

Sample Answer for Final Project

Facebook Page Audit for Flipkart, Snapdeal and Amazon

	Followers	Post in last 2 days	Likes/Comments/Shares on recent posts
Flipkart	9.2M	4	1.Product Announcement Post got 42 likes & 9 Comments & 1 Share (1 Hour Old Post) 2. Mi Power Bank Post got 873 Likes & 95 Comments & 20 Shares (20 hours Old Post) 3. Video Post got 2.2 Likes, 48k views and 157 Comments and 8 Shares (In 2 days)
Snapdeal	7.3M	4	1. Website blog link got 33 likes in last 2 hours, 3 Comments, & No shares 2. Video Post of Hair Brush & head Massager got 32 Likes and 13k views & 1 comment and 1 share (In last 3 Hours) 3. Kitchen product got video got 162 likes and 20 comments and 8 shares 79k views
Amazon.in	9.8M	2	1.Amazon Prime Music post got 37 likes, 1 comment and 2 shares 2.Post on Galaxy M40 Mobile phone got 144 likes, 4 shares and 2 comments

Q. Whose posts , amongst Flipkart, Amazon or Snapdeal, did you like the most and why?

A. I liked Flipkart the best as its posts got the most engagement from its users

Twitter audit for Flipkart, Snapdeal and Amazon

	Handle	Followers	Tweets in last 24 hours	No of likes, comments and shares on recent tweet
Flipkart	@flipkart	2.2M	3	16 Likes on latest post (1 Hour ago) 4 Retweets
Snapdeal	@snapdeal	882K	2	2 likes (1 hour ago)
Amazon	@amazonin	1.42M	3	5 comments 10 retweets 61 likes

Q. Please compare the quality of posts made by each of the brands and tell us if you found them to be good or not.

A. After analyzing all recent posts between these 3 e-commerce company, I found Amazon & Flipkart did a great job.

Amazon posted product advertisement by featuring top hollywood actors and Flipkart shared story of one of his sellers and his success story. Both relate to the company and its products.

Q. Assuming that you are hired by the brands as a Marketing Manager, what is one suggestion that you will have for each of the brands to improve their Social Media Marketing on Facebook and Twitter? Please elaborate with examples.

A. After analyzing all posts here are some of my suggestions for **Flipkart, Snapdeal & Amazon.**

a. Flipkart should reply to users and increase trust with them on Social platforms, I found so many users that are facing issue with flipkart and they are not getting a reply from the customer support and their comments goes unnoticed all the time,

so flipkart should do some homework and give some better customer support to users. It will help flipkart to increase trust and also users will recommend their friends and family for shopping on flipkart.

b. Snapdeal should also work on customer support because I found many people showing unhappiness over their transaction with Snapdeal on its official Facebook page. So, I think they should really need to work on customer support.

c. Amazon: Amazon is already doing well and I found amazon is very responsive and they are able to answer every question posted by their users on the social media pages. However, Amazon can be more regular on posting and ensure that they are coming up with atleast 2 new posts every day on their social media pages.