A/ Assignment recap

- Choose a brand
- Identify social media goals of the brand
- Analyze social media presence and the current organizational marketing performance of the brand.
- Identify 1 direct/main competitor and conduct the comparison
- Analyze target customer characteristics
- Identify any gaps between what the brand is offering and what target audiences want and need
- Create customer persona

Here is suggested outline

I/ Social Media Overview
II/ Social Media Analytics (choose 1 out of 7) type of Social Media Analytics
    a. Reason to choose
    b. Key metrics
III/ Technological trend
IV/ Evaluation
    a. Advantages
    b. Difficulties

B/ Key term definition

Social media analytics: The gathering and analysis of data points from social media networks to help inform social media strategy and optimize engagement around organic and paid social media efforts, including:

- Measure and prove ROI and marketing impact
- Make better strategic and business decisions: respond to trends in a timely manner, minimize business risk
- Compare social media performance against competitors
- Track marketing teams' efficiency: understand the customer journey, manage social media crisis

Key areas to use social media analytics:
- Audience analytics
- Social Media Performance analytics

- Competitive analytics
- Paid social media analytics
- Customer service and community management analytics
- Influencer analytics
- Sentiment analysis of your profiles and ad campaigns

Audience Analysis:
- Understand current customers better: what customers want and how they respond to marketing efforts.
- Identify new audiences.
- Track trends in audience interest
- Identify business opportunities and create more relevant marketing strategies.
- Competitor audience analysis
- Demographic audience analysis
- Psychographic audience analysis

Social Media Performance analytics: key performance metrics to track:
- Interactions across platforms (based on content performance.)
- Click-through rate to check the driving traffic from social to web.
- Follower growth over time, consistently gain new followers

Competitive Analysis: Comparing a company's social media performance to the competitors is the best way of assessing the effectiveness of your teams' work and strategy

Paid social media analytics: Effectiveness of their social media ad spending. Some key performance indicators (KPIs) to keep track of are:
- Number of ads
- Total spend
- Clicks
- Click-through rate
- Cost per click
- Cost per engagement
- Cost per action
- Cost per purchase
- Campaign ROI

Customer service and community management analytics:
- Sentiment analysis for customer service: track online mentions in real-time, so it's really easy to see if there is a potential PR crisis.
- Community management is the process of building an authentic community among a

business's customers, employees, and partners through various types of interaction.

Influencer analytics: Track influencers' key performance metrics

Sentiment analysis of your profiles and ad campaigns: Brand sentiment can convey positive, negative, or neutral opinions in customer's comments.
- Tone of comments. Everything from word choice to abbreviations, punctuation marks to emoji, and even the structure of sentences can indicate the tone of comments & reviews.
- Engagement. Engagement is important, but a large number of comments doesn't necessarily indicate a positive sentiment—angry people love them some comments too.
- Brand mentions. Users and competitors who tag your social handle in their posts either really love you or really hate you. Either way, it's important to consider these mentions when doing sentiment analysis.
- Share of voice—how much of the market a company takes up compared to competitors
- Frequency of mentions and quantity of engagement. If the frequency of mentions or quantity of your engagement on social media suddenly changes, it's something to look into.
- Net sentiment: Subtract the percentage of your negative mentions from the percentage of your positive ones. The higher the number, the better a brand's doing

C/ Data - Reference
- [Nike, Inc. | History, Logo, Headquarters, & Facts | Britannica](#)
- [NIKE, Inc. Reports Fiscal 2021 Fourth Quarter and Full Year Results](#)
- [Nike is most followed Instagram account, nearly 10x more than Netflix or Apple](#)