

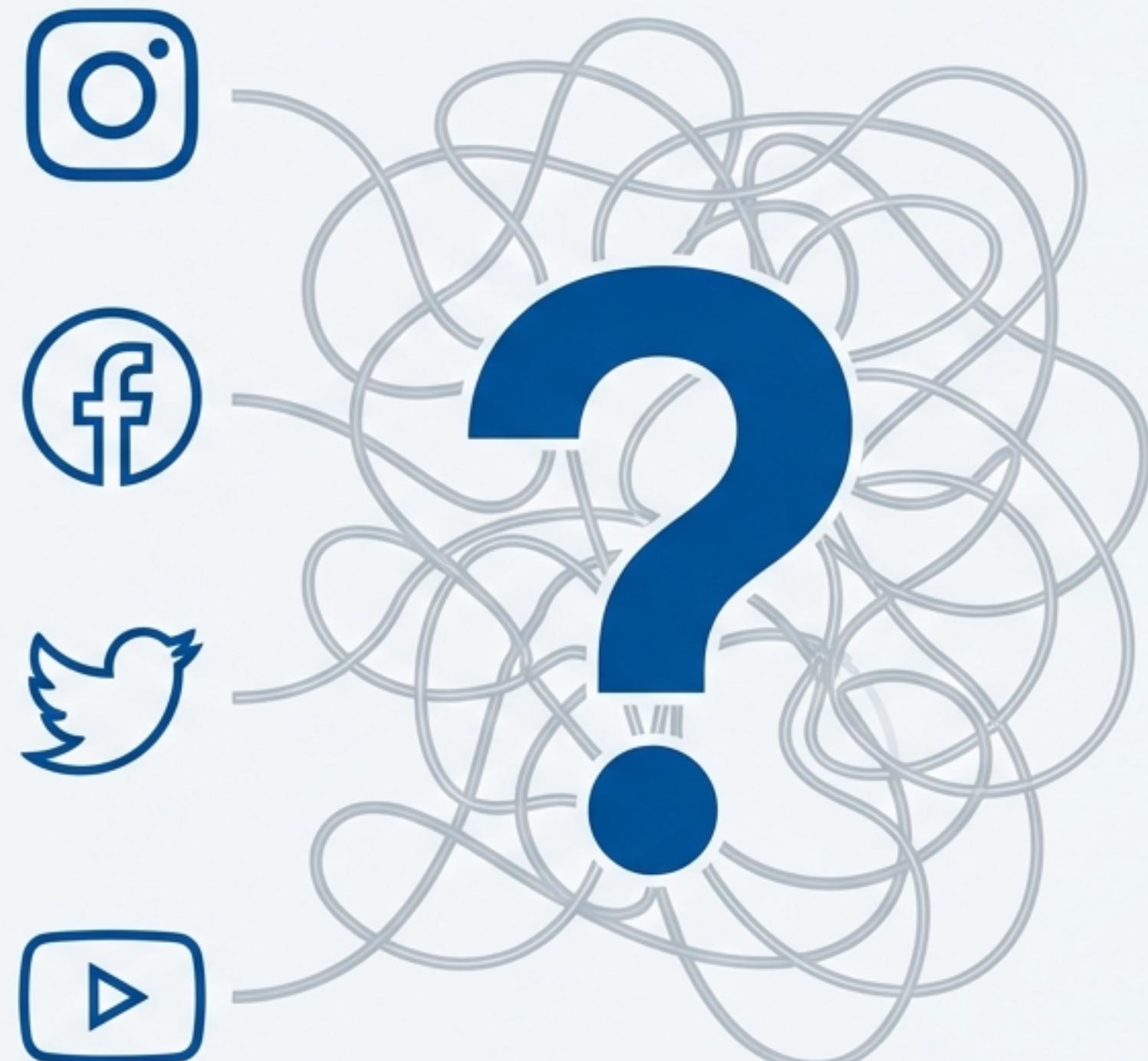
# From Data Overload to Strategic Advantage

A Social Media Intelligence Report for PepsiCo

# You're Active Across All Channels, But A Unified View is Missing

PepsiCo has successfully intensified its digital marketing efforts, yet this expansion creates a challenge: aligning diverse activities with measurable business outcomes. The team is navigating a complex data landscape, asking critical strategic questions:

- Which types of content truly resonate with our audience?
- Where should we strategically invest our advertising budget for maximum return?
- What are the key drivers of audience growth and long-term loyalty?
- How do our campaigns tangibly impact brand reach and engagement?



# Our Analysis Reveals a Clear Path to Higher ROI and Growth

A data-driven strategy centered on platform focus, content optimization, and proven campaign models will yield superior results. We recommend a three-pronged approach:



## 1. Platform Focus

Concentrate budget and effort on **Instagram and Facebook**, which demonstrably deliver the highest engagement and follower growth.



## 2. Content Optimization

Prioritize **Carousel and Reel formats**, which consistently outperform other content types across key platforms.



## 3. Campaign Replication

Model future efforts on the **"DailyWellness" campaign**, our highest-performing initiative in terms of both ROI and audience growth.

# Instagram is Your Undisputed Growth and Engagement Engine

When comparing platforms, Instagram leads significantly in both its ability to engage the existing audience and its power to attract new followers.

Chart 1. Average Engagement Rate by Platform

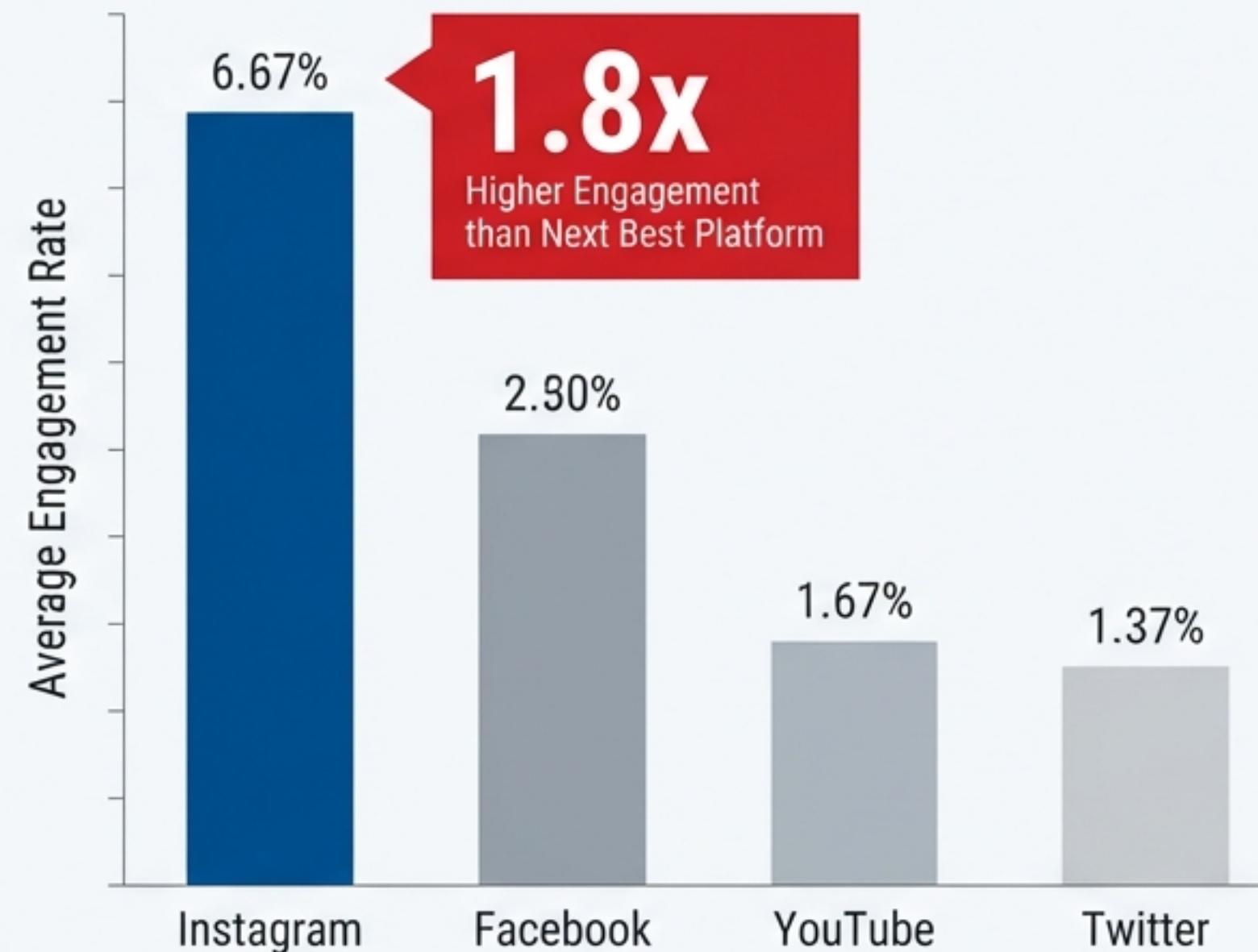
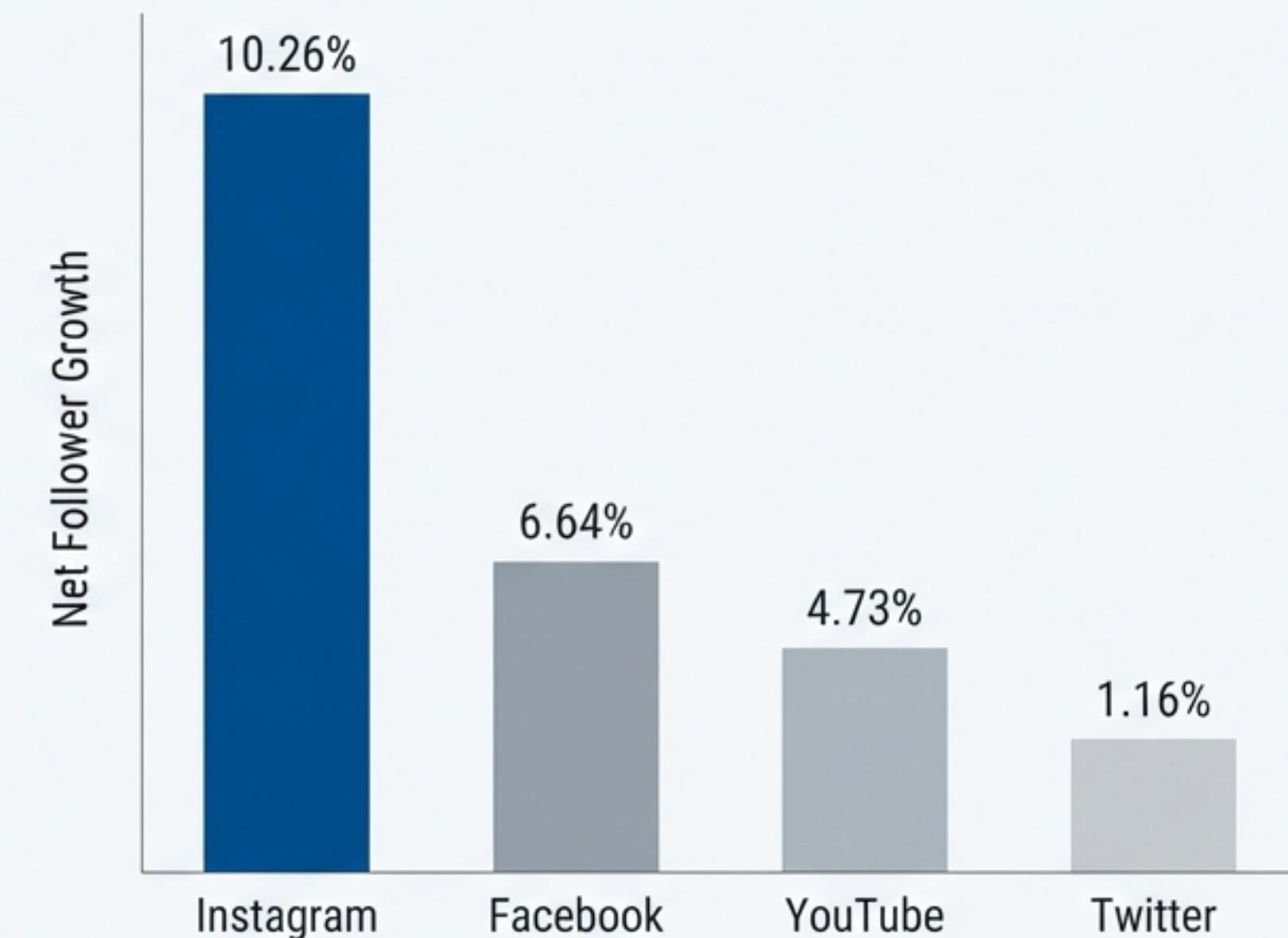


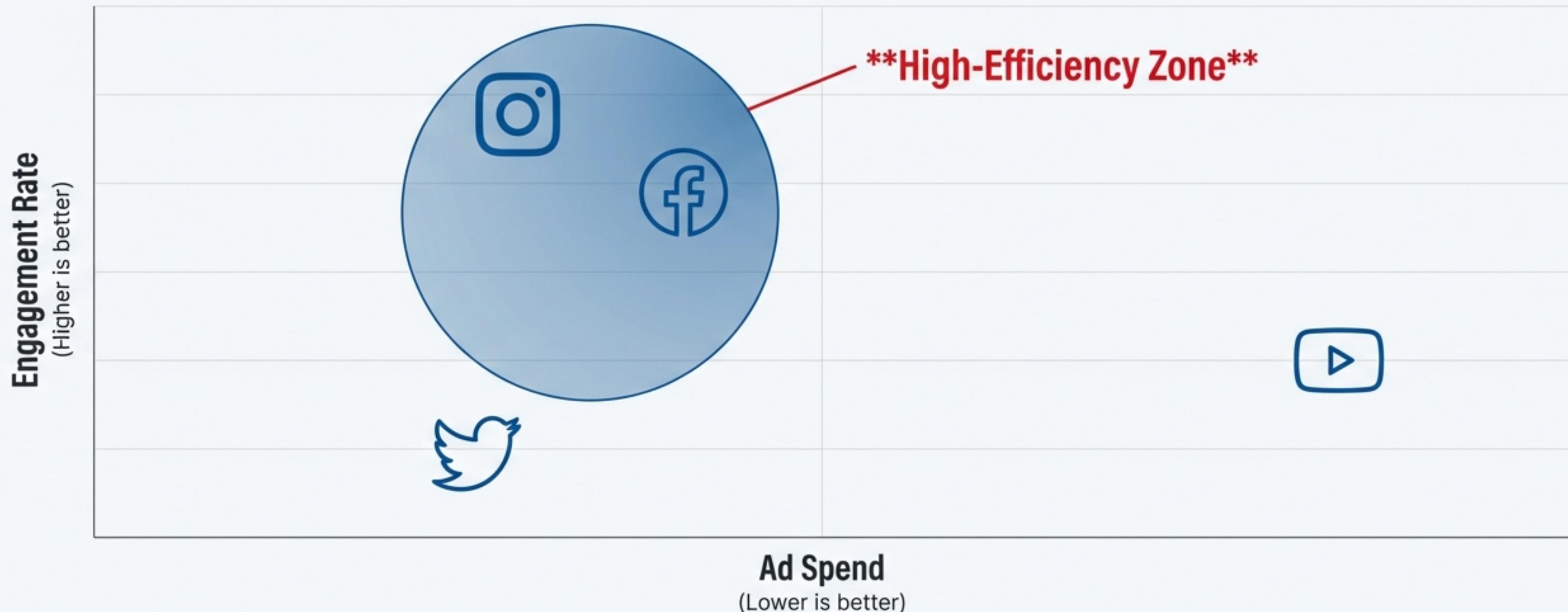
Chart 2. Net Follower Growth by Platform



# Instagram and Facebook Offer the Best Return on Ad Spend

Our analysis shows a clear relationship between ad spend and engagement. Instagram and Facebook consistently deliver strong engagement relative to investment, occupying the strategic sweet spot.

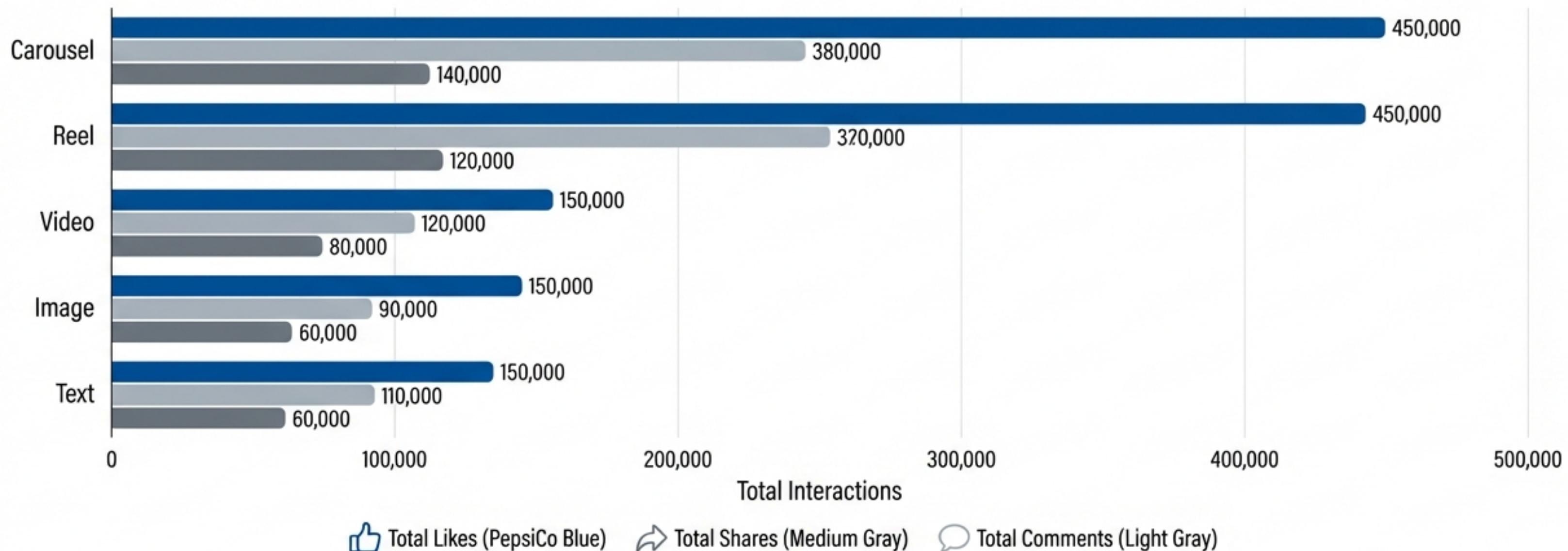
## Platform Efficiency: Engagement vs. Ad Spend



# Carousels and Video Content Drive the Strongest Response

While all content plays a role, Carousels and video formats (like Reels) consistently generate the highest levels of interaction across platforms, indicating a clear audience preference for dynamic and multi-frame content.

## Total Engagement by Content Type



# A Platform-Specific Content Playbook to Maximize Performance

The most effective content format varies by platform. A tailored approach ensures that our creative efforts align with what works best in each environment.



Prioritize **Carousels** and **Reels**.



Prioritize **Images** and **Reels**.



Prioritize **Text** and **Carousels**.



YouTube  
Prioritize **Text** and **Story** content.



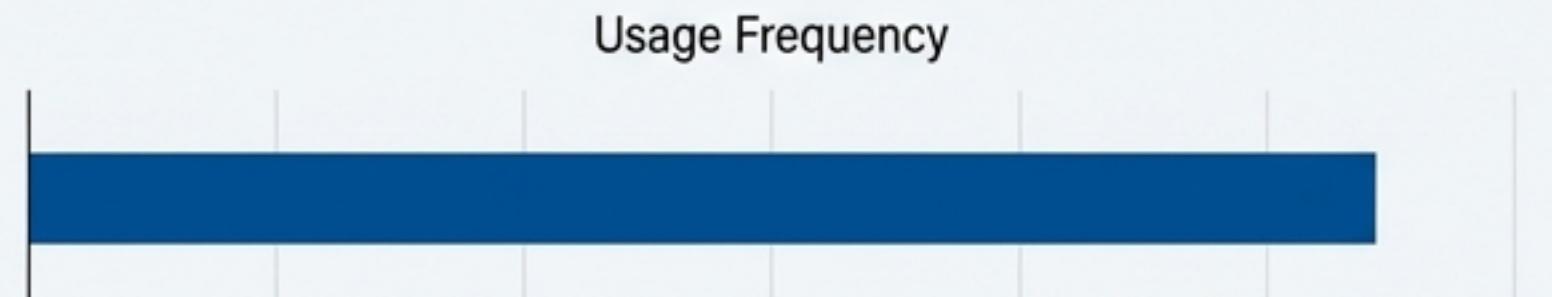
# Deploying a Two-Tier Hashtag Strategy for Reach and Engagement

Our analysis reveals two distinct categories of high-performing hashtags. A successful strategy requires using both: one for maximizing visibility and another for driving deep engagement.

## For Maximum Reach

# #PepsiCoRefresh

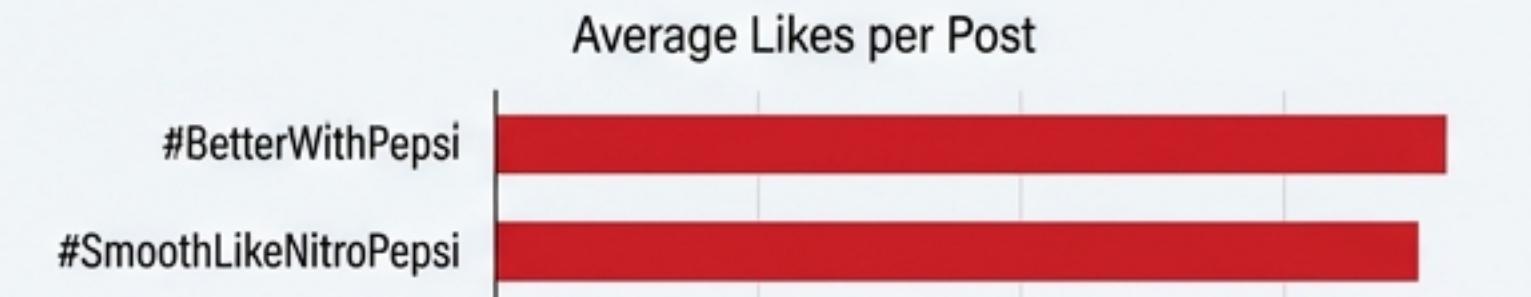
Most Frequently Used.  
Use this for broad brand awareness.



## For Maximum Engagement

# #BetterWithPepsi #SmoothLikeNitroPepsi

Highest Average Likes & Comments.  
Use these in content designed to drive interaction.



# Case Study: The “DailyWellness” Campaign Delivered Unmatched ROI

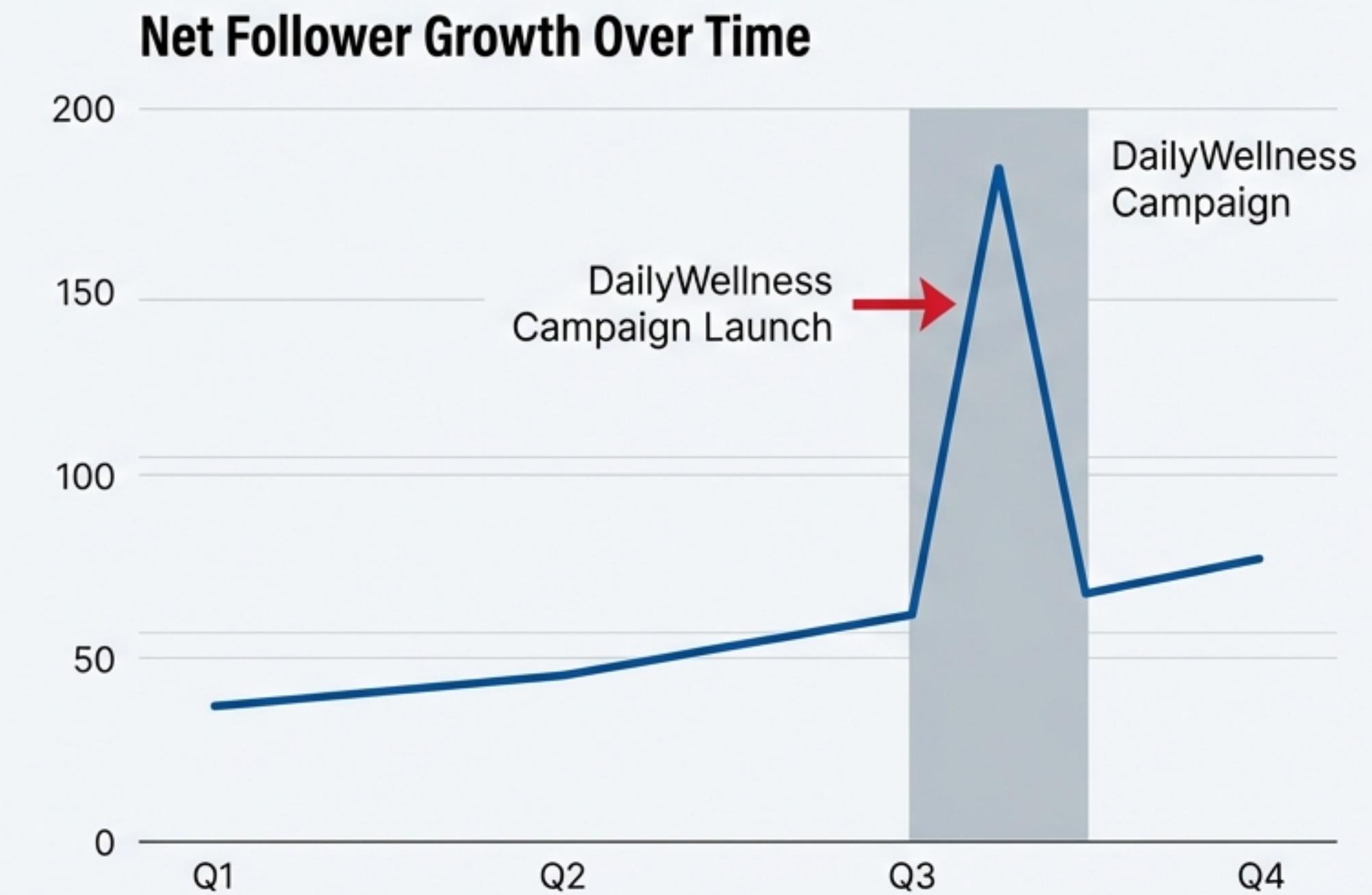
**Key Insight:** The “DailyWellness” campaign was a standout success, providing a blueprint for future initiatives. It delivered the highest return on investment and had the most significant impact on growing our follower base.

**#1**

Highest ROI (Engagement vs. Budget)

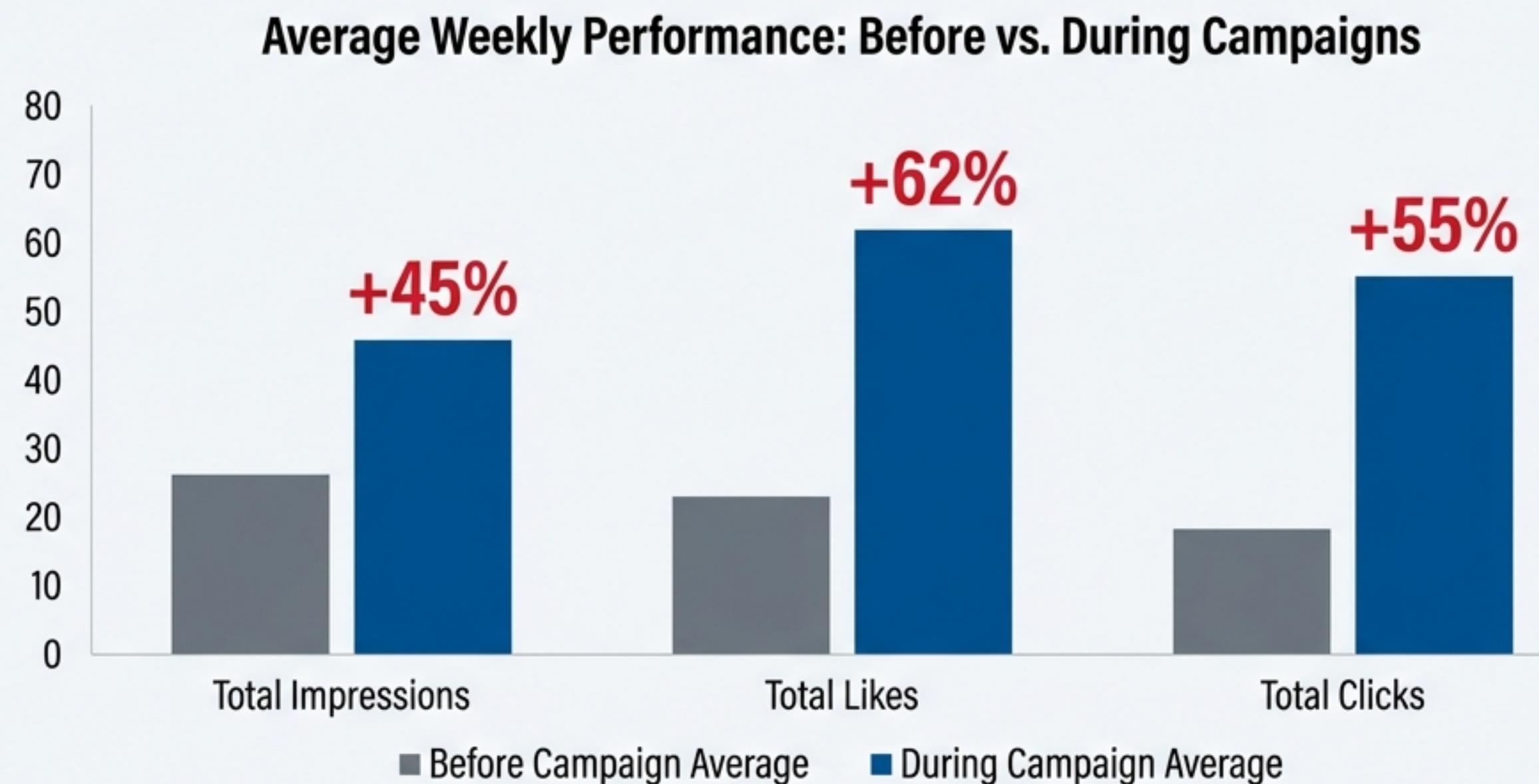
**#1**

Strongest Follower Growth Impact



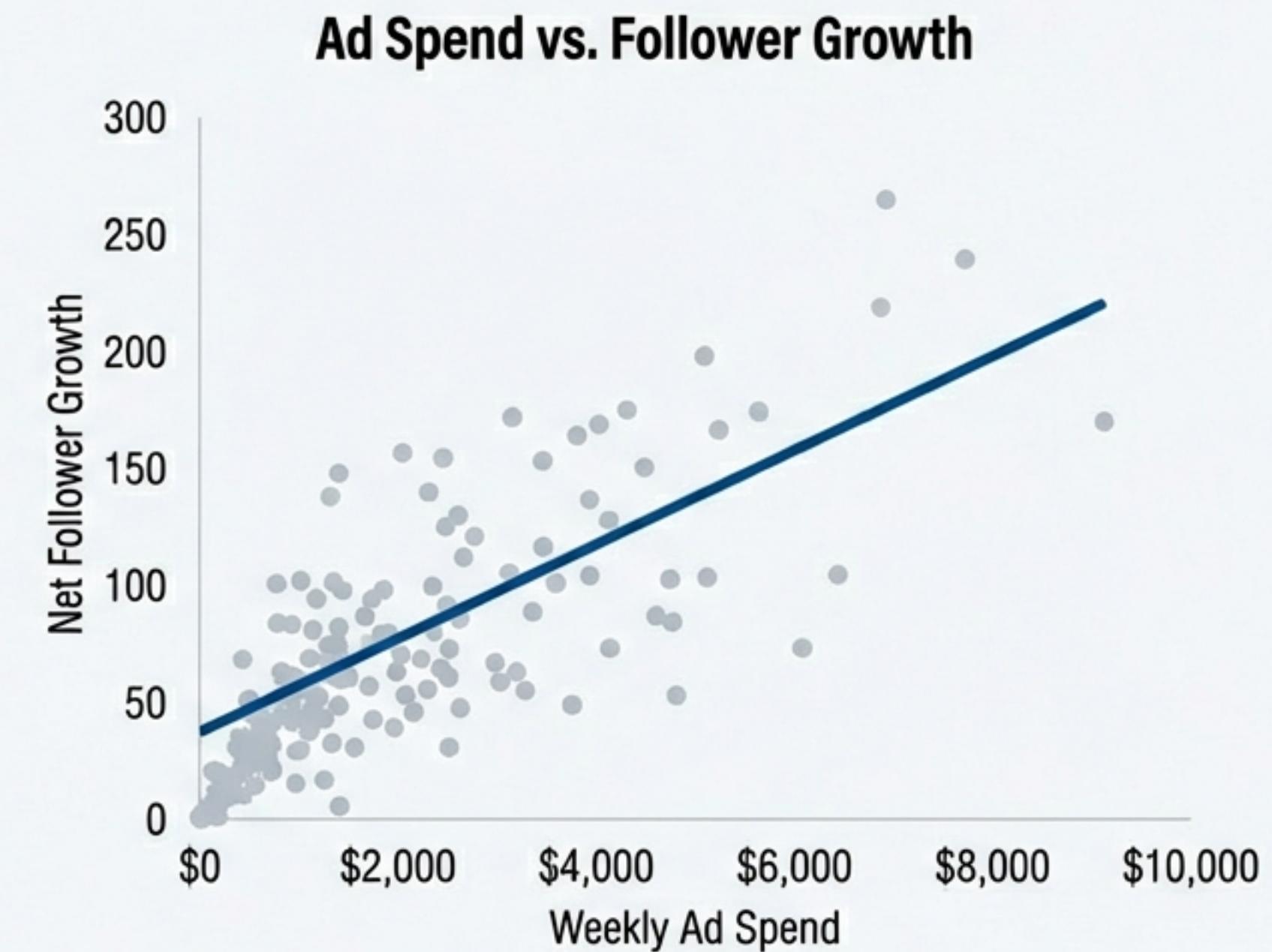
# Campaigns Create a Significant, Measurable Uplift in Engagement

Our data confirms that focused campaign periods drive a substantial increase in key performance metrics compared to business-as-usual content, validating their strategic importance.



# Follower Growth is A Predictable Trend Influenced by Ad Spend

**Key Insight:** Weekly follower growth, while volatile, follows a discernible trend that is smoothed out over time. Critically, there is a positive correlation between ad spend and follower growth, showing that investment directly fuels audience expansion. October was the peak month for net follower gain.



# Your Roadmap to Data-Driven Social Media Excellence

## PLATFORM FOCUS

- ↙ Double down investment and creative energy on **Instagram & Facebook**.
- ↗ Establish maintenance-level activity on Twitter and YouTube, re-evaluating their role quarterly.

## CONTENT STRATEGY

- ↙ Adopt a **Carousel & Reel-first** creative approach on key platforms.
- ↗ Systematically deploy a two-tier hashtag strategy: **#PepsiCoRefresh** for reach and **#BetterWithPepsi** for engagement.
- ↘ Utilize the platform-specific content playbook for tactical execution.

## CAMPAIGN PLANNING

- ↙ Analyze and replicate the success factors of the **"DailyWellness" campaign**.
- ↘ Ensure future campaigns have clear objectives (e.g., follower growth) and link budgets directly to engagement ROI.