 0.01 level, indicating a robust relationship between these two variables. In other words, those who frequently engage with the brand's social media content are more likely to have encountered the brand on social media page or advert.

### Correlations

		Which social media platform do you use the most	How often do you engage with our brand's social media content?	How likely are you to engage with user-generated content related to our brand on social media?
Which social media platform do you use the most	Pearson Correlation	1	.038	-.118
	Sig. (2-tailed)		.788	.399
	N	53	53	53
How often do you engage with our brand's social media content?	Pearson Correlation	.038	1	.279*
	Sig. (2-tailed)	.788		.043
	N	53	53	53
How likely are you to engage with user-generated content related to our brand on social media?	Pearson Correlation	-.118	.279*	1
	Sig. (2-tailed)	.399	.043	
	N	53	53	53

\*. Correlation is significant at the 0.05 level (2-tailed).

There is a very weak positive correlation 0.038 between the choice of the social media platform respondents use the most and how often they engage with the brand's social media content. However, this correlation is not statistically significant at the 0.05 level, indicating that there is little to no meaningful relationship between these two variables. The only statistically significant correlation is between how often respondents engage with the brand's social media content and their likelihood to engage with user-generated content related to the brand.

## STRATEGY

### Diversified Presence

Given the weak correlations between social media platform choice and other variables, the strategy should involve maintaining a presence on multiple platforms to reach a broader audience. Focus on tailoring content to suit each platform while maintaining a consistent brand image. The descriptive statistics shows Facebook is the most frequently used social media platform followed by Instagram, Tik Tok and Twitter.

### Content Quality

Since engagement for Floral Street's content is correlated with the likelihood of engaging with user-generated content; prioritizing, creating high-quality, engaging content that encourages

user interaction is essential and can prove to be very effective. We can consider user-generated content campaigns or contests to encourage audience participation.

#### Targeted Engagement

While the correlations are moderate, we can identify subgroups within the audience that exhibit stronger relationships between variables. Develop targeted strategies to engage these specific segments more effectively. 38.9% of respondents never engage with Floral Street's social media content. There is room to improve engagement rates, emphasizing the need for strategies that will encourage interaction.

#### **TACTICS**

Investing in content creation that resonates with the audience's values and interests and considering leveraging user-generated content in the marketing materials to increase authenticity.

#### Tracking and Analytics

Monitoring social media analytics to identify trends and audience preferences in order to adjust tactics based on real-time data to maximize engagement.

And developing campaigns or initiatives that encourage the target audience to generate and share content related to the brand will provide incentives or recognition to boost participation.

#### Platform-Specific Tactics

We can tailor these tactics to suit the unique characteristics and audience behavior of each social media platform. For example, visual content may perform well on platforms like Instagram, while informational posts may thrive on Facebook and Twitter and video or musical content will perform better on Tik Tok.



## An integrated approach to online Marketing

All the marketing methods are combined into one seamless experience via an integrated internet marketing plan. But if no goals are set, it won't happen. Following the formulation of goals or objectives, we ascertain how each component of the marketing plan contributes to accomplishing them. The aim of Floral Street's marketing strategy is to boost sales through reputation management and content marketing. We want to enhance engagement on posts and traffic to the brand's social media pages on all of the major social media networks. How to use each marketing approach to attract traffic to each post is the main concern driving this purpose.



## Create a consistent voice for the brand

To effectively reach targeted customers online, one good thing to do is to create a consistent voice in each post across all the platforms. Creating a voice means making use of the

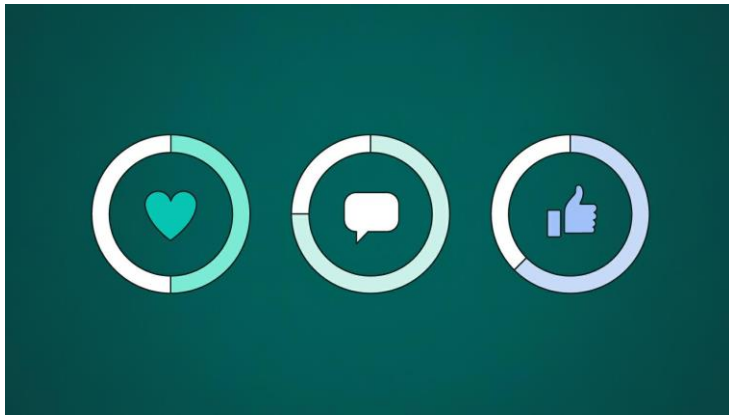


same expression, language use and themes in posts to approach the audience from all sides. With a consistent voice, a post seen by an audience on Twitter can be identified by that same audience on Instagram without knowing the brand name. The only significant limitation to this rule is when we are trying to reach various audiences. When we decide to target several different audiences, the marketing techniques may take on various forms because different audiences require various voices. It's best to choose one audience to serve as the main demographic if we decide to target more than one audience. When communicating through social media posts, we can encourage more action through the website, to keep them engaged. Then, we can design unique pages that are aimed at the secondary audience.



### Track post-performance

Creating a consistent marketing strategy requires tracking social media activity. It's crucial to develop a favorable online reputation and amass a following of enthusiastic and engaged customers. Social media posts and profiles can show up in search engine results pages (SERPs), and they can be used as a tool to improve the SEO for posts.



### Strategy

To grow on Instagram using post and engagement tracking strategies, focusing on short-form video Reels is a powerful tactic; they are built to reach new audiences. On Tik Tok, make use of trending sounds, music and visual trends. And no matter what channel we want to grow on, consistently post content that resonates with the target audience. Social media posts' comment sections often host lively discussions regarding what is and isn't working with the posted content.

Everything done should have the customer as its focal point. The second-most essential business priority according to The 2023 State of Social Media report, is "gaining a better understanding of customers".

### Impressions

At the post level, impressions are how many times a post is displayed to someone. Impressions are a good indicator of how popular a piece of content is, and that people may be viewing a post multiple times.

Not every channel has both reach and impressions. For example, TikTok's "total video views" is the equivalent of impressions. Twitter only offer impressions; not reach. While impressions tell us a lot about the potential visibility the content has on social, it's still important to look at other metrics for ultimate performance context. Since we have multiple goals, like increasing awareness and understanding the audience, we will look at the combination of impressions, engagement and conversion rate.

