

# Social Media Growth Experiment











The Big Whale

Last updated: November 11, 2023

## LinkedIn: Improve Engagement

### Project Summary

Reports To	Head of Product
Description	<p>According to LinkedIn data showing our followers' interactions with our posts &amp; the amount we have written, we are in the 5th position vs other crypto media, but engagement per post ratio is actually not bad.</p> <p>The goal of this experiment is to improve our overall ranking and understand how to align with target audience's needs.</p>
Hypothesis	<ul style="list-style-type: none"><li>• Changing up style and type of posts will increase user engagement and clicks, moving The Big Whale up the ranking.</li><li>• Writing in a more personal way will increase engagement per post.</li></ul>
Key Metrics	<ul style="list-style-type: none"><li>• <b>Post analytics:</b> clicks per post, reactions, likes, comments</li><li>• Hashtag analytics</li><li>• Overall user engagement</li></ul>

Page		Total des interactions	Total de posts
1	 CoinDesk	9 094	500
2	 Blockworks	7 464	375
3	 Cryptoast	2 942	233
4	 The Block	1 913	427
5	 Journal du Coin	1 595	419
6	 The Big Whale	638	30
7	 Decrypt	538	85
8	 nft now	40	17

## Observations

LinkedIn posts are visually appealing, with links to relevant people and articles. **But** most of the posts are very similar → a photo with some accompanying text. There are not enough posts directly addressing the audience - *i.e. questions, references to the reader*. Posts read more like a news feed that is constantly *telling* rather than encouraging engagement. Ex: the most recent post with more engagement is [this](#) one, which is a video with 37 reactions. *Q {Links to posts in the comments - has interaction increased with this strategy?}*

- Top performer [CoinDesk](#) uses videos, direct links to external articles, hashtags, calls to action (w/ links to Spotify, Apple podcasts, etc), and reposts. They also [repost](#) personal LinkedIn posts from employees. [The Block](#) has similar format to Big Whale, the TradFi stories do well.

Based off of current LinkedIn posts, it seems that hashtag usage is sparing and not very specific. It might be beneficial to conduct some research on which hashtags and keywords perform well on LinkedIn, and begin implementing these into future posts.

The goal is to increase clicks/clickthrough. **Polls** are easy to quickly interact with, involve one click, can be effective at starting conversations in the comments. **Infographics** or attention grabbing headlines spark the reader's curiosity.

Hashtags	Observe engagement levels of posts with <b>and</b> without hashtags. Compare the reach & interactions to understand the impact of the ones we have used. Take note of what gains more visibility. Try hashtags used by other crypto media.
Media	Mixing up posts. Add GIFs, videos, carousels, reposts, & polls to current format. Measure total impressions compared to total engagement.
Personal Touch	Focus on personalisation of content. <b>Leverage executive profiles to push the company story.</b> Update followers on what's currently going on at the Big Whale (pics of office, employees, daily BTS). Write in a more colloquial tone.

Action Items

<input type="checkbox"/>	Understand current engagement per impressions, avg impressions per post.
<input type="checkbox"/>	<i>Use of keywords/hooks</i> <ul style="list-style-type: none"><li>• Calls to action and questions</li><li>• “Exclusive sneak peeks” from premium newsletter</li><li>• Use of conversational tone</li></ul>
<input type="checkbox"/>	<i>Adding more variety to types of posts:</i> <ul style="list-style-type: none"><li>• Implementation of polls, or asking community questions</li><li>• Resharing popular/highly performing posts with our own commentary.</li><li>• Videos, podcast episodes, YT or X interviews/vids etc.</li><li>• Carousels (<a href="#">example</a> from LinkedIn, high engagement)</li></ul>
<input type="checkbox"/>	Regular implementation of hashtags
<input type="checkbox"/>	Compare impressions/engagement ration after experiment.

Other future questions: measuring times (best dates/times to post)

The Ocean: Growth Opportunities

Project Summary

Reports To	Head of Product
Description	<p>The Big Whale recently launched a platform in which Web3 projects can showcase their products. This platform, on top of being of great value potential from a product perspective, also has a lot of growth opportunities. Monetisation, through branding kits or social features can improve growth on The Ocean. Kit sales directly contribute to revenue generation and can provide a steady income stream through charging for premium features. The Ocean can also cater to projects with willingness to invest more for increased visibility. Focusing on brand packages also allows for a more curated list of projects, benefiting both clients and audience. This also allows for more efficient resource allocation and quicker ROI.</p>
Objective	<ul style="list-style-type: none"><li>● Focus on long term sustainability of The Ocean.</li><li>● Companies can pay the Big Whale for a marketing package and upload power to The Ocean</li><li>● Use of The Ocean as a place to showcase projects &amp; as a job board.</li></ul>
Hypothesis	<ul style="list-style-type: none"><li>● Offering personalised branding kits + hires will attract more Web3 projects to showcase their products on The Ocean, driving increased user engagement and loyal client base.</li><li>● Personalised kits will attract higher-tier clients who are willing to invest in tailored solutions/insights/reporting features.</li><li>● Incorporate analytics and reporting features for pro plan users → Insights into project reach and visibility</li></ul>
Key Metrics	<ul style="list-style-type: none"><li>● Revenue collected directly from branding package sales</li><li>● Click through rates on social media posts/email links</li><li>● Upgraded memberships or new memberships</li><li>● Conversion rates, lower bounce rate, time spent on page</li></ul>



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[LOGIN PORTAL FOR PRO USERS](#)

Actualité

Aléatoire

Search The Ocean

Clear All

Hiring

☐ Yes, just enough to operate

☐ Yes, to drive our growth

☐ Yes, we are in hypergrowth

☐ No

Sector

☐ Sustainability

☐ Media

☐ Other

☐ VC Fund

☐ NFTs

☐ Mining

☐ Law & Regulation

☐ Infrastructure

☐ Gaming

☐ Finance

☐ Education

☐ Consulting

Projects Registered: 436

Register yours.

Get free updates on the latest in web3

satoshi@nakamoto.bit

What is The Ocean?

increased visibility, networking opportunities, and an ability to stand out in the Web3 community

dive deeper.

Ethereum Polygon Other

Agnostic

Agnostic's mission is to provide a simple and powerful platform for developers, analysts, and traders to access and analyze data from EV...

Ethereum Binance Smart Chain Polygon Avalanche Other

AirSwap

Our mission is to become the standard peer-to-peer trading system: a fundamental

Ethereum Staking Stablecoins Bitcoin

Akt.io

Expand your wealth & preserve your capital c a unique mobile platform that integrates

Action Items

☐ Potential growth channels

- Compelling webpage (clearly outline additional benefits of purchasing a pro package)
- Ocean pro user community / portal
- Promotion of new branding kits and job board features to existing members with email marketing (newsletter)
- Social media campaign (LinkedIn, Twitter)
- Email marketing integration from new email addresses harvested on inquiry page
- Focus on creating premium, highly personalised kit for on-boarding projects
- Cultivating high-value client relationships

☐ Identify successful channels

- Determine successful channels after experiment, focus on these and scale