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UNIVERSITY** OF BEIRUT

**SULIMAN S. OLAYAN SCHOOL
OF BUSINESS**

Social Media Presence Analysis for Granulado Sweets

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1. Identity social media needs

We have chosen Granulado_Mcbo as our business of focus, a dessert and sweets shop located in Maracaibo, Venezuela. Rather than operating from a physical store, this business utilizes online platforms such as Instagram, Facebook, and WhatsApp to sell their products. Therefore, our analysis will primarily concentrate on Instagram and Facebook, the key social media channels employed by Granulado_Mcbo.

The owner and manager of this business is Hanan Charanek, a housewife and mother. Hanan Charanek is the sole proprietor of Granulado_Mcbo.

So, what does this business offer? Granulado_Mcbo specializes in selling gourmet brigadeiro, bonbons of strawberries and grapes, and pain de miel. Their Instagram account boasts 4,452 followers and 230 posts, while their Facebook page has acquired 35 likes and 46 followers.

Founding Information:

Granulado_Mcbo was established on July 10, 2020, by Hanan Charanek in Maracaibo, Venezuela.

1.1 Background about Hanan and the Shop:

Hanan's passion for creating sweets has always been unwavering, regardless of the challenges involved. During the Covid-19 pandemic, her husband's business faced significant setbacks due to closures and restrictions. In an effort to provide financial support, Hanan decided to leverage her love for desserts, sweets, and cooking. She persevered through the hurdle of translating Portuguese recipes to Spanish and started experimenting and baking at home until she honed her skills to a professional level.

To expand her business, Hanan collaborated with influential individuals who encouraged and shared her account. She customizes her products for various events such as baptisms, Mother's Day, Valentine's Day, and birthdays. Each event receives personalized attention.

1.2 Current Social Media Strategy and Goal:

Based on our interview with Ms. Hanan, her primary focus for selling and advertising is Instagram, as it aligns with her target audience's purchasing behavior and preferences in her country. While Hanan maintains a Facebook account, she is not actively engaged on the platform. Facebook is not widely used for communication or shopping purposes among her target audience. Hanan, being the sole manager, employee, housewife, and mother, faces significant time constraints. This limits her ability to create professional and engaging content for social media, which is why she is inactive on Facebook and does not have a TikTok account. Due to budget constraints, hiring a content creator is not a viable option. Her Instagram account showcases professionally posted content with vivid colors, compelling captions, and appealing designs, thanks to the courses Hanan has taken to enhance her digital presence. However, she feels that the knowledge gained from these courses has not translated into increased customer engagement.

In the initial stages, Hanan collaborated with influencers such as makeup artists and catering businesses, sending them gifts from her shop. This strategy helped her gain approximately 1,000 followers within the first month. Hanan does not frequently run giveaways, as previous attempts did not yield new customers or substantial engagement. Her business account is sponsored, allowing her to analyze customer insights. However, she has observed a lack of engagement



when using hashtags.

In terms of collaborations, Hanan often partners with coffee shops to sell her products and receives a percentage of the revenue. She does not rely on discounts and offers as a marketing strategy, as this can lead customers to wait for promotions before placing an order.

Although opening a physical store is not currently part of her future plans due to budget and training constraints, Hanan is considering introducing new products such as mini cakes, mini cookies, and macarons to complement coffee service.

Goal:

Granulado_Mcbo aims to maintain long-term relationships with its most loyal customers while encouraging existing followers to try their products, thereby targeting new customers.

1.3 Challenges Faced by the Business:

Upon launching the business, Granulado_Mcbo experienced a significant increase in the number of followers and engagement on Instagram, contributing to steady growth. However, there has been a decline in the engagement rate of posts, while story views have shown consistent growth, particularly in the past year.

1.4 Differentiators:

1. **Product Presentation:** Hanan's business stands out with its exceptional product presentation. Whether it's through visually appealing images on Instagram or well-curated albums on Facebook, she puts a strong emphasis on presenting her products in an appealing and professional manner. This attention to detail creates a positive first impression and attracts potential customers to explore her offerings further.
2. **Constant Introduction of New Flavors and Products:** One of the key factors that sets Hanan's shop apart is her commitment to innovation and variety. She consistently introduces new flavors and designs to her menu, ensuring that customers always have something exciting to look forward to. This approach not only keeps her existing customers engaged but also attracts new customers who are curious to try out her latest creations. By staying ahead of the curve, Hanan maintains a competitive edge in the market.
3. **High Quality:** Hanan's commitment to providing high-quality products is another significant differentiator. She understands the importance of using premium ingredients, following meticulous baking techniques, and maintaining strict quality control. By consistently delivering top-notch products, Hanan builds trust and loyalty among her customers. The emphasis on quality helps establish her business as a reliable and reputable source for delicious sweets.
4. **Full Set of Sweets for Events:** Hanan's versatility in offering a full set of sweets for events is a unique feature of her business. Whether it's a birthday party, wedding, or any other special occasion, she can bake a wide range of sweets tailored to the event's theme and requirements. This convenience makes her a one-stop solution for customers who want a diverse selection of delectable treats for their celebrations. Hanan's ability to cater to various events sets her apart from competitors who may specialize in only one type of sweet or dessert.



1.5 Key Performance Indicators (KPI's):

- 1- Follower Growth Rate: This KPI tracks how quickly the Brigadeiro shop's social media followers grow over time.
 - ⇒ Increased follower count signifies a growing social media presence and potential consumer base. It is consistent with the goal of increasing social media presence and getting closer to customers.
- 2- Engagement Rate: The degree of interaction and engagement (likes, comments, and shares) created by the shop's social media posts is measured by the engagement rate.
 - ⇒ A high rate of engagement indicates that the material is engaging with the audience and encouraging meaningful exchanges. It is consistent with the goal of better understanding consumers and developing tighter connections with them.
- 3- Online Conversion Rate: The percentage of social media followers who make a purchase or perform a desired activity on the shop's website, such as adding products to the basket, finishing the checkout process, or subscribing to a newsletter, is measured by the online conversion rate.
 - ⇒ Tracking the online conversion rate allows us to assess how effective our social media strategy is at increasing online purchases and consumer interaction. It is consistent with the goal of increasing social media presence and earning income through online channels.
- 4- Reach and Impressions: This KPI counts the total number of unique people reached as well as the number of times the Brigadeiro shop's social media material is shown (impressions).
 - ⇒ Monitoring reach and impressions allows the Brigadeiro store to assess the visibility and exposure of its content on platforms such as Instagram and Facebook. A bigger reach shows that the material is reaching a larger audience, whilst a higher number of impressions means that the brand is becoming more visible. This KPI is in line with the goal of developing social media presence and brand recognition, especially for the Brigadeiro business.
- 5- Customer Feedback and Reviews: This KPI monitors the volume and mood of customer feedback and reviews received from social media sites such as Instagram and Facebook.
 - ⇒ By monitoring client comments and reviews, we may acquire useful insights on your Brigadeiros' customer happiness, identify areas for development, and analyze the entire customer experience. Positive feedback and evaluations show that the shop has high quality and distinct tastes. This KPI corresponds with Brigadeiro shop's goal of knowing consumers, keeping a great brand reputation, and increasing customer loyalty.



1.6 Customer Segments:

- 1- Dessert Enthusiasts: This client category consists of individuals, primarily females, aged 16 and above, located in Maracaibo. They have a deep love for desserts, value high-quality products, and are willing to pay a premium for unique flavors and exceptional experiences. Dessert enthusiasts avidly follow food-related Instagram and Facebook pages, engaging with posts on sweets and confectionery. They appreciate artisanal craftsmanship and seek out delectable treats to indulge their sweet tooth. Granulado can target this segment by showcasing their gourmet brigadeiros, bonbons, and other delightful creations that cater to the diverse tastes and preferences of dessert enthusiasts in Maracaibo.
- 2- Coffee shop owners: This segment consists of coffee shop owners who are constantly seeking appealing dessert options to enhance their menus and provide memorable experiences to their customers. Collaborating with coffee shop owners allows Granulado to showcase its gourmet brigadeiros, bonbons, and other delightful creations in a complementary setting. Highlighting successful collaborations and emphasizing the uniqueness and quality of Granulado's products can attract coffee shop owners looking to elevate their offerings.
- 3- Mothers: Mothers who appreciate indulgent treats and are looking for convenient dessert options that cater to their family's preferences and occasions. They value quality, convenience, and variety in desserts. By targeting the "Moms" segment, Granulado can provide dessert solutions that meet the needs of busy mothers who want to treat their families to delicious sweets without compromising on taste or convenience.

2. Analyze exiting social media presence :

2.1 Methodology:

Scraping Data:

Graph API Explorer

GET / 17841457333612087?fields=business_discovery.username(brigadeirobombon)(username,website,name,ig_id,profile_picture_url,biography,followers_count,media_count) Submit

Node: 17841457333612087

☒ business_discovery
+ Search for a field

```
{
  "business_discovery": {
    "username": "brigadeirobombon",
    "website": "https://wa.me/17867275707",
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    "media_count": 2448,
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          "caption": "Brigadeiro de pistacho 🍷",
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          "comments_count": 0,
          "timestamp": "2022-07-28T20:34:55+0000",
          "username": "brigadeirobombon",
          "media_type": "image"
        }
      ]
    }
  }
}
```

Response received in 942 ms

Copy Debug Information </> Get Code Save Session

Access Token

EAADHDPICQwBAGL4il43ZCibFclIKVusJmq33yd28D

Generate Access Token

Meta App

new-page-app

User or Page

User Token

Permissions

- × pages_read_user_content
- × pages_manage_ads
- × pages_manage_posts
- × pages_manage_engagement
- × whatsapp_business_messaging
- × instagram_shopping_tag_products
- public_profile

Add a Permission



Facebook offers a variety of APIs that we can use. One of them, which is the most relevant in our case, is the Instagram Graph API. It allows us to retrieve data from Instagram accounts. It requires an access token which can be generated in the Graph API Explorer tool here <https://developers.facebook.com/tools/explorer>.

After retrieving the access token, it should be included in all of our API calls. We used Python along with the library requests to perform these API calls. We manually retrieved the access token from the mentioned website and pasted it in our code.

The endpoint we used has a feature called `business_discovery` that allows us to retrieve data from an Instagram account by specifying its username.

We managed to retrieve general data such as username, website, biography as well as followers, followings and posts.

For posts, Facebook limits the number of posts to 1000 per request so we had to make multiple requests to retrieve all the posts of a specific user.

Facebook Recommendations:

Considering the dynamics of social media platforms, we have some recommendations for Granulad's social media account:

Facebook, being more popular among millennials and considered an older platform, may present challenges in achieving viral reach. Therefore, we suggest creating a TikTok account. TikTok is a relatively new social platform that is predominantly used by Gen Z and Gen Alpha. Its algorithm offers a higher probability of content going viral due to the platform's current popularity.

To optimize visibility on TikTok, we recommend posting daily at 6 PM. This is a time when many people are actively using social media and their phones. Our analysis suggests that since your target audience is already on Instagram, they are likely to also be scrolling through TikTok. Posting at this time increases the chances of engaging with your followers and attracting new ones.

To enhance reach and increase the likelihood of going viral, consider seeking paid sponsorships and collaborating with emerging TikTok influencers. Collaborating with these influencers can be a cost-effective alternative to engaging with celebrity influencers. Furthermore, leveraging paid sponsorships from the TikTok application itself can boost your visibility, increase the potential for viral content, and drive sales.

By implementing these strategies, you can maximize your presence on TikTok, tap into its growing user base, and increase your chances of reaching a broader audience and achieving business growth.

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2.2 Exploratory Data Analysis for Instagram and key Insights:

Time-Related Exploration:

1. Change in the Total Number of Engagements Over Time

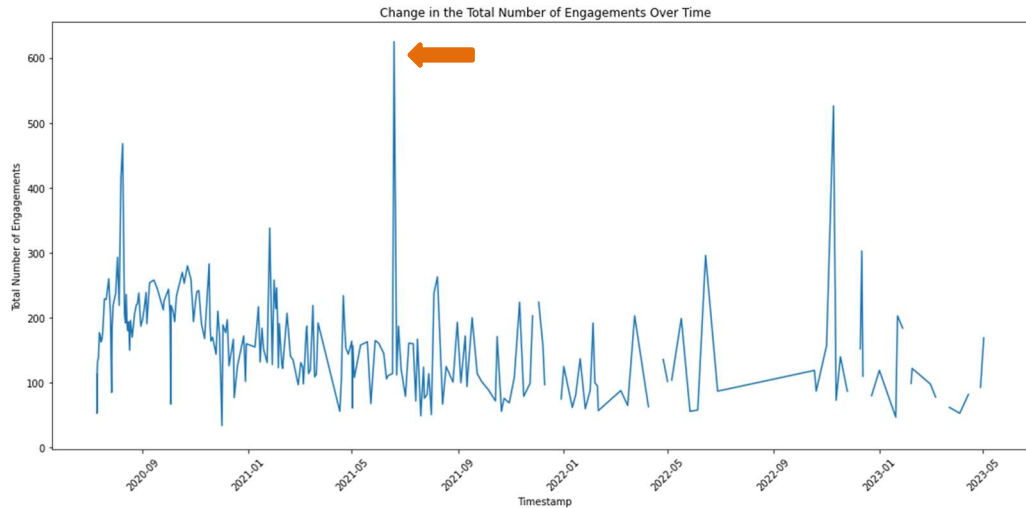


Figure 1

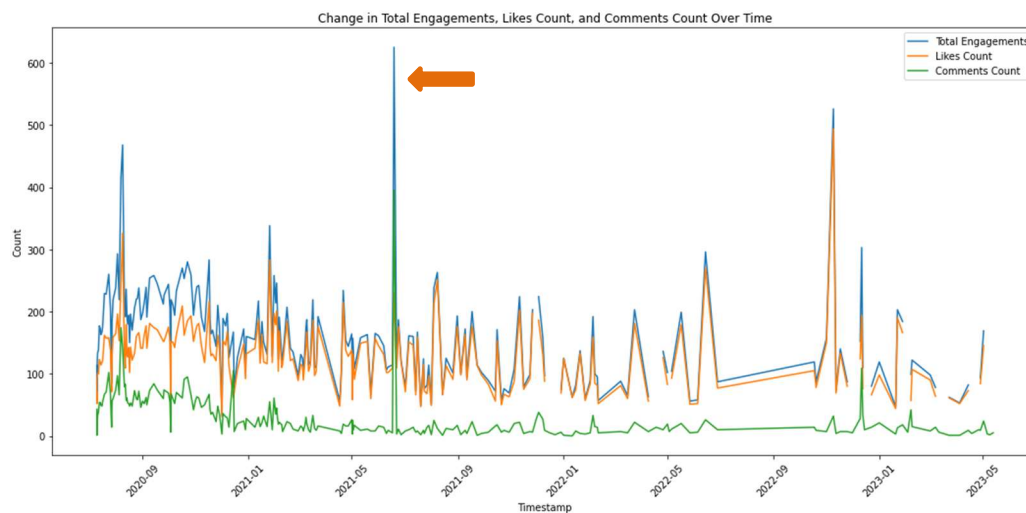


Figure 2

Insight: The above two figures show the change in the engagement of Granulado's followers over time. We can notice a peak in engagements on a post by mid-July 2021. This may be due to that fact that most followers are quarantined and staying at home as a result of Covid-19, thus showing higher engagement. We can also notice skips in the time lines by the beginning of 2022 which means that Granulado is not posting as often.

Recommendation: Granulado should be more active on Instagram and improve their posting consistency. This can be achieved through creating a content calendar or using an online social media scheduler.

2. Total Number of Engagements per Hour and Part of the Day.

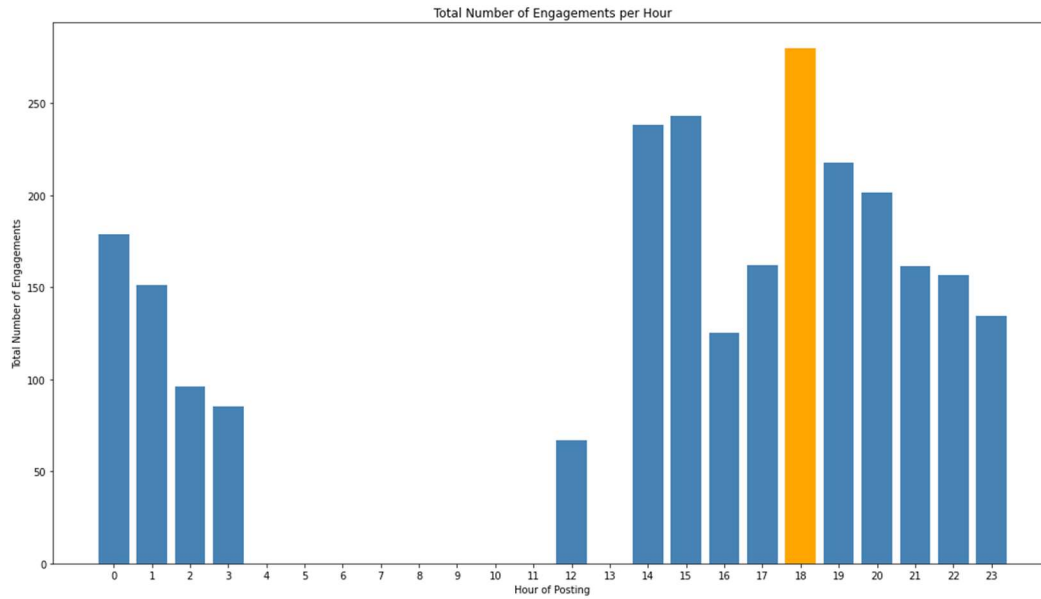


Figure 3

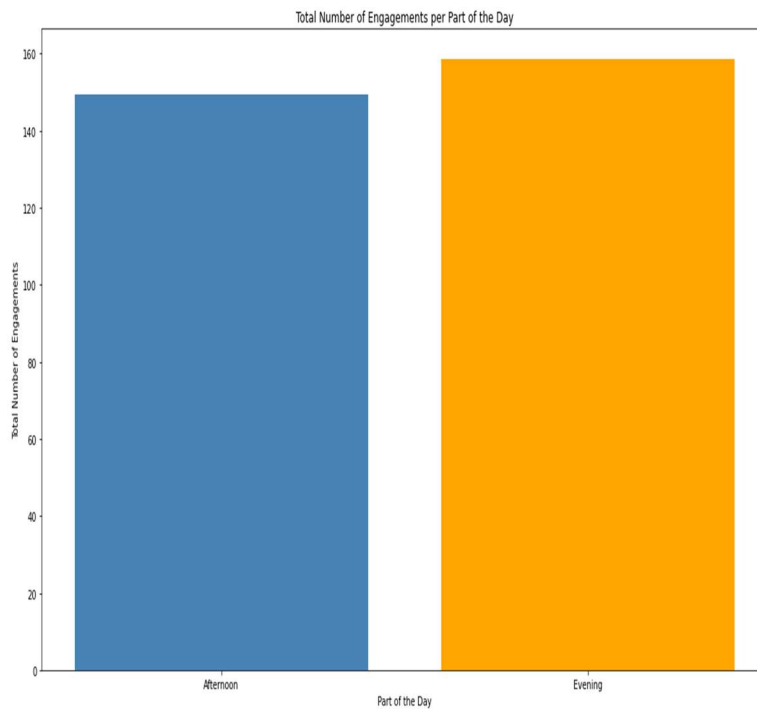


Figure 4

Insight: The above two figures show the engagement of Granuladito's followers by hour and by part of the day (morning, afternoon, evening). As seen in the two figures, the total engagement peaks at around 6:00 pm and in the evening.



Recommendation: Granulado should not only be active on Instagram, but it should also optimize its content scheduling. Granulado should consider scheduling their posts during these times to maximize reach and interaction with their audience. By aligning their content with the periods of highest engagement, they can increase the likelihood of capturing attention and generating meaningful interactions. To ensure consistent posting during peak engagement hours, Granulado can make use of social media scheduling tools such as Buffer and Hootsuite.

3. Total Number of Engagements per Month and Season.

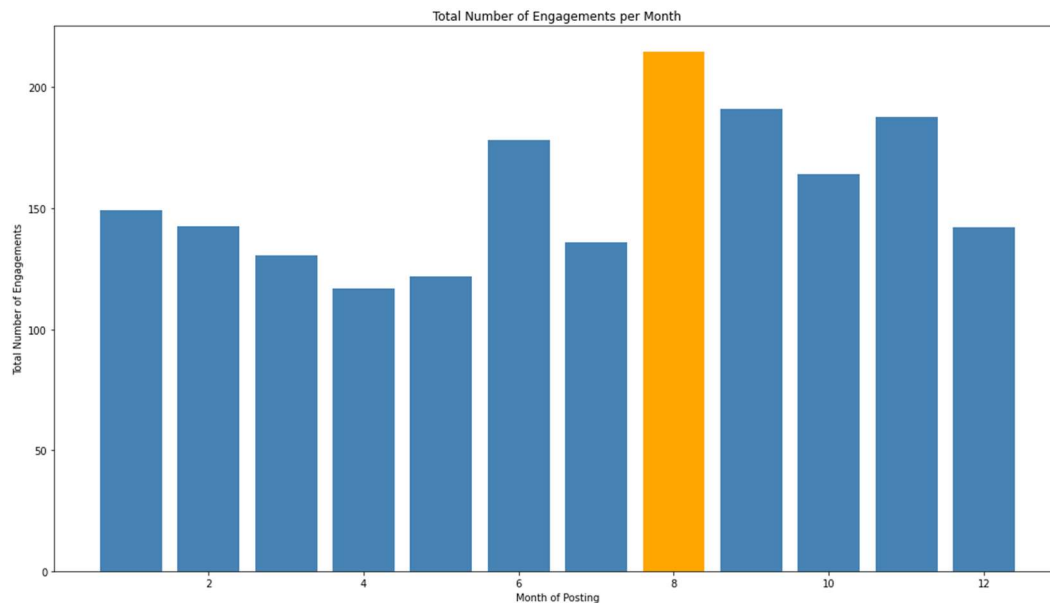


Figure 5

Total Number of Engagements per Season (Granulado Media)

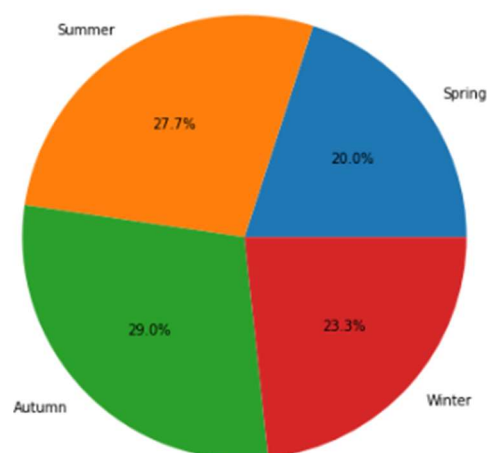


Figure 6

Insight: The above two figures show the engagement of Granulado's followers by month and by season. There are specific periods when the total engagement peaks, particularly during Autumn and Summer, with a notable spike in August, which is the 8th month of the year.

Recommendation: Granulado should focus on creating and promoting content that resonates with their audience during these periods. They can align their content strategy to match the interests, preferences, and seasonal trends that are relevant to their target audience. This can include special campaigns or initiatives during this period to take advantage of the heightened audience interest. This can include topics like summer vacations, outdoor activities, back-to-school, fall fashion, holiday preparations, and more.

4. Total Number of Engagements per Day of the Week

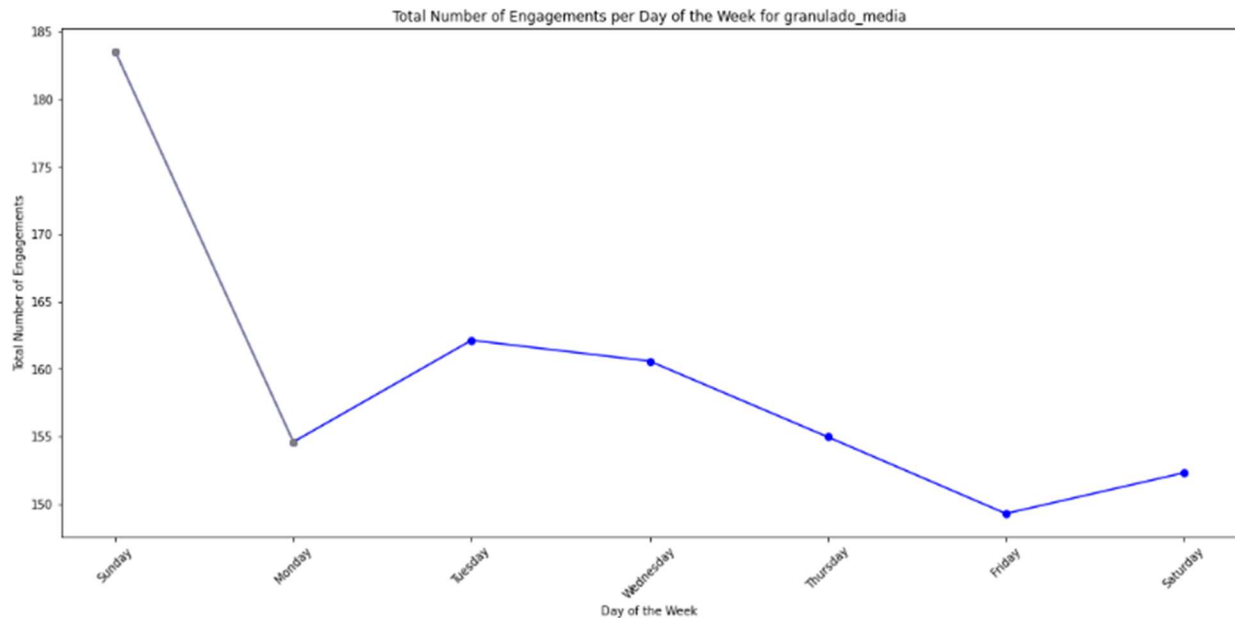


Figure 7

Insight: The above figure show the total engagement of Granulado's followers by day of the week. There is a notable spike on Sunday, which is a weekend in Venezuela.

Recommendation: Granulado should optimize its activity on Sunday. Given the fact that Sunday is a weekend, Sundays can be a great time for Granulado to introduce special promotions, discounts, or limited-time offers on their products. They can create exclusive Sunday deals or bundles to attract customers and generate higher engagement. Granulado can also encourage user-generated content, since most users are at home. They can create a branded hashtag and feature the best submissions on their social media platforms. This not only boosts engagement but also serves as social proof and encourages others to try Granulado's desserts and candies.

Post Type-Related Exploration:

5. Total Number of Engagements per Post Type

Distribution of Engagements per Post Type (Granulado Media)

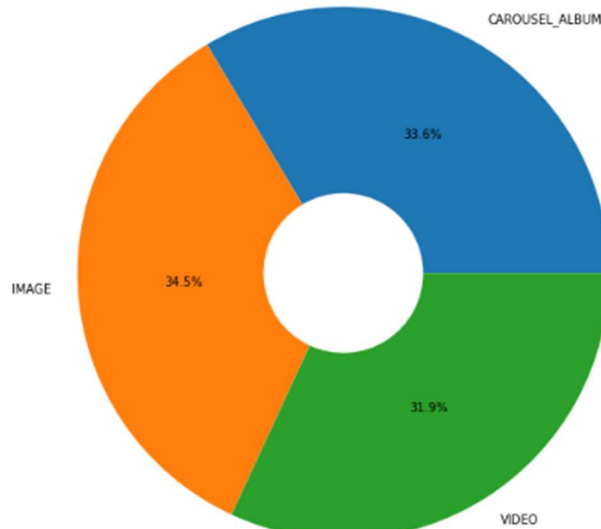


Figure 9

Total Number of Engagements per Post Product Type (Granulado Media)

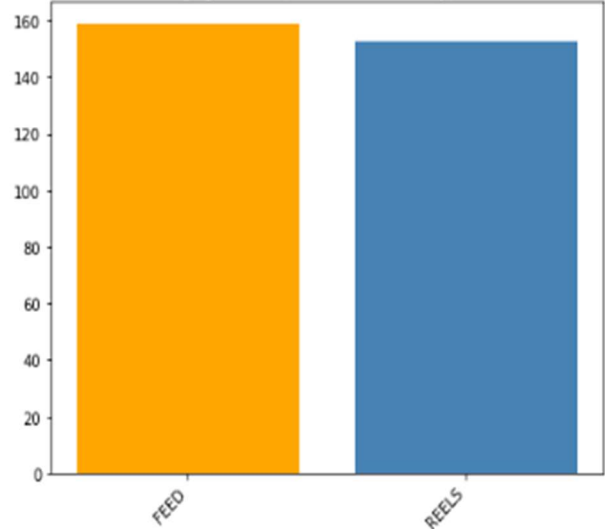


Figure 8

Insight: The above two figures show the engagement of Granulado's followers by post type. Feeds and reels are both effective as post types as there is an unnoticeable difference between their engagements. Videos, images and multiple images are almost equally effective. While images can have high engagements, reels have the potential to go viral due to their engaging and entertaining nature.

Recommendation:

- **Diversify content:** Granulado should continue to create a diverse range of content types, including images, videos, reels, and multiple images. By offering a variety of content, they cater to different preferences and capture the attention of a wider audience.
- **Prioritize reels for viral potential:** Granulado should focus on creating compelling and shareable reels that have the potential to go viral. Reels can be used to showcase behind-the-scenes footage, recipe tutorials, dessert decorating tips, or entertaining short videos related to their products. By leveraging the viral nature of reels, Granulado can expand their reach and attract new followers.

Hashtag-Related Exploration:

In order to study the effect of hashtags, we first compared the average engagements for posts with and without a hashtag. The results are as follows:

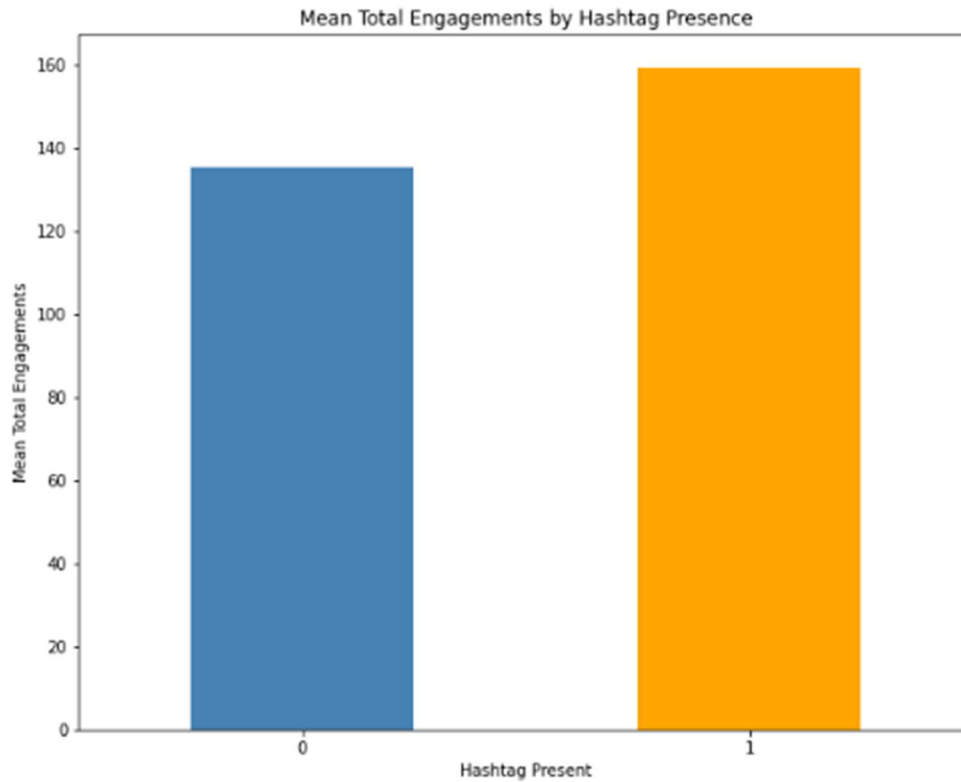


Figure 10

Insight: As seen in Figure 10, posts that include hashtags have, on average, a higher total engagement which may suggest that hashtags are positively affecting engagements.

The following word cloud shows the hashtags used in captions.

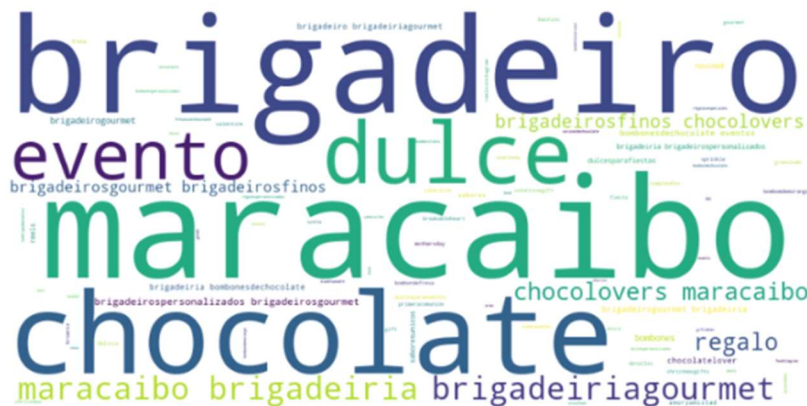


Figure 11

Then, we extracted the hashtags from captions and analyzed. We limited our analysis to the top 10 most used hashtags which are:

- ⇒ #maracaibo
- ⇒ #brigadeiria
- ⇒ #brigadeiro
- ⇒ #chocolovers
- ⇒ #eventos
- ⇒ #brigadeiriagourmet
- ⇒ #brigadeirosourmet
- ⇒ #chocolate
- ⇒ #brigadeirogourmet
- ⇒ #dulces

The results are as follows:

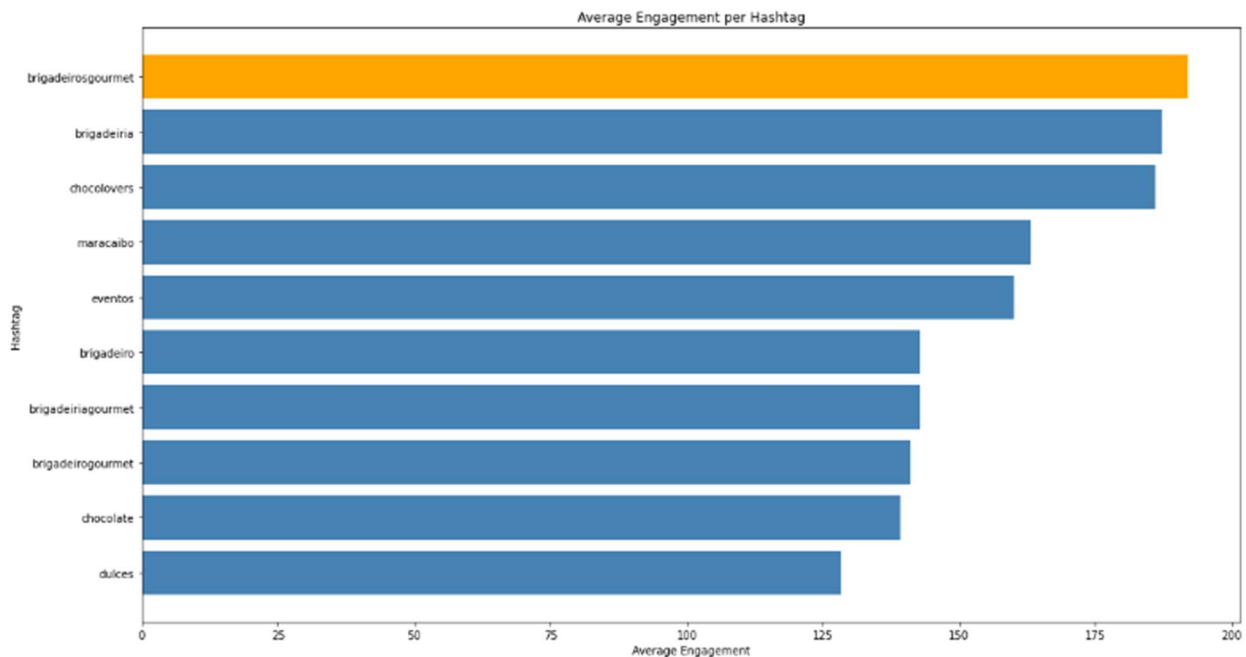


Figure 12

Insights: The three hashtags which comprised the highest average engagement are: #brigadeirosourmet, #brigadeiria and #chocolatelothers.

We also created a heatmap which can show us the correlation between hashtags and total engagement.

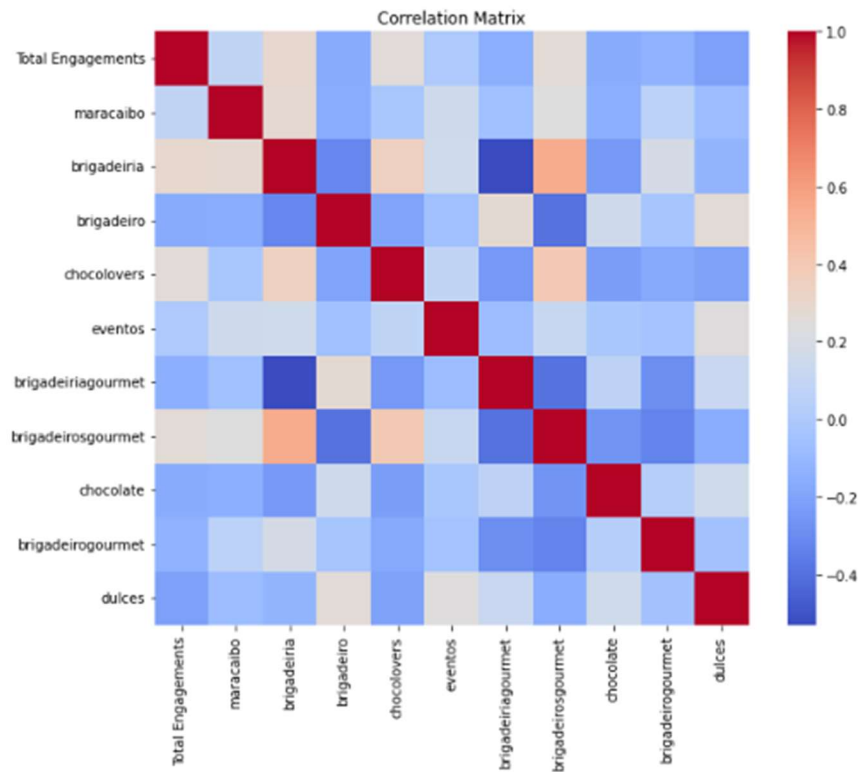


Figure 13

Insights: We will only look at the first row of the heatmap as it can show us a pair-wise correlation between the different hashtags and the total engagement. We can notice that #brigaderia, #chocolovers and brigadeiros gourmet are the three most correlated hashtags with total engagement. This can also confirm the great influence of these hashtags on the engagement.

Recommendations: Based on the above insights, we recommend Granulado to:

- **Focus on hashtag optimization:** Granulado should continue to prioritize and incorporate the hashtags #brigaderia, #chocolovers, and #brigadeiros gourmet in their social media posts. These hashtags resonate well with their audience and have a strong correlation with engagement. By using these hashtags strategically and consistently, Granulado can enhance their visibility and attract a larger audience interested in brigadeiros, chocolates, and gourmet sweet treats
- **Create content specifically targeting popular hashtags:** Granulado can develop content that specifically caters to the themes represented by the correlated hashtags. For example, they can showcase a variety of brigadeiro flavors, chocolate-based desserts, or gourmet dessert recipes. By aligning their content with these popular hashtags, Granulado can increase the likelihood of capturing the attention of users actively searching or following these hashtags.

Caption-Related Exploration:

A well-crafted caption can significantly increase engagement on social media platforms. Therefore, we decided to study the captions using natural language processing in order to analyze the most effective words in increase engagement, specifically, like count.

We first preprocessed the captions by changing them to lowercase and removing special characters, emojis, extra white spaces, whitespaces, stop words, hashtags and mentions. Then we used snowball stemmer for Spanish language in order to reduce the words to their stems, meaning to remove prefixes, suffixes and other inflectional or derivational affixes, thereby reducing words to a common base form. Next, we used TFIDF vectorizer with one or two grams in order to quantify importance of words in the captions. Finally, we plotted a heatmap in order to see the pair-wise correlation between the different words and the likes count. The correlation map is shown below.

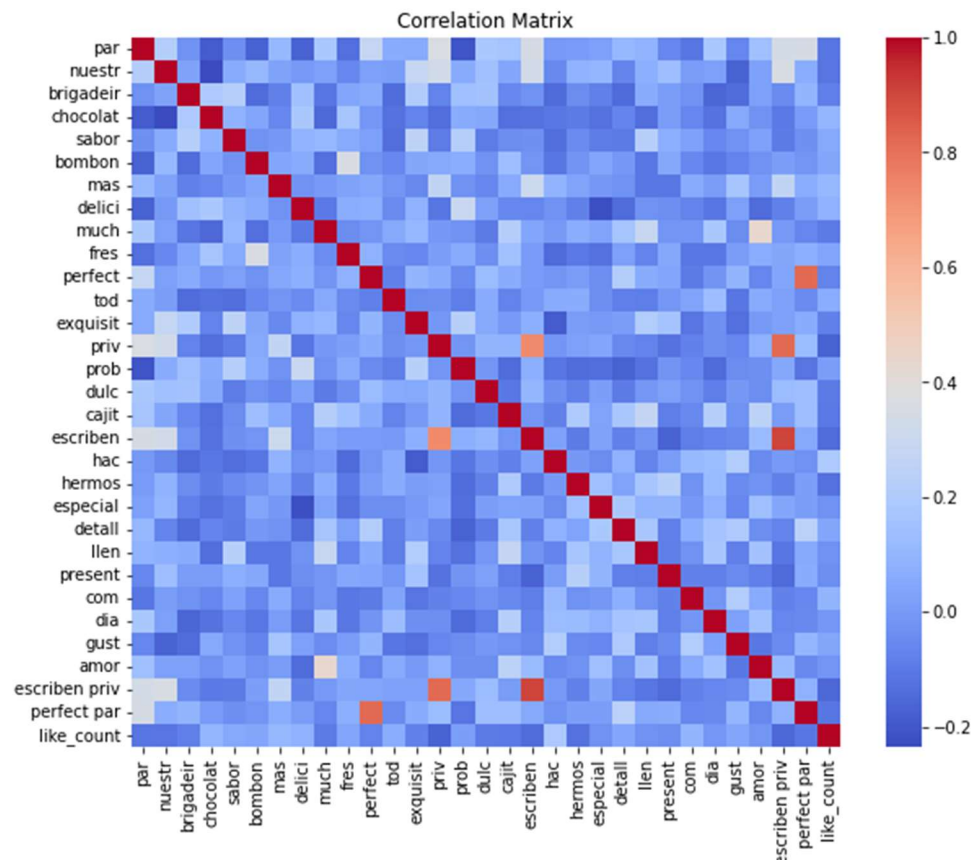


Figure 14

Insights: We will only look at the last row of the heatmap as it can show us a pair-wise correlation between the different caption words and the total engagement. We can identify a list of top words that have high correlation with the like count. They have a correlation 0.4 - 0.5 which are: 'sabor', 'chocolat', 'bombon', 'mas', 'delici', 'fres', 'tod', 'com', 'gust'



Here are the meanings of the identified words:

- *sabor: verb that means taste (e.g. tastes great)*
- *chocolate: chocolate*
- *bombón: candy, bonbon*
- *más: more*
- *delicioso: delicious*
- *fresco: fresh*
- *todo: everything, all*
- *comer: to eat with pleasure*
- *gusto: taste, pleasure*

Recommendations: *Based on the pair-wise correlation between caption words and total engagement, the following recommendations can be made for Granulado:*

- **Emphasize flavor profiles:** *The word "sabor" (taste) has a high correlation with engagement. Granulado should highlight the unique and appealing flavors of their desserts and candies in their captions. They can describe the delicious taste sensations, use descriptive language to evoke cravings, and showcase the diverse flavor options available. This can entice followers to try out Granulado's offerings and generate higher engagement.*
- **Highlight chocolate offerings:** *The word "chocolat" (chocolate) is correlated with higher engagement. Granulado can leverage this by featuring their chocolate-based desserts prominently in their captions. They should showcase their delectable chocolate treats, emphasize the quality and richness of their chocolate ingredients, and tap into the passion for chocolate among their audience. This can capture the attention of chocolate lovers and drive engagement.*
- **Use enticing language:** *Words like "delici" (delicious), "fres" (fresh), "tod" (everything, all), and "com" (to eat with pleasure) are correlated with higher engagement. Granulado should use descriptive and enticing language in their captions to evoke the sensory experience of enjoying their desserts and candies. They can showcase the freshness of their ingredients, emphasize the quality and craftsmanship of their products, and invite followers to indulge in the pleasure of savoring their treats.*

Sentiment Analysis for the Comments:

In order to analyze the comment, we used VADER (Valence Aware Dictionary and Sentiment Reasoner) which is a sentiment analysis tool used to determine the positive and negative sentiment scores for each comment. The sentiment score, is a number between -1 and 1, where values nearer 1 suggest a more positive attitude, values nearer -1 indicate a more negative mood, and values near 0 indicate a neutral sentiment. After finding the negativity and positivity score of every comment, we calculated the correlation score between positive and negative score with the total engagements.

The results show that:

- Engagement and positivity have a -0.04 connection. This suggests that positivity and engagement have a slender negative association. It suggests that although the association is not extremely strong, there is a tiny tendency for involvement to decline as positivity grows.
- Engagement and negativity have a 0.03 connection. This suggests that negativity and engagement have a shaky positive association. It suggests that although there isn't a particularly significant association, engagement has a little tendency to rise as negativity does.

Overall, the correlations between positivity/negativity and engagement are both weak, indicating that there isn't a very strong or consistent relationship between these factors.

Next we plotted a correlation matrix which displays the correlation coefficients between the different variables.

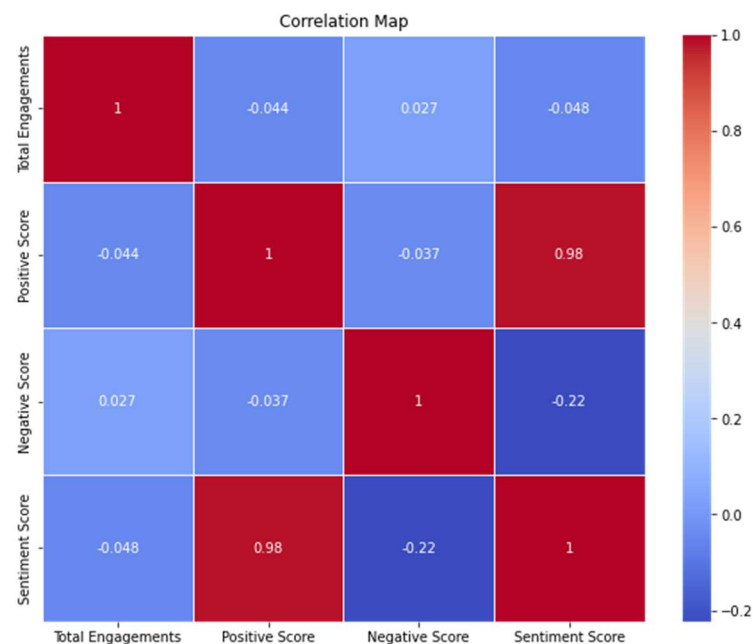


Figure 15

The explanation for each correlation is as follows:

- Total Engagements and Positive Score have a -0.043995 correlation. Between the overall number of comments and their good ratings, there is a slender negative association. This shows that there may be a tendency for the positive scores to gradually decline as the number of engagements rises.
- The relationship between "Total Engagements" and "Negative Score" is 0.026502. The overall engagement of comments and their negative scores have a slender positive correlation. This suggests that there is a tiny trend for the negative scores to increase slightly when the overall number of engagements increases.
- 0.037167 is the correlation between the "Positive Score" and the "Negative Score." Between the good and negative comment scores, there is a slender negative association. This suggests that there is a tiny tendency for the negative scores to somewhat decrease as the positive scores grow. "Positive Score" and "Sentiment Score" have a 0.982417 correlation. The

sentiment ratings of comments and their favorable scores have a significant positive link. This shows that there is a strong propensity for the sentiment scores to climb as the positive scores do. "Negative Score" and "Sentiment Score" have a -0.223082 correlation. The sentiment scores of comments and their negative scores have a moderately unfavorable association. This implies that there is a slight trend for the emotion scores to decline as the negative values rise.

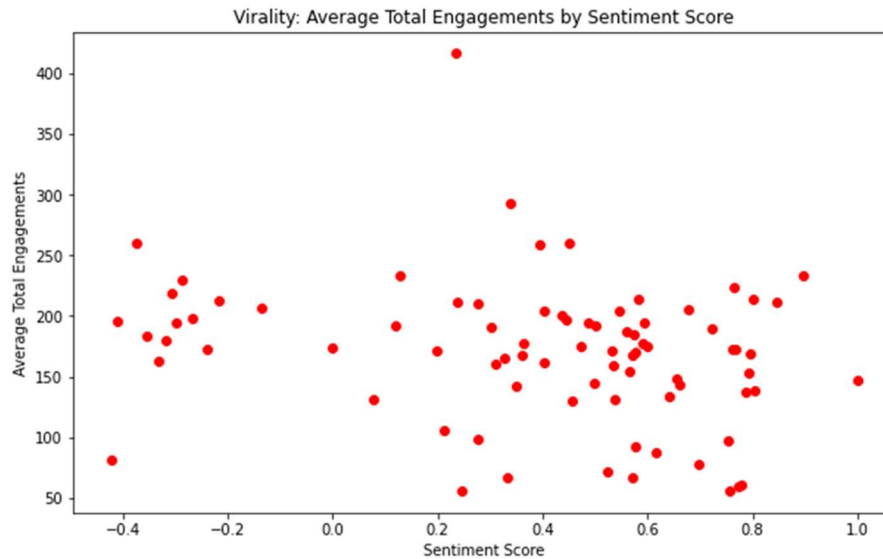


Figure 16

The points on the scatter plot are scattered throughout the graph, indicating a lack of strong linear relationship between the two variables. Additionally, the majority of the points seem to be concentrated around the middle of the graph, indicating that there is no correlation between the sentiment score and the average total engagements.

Insights: Associations aren't particularly strong, though, as evidenced by the correlation coefficients' tiny size. This may be due to the fact that the number of comments is limited, where most comments are emojis.

Recommendations: It is indeed crucial for Granulado to gather real feedback from their consumers. By actively seeking and encouraging meaningful comments and feedback, Granulado can gain valuable insights to improve their offerings and tailor them to their customers' preferences. Here are some recommendations:

- **Encourage genuine comments:** Granulado should create a welcoming and interactive social media environment where followers feel comfortable sharing their thoughts and feedback. They can explicitly ask open-ended questions or prompt followers to share their experiences, opinions, or suggestions in the captions. By encouraging genuine comments, Granulado can gather more detailed insights about their products and services.
- **Respond and engage with comments:** It's essential for Granulado to actively respond to comments and engage in conversations with their followers. By acknowledging and appreciating the comments received, whether they are in the form of emojis or text, Granulado can show that they value their customers' input. This can encourage more meaningful interactions and prompt followers to provide detailed feedback in the future.

- **Conduct surveys or polls:** Granulado can utilize social media features such as surveys or polls to directly gather feedback from their audience. They can create polls asking about flavor preferences, new product ideas, or any other relevant questions to gain insights into their customers' preferences. Surveys can be conducted through social media platforms or by linking to external survey tools, allowing Granulado to collect more structured feedback.

Competitive Analysis: Granulado VS. Competitors:

The aim of competitive analysis is to gain a comprehensive understanding of the strengths and weaknesses of competitors in a specific market or industry. It involves evaluating other competitors in order to identify opportunities and make informed decisions.

Granulado's owner, Hanan, informed us of two potential competitors which work on similar businesses. The competitors are Delisweets (delisweets_mcbo) and Brigadeiro (brigadeirobombon).

The following bar graph shows the profile information of Granulado and its competitors.

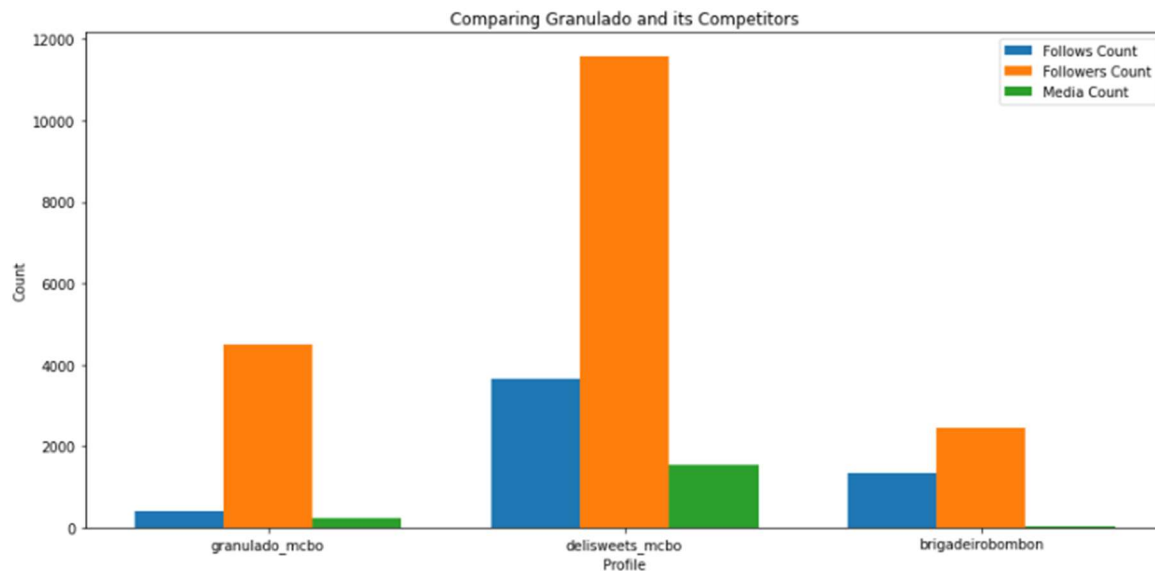


Figure 17

Insight: As seen in the above figure, we can see that Delisweets has much higher followers count and posts counts than any of the two competitors. Therefore, we will use Delisweets as a focal point for our analysis and comparison.



Total Engagement Per Hour

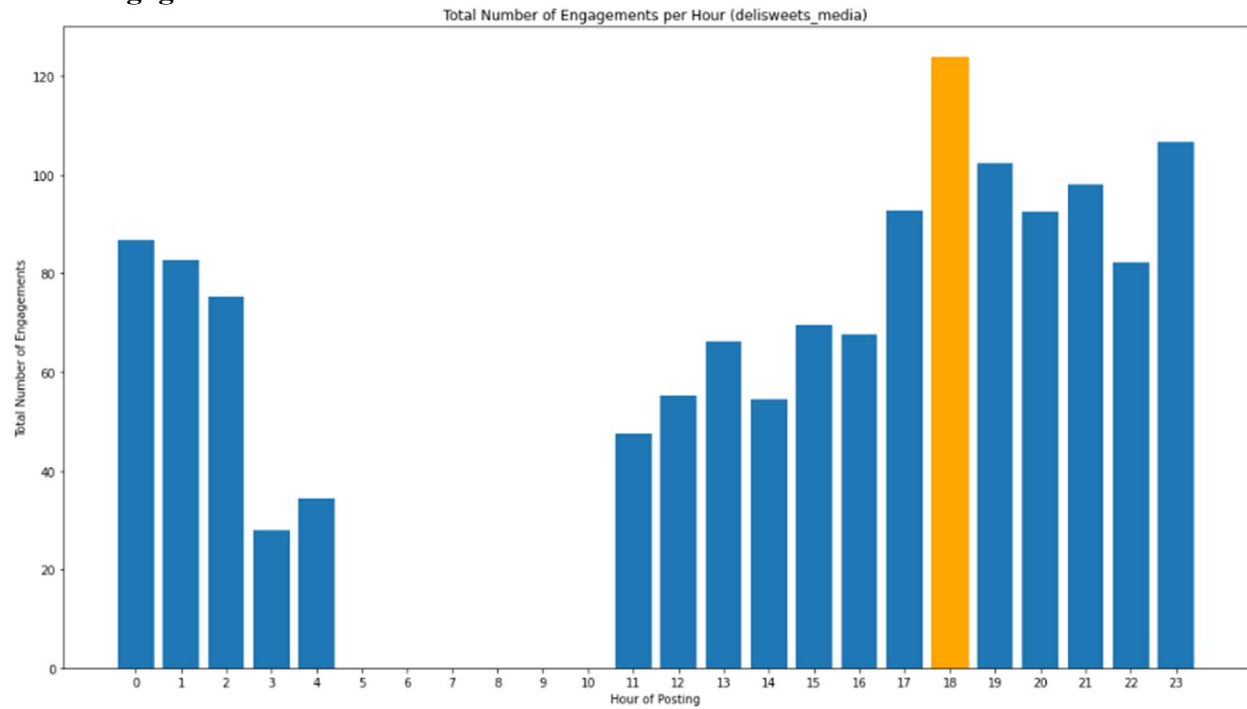


Figure 18

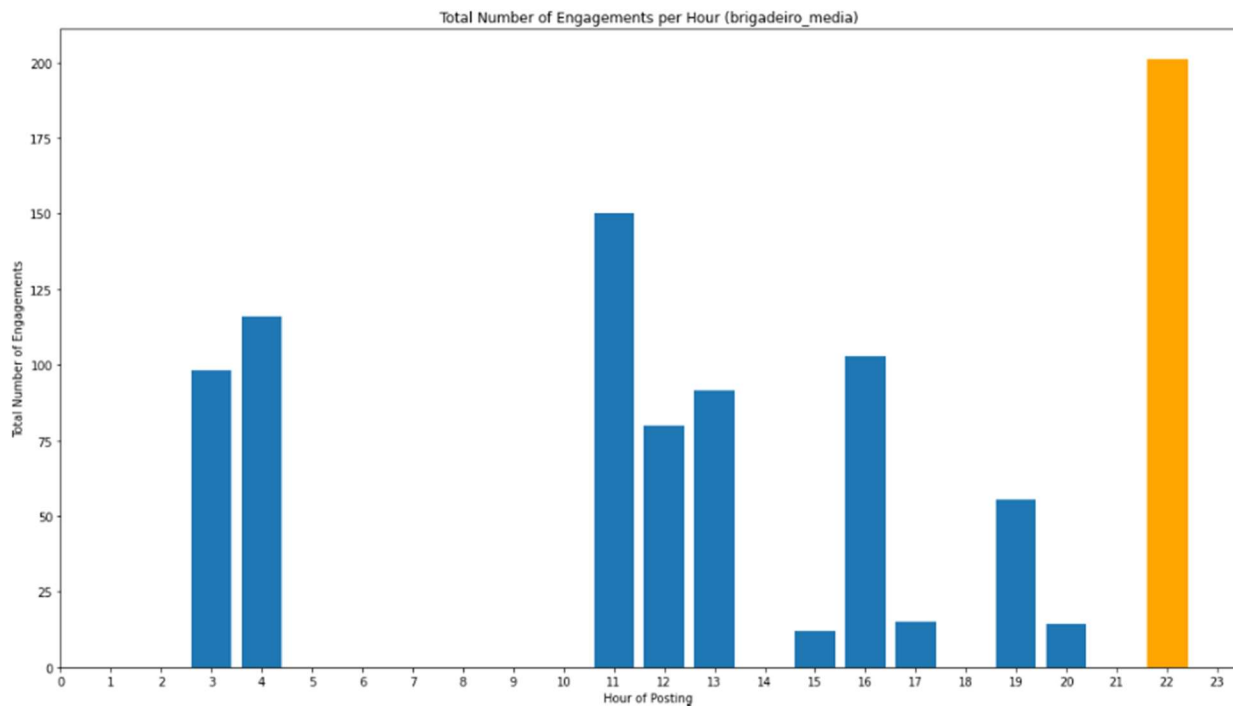


Figure 19

Insight: Just like Granulado, Delisweets has the highest engagement at around 6:00 pm whereas Brigadiro has a higher engagement at around 10:00 pm. This further confirms that people are more active in the evening, particularly between 6:00pm and 10:00pm.

Total Engagement per Day of the Week

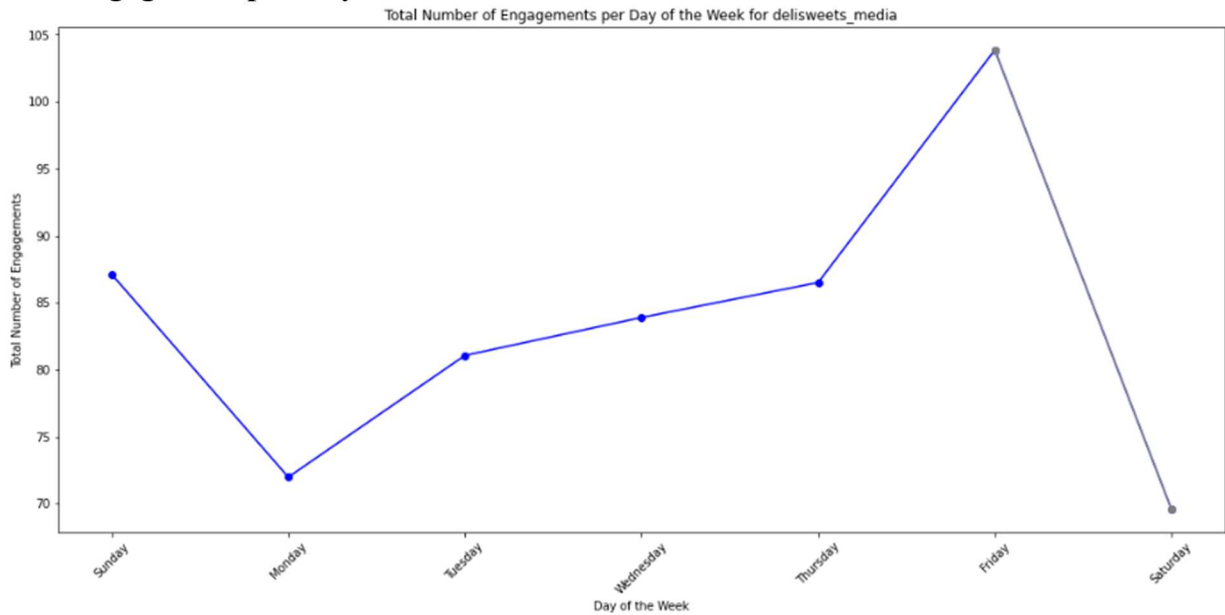


Figure 20

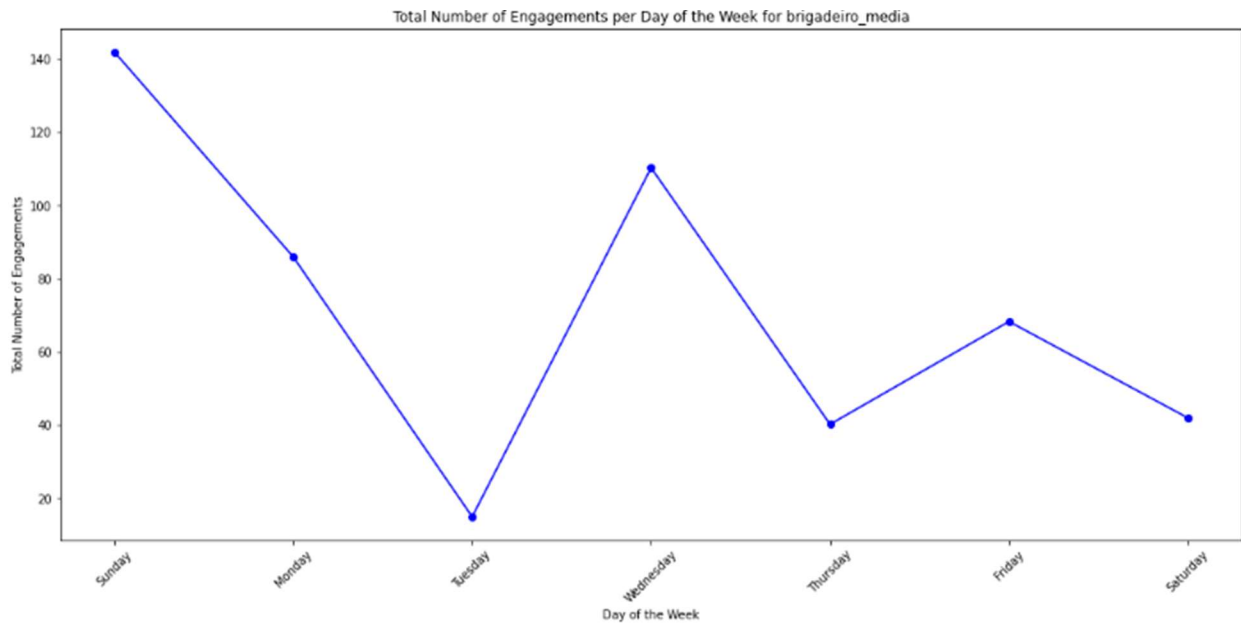


Figure 21

Insight: Just like Granulado, Delisweets and Brigado have higher engagements on Friday, Saturday and Sunday (weekends), further affirming that Granulado should post more on weekends and create exclusive weekend deals to attract customers and generate higher engagement. Granulado can also encourage user-generated content on weekends.



Total Engagements per Month

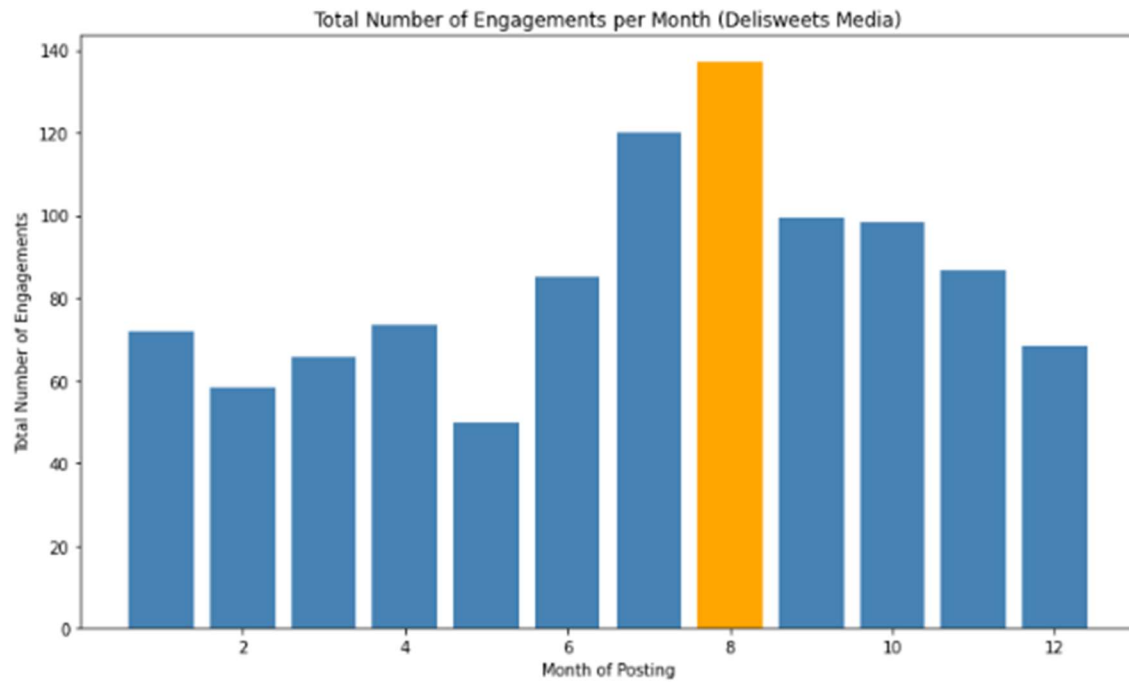


Figure 22

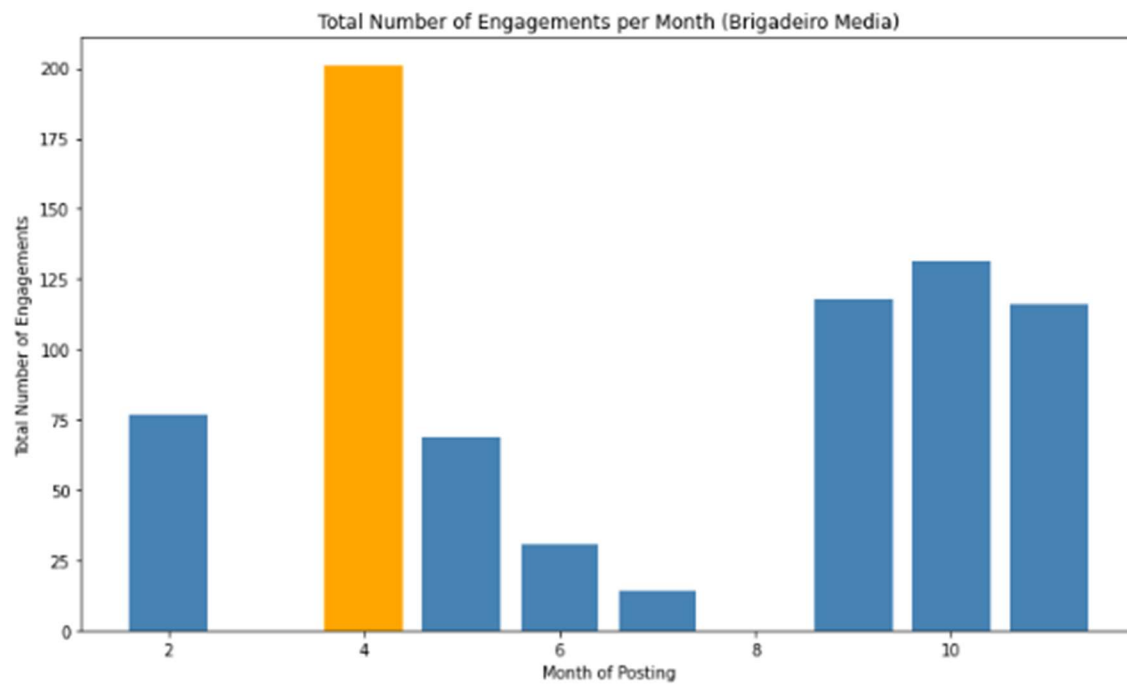


Figure 23

Insight: Just like Granulado, Delisweets has the highest engagement in the month of August.



Total Engagements per Season

Total Number of Engagements per Season (Delisweets Media)

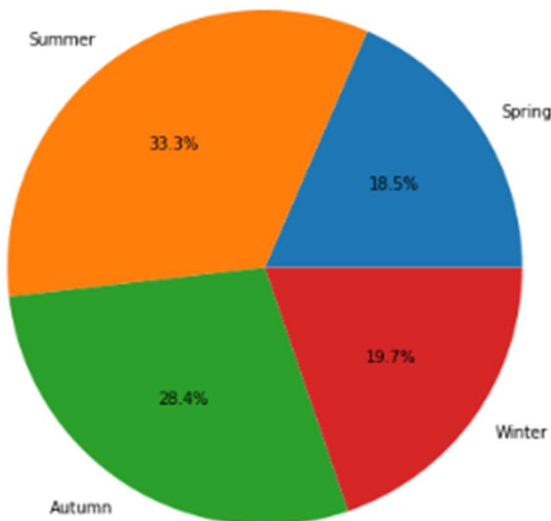


Figure 25

Total Number of Engagements per Season (Brigadeiro Media)

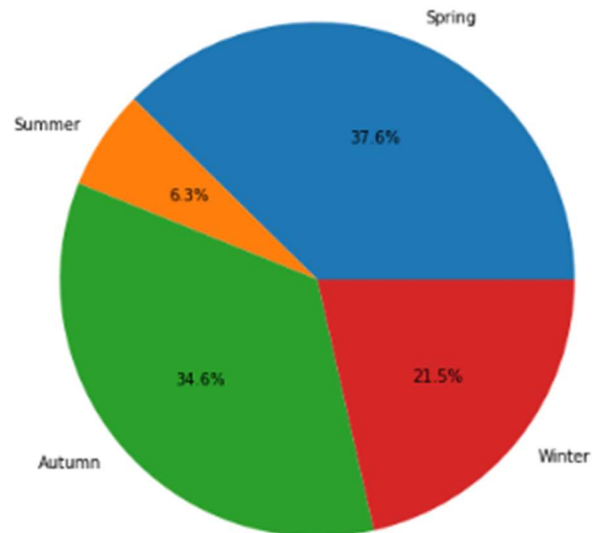


Figure 24

Insight: Just like Granulado, Delisweets and Brigaderio have the higher engagements in the summer and autumn.

Total Engagements per Part of the Day

Total Number of Engagements per Part of the Day (Delisweets Media)

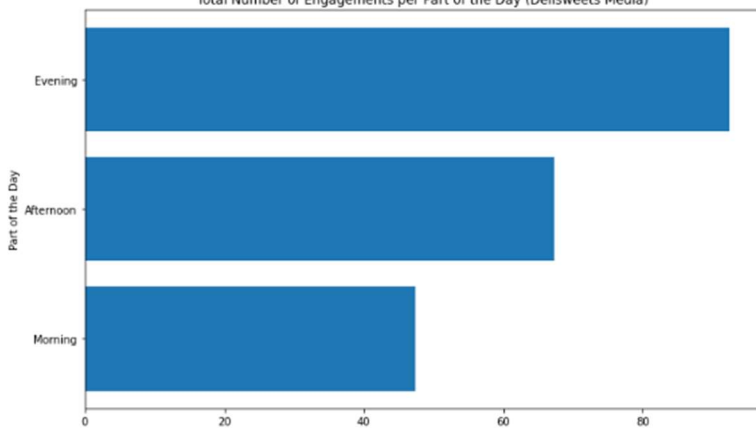


Figure 26

Total Number of Engagements per Part of the Day (Brigadeiro Media)

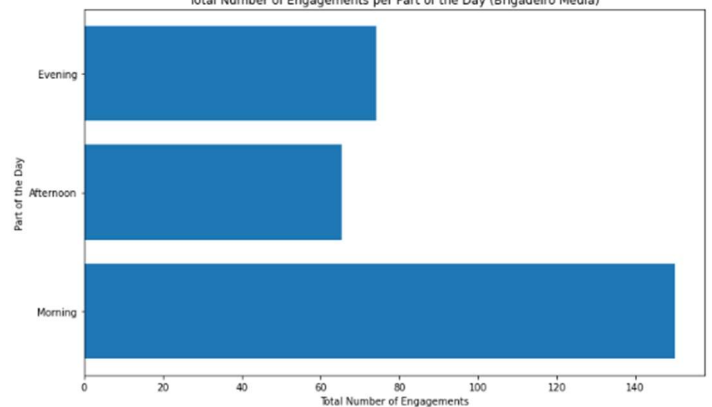


Figure 27

Insight: While Delisweets has higher engagements on evening, Brigeiro has higher engagements in the morning (maybe because a big portion of their followers are housewives). Therefore, Granulado should also diversify the timing of posts between morning, afternoon and evening in order to target different types of audience.

Total Engagements per Post Type

Distribution of Engagements per Post Type (Delisweets Media)

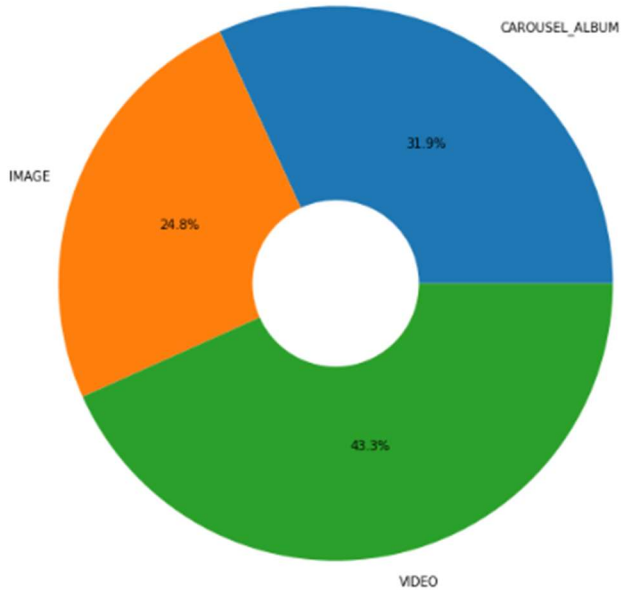


Figure 28

Distribution of Engagements per Post Type (Brigadeiro Media)

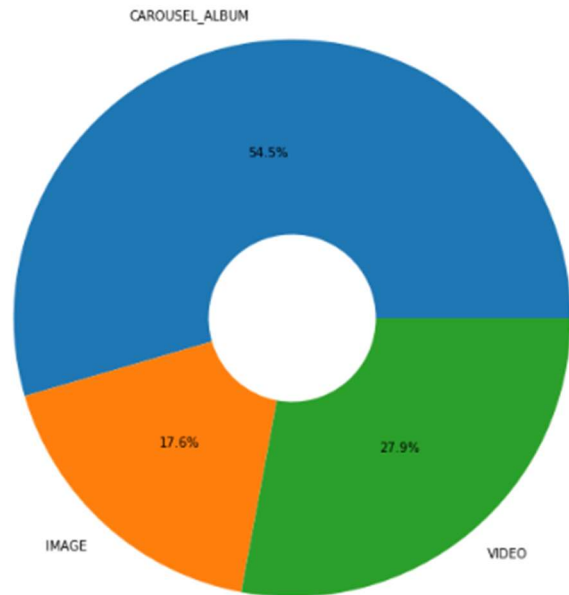


Figure 29

Total Number of Engagements per Post Product Type (Delisweets Media)

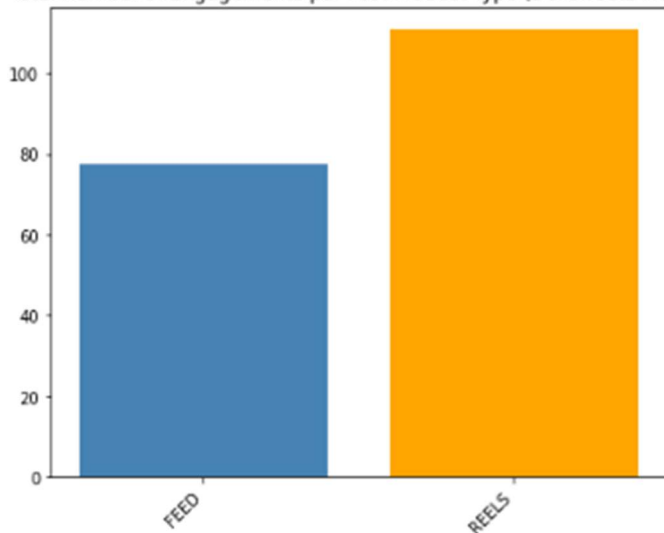


Figure 30

Total Number of Engagements per Post Product Type (Brigadeiro Media)

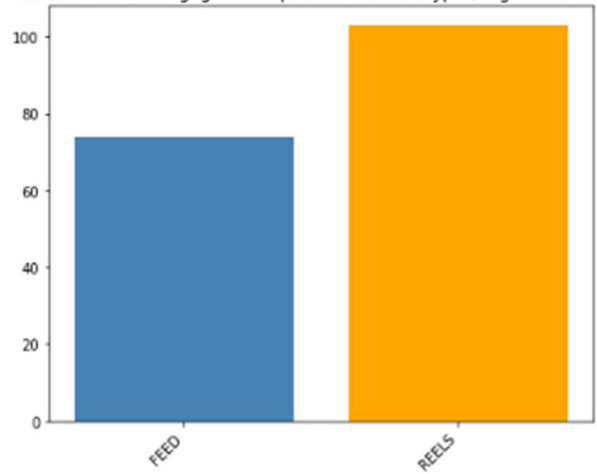


Figure 31

Insight: While Granulado has higher engagement on images, its competitors have higher engagements on reels. This may be due to the fact that reels have a high tendency to go viral which means that Granulado should post reels more often.

2.3 Exploratory Data Analysis for Facebook and key Insights

Considering the dynamics of social media platforms, we have some recommendations for your social media account:

Facebook, being more popular among millennials and considered an older platform, may present challenges in achieving viral reach. Therefore, we suggest creating a TikTok account. TikTok is a relatively new social platform that is predominantly used by Gen Z and Gen Alpha. Its algorithm offers a higher probability of content going viral due to the platform's current popularity.

To optimize visibility on TikTok, we recommend posting daily at 6 PM. This is a time when many people are actively using social media and their phones. Our analysis suggests that since your target audience is already on Instagram, they are likely to also be scrolling through TikTok. Posting at this time increases the chances of engaging with your followers and attracting new ones.

To enhance your reach and increase the likelihood of going viral, consider seeking paid sponsorships and collaborating with emerging TikTok influencers. Collaborating with these influencers can be a cost-effective alternative to engaging with celebrity influencers. Furthermore, leveraging paid sponsorships from the TikTok application itself can boost your visibility, increase the potential for viral content, and drive sales.

By implementing these strategies, you can maximize your presence on TikTok, tap into its growing user base, and increase your chances of reaching a broader audience and achieving business growth.

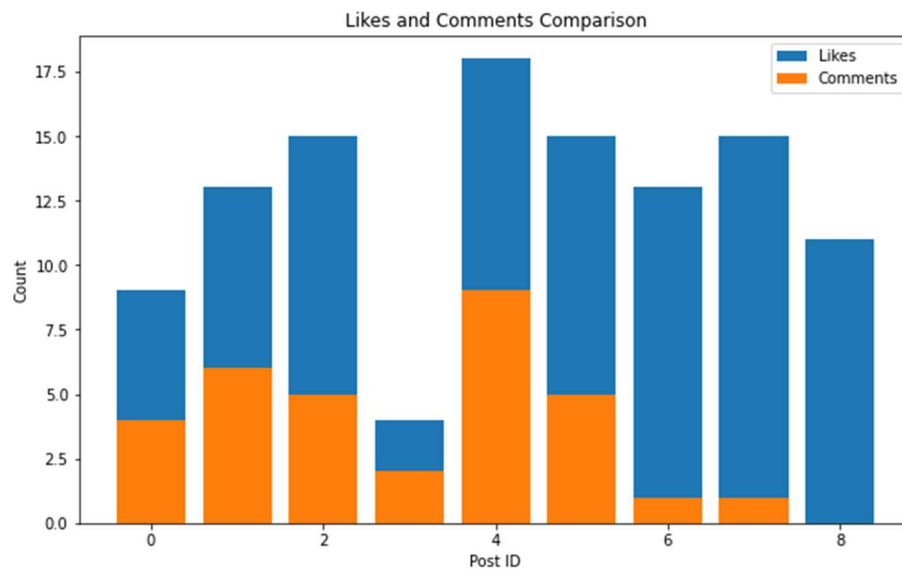


Figure 32

As we can see, the Facebook account has less engagement than Instagram where Hanan doesn't post or use it a lot since her audience doesn't use Facebook. This bar chart shows that the likes over her posts are much higher than the comments which means she should engage more her audience to share their feedback.

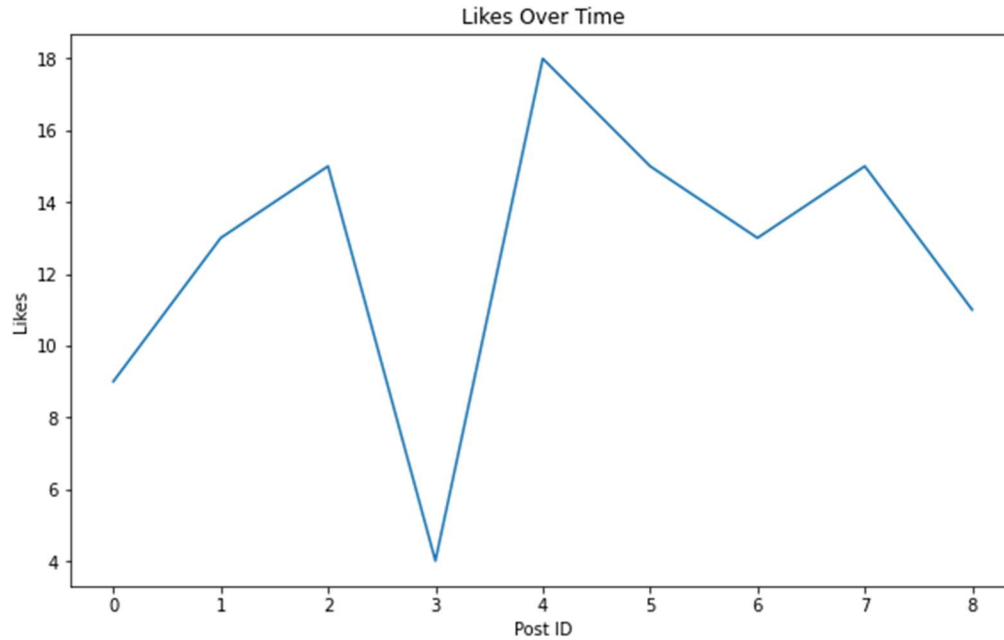


Figure 33

On average, each post is getting around 12 likes which is good for Hanan's account as she has recently started posting, so they went from 8 till 18 in less than 5 days.

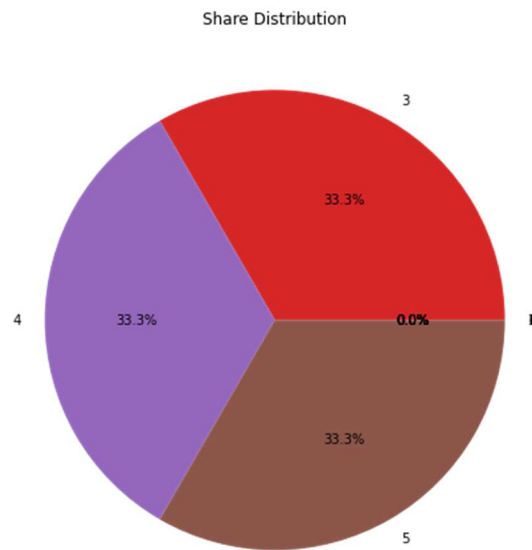


Figure 34

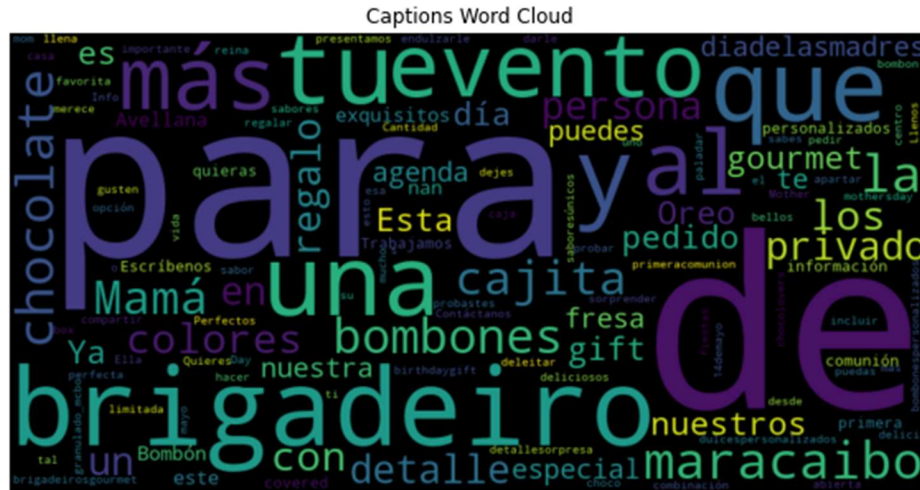


Figure 35

The most frequent words relevant to Granulado_account are brigadeiro (the speciality of Hanan), mama since last week was the mother's day in the Latin America. The other frequently used are stop words that are not relevant to our case.

3. Measure the success of new campaign:

Call to Action: Check our new post /story

To effectively promote the online shop, Granulado, we have developed a comprehensive marketing strategy based on our findings. Based on the insights we got from the data exploration, we recommend to Ms. Hanan the following :

1. Consistency in Social Media Presence: Utilize a scheduling and analysis tool like AgoraPulse to ensure regular and timely posts across various platforms. AgoraPulse allows you to schedule posts, measure your social media activities, and engage your followers with quizzes and competitions. Think with Google provides with tools that help you explore consumer trends and insights. This will help maintain a consistent online presence and provide valuable insights to improve offerings. Other free websites are Google Analytics and Iconosquare.
2. Engage with Followers: Actively encourage follower involvement through polls and Q&A sessions on stories. This will foster a sense of community, gather feedback and suggestions, and enhance customer satisfaction. For example, create polls such as "Guess what our next product will be?", "What's cooking?", or "What do you want to see more on our page?"
3. Event-specific Promotions: Invite followers to order for special occasions like Mother's Day by posting stories about gift ideas from the shop. This creates a sense of urgency and encourages purchases.



4. **Show Behind-the-Scenes:** Provide glimpses or bloopers of the cooking process through engaging stories and live videos. This authentic approach showcases the products' craftsmanship and involves customers in the creative journey.
5. **Share Customer Feedback:** Regularly share positive feedback and messages on the Instagram account, and dedicate a highlights section exclusively for customer testimonials. This social proof will build trust and confidence in potential customers.
6. **Consistent Branding:** Align the shop's name, bio, and posts across Instagram and Facebook. Post the same content and caption on both platforms simultaneously. Additionally, provide convenient links on the Instagram profile to direct users to the Facebook account and vice versa.
7. **Repost and Engage:** Repost posts in the story after one hour of posting to ensure wider audience reach. Use engaging captions such as "Check my new reel!", "Don't miss it", or "The new reel/post is out" to keep customers up to date and interested.
8. **Limited-Time Offers and Calls-to-Action:** Implement time-sensitive promotions and compelling calls-to-action. For example, offer free delivery for orders placed before 5 pm or announce a discount period (e.g., May 12 to May 17) to attract new customers.
9. **Collaborations and Events:** Post stories about collaborations with other shops so followers can find Granulado's products in different locations. Participate in carnivals or events and invite followers on social media to come, see the products, and make purchases.
10. **Leverage Word-of-Mouth:** Encourage satisfied customers to share their feedback on their stories, mentioning and tagging the shop. Offer a 10% discount on their next order as a token of appreciation. This turns customers into brand advocates and expands the shop's reach.
11. **To foster customer loyalty,** the owner can establish a robust loyalty program. Customers will earn points with each purchase, and upon reaching their 100th point, they will receive a special gift. This will incentivize repeat business and enhance customer retention, ensuring a loyal customer base for Granulado_Mcbo.
12. **Contest and Giveaways:** Run contests or giveaways that require users to engage with your post, such as liking, commenting, tagging friends, or sharing. This increases the likelihood of your post reaching a wider audience as participants engage with and share your content. Offering enticing prizes related to your sweets can generate excitement and attract new followers and potential customers.
13. **Hashtags :** to increase the discoverability of your content. Include both broad and niche-specific hashtags to reach a wider audience and attract potential customers who are interested in sweets.

#GourmetBrigadeiros, #BrigadeiroLovers, #HandmadeSweets, #ArtisanalChocolates
#LuxurySweets, #ChocolateIndulgence, #FlavoredBonbons



By implementing these strategies, Granulado can enhance its online presence, engage with followers, drive conversions, and attract new customers.

The timing of this campaign started in from May 5 where Hanan started posting consistently on both accounts especially images as they are getting engagements more than the other type of posts. Also, we recommend Hanan to post three posts per week including one reel at least . In addition, Hanan started to post daily stories showing her preparing for the orders, talking about her products and some polls, feedback of the customers as shown in the appendix that aims at engaging her audience. Hanan has also fixed the name of the Facebook account to be Granulado_mcbo rather than By Hanan, so it would match between the two accounts.