



1/7/2017

# Companies Overview



- **Darden Brand** (Other Brands - Olive Garden, Longhorn Steakhouse & Other 5 )
- 1<sup>st</sup> Restaurant in 1968 in Orlando, Florida
- Over **700 Restaurant** in USA
- Present in **11 Countries**
- 60,000 Employees
- Acquired by **Golden Gate Capital** for \$ 2.1 BN in 2014






- **Bloomin Brands** (Other Brands - Outback Steakhouse, Carrabas etc..)
- BFG Acquired by in Bloomin Brands in 2001 (only 3 Restaurants)
- Presently in 28 States with **Over 200** Restaurants



## Channels:



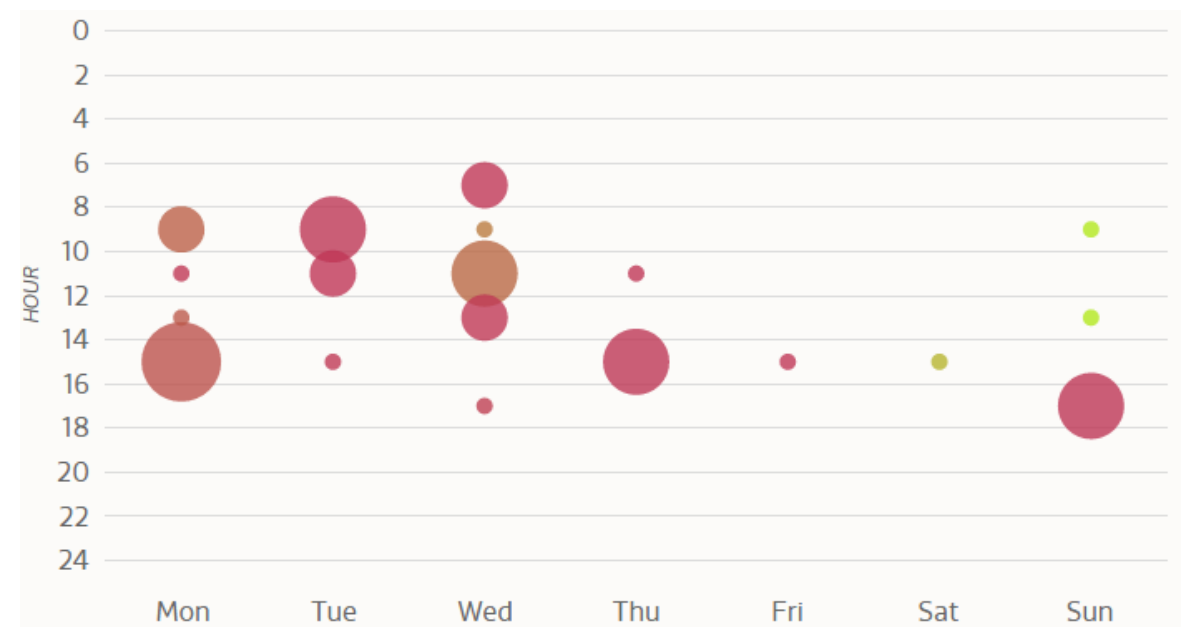
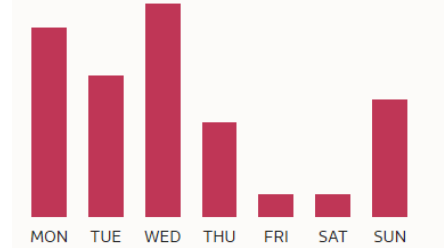
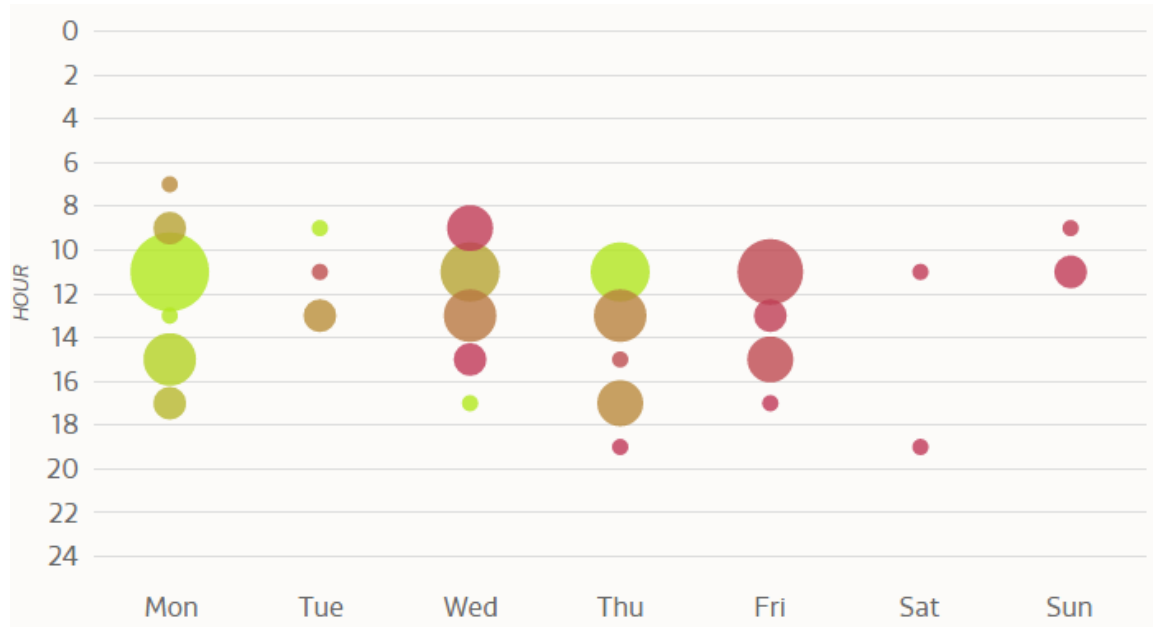
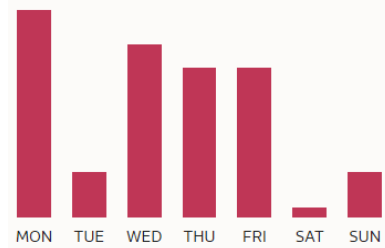


- **Engagement Rate: 6.88% ( Sh'd be 7% and More)**
- Average Likes, Comments & Shares per post: 38,790
- Variety in posts  50%  20.8%  29.2%
- Posts per Week: 2.73 ( featuring new items, promos, national holidays, celebrations)
- **Hashtags: Using (Hashtags are not doing good)**
- **Response Rate: Poor (30%).**
- **Response Time: 6Hr**
- Most User Requests: **6pm – 8pm (CDT)** and **12pm – 2pm (CDT)** and the most common days are **Tuesdays**.



- **Engagement Rate: 3.19% (Vary Bad)**
- Average Likes, Comments & Shares per post: 4,926
- Variety in posts  47.8%  52.2%
- Posts per Week: 1.76 ( featuring new items, promos, national holidays, celebrations)
- **Hashtags: Not using**
- **Response Rate: Poor (60%)**
- **Response Time: 39Hr**
- Most User Request: Between **9am – 11am (CDT)** and the most common days are **Fridays**.

# Frequency and Time of posts for these Brands From Feb'2016 to Jun'2016



**NOTE: Brighter the Green Higher the Response & BIGGER the dot more number of posts**

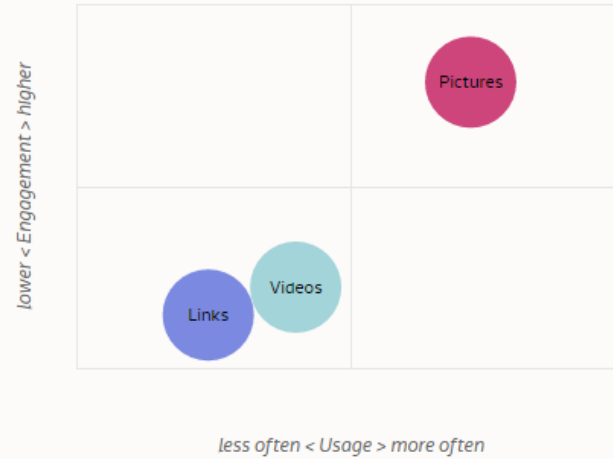
- Publishes between 9am– 1pm (CDT)
- Ideal Time : 10am – 1pm (CDT)
- Ideal Day: Monday, Wednesday and Thursday

- Publishes between 8am – 12pm and 2pm – 4pm (CDT)
- Ideal Time : 9am – 1pm (CDT)
- Ideal Day: Sunday's

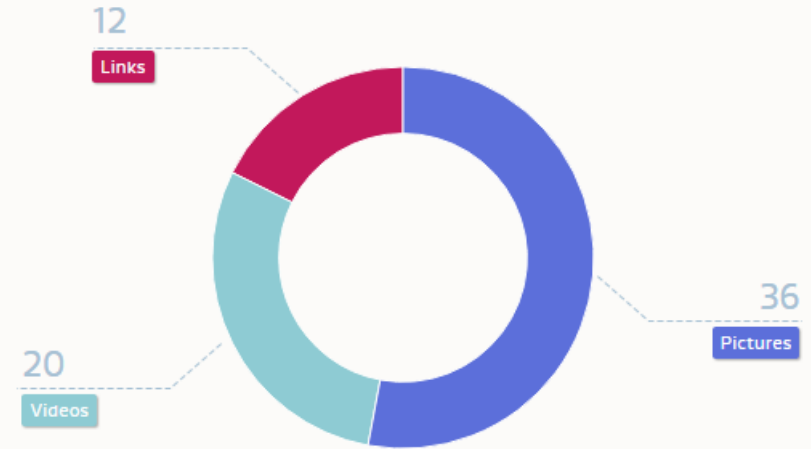


- Photos are the best  
(Avoid links)

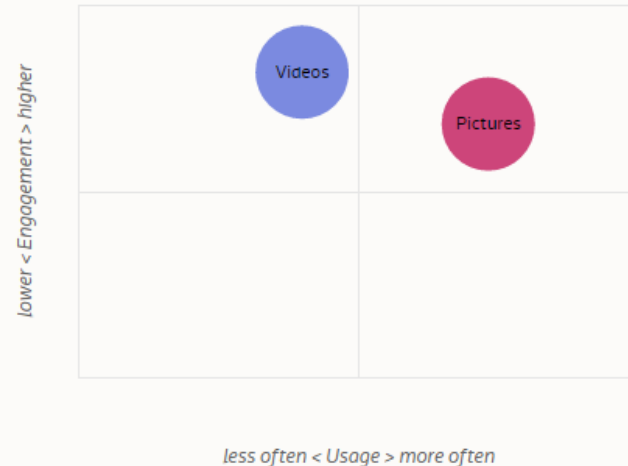
ENGAGEMENT MATRIX



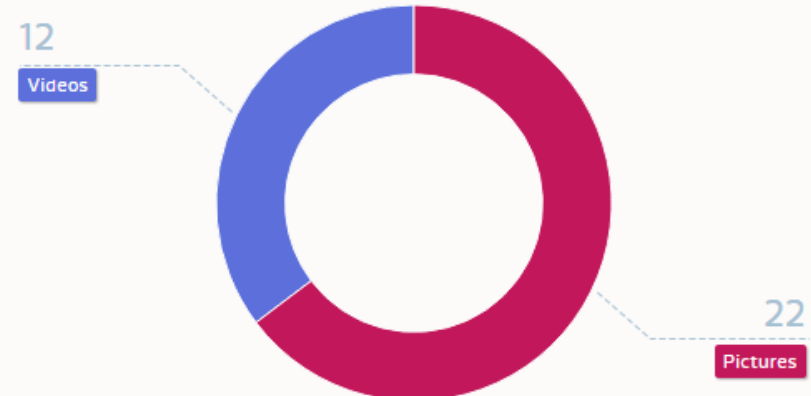
TYPES OF POSTS



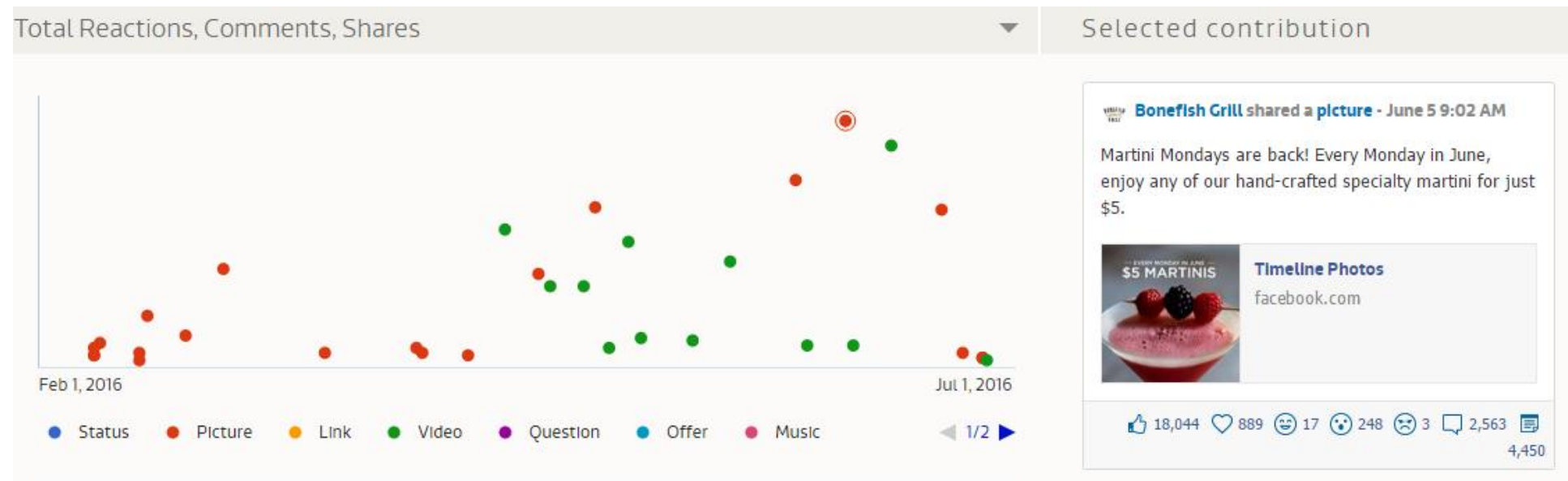
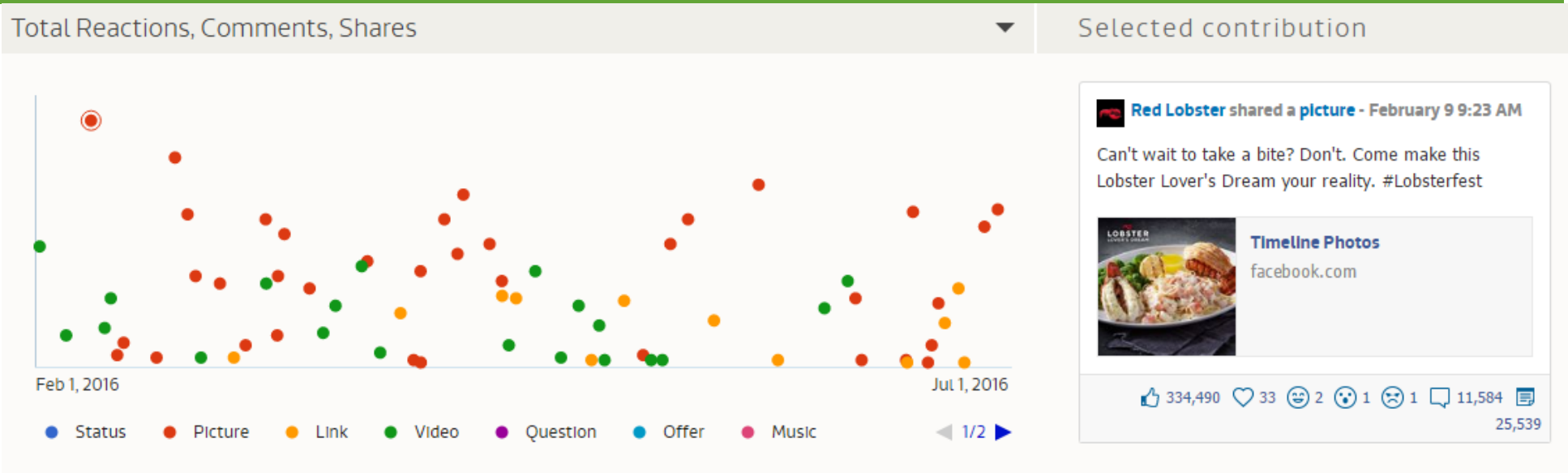
ENGAGEMENT MATRIX



TYPES OF POSTS



# Response overview From Feb'2016 to June'2016 – Huge decrease in Likes & response ( Watch out for the changes over the time) – Avoid links , Hashtags & increase photos and Videos



VIDEO

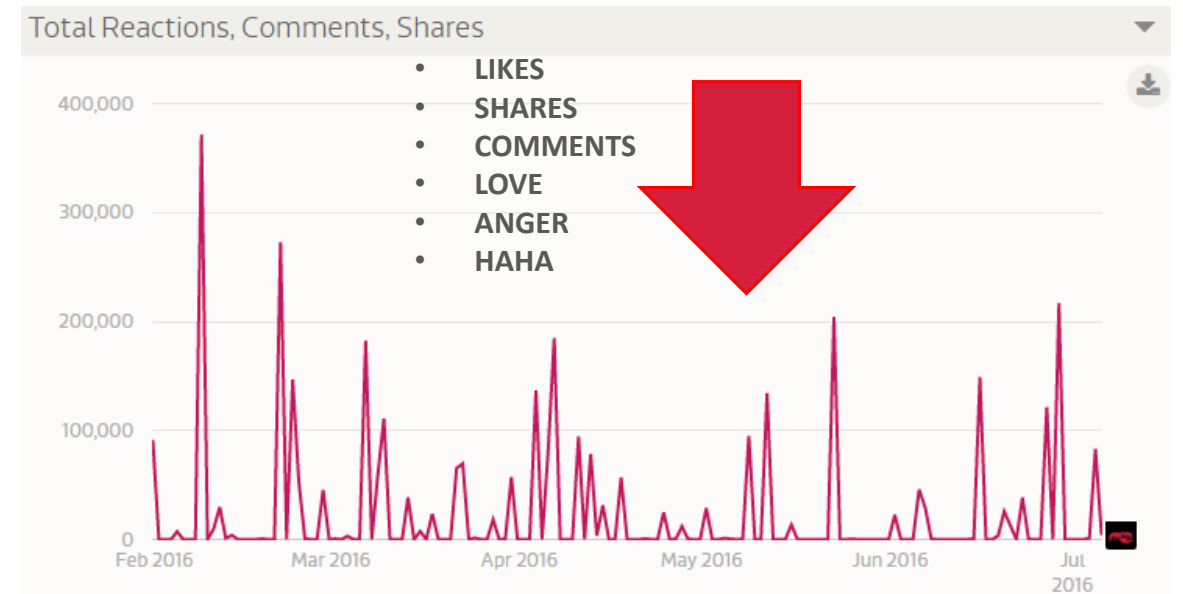
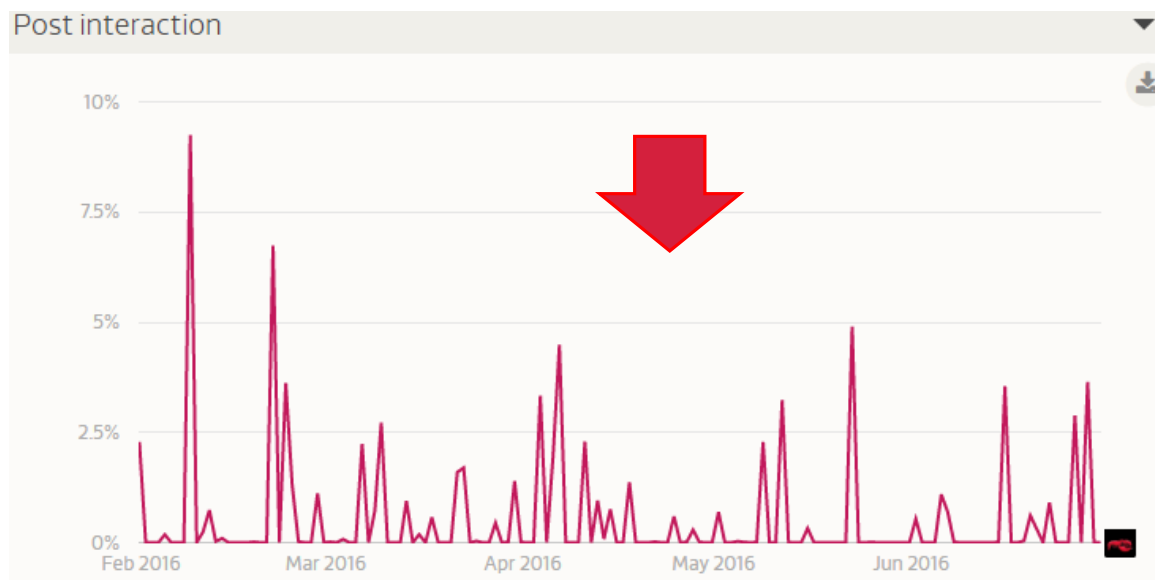
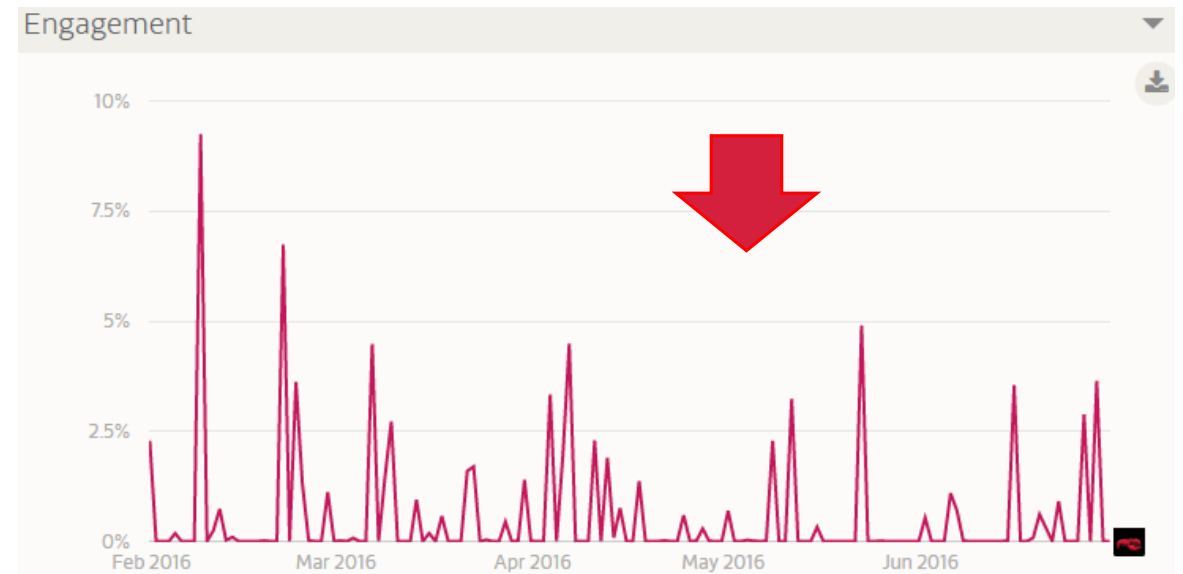
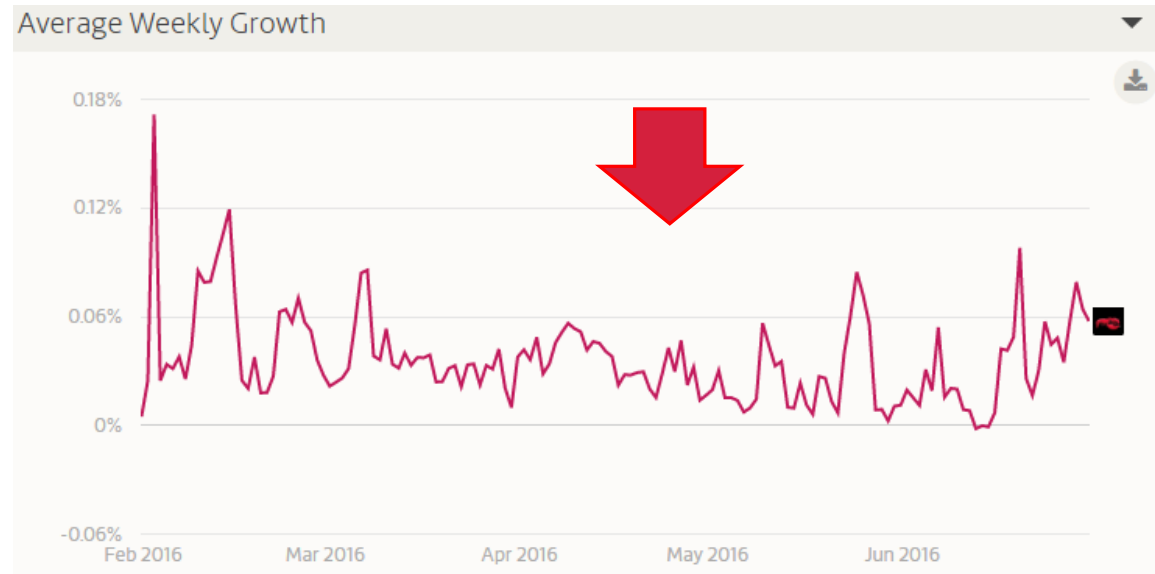


LINKS

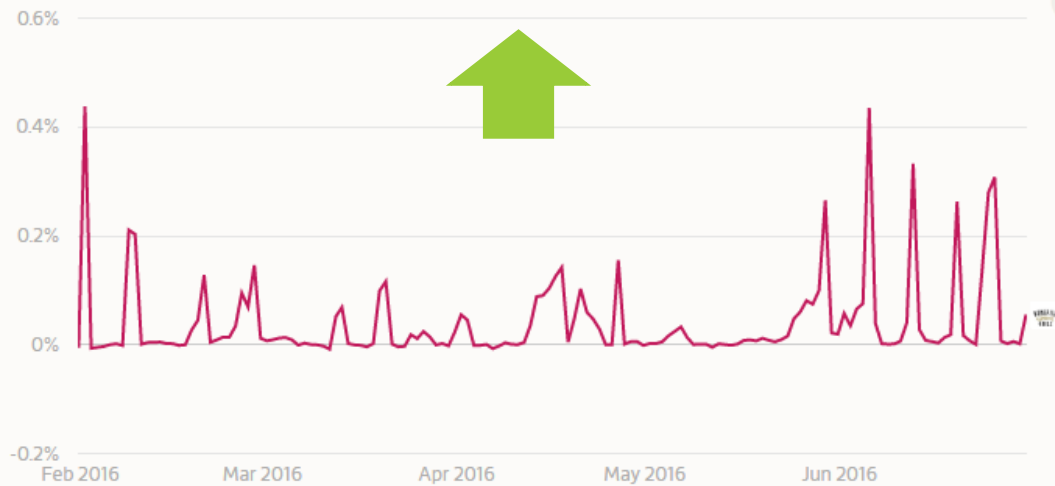


VIDEO

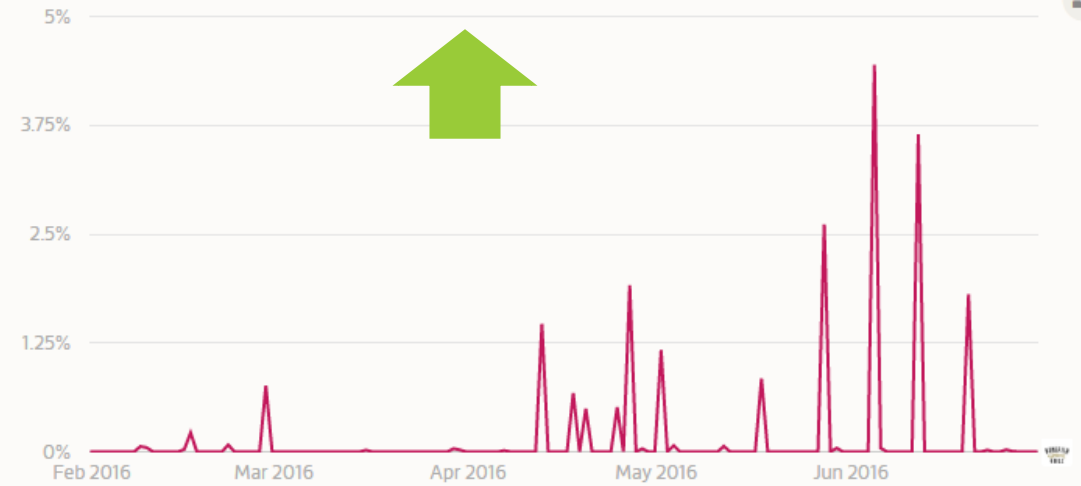




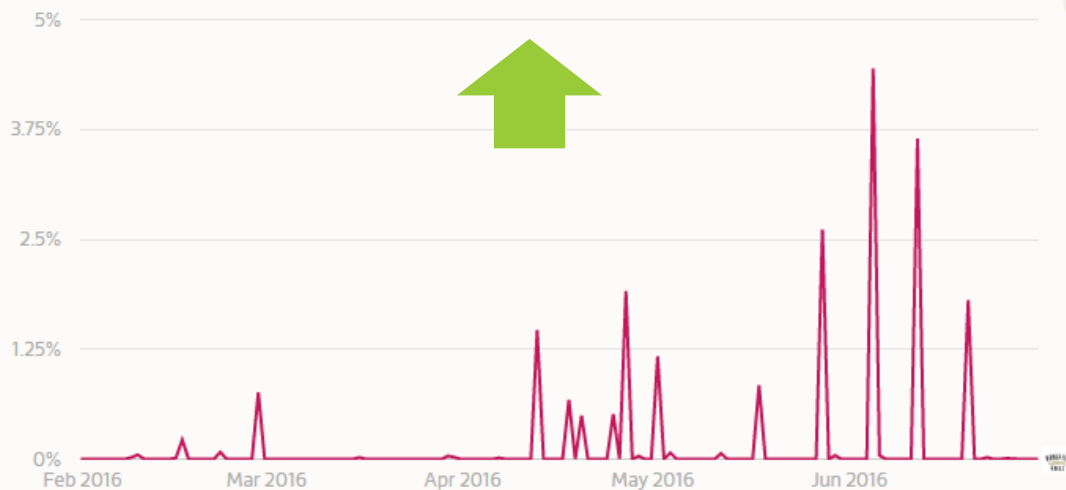
Average Weekly Growth



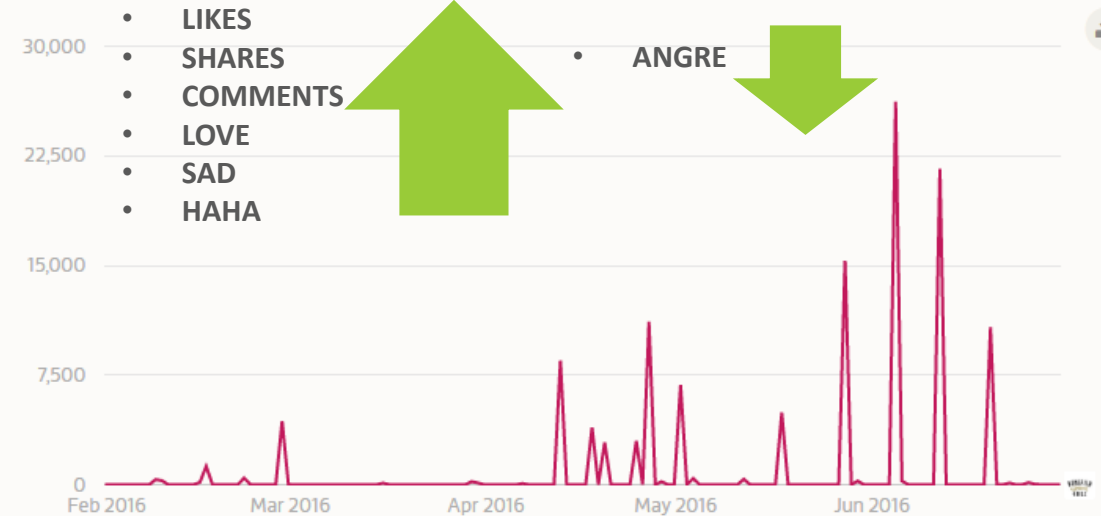
Engagement



Post interaction



Total Reactions, Comments, Shares





# Overview of Seafood Chains in Instagram From Feb'2016 to Jun'2016



- Profile Performance Index – 14%(Feb);17% **(For June)**
- Follower – 107K
- Following – 39
- Follower/Following ratio – 2.7K
- No of Post – 48 Post ( Since Feb 1<sup>st</sup>)
- **Likes & Comments – 50K (Since Feb)**
- **Growth rate – 11% in 1 Month ; 52 % in 4 Months**
- Engagement – 0.39% (Since Feb) 0.43% (For June)
- Post Interaction – 1.3% (Since Feb)
- Posts per day – 0.3 (Since Feb) 0.3 (For June)

(Not actively using with all the new items, promos, national holidays, celebrations)

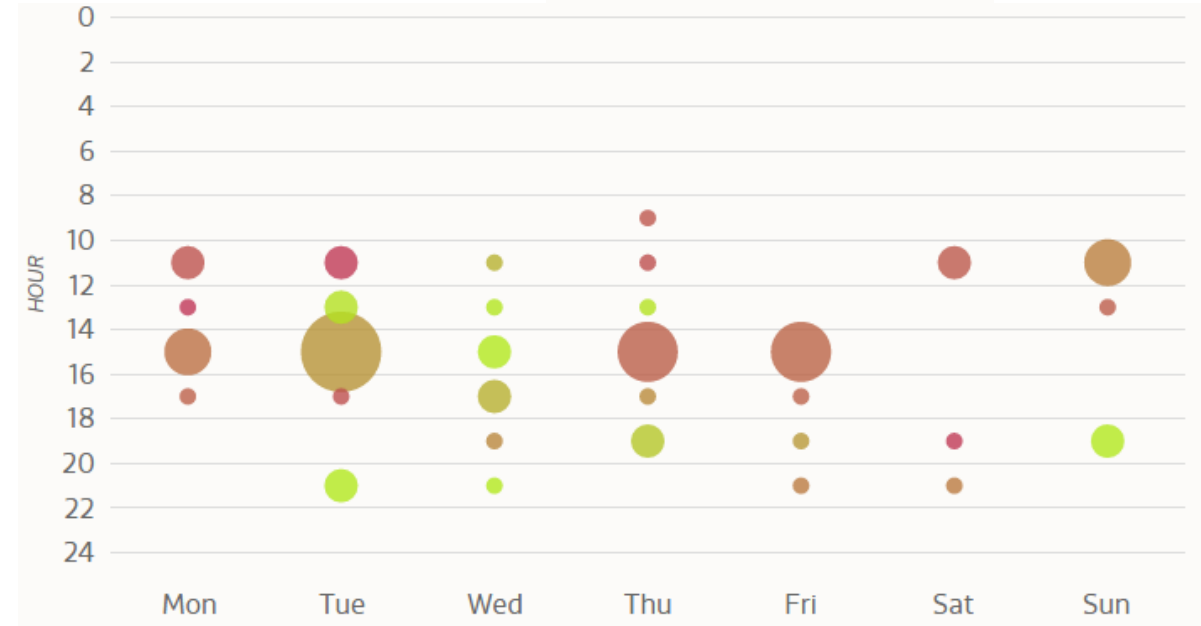
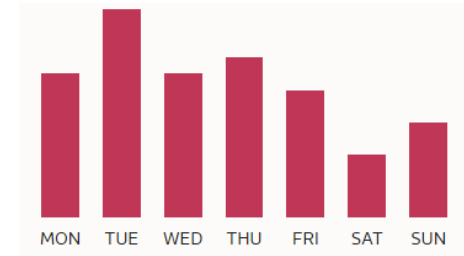
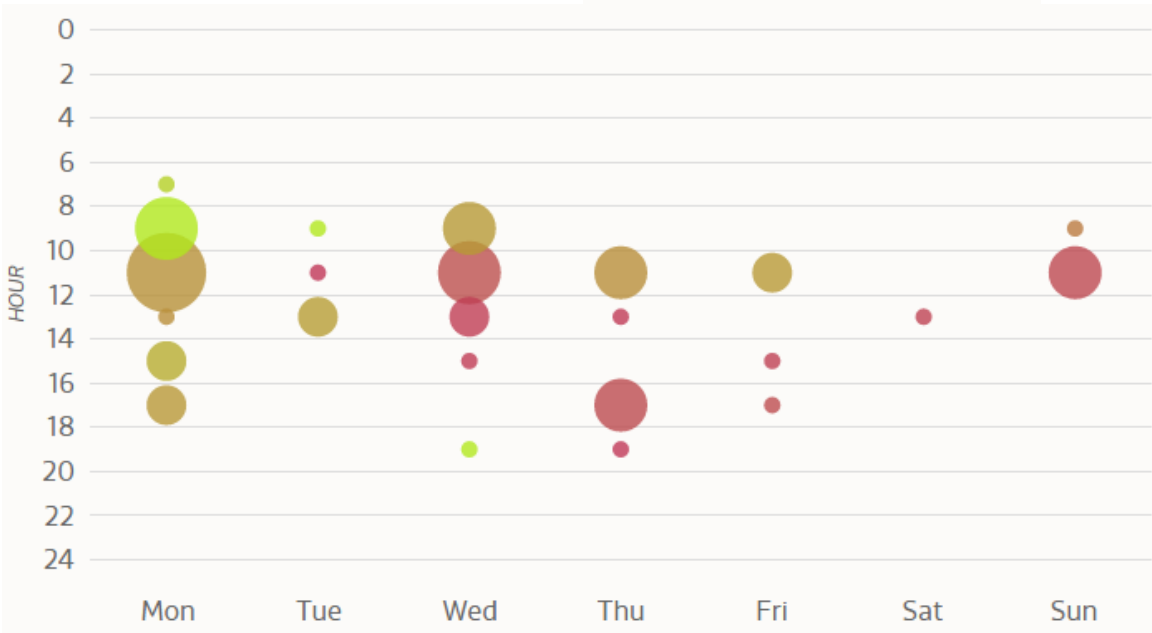
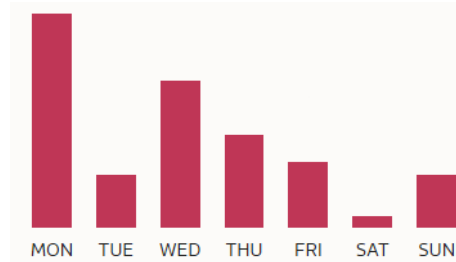


- Profile Performance Index – NA(Feb); 13% (For June)
- Follower – 16K
- Following – 184
- Follower/Following ratio – 90
- No of Post – 59 Post ( Since Feb 1<sup>st</sup>)
- **Likes & Comments – (14K Feb)**
- **Growth rate – 1.1%**
- Engagement – 0.12% ( Since Feb 1<sup>st</sup> ) 0.59% (For June)
- Post Interaction – 1.2% (Since Feb)
- Posts per day – 0.4( Since Feb), 0.4 (For June)

(Not actively using with all the new items, promos, national holidays, celebrations)



# Frequency and Time of posts for these Brands

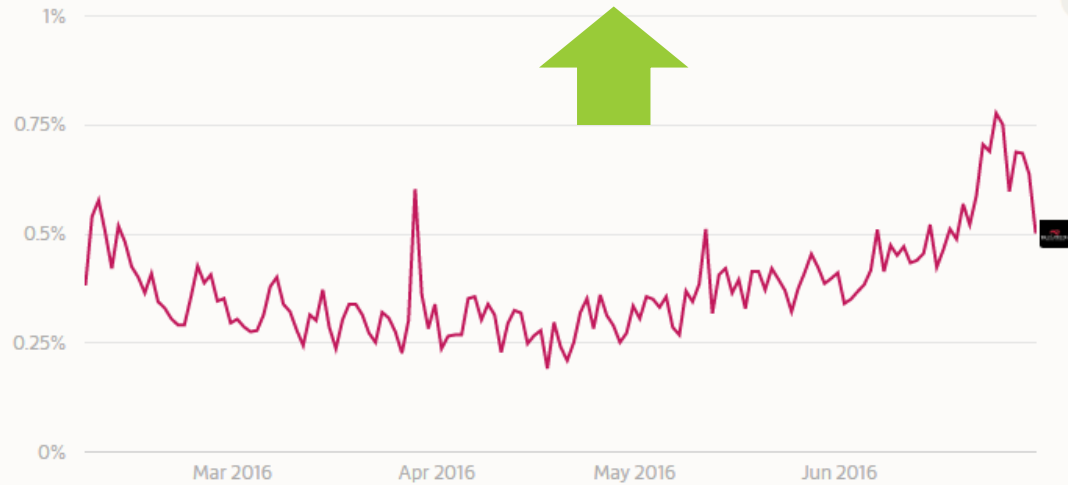


**NOTE: Brighter the Green Higher the Response & BIGGER the dot more number of posts**

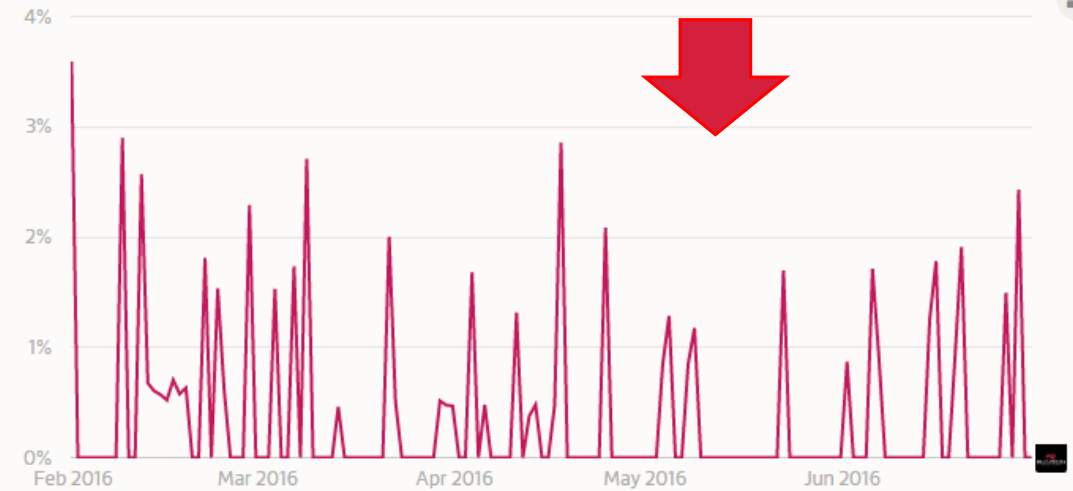
- Publishes between 9am – 1pm (CDT)
- Ideal Time : 9am – 11am (CDT)
- Ideal Day: Monday, & Tuesday

- Publishes between 2pm – 4pm (CDT)
- Ideal Time : 12pm – 2pm (CDT)
- Ideal Days: Tuesday & Wednesday

Follower Growth (weekly, in %)



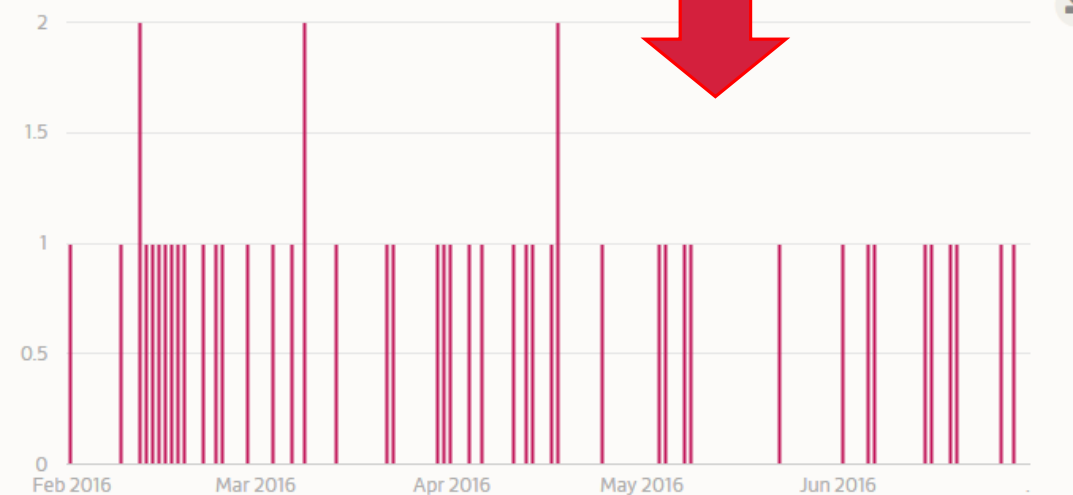
Engagement

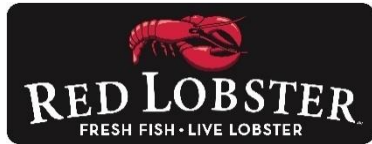


Likes



Number of Posts



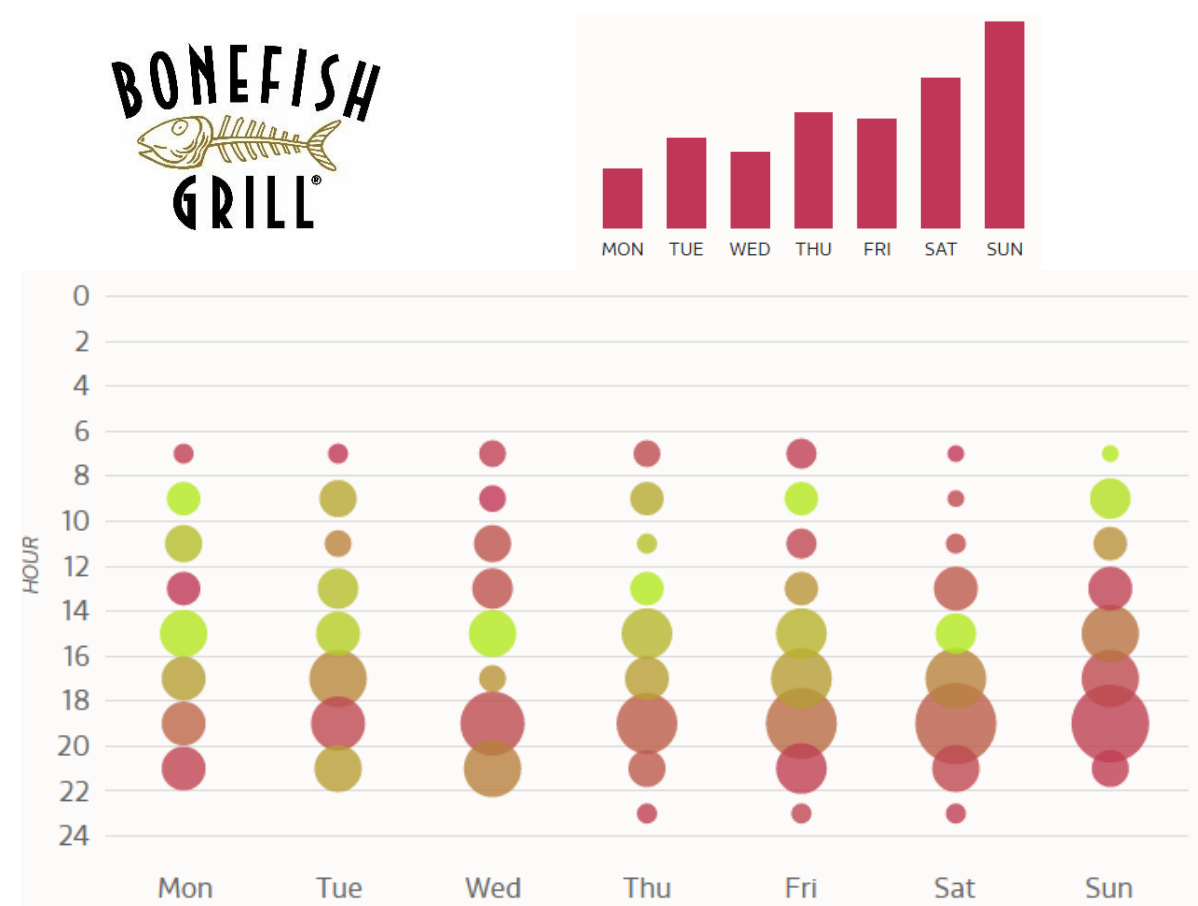
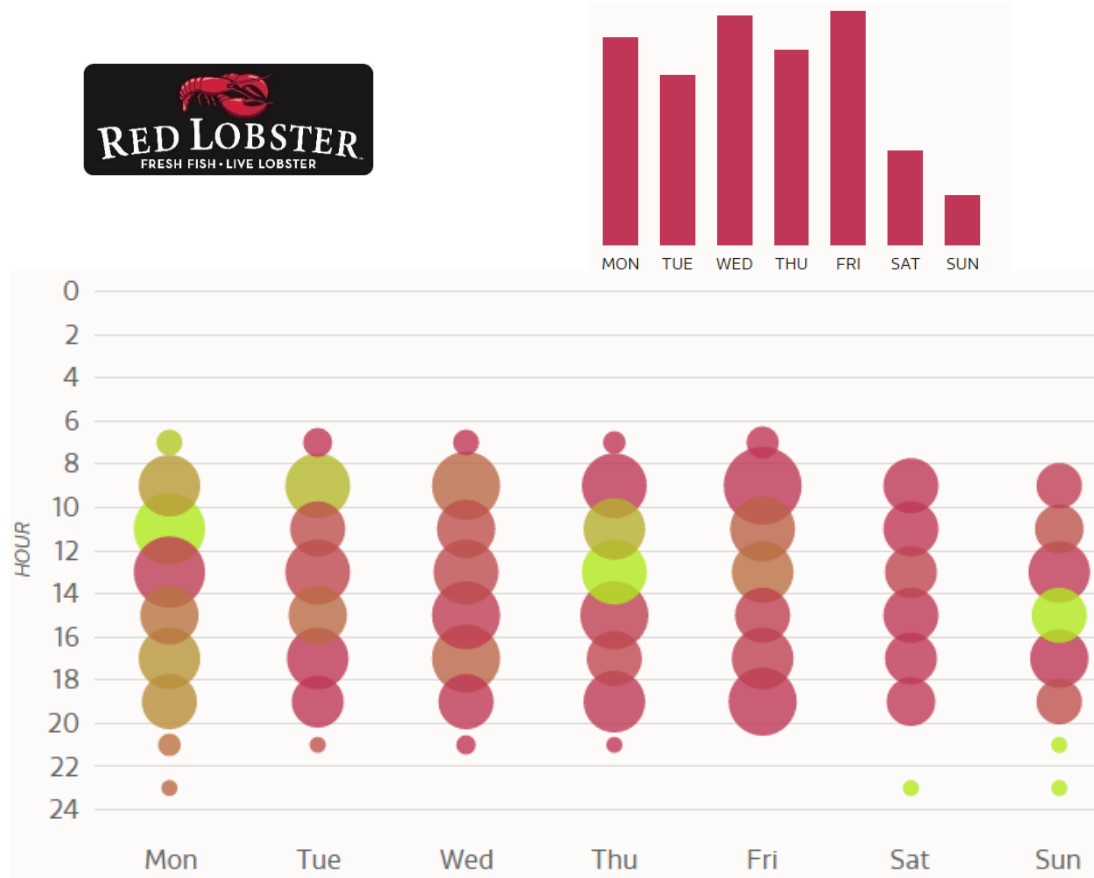


- Profile Performance Index – 26%(Since Feb)
- Follower – 250K
- Following – 212
- Follower/Following ratio – 1.17K
- No of Tweets – 17.6K (Since 2007)
- Growth rate – **0.24% Since Feb**
- Engagement – 0.20% (Since Feb)
- **Tweets per day – 54 (Since Feb)** ( Using this has major communication channels to reach their fans, post also featuring new items, promos, national holidays, celebrations, retweeting)



- Profile Performance Index – 26%(Since Feb)
- Follower – 28K
- Following – 1144
- Follower/Following ratio – 24.5
- No of Tweets – 7.7K (Since 2009)
- Growth rate – **0.13% Since Feb**
- Engagement – 0.062% (Since Feb)
- **Tweets per day – 3.4 (Since Feb)** ( not much interactive with follower compared to RL, looks like FB is their big bet, slowly they are focusing on Twitter as well )

# Overall the Bonefish grill looks more successful, with better response than RL

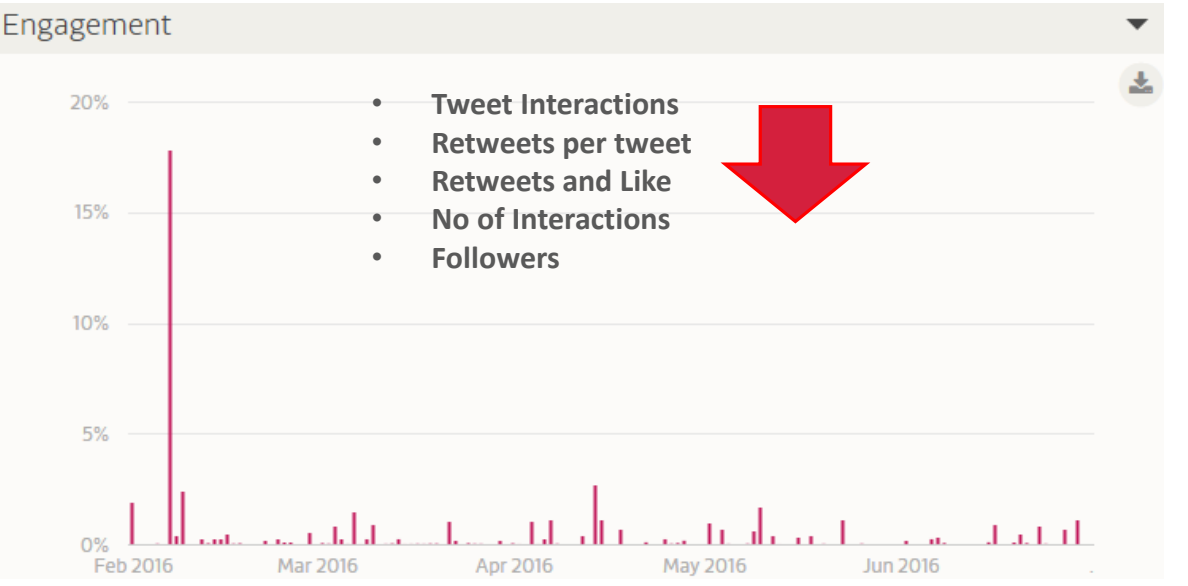
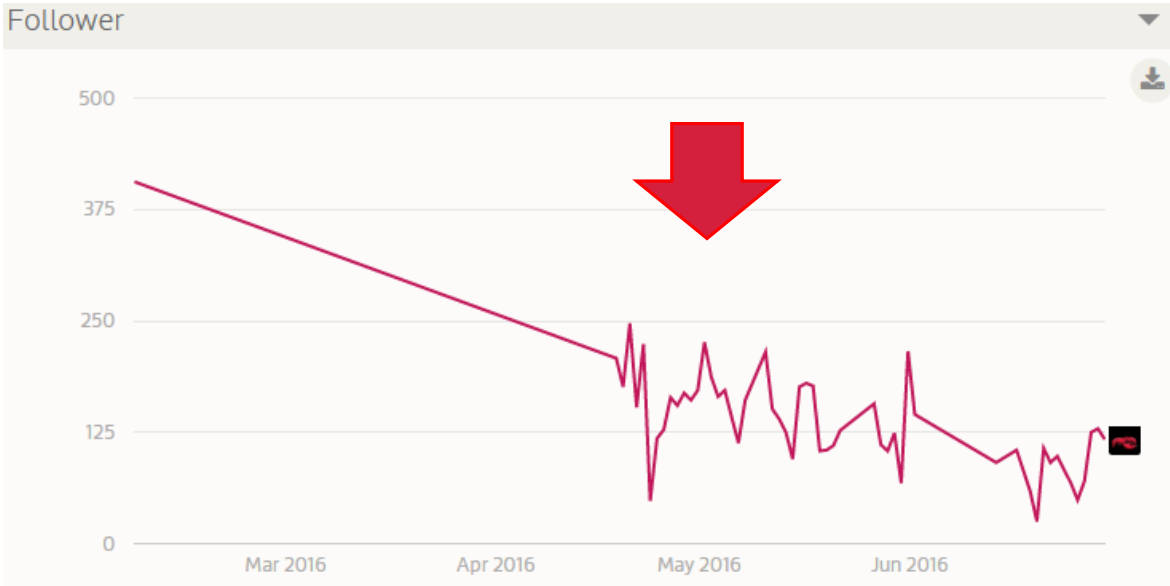
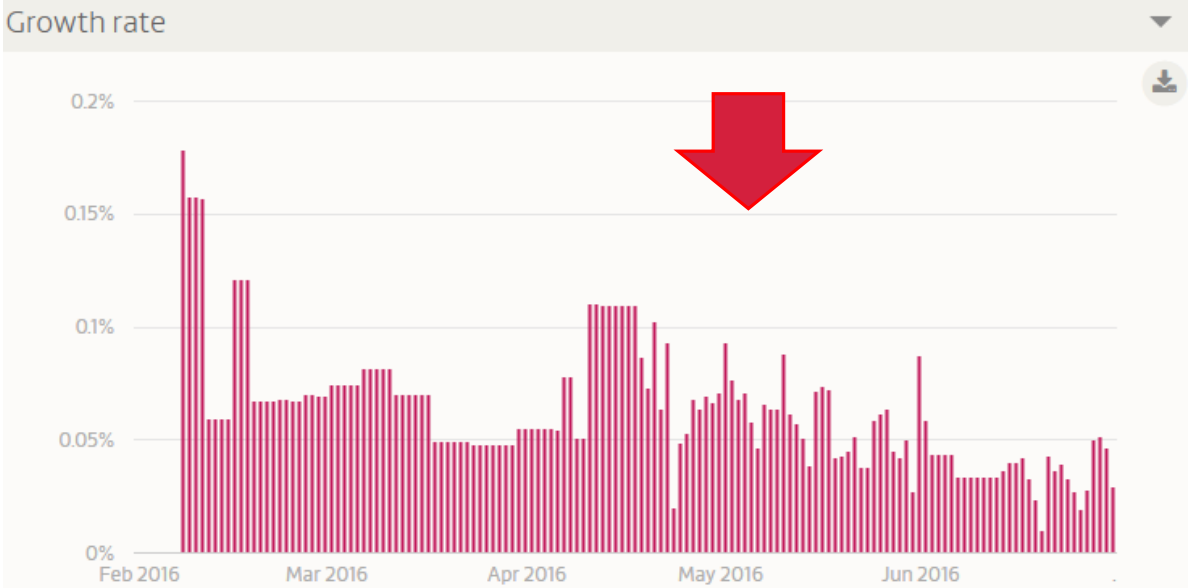
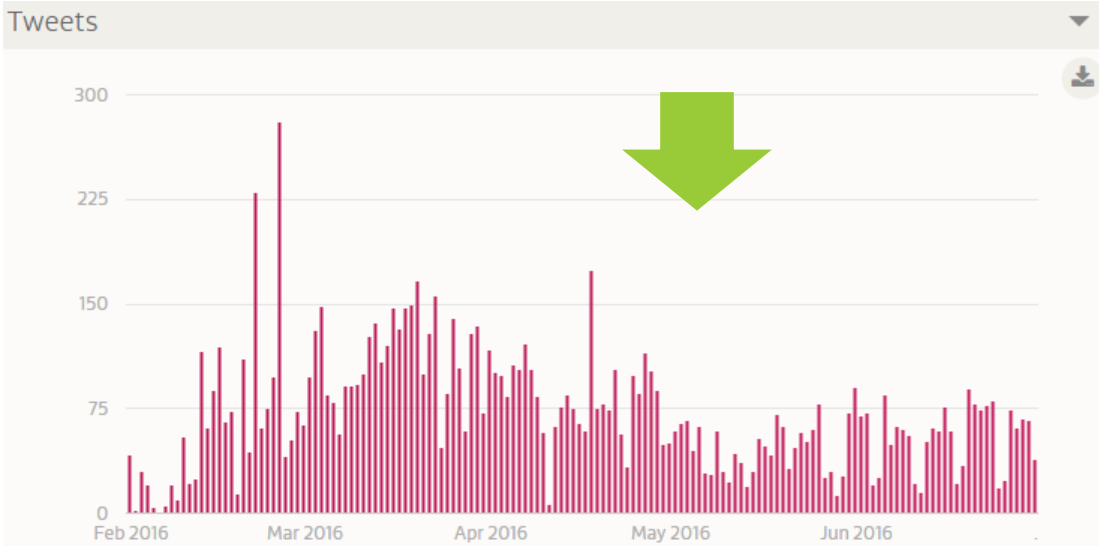


**NOTE: Brighter the Green Higher the Response & BIGGER the dot more number of posts**

- Publishes between 8am – 8pm (CDT) – 54 /day (Huge) Reduce the No. of Tweets
- Ideal Time : 9am– 2pm (CDT)
- Ideal Day: Monday, Thursday & Sunday

- Publishes between 4pm – 9pm (CDT)
- Ideal Time : 8am – 10am (CDT) & 2pm – 5pm (CDT)
- Ideal Days: Week days

Insights from (Feb2016 to June'2016) – Reduce the No. tweets, increase the engagement & Interactions; BFG has turned active recently and they are getting better comped to RL ( Positive trends)





- **Strength**- Well know brand
- **Weakness** – Decreasing engagement & Overall response by audience
- **Opportunity**- Increasing Social media Growth
- **Threats** – few bad comments & Many smaller brands



- **Strength** - Relatively New with Positive wave with gradual increase in share
- **Weakness**- No consistency in Social Media reach
- **Opportunity** - Good mix & Good attention
- **Threats** – smaller brands

Facebook looks like more preferred channel for both the brands with maximum audience reach with better engagement compared to other two media channels

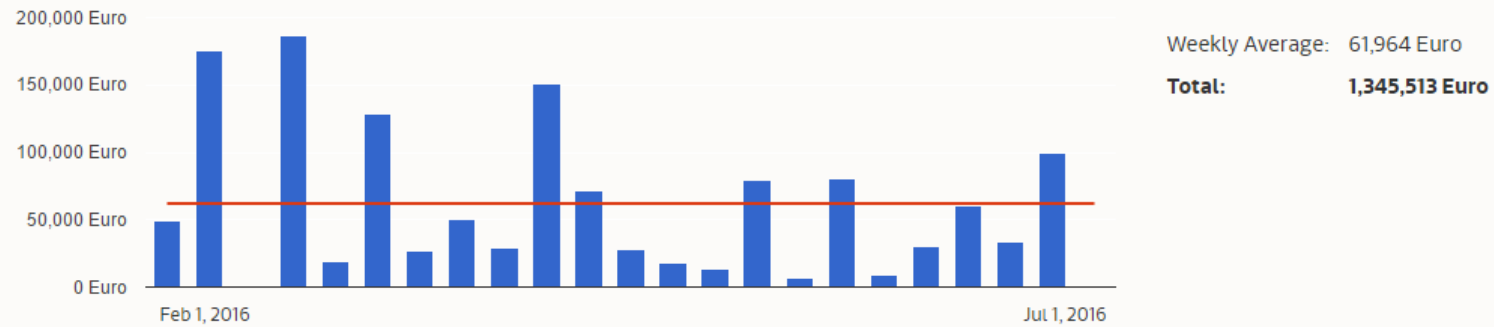






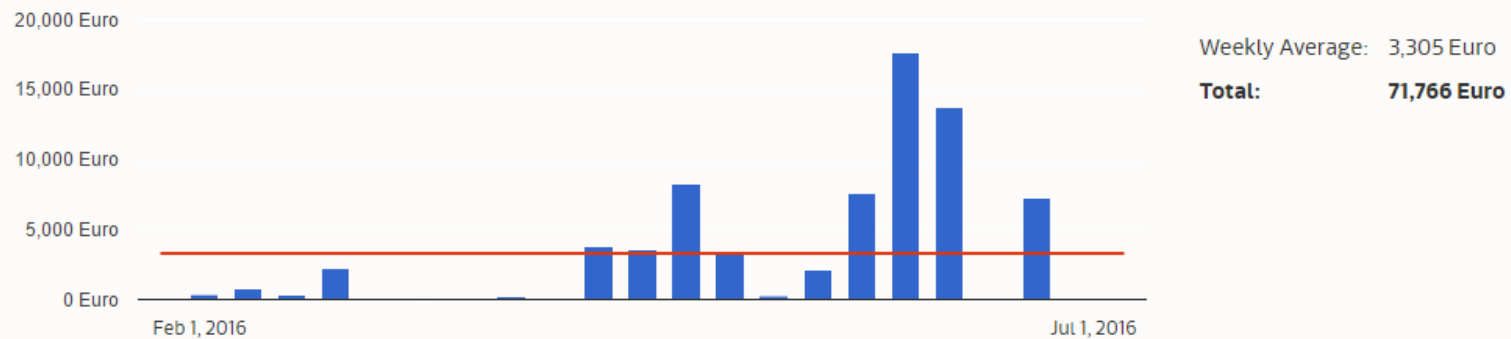
## WEEKLY ADVERTISING VALUE OF POSTS

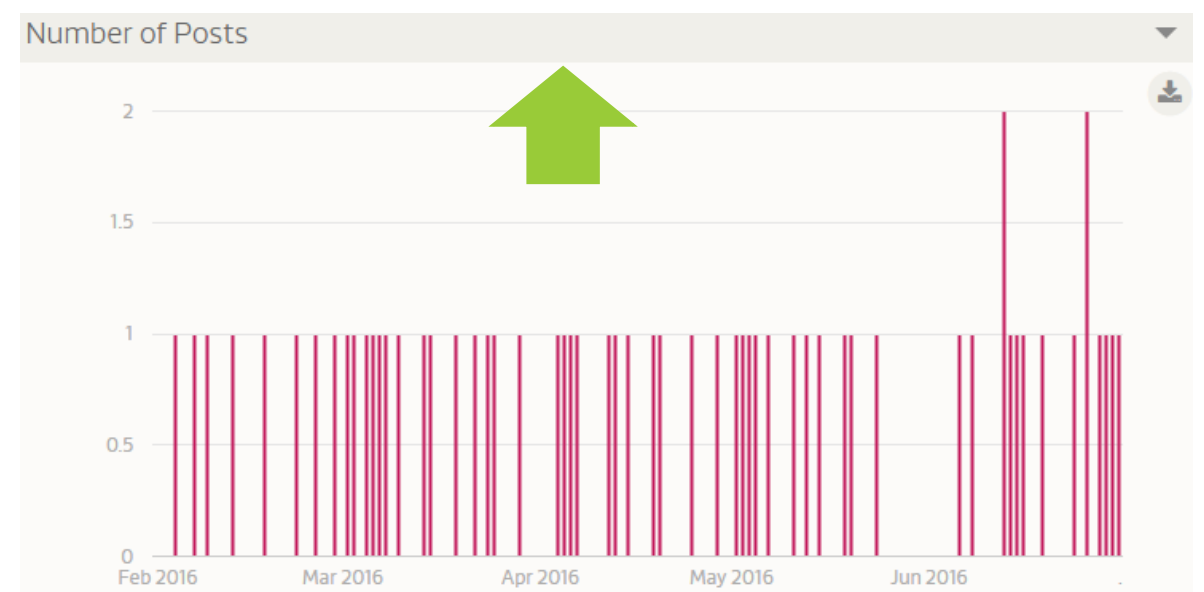
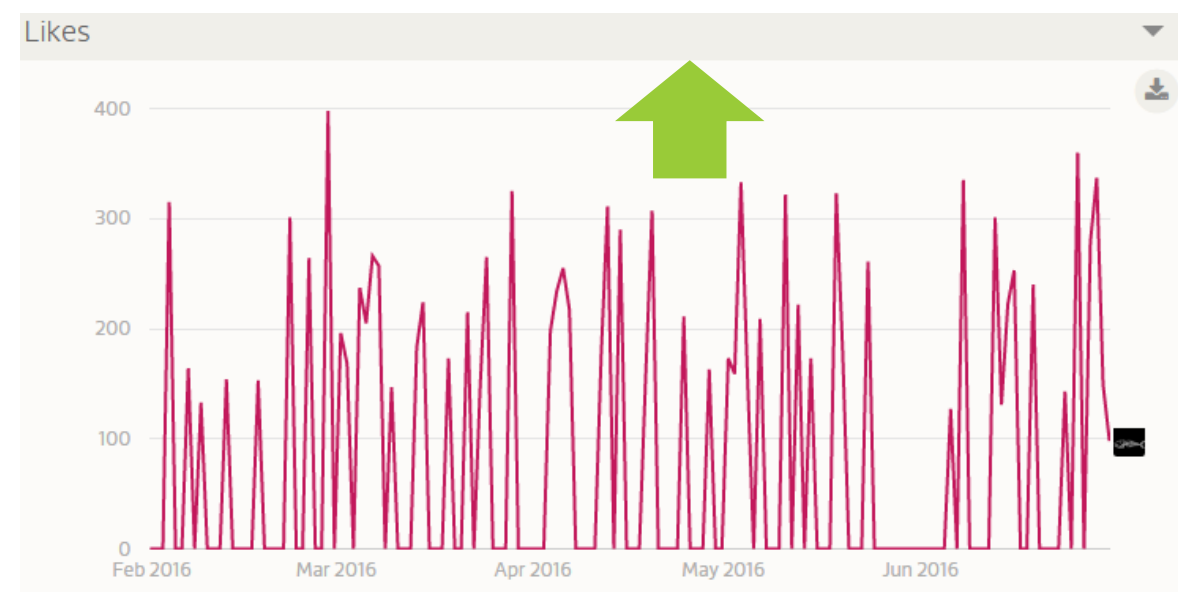
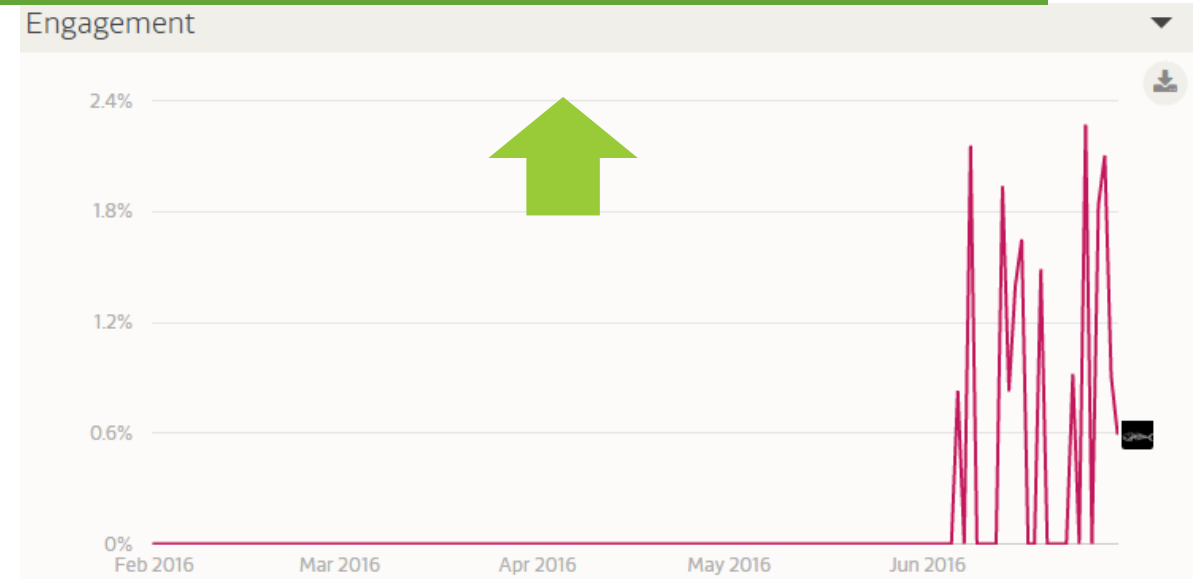
How much would have been the cost to reach as many people with paid ads in other marketing channels as this fan page did reach with its posts.



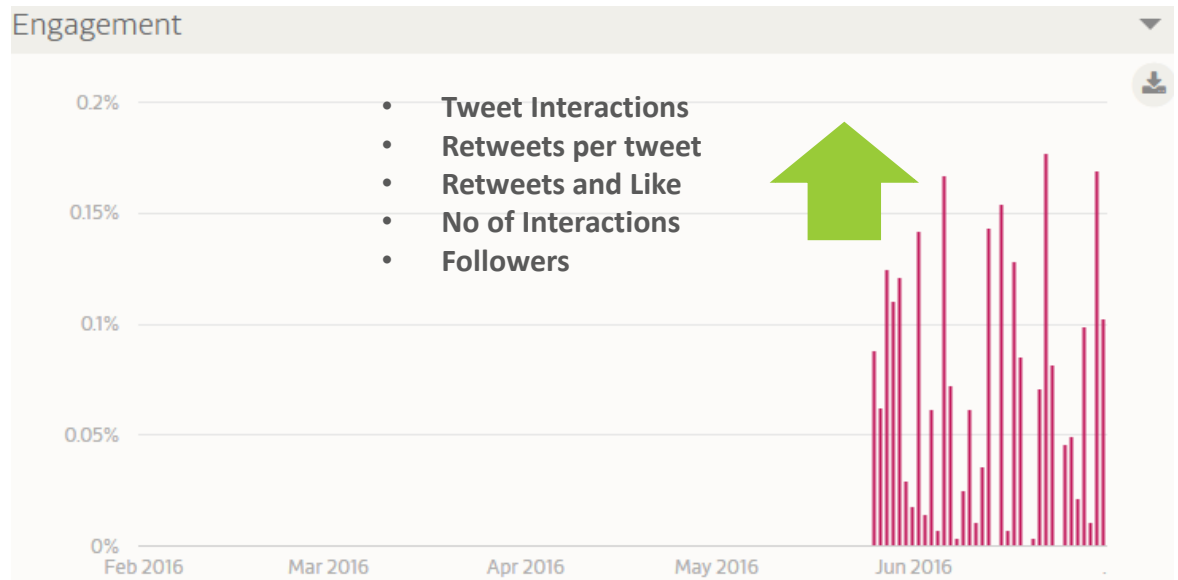
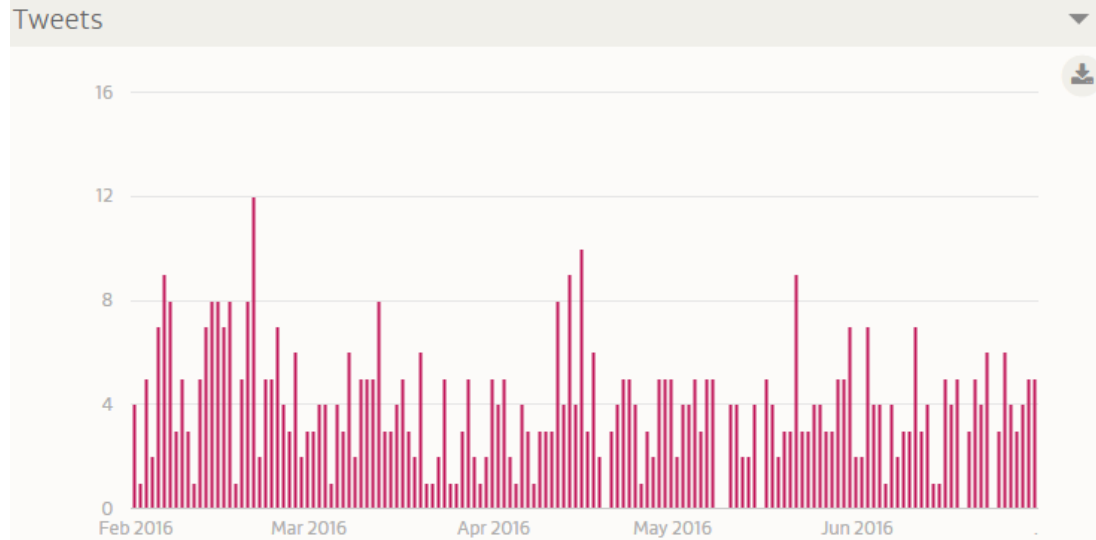
## WEEKLY ADVERTISING VALUE OF POSTS

How much would have been the cost to reach as many people with paid ads in other marketing channels as this fan page did reach with its posts.





# Bonefish Grill Twitter Insights from (Feb2016 to June'2016) – Keep consistent with twitter campaign



# Red Lobster to be focused on Variety, Increase Re-shares & Reduce the No of Tweets

