Experiment No-09

A.1 Aim:

Analyze competitor activities using social media data

Lab Objective	To design and develop social media analytics models.
Lab Outcome	Design and develop content and structure based social media analytics models.
	Design and implement social media analytics applications for business

A-2 Prerequisite

A.3 OutCome

Students will be able to collect, monitor, store and track social media data.

A.4 Theory:

Competitive analysis is more than just comparing yourself to others. And it's definitely not about copying the competition. By analyzing the competition with a social media competitive analysis, you uncover valuable insights that empower you to improve your social strategy, and your entire business. After all, keeping an eye on the competition has cross-org benefits.

How to perform a social media competitive analysis:

1. Identify your social media competitors
2. Gather platform-specific data
3. Analyze competitors' social media strategy
4. Step up your competitive analysis with social listening
5. Using your social media competitive analysis template and data

1. Identify your social media competitors

Look to brands in your industry who are active on social media. These are brands whom you can learn from and benchmark against.

Your **direct competitors** on social are brands that sell the same products as you. Let's use our fictional coffee company, Sprout Coffee, as an example: La Colombe, Peet's Coffee, Caribou and local coffee shops are all direct competitors.

But also take note of **indirect competitors**. These brands may not sell the same product, but fill a similar need and reach a similar audience. For Sprout Coffee, that would be grocery stores or local cafes selling food and coffee.

How to ID your social media competition

For lack of a better term: Google it! Searching for the keywords consumers would use to find your business is one of the best ways to **uncover competitors**. For Sprout Coffee, you might Google "ground coffee" or "instant coffee."

Look for websites that are in your specific industry. In our example, La Colombe and Folgers could be good options. Then, explore their active social channels. For instance, Peet's Coffee is a popular coffee company that's very active on social media, so it makes sense to add them to our analysis as well.

Ad · www.freshroastedcoffee.com/wholesale ▼
Wholesale Bulk Coffee Beans - Better Variety, Better Service
Great Selection of **Wholesale Coffee** at Incredible Prices. Apply Today to Get Started with...

Ad · www.lacolombe.com/ ▼
La Colombe Coffee - Free Shipping On All Orders
Browse Our Vast **Coffee** Collection And Get Free Shipping On All Orders. Limited Time Only!

www.folgerscoffee.com/ ▼
Folgers® Ground Coffee Options - View Coffees By...
Shop Online Or In-Store Options Available For **Folgers**® Ground Coffee. Buy Today! Coffee How-Tos. Coffee Recipes. The Best Part of Wa   Up. Variety of Roasts. Types: Ground Coffee, Instant Coffee, Single Serve, Mild, Medium, Dark Roast.
📍 Bolingbrook · 20 locations nearby

javabeanplus.com › collections › all ▼
Wholesale Coffee Beans | Buy Bulk Coffee Beans | Java Bean ...
Our roasted **wholesale coffee bean** orders are packaged in five-pound **bulk** bags that offer a one-way valve which degasses the bags to keep your **wholesale coffee bean** fresh from the start of the bag to the last **beans** at the bottom. We offer our unroasted green **coffee beans** in as small as ten-pound increments.
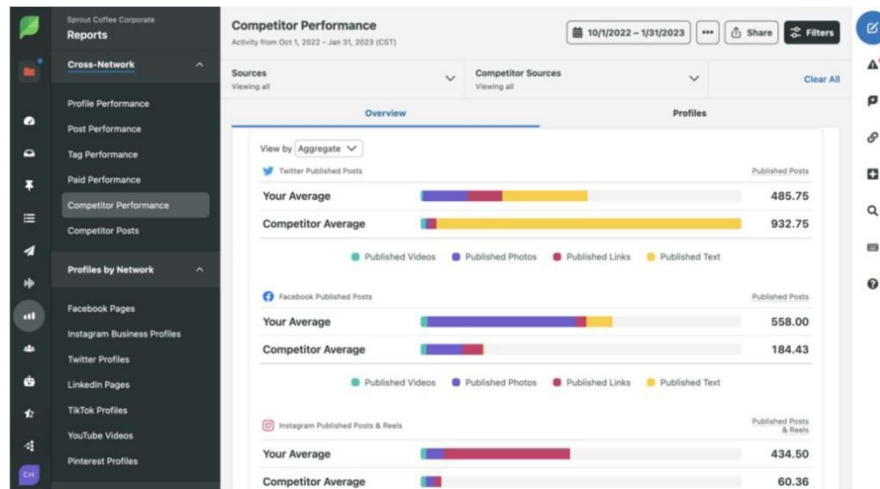
www.kaldi.com › wholesale-coffee ▼
Buy Bulk Wholesale Coffee Beans - Custom Roasted | Kaldi
Order custom roasted **coffee beans** in **bulk** at Kaldi! We have a premium selection of 100% arabica gourmet coffees from around the world at **wholesale** prices.
African Gourmet Coffee · Organic Fair Trade Gourmet ... · Espresso & Blends

2. Gather platform-specific data

Let's take a look at how to compare your brand to competitors' social media presence on Instagram, Twitter and Facebook—the networks Sprout's reports cover. Use these walkthroughs to guide what data you should pull for other networks too, like TikTok or LinkedIn.

Instagram competitive analysis

Start by doing a visual analysis of your competition's Instagram account. Ask yourself:

- Do they use a **link in bio tool**? How often are they updating it?
- About how often are they active on stories? What does that content look like?
- Do they have a brand-specific hashtag?
- What do they say in their bio to set themselves apart?
- Are they using Instagram highlights?

Level up by using Sprout's **Instagram Competitors Report** to compare and benchmark your brand against competitors at a glance in key areas:

- **Audience growth:** Are your competitors growing their audience quicker than you?
- **Media sent:** How frequently are your competitors publishing? This can reveal whether you're posting enough to keep your audience engaged.
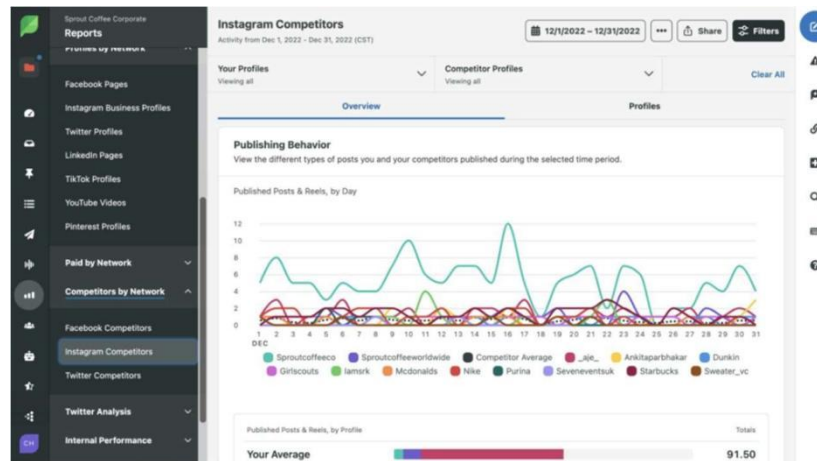
- **Engagement:** How many likes and comments does your competitor content get?
- **Hashtags:** What hashtags do your competitors use to gain more exposure?
- **Top posts:** Try to get an idea of why these posts are performing well. Are they product photos? Do they use certain colors? Find out what these posts have that your content doesn't and use the info to improve your images and videos.
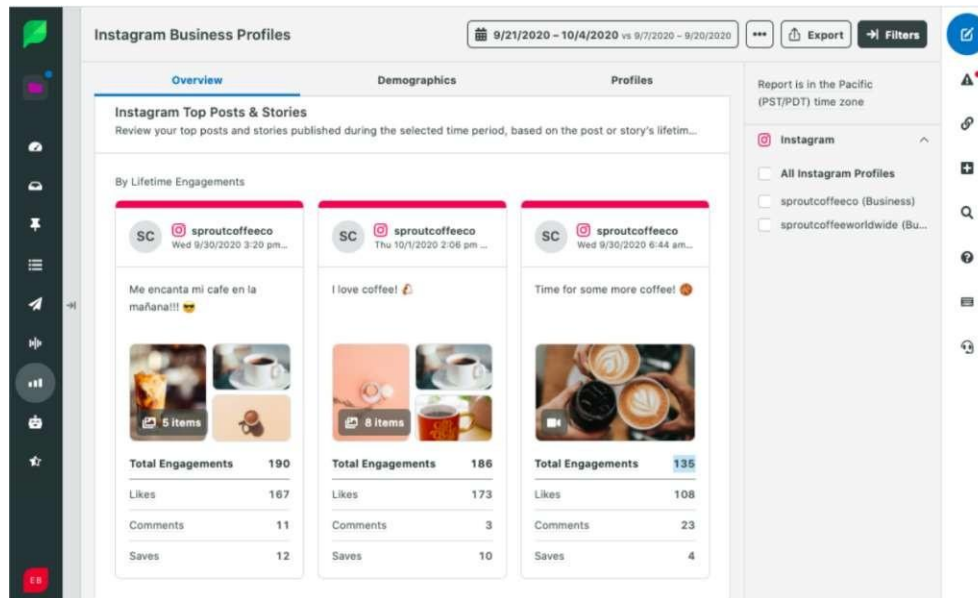
Pro tip: Another tactic is to do a search for your competitors by hashtag on Instagram, like #Folgers, to see how many people are tagging your competitors in posts. If it's a lot, that's an indication the company is getting noticed and has an active following.

Competitor hashtag search results on Instagram

| # | #lacolombe
89.4K posts |
| # | #folgers
60.4K posts |
| # | #peetscoffee
116K posts |
| # | #sproutcoffeeco
100+ posts |

sproutsocial.com/insights   **sprout**social

This will also give you a sense of what hashtags people use to refer to other brands and could potentially spark ideas for hashtags to use for your brand.

Q #folgers   ⊗   Cancel

Q   #folgers

Q   folgers in your cup

Q   folgers commercial

Q   chris farley folgers

#folgers
    60.4K posts

#folgerscoffee
    5000+ posts

#folgershakespearelibrary
    1000+ posts

#folgersinmycup
    5000+ posts

Once you have all the information from your Instagram competitive analysis research, make sure you add that data **to your spreadsheet**, like so:

Facebook	Summary	Active?	% of Promotional Posts	Followers	Audience Growth	Published Posts	Received Messages
facebook.com/yourbrand	...	Y	10%	20000	200	15	123
https://www.facebook.com/peets/	(Competitor_1) pos	Y	20%	50000	500	25	125
https://www.facebook.com/lacolombecoffee/	...	Y	10%	50000	500	25	255
https://www.facebook.com/folgers/	...	Y	20%	50000	500	25	315

Twitter	Summary	Active?	% of Promotional Posts	Followers	Followers Lost/Gained	Mentions
twitter.com/yourbrand	...	Y	10%	10000	-57	95
https://twitter.com/peets_tweets	They don't Tweet v	Y	10%	25000	150	529
https://twitter.com/LaColombeCoffee	...	Y	10%	25000	150	529
https://twitter.com/Folgers	...	Y	10%	25000	150	529

Instagram	Summary	Active?	% of Promotional Posts	Followers	Followers Gained/Lost	Published Posts	Photo Posts
instagram.com/yourbrand	...	Y	30%	25000	250	24	20
https://www.instagram.com/peetscoffee	They primarily post	Y	40%	35000	500	35	20
https://www.instagram.com/lacolombecoffee	...	Y	40%	35000	500	35	20
https://www.instagram.com/folgers	...	Y	40%	35000	500	35	20

Facebook competitive analysis

Start by doing a manual review of your competitor's page, looking for the basics:

- Number of follows and page likes
- Any specific tabs or features they have. For example, some coffee roasters might have the **shop section** enabled. If we notice the same trend with other competitors, it's likely a good sign it's working for them.
- Look at their visuals and branding.
- Review their About section—how do they set their business and social presence apart?
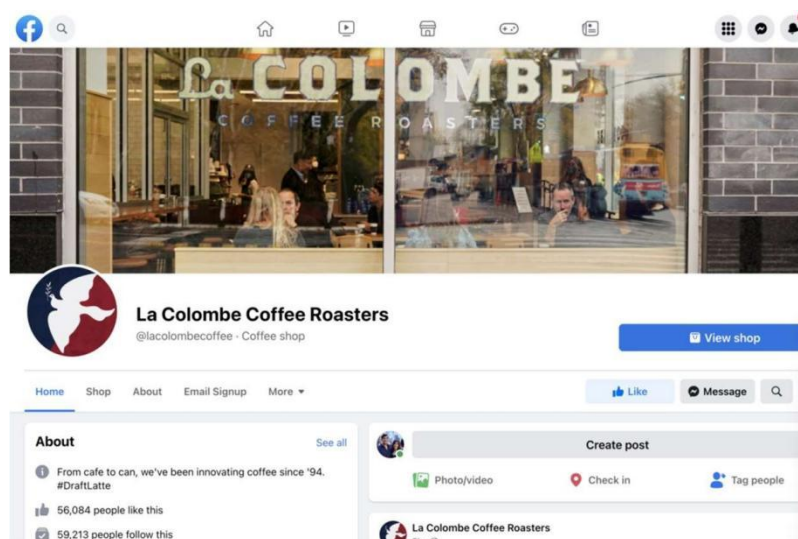
A visual analysis is nice, but it only goes so deep. This is where Sprout's **Facebook Competitor Report** comes in to judge how well the competition's content performs over time.

Use this report to see how many messages your competitors send and receive, the types of content they post (text, images or videos), engagement and the amount of received messages. All

of which answers higher-level questions about your competition's presence, and how you can stand out from it.
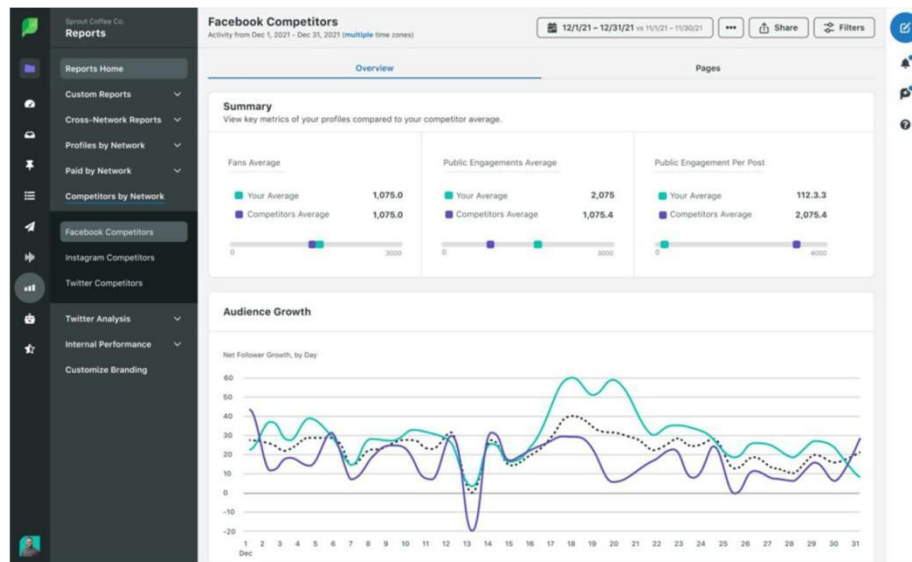
Include this in your spreadsheet, as well as any specific metrics that are important to your strategy.
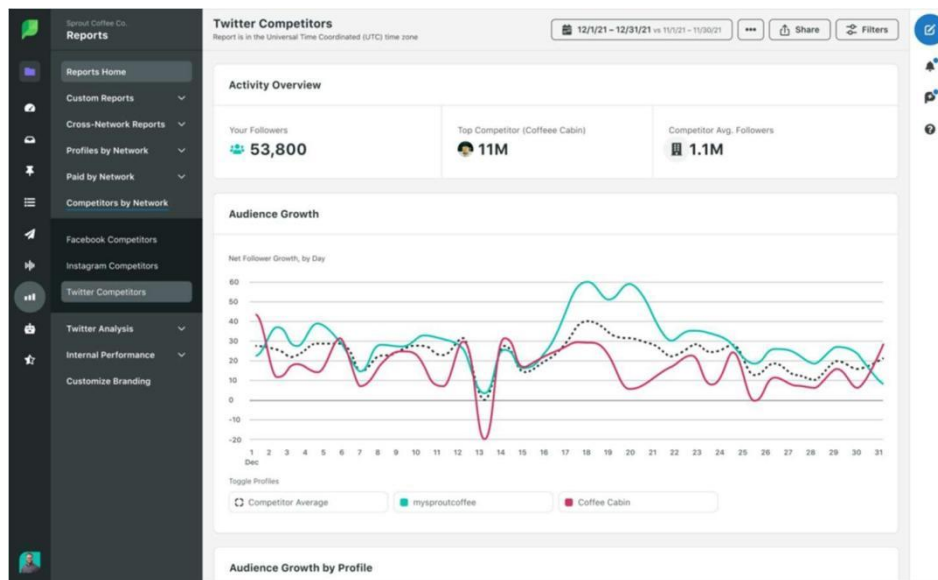
Twitter competitive analysis

Your Twitter analysis will look similar to your Facebook analysis.

Here are a few areas to take note of:

- Number of followers.
- Look at the visuals and branding of their cover image and profile picture. How often do they shift these visuals?
- Review their bio—what are they highlighting? How have they set themselves apart?
- Do they adjust their Twitter name (not their handle) for holidays like Halloween?

To see a more direct, automatic comparison between your Twitter account and your competitors, level up with Sprout's **Twitter analytics**. This compares your Twitter profiles against each other, or a competitor. Select your Twitter account, then enter a competitor for the other slot.

The report shows engagement, influence, followers gained/lost and mentions. You can change the time period, but it's best to stick to the last 30 days to keep the data relevant.

Once you've looked over all the competitive social media analysis from the Twitter report, be sure to enter the data into your spreadsheet. Tracking this information can be extremely valuable down the line.

Facebook	Summary	Active?	% of Promotional Posts	Followers	Audience Growth	Published Posts	Received Messages
facebook.com/yourbrand	...	Y	10%	20000	200	15	123
https://www.facebook.com/peets/	(Competitor_1) pos	Y	20%	50000	500	25	125
https://www.facebook.com/lacolombecoffee/	...	Y	10%	50000	500	25	255
https://www.facebook.com/folgers/	...	Y	20%	50000	500	25	315

Twitter	Summary	Active?	% of Promotional Posts	Followers	Followers Lost/Gained	Mentions
twitter.com/yourbrand	...	Y	10%	10000	-57	95
https://twitter.com/peets_tweets	They don't Tweet v	Y	10%	25000	150	529
https://twitter.com/LaColombeCoffee	...	Y	10%	25000	150	529
https://twitter.com/Folgers	...	Y	10%	25000	150	529

Instagram	Summary	Active?	% of Promotional Posts	Followers	Followers Gained/Lost	Published Posts	Photo Posts
instagram.com/yourbrand	...	Y	30%	25000	250	24	20
https://www.instagram.com/peetscoffee	They primarily post	Y	40%	35000	500	35	20
https://www.instagram.com/lacolombecoffee	...	Y	40%	35000	500	35	20
https://www.instagram.com/folgers	...	Y	40%	35000	500	35	20

Level up your data

Our spreadsheet and Sprout's reports include Facebook, Twitter and Instagram.

But we recommend conducting a manual analysis of any additional platforms, like LinkedIn and TikTok, that are relevant to your brand and audience.

Also explore Sprout's new competitor widgets available in the Professional and Advanced plans. These enable you to customize reports and include your data alongside competitor data in one, singular report.
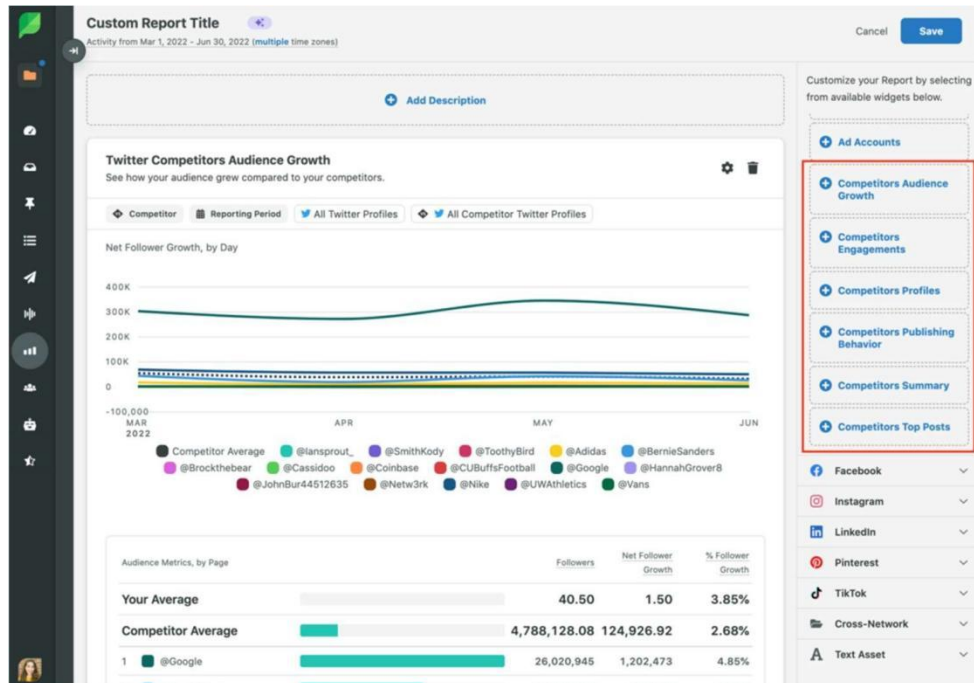
3. Analyze competitors

Half of **competitive intelligence** is quantitative. But to get a true 360 view of your competitors' social channels, you'll need qualitative data on how your competitors use each platform.

Start analyzing your competitors' social strategy by focusing on these three questions:

- How active is the competition?
- What types of content do they publish?
- What's their **brand's social persona**?

How active is the competition?

It's fairly easy to gauge how active brands are by answering these questions:

- When was the last time they posted?
- Are there long spans of time between each post?
- Do they respond to comments?
- How in-depth are their responses to comments?

Brands should post at least once every couple of days to be considered active. But if your competitors post several times a day more than you, you risk falling behind. For example, Twitter allows for a lot more flexibility when it comes to **how often to post**—are your competitors significantly outpacing your daily Tweets?

Looking into all of this sheds light on their content strategy and customer care strategy—and where there are gaps.

What types of content do they post?

According to a Q1 2023 Sprout pulse survey, **53% cited changing content formats** as a major challenge when planning and scheduling content.
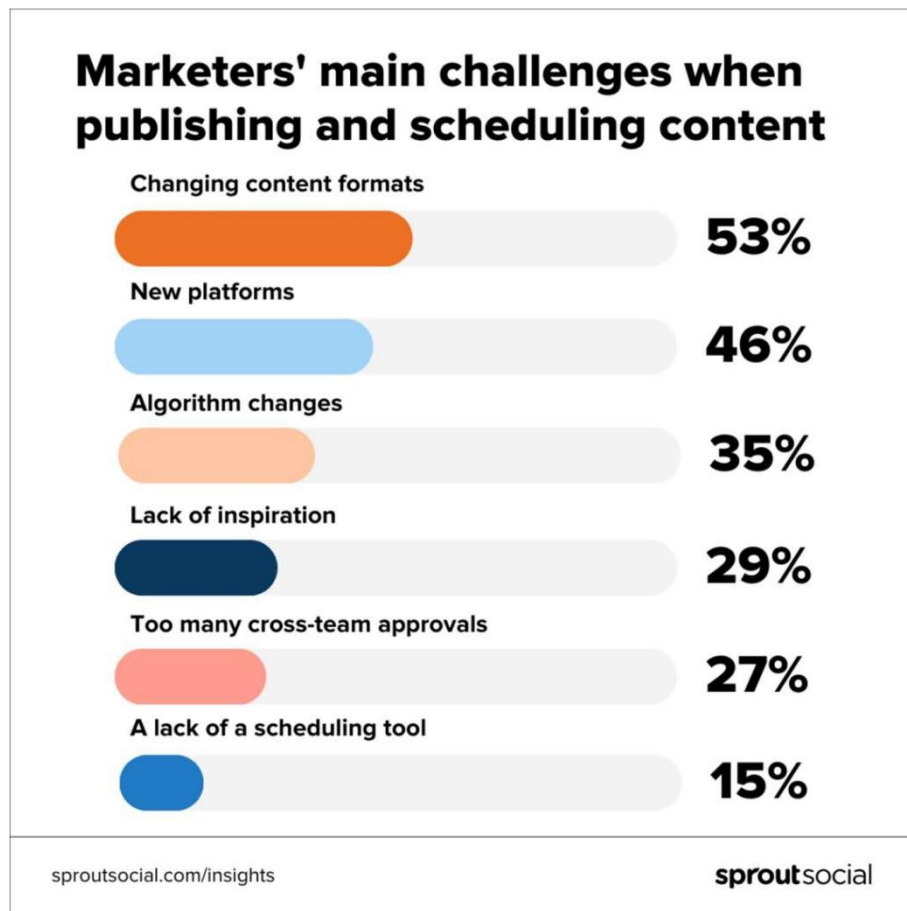
Look at each competitor's last 10 posts and calculate what percentage of them are promotional—prompt their audience to sign up, shop, etc.

This can also apply to the content formats they post. Are they posting a lot of video content? Mainly photos? Do they lean heavily on creators and user-generated content? How often do they jump on trending sounds or **social media memes**?

Use this information to see what content formats they're using to pull ahead to cut the guesswork out of your strategy.

What's their brand persona?

Some marketers like to look at their competitor's **brand voice** when doing a social media analysis. Voice describes the tone and POV a brand uses on social media. Do they post from the brand's perspective (we) or do they let individuals post on the brand's behalf.

For example, the tone of the Field Museum's social account…

…is very different from the American Museum of Natural History's tone. They each have their own online personalities.

Level up: As you wrap up, take a look at your competitors' websites, because **content marketing and social media** are closely related. A lot of companies repurpose their **blogs** for social media content. Take a look at your competition and see how many of them maximizing their bevy of content

Once you've gone through each competitor, say it with me: Put the data into your social media competitive analysis template.

4. Step up your social media competitive analysis with listening

If you're new to social media competitive analysis, starting with our template will help you get familiar with your competitors' social media performance and uncover patterns for you to tune into.

But if you're ready to **take your competitive analysis on social media a step further**, tap into social listening. Social listening gives you a broader perspective of conversations related to your industry and competitors that are happening across social—even when you're not tagged. Combined with Sprout's network competitor reports, social listening expands your view and brings in conversations on YouTube, Reddit and the broader web.

It's an invaluable tool to uncover gaps that you can fill, conversations to jump into and more. For example, **Grammarly** uses Sprout's social listening tools to provide cross-team insights and analyze their competitive share of voice on social. In 2021, Sprout helped them identify that their brand owned 71% of their competitive share of voice.

Sprout's built-in competitive analysis tools also make it easy to measure your competitors' social presence and compare it to yours.
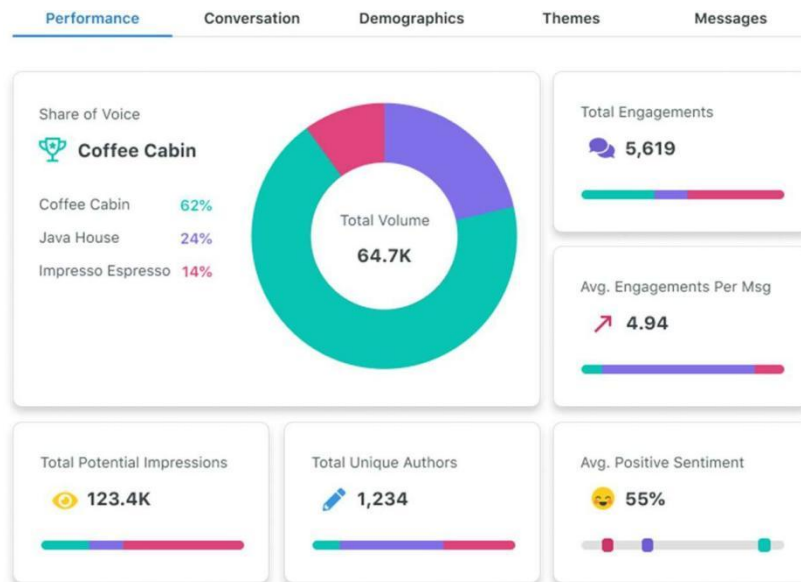
With this template, you can identify the top competitors you want to track and include specific profiles, keywords, phrases and hashtags that you want Sprout to listen to.

To see what Sprout's social listening tools can do for your brand, **request a demo** to try it for yourself.

5. Using your social media competitive analysis template and data

Now that you've compiled all of this data, you need to put it to use. Using your brand's **social media analytics**, you can compare your profiles to the competition. That's why we included a line for your company's data into **our template**.

Your final step is to interpret the data into something others will understand by going beyond simply sharing your filled-out template. With **data storytelling**, turn those raw numbers and insights into digestible and actionable takeaways.

Here are a few tips:

- **Use visuals.** Data visualizations, like the charts and graphs Sprout reports provide, break down data into digestible visuals.
- **Identify the most interesting points and findings.** Most don't need (or want) to see every detail. What are the key findings from your social media competitive analysis?
- **Predict questions or challenges.** Get ahead by providing solutions and answers.
- **Provide next steps.** Doing a competitive analysis of social media is one thing. But defining the "what now?" is the whole reason for doing so. With what you've discovered, what are your next steps to improve your content and share of voice?

It's important to keep in mind that this social media competitive analysis isn't for you to copy exactly what everyone is doing. Instead, it will guide you toward getting started on the right foot.

Dive into the data with a social media competitive analysis

In the end, it's all about comparing your brand's metrics and data to the competition. Then make any necessary adjustments to get a leg up on your competitors.

PART B
(PART B: TO BE COMPLETED BY STUDENTS)

*(Students must submit the soft copy as per following segments within two hours of the practical.
The soft copy must be uploaded on the Blackboard or emailed to the concerned lab in charge
faculties at the end of the practical in case the there is no Black board access available)*

Roll. No.: C36	Name: Sanskruti Kadam
Class: BE	Batch: C2
Date of Experiment:	Date of Submission:
Grade:	

B.1. Analyze the competitor activities using social media data.
(Paste your Search material completed during the 2 hours of practical in the lab here)

1. Compare chatGPT4 vs Chat Sonic vs Google bard using google trends, similar web.
2. Scrape tweets of each, perform sentiment analysis and create comparative sentiment bar graph.

B.2 Input and Output:

Compare chatGPT4 vs Chat Sonic vs Google bard using google trends, similar web:

Scrape tweets of each, perform sentiment analysis and create comparative sentiment bar graph:

Profile Performance ☆
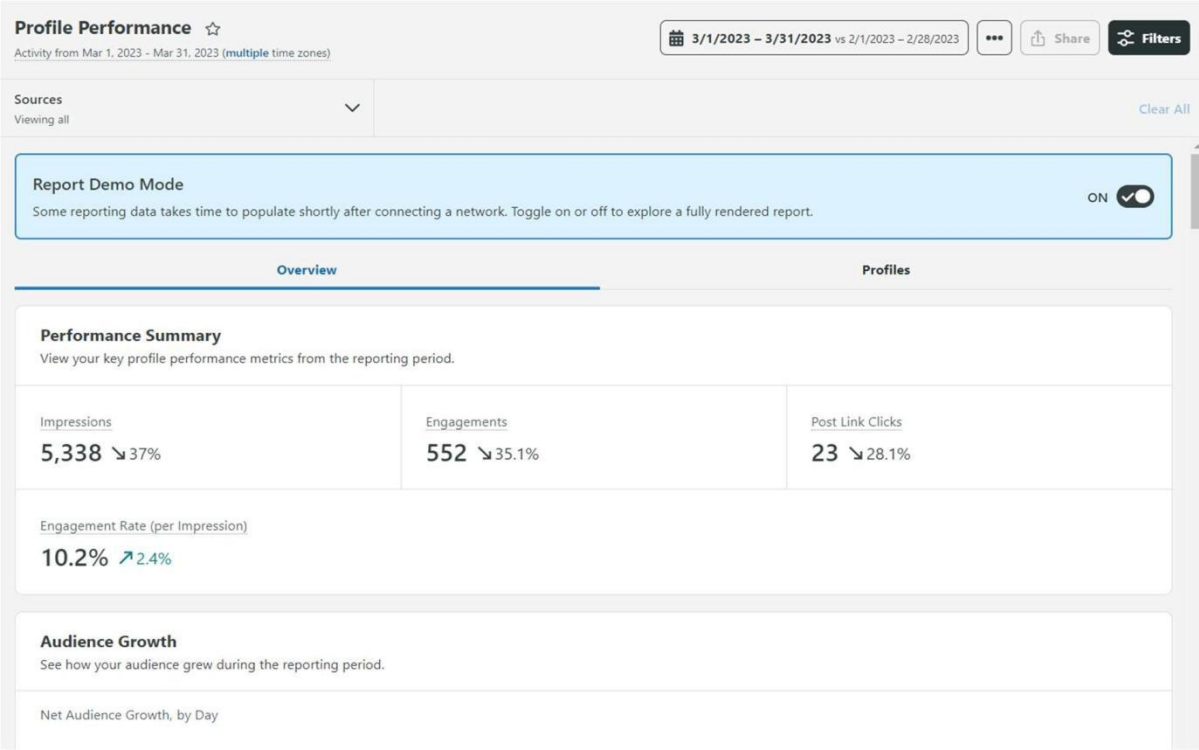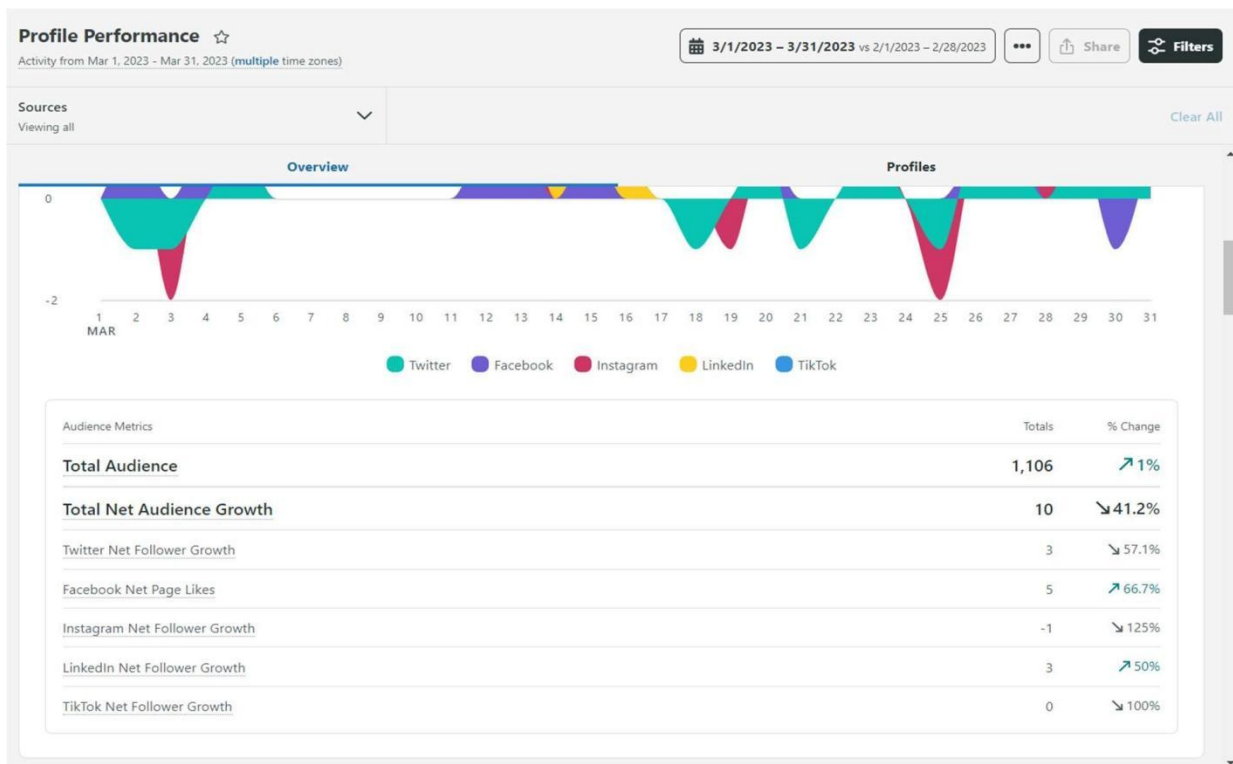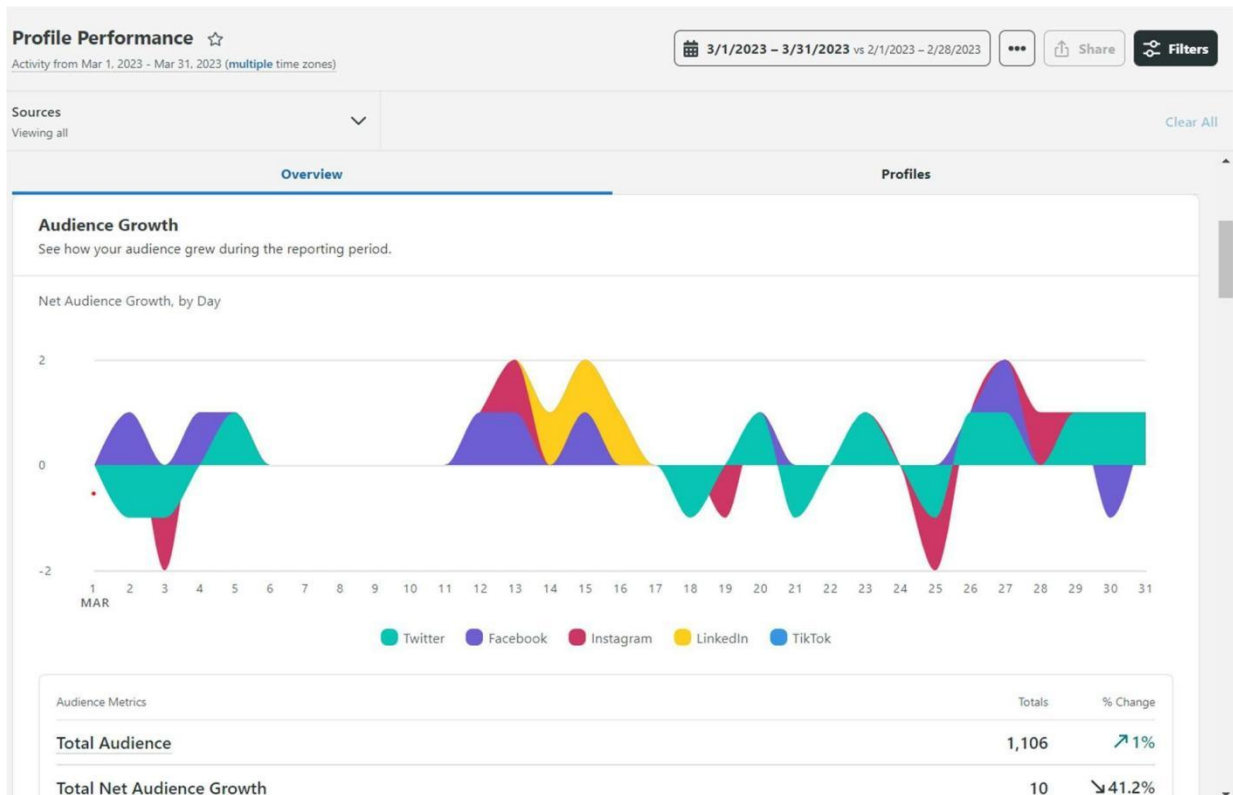Activity from Mar 1, 2023 - Mar 31, 2023 (multiple time zones)

📅 3/1/2023 – 3/31/2023 vs 2/1/2023 – 2/28/2023 ••• ⬆ Share ⚙ Filters

Sources
Viewing all ⌄

Clear All

| Overview | Profiles |

Audience Growth
See how your audience grew during the reporting period.

Net Audience Growth, by Day

● Twitter ● Facebook ● Instagram ● LinkedIn ● TikTok

Audience Metrics	Totals	% Change
Total Audience	1,106	↗ 1%
Total Net Audience Growth	10	↘ 41.2%

Profile Performance ☆
Activity from Mar 1, 2023 - Mar 31, 2023 (multiple time zones)

📅 3/1/2023 – 3/31/2023 vs 2/1/2023 – 2/28/2023 ••• ⬆ Share ⚙ Filters

Sources
Viewing all ⌄

Clear All

| Overview | Profiles |

● Twitter ● Facebook ● Instagram ● LinkedIn ● TikTok

Audience Metrics	Totals	% Change
Total Audience	1,106	↗ 1%
Total Net Audience Growth	10	↘ 41.2%
Twitter Net Follower Growth	3	↘ 57.1%
Facebook Net Page Likes	5	↗ 66.7%
Instagram Net Follower Growth	-1	↘ 125%
LinkedIn Net Follower Growth	3	↗ 50%
TikTok Net Follower Growth	0	↘ 100%

B.3 Observations and learning:

Analyzing competitor activities using social media data is an important strategy for businesses to understand their competitive landscape, identify potential opportunities and threats, and make informed decisions.

The reasons are:-

1. Benchmarking: By monitoring your competitors' social media activities, you can compare your brand's performance against theirs and identify areas where you need to improve or optimize your social media strategy.

2. Market insights: Social media is a rich source of information about your industry, including the latest trends, consumer preferences, and emerging technologies. By analyzing your competitors' social media content and engagement, you can gain valuable insights into what is resonating with your target audience.

3. Identifying gaps: By analyzing your competitors' social media content, you can identify gaps in the market that your brand could fill. For example, if your competitors are not addressing a particular customer need or pain point, you could create content that fills that gap.

4. Crisis management: Social media can be a platform for crisis management. By monitoring your competitors' social media activities, you can quickly identify potential crises that could impact your brand and take steps to mitigate the risks.

5. Competitive advantage: By analyzing your competitors' social media strategies, you can identify areas where your brand has a competitive advantage, such as content type, tone, or engagement strategies.

B.4 Conclusion:

Analyzing competitor activities using social media data can provide valuable insights for businesses to improve their social media strategies, identify market opportunities, and gain a competitive advantage.

B.5 Question of Curiosity
(To be answered by student based on the practical performed and learning/observations)

Q1. What is competitor analysis?

Ans: Competitor analysis is the process of identifying and evaluating the strengths and weaknesses of competitors within your industry or market. It involves gathering information about your competitors' products, services, pricing, marketing strategies, and customer base, and using this information to make informed business decisions.The goal of competitor analysis is to gain a better understanding of the competitive landscape, so

that you can develop strategies that will help you gain a competitive advantage and achieve your business goals. By analyzing your competitors, you can identify market trends, assess the effectiveness of your marketing strategies, and develop new products or services that meet the needs of your target audience.

Q2. How to monitor competitors on social media?
Ans: Monitoring competitors on social media can be a valuable strategy to gain insights into their activities, track their progress, and identify opportunities for your own brand. Here are some steps you can take to monitor your competitors on social media:

- Identify your competitors: Start by identifying your competitors and their social media profiles. Use search engines and social media monitoring tools to find out which platforms they are active on.
- Set up alerts: Set up alerts for your competitors' social media handles and industry-related keywords using social media monitoring tools like Mention, Hootsuite, or Sprout Social. This will notify you when your competitors post new content or when someone mentions them on social media.
- Analyze their content: Analyze your competitors' content to understand their tone, messaging, and engagement strategies. This can help you identify gaps in your own strategy and create more effective content.
- Track their engagement: Keep track of your competitors' engagement rates, comments, and shares. This can help you understand what resonates with your audience and what you can do to improve your own engagement.
- Monitor their followers: Monitor your competitors' followers to understand their audience demographics and preferences. This can help you identify potential opportunities and develop targeted marketing strategies.
- Benchmark against their performance: Benchmark your own social media performance against your competitors' to understand how you stack up. This can help you identify areas where you need to improve and optimize your social media strategy.

Overall, monitoring your competitors on social media can provide valuable insights into their activities and help you make informed business decisions. By regularly monitoring and analyzing their social media profiles, you can gain a competitive advantage and improve your own social media strategy.

Q3. Explain how to identify your main competitors?

Ans: Identifying your main competitors is a crucial step in developing a successful business strategy. Here are some steps you can take to identify your main competitors:

- Define your industry: First, you need to define the industry or market that your business operates in. This will give you a clear idea of the type of businesses you should be comparing yourself to.

- Research your market: Conduct research on your market to identify the different players operating in your industry. This can be done through various means such as industry reports, online research, and talking to industry experts.

- Identify similar products or services: Identify the products or services that are similar to yours and see who else is offering them. Look at the businesses that are competing with you for market share.

- Analyze your customers: Analyze your target customers and see where else they are spending their money. Look at the businesses that are attracting your potential customers and see how they are positioning themselves.

- Look for direct and indirect competitors: Direct competitors are those that offer the same product or service as you, while indirect competitors are those that offer a similar product or service that could be used as a substitute for yours.

- Monitor social media: Monitor social media channels to see who is talking about your industry or products. This can give you an idea of who your competitors are and what they are doing.