

SOCIAL MEDIA CASE STUDY

TAFFO FUNERAL SERVICES



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**SIAMO UN'AGENZIA
CON LE PALE.**



TAFFO
FUNERAL SERVICES

ABOUT TAFFO

Taffo Funeral Services is a historical funeral home with more than 70 years of activity, operating in Rome. It is a funeral agency that has chosen to undertake strong web advertising campaigns since 2017.

WHY TAFFO



Irreverent use of social
network to promote
services for dead people



Original communication





Unconventional
approach to death



TAFFO ADVERTISING

NON È DIFFICILE

o state a casa 
o staremo tutti in cassa 



2020/03/07

Coronavirus emergency

Facebook: 32,489 likes

Instagram: 11,500 likes

Twitter: 2,891 likes

ITALIANI
VI ASPETTIAMO ALLE URNE



06 48.88.68 - WWW.TAFFO.IT

2019/05/24

European elections

Facebook: 26,216 likes

Instagram: 5,500 likes

Twitter: 3,360 likes

L'UNICA TERRA PIATTA
È QUELLA CHE CI SEPPELLIRÀ.



TAFFO
FUNERAL SERVICES

2018/12/04

Flat Earth theory

Facebook: 10,036 likes,

Instagram: 2,700 likes

Twitter: 1,593 likes,

GLI ORGANI SONO IMPORTANTI, MA PESANTI.
DONATELI.



TAFFO
FUNERAL SERVICES
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Luigi se fossimo composti dal 90% di acqua,
non venderemmo bare, ma vasche.



TAFFO
FUNERAL SERVICES
06 48.88.68 - WWW.TAFFO.IT

NON VACCINATEVI

Siamo pronti anche ad un'epidemia.



TAFFO
FUNERAL SERVICES
06 48.88.68

2018/11/19
Organ donation

Facebook: 13,056
Twitter: 1,575 likes

2018/09/06
Luigi Di Maio gaffe

Facebook: 16,759 likes
Instagram: 1,600 likes

2018/08/07
Vaccines controversy

Facebook: 30,200 likes
Instagram: 2,500 likes
Twitter: 1,639 likes

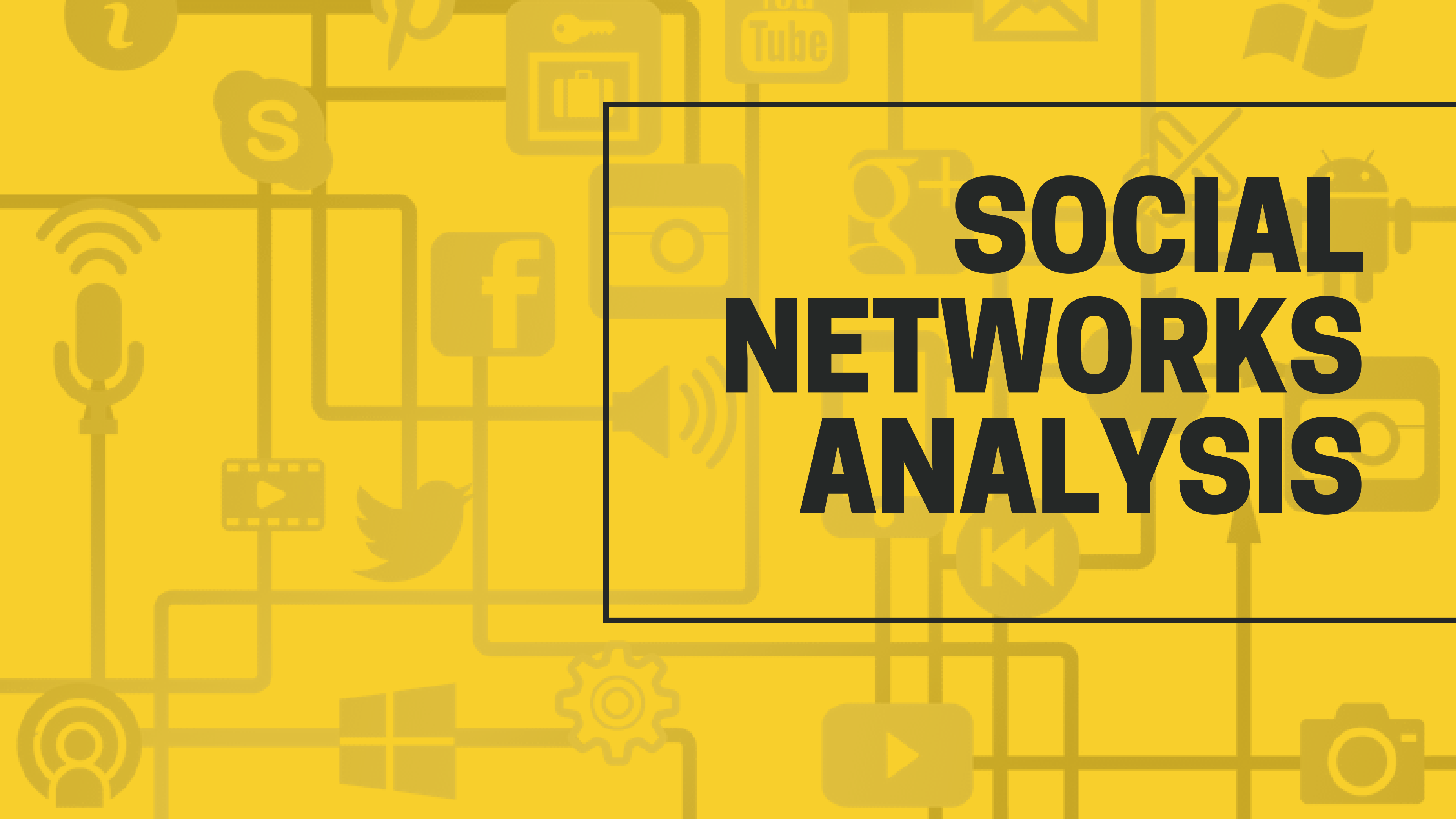
DOUBTS

- Would you ever go to buy a service from Taffo?
- Why should people, whose relatives die, turn to the funeral home that made them laugh?

Riccardo Pirrone: "No one wants to be reminded that their own death can come at any time. We play on that with our posts. We joke about a profession that is very often dislike."



TAFFO'S POSTS PLAY WITH DEATH,
THEY NEVER JOKE ABOUT DEAD PEOPLE.



SOCIAL NETWORKS ANALYSIS

TAFFO SOCIAL NETWORKS

Followers



250.000

213.490



200.000

150.000

100.000

50.000

0

Facebook

51.795



Instagram

21.213



Twitter

Data refers to 2020/03/24

**5
POSTS**



FACEBOOK

**19,130
LIKES
AVG**

**620
COMMENTS
AVG**

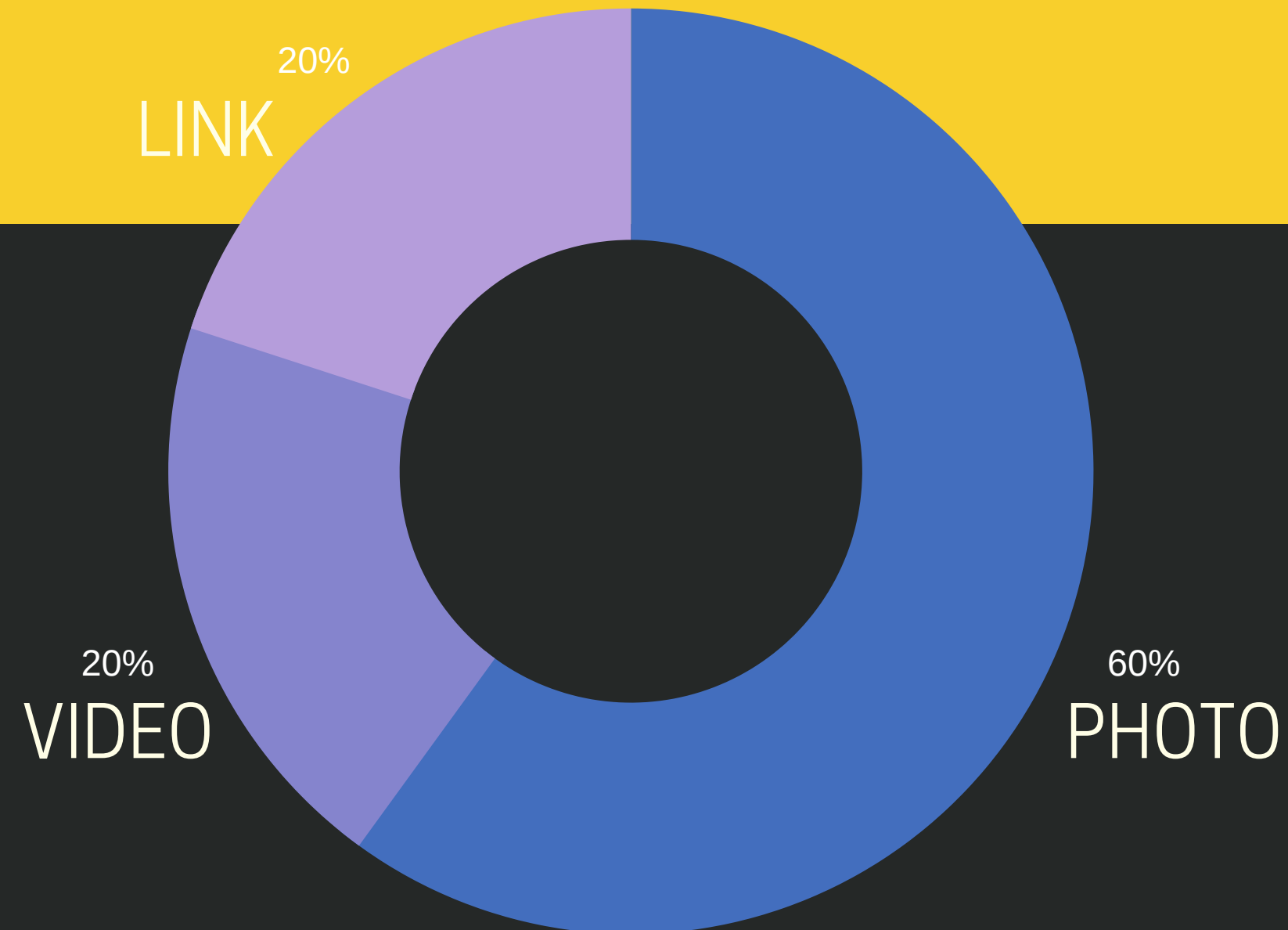
**7,449
SHARES
AVG**

ANALYSIS PERIOD:

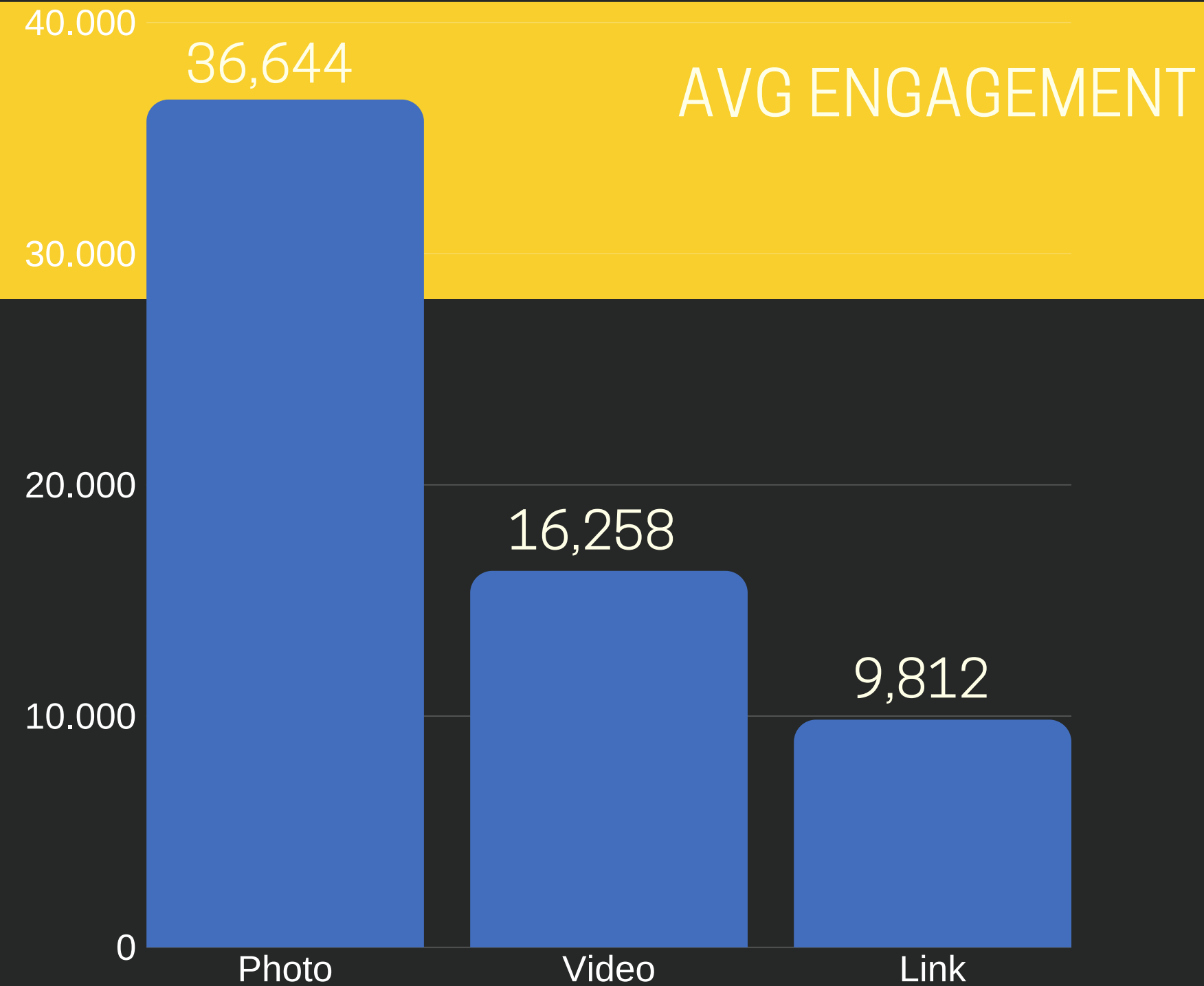
- 24th February 2020 -
24th March 2020

ACCOUNT STATISTICS

Most frequent post type (left chart) and most engaging post types (right chart) of 24th February 2020 – 24th March 2020.



FACEBOOK



ACCOUNT STATISTICS

Total likes obtained from each post published from 24th February 2020 to 24th March 2020.



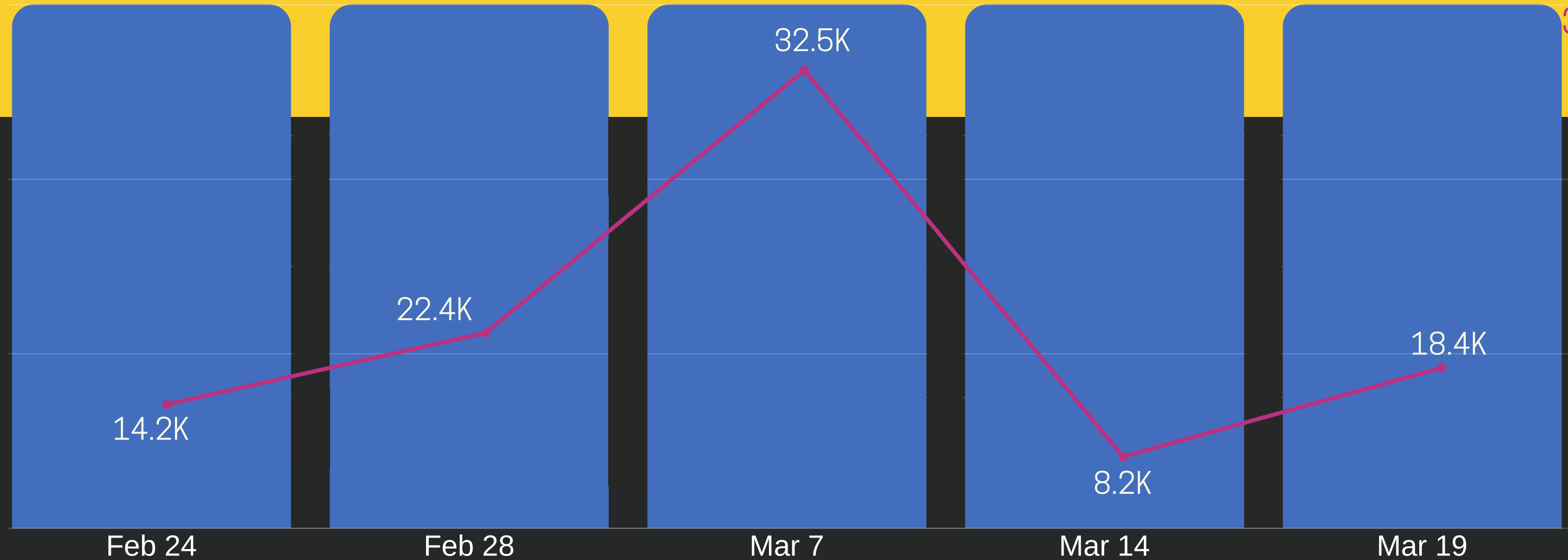
FACEBOOK

POST

1

TOTAL LIKE

35K



ACCOUNT STATISTICS

Total likes obtained from each post published from 24th February 2020 to 24th March 2020.



FACEBOOK

POST

1

TOTAL LIKE

35K



Feb 24



Feb 28



Mar 7



Mar 14



Mar 19

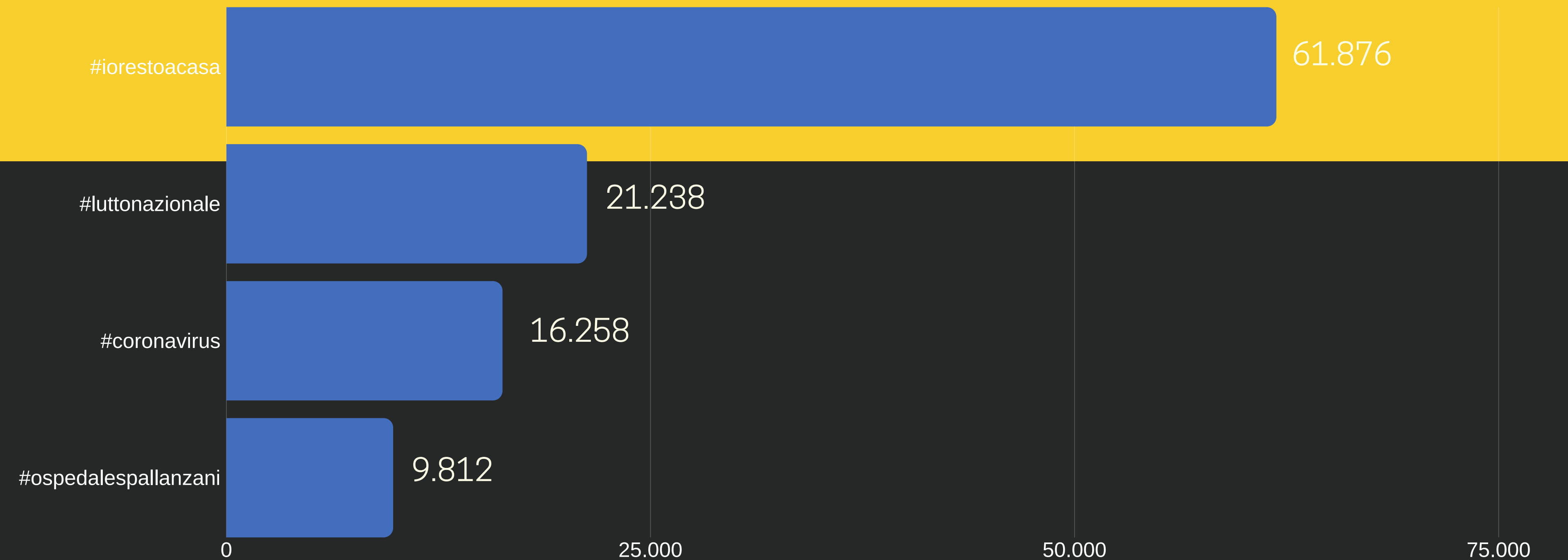
32.5K

ACCOUNT STATISTICS

Top hashtags by engagement
concerning the period from 24th
February 2020 to 24th March 2020.



FACEBOOK

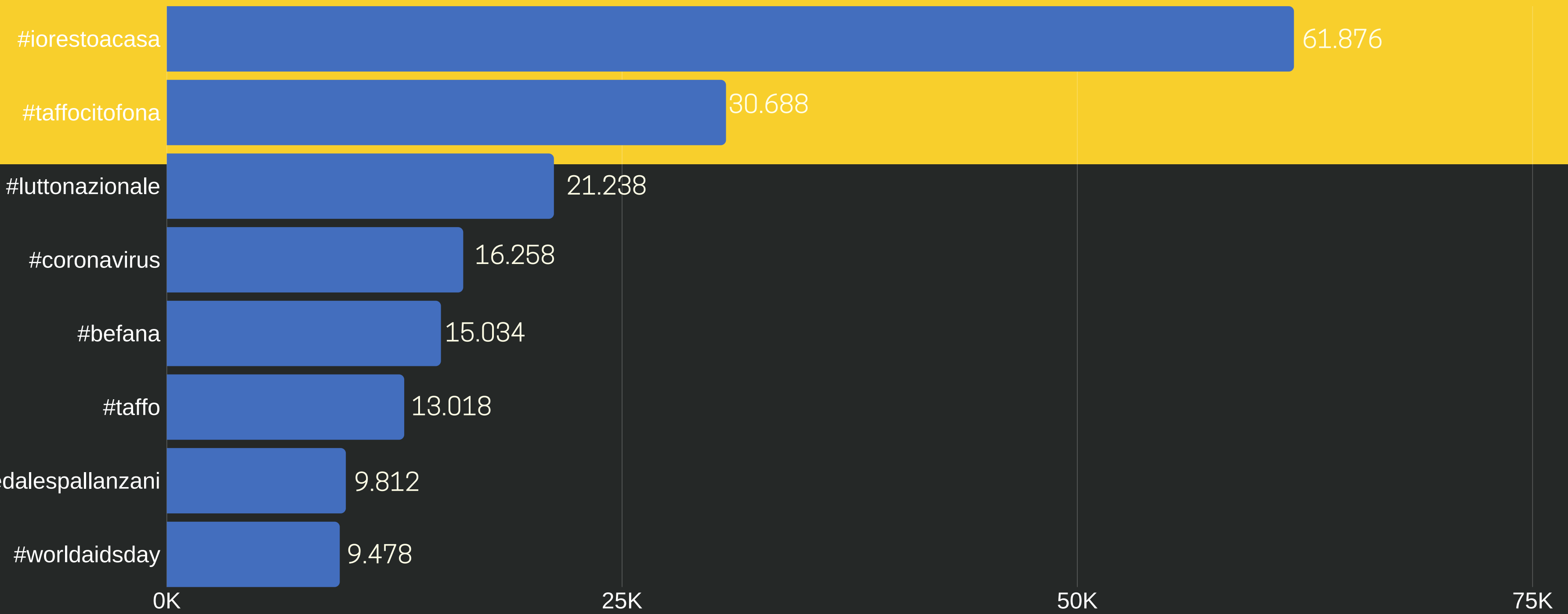


ACCOUNT STATISTICS

Top hashtags by engagement
concerning the period
from March 2019 to March 2020.



FACEBOOK



**5
POSTS**



INSTAGRAM

**7,153
LIKES
AVG**

**124
COMMENTS
AVG**

**14.10%
ENGAGEMENT
RATE**

ANALYSIS PERIOD:

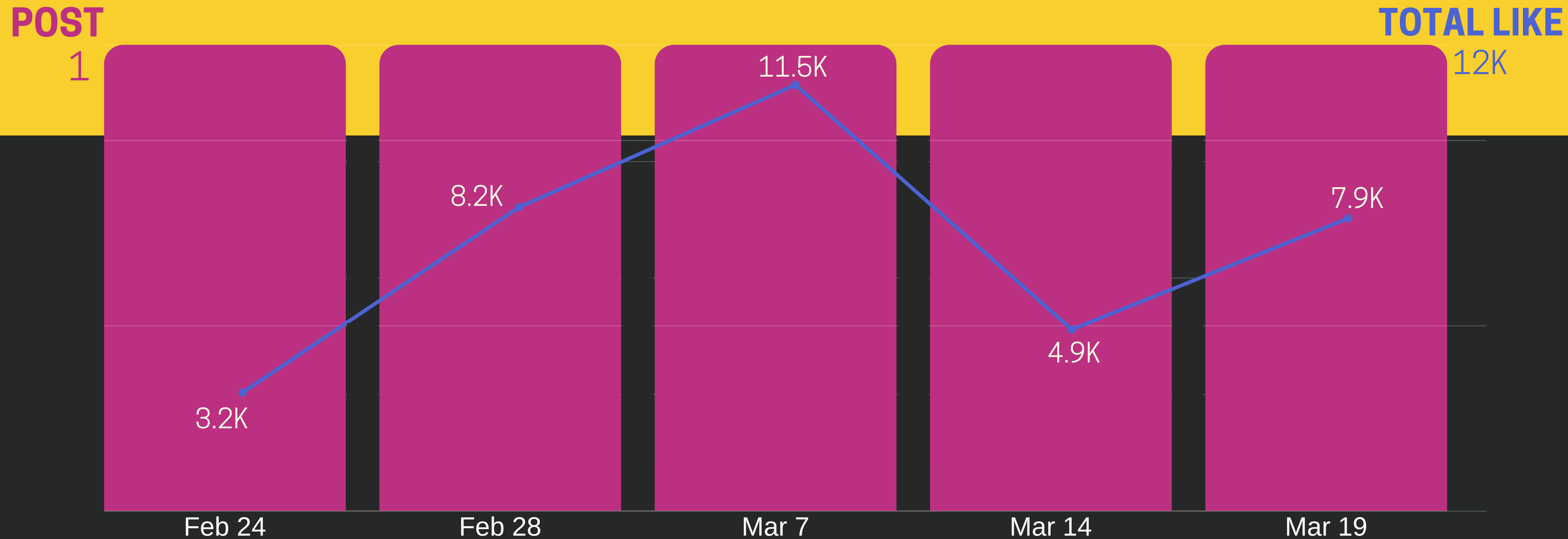
- 24th February 2020 -
24th March 2020

ACCOUNT STATISTICS

Total likes obtained from each post published from 24th February 2020 to 24th March 2020.



INSTAGRAM



ACCOUNT STATISTICS

Total likes obtained from each post published from 24th February 2020 to 24th March 2020.



INSTAGRAM

POST

1

TOTAL LIKE

12K



ACCOUNT STATISTICS

Total likes obtained from posts published in the months between March 2019 and March 2020.



INSTAGRAM

POST

TOTAL LIKE

6

30K

4

2

7,303

11,336

12,048

14,355

19,974

9,101

2,260

13,919

6,629

27,246

27,515

19,787

24,420

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

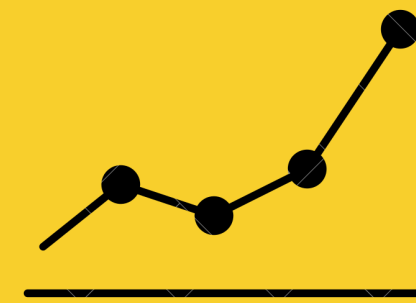
Jan

Feb

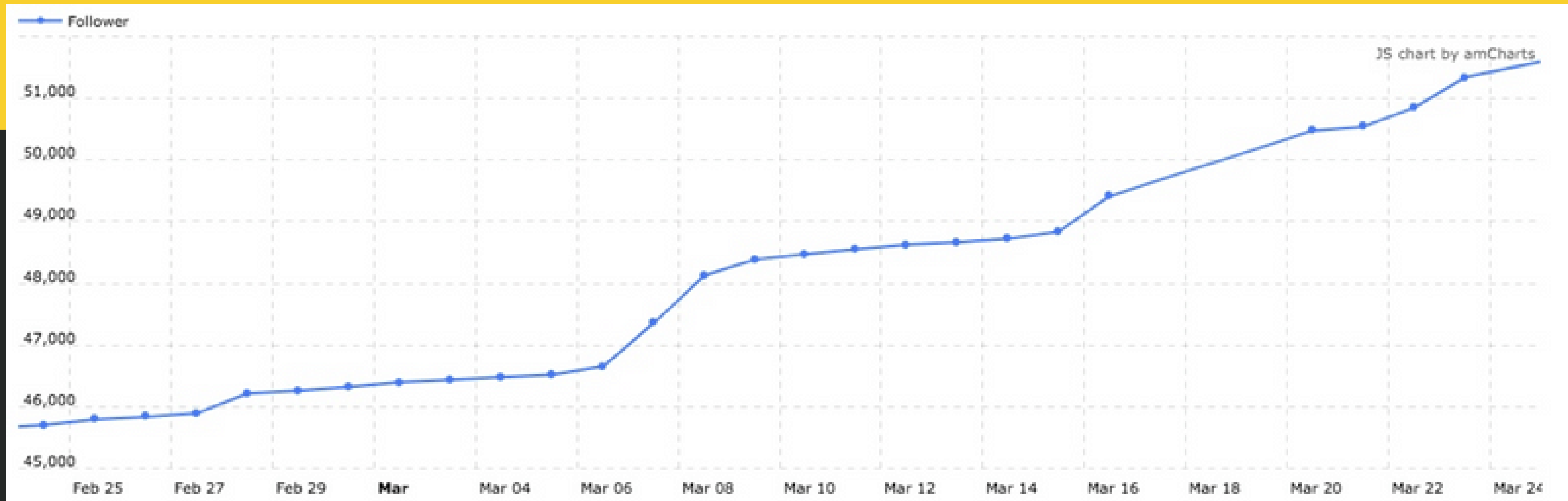
Mar

ACCOUNT STATISTICS

Instagram profile growth from 24th February 2020 to 24th March 2020.

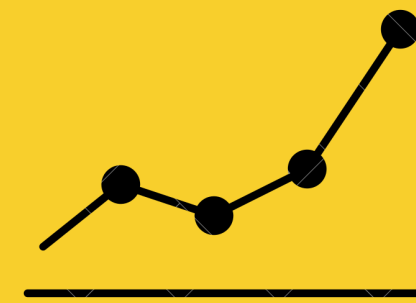


INSTAGRAM

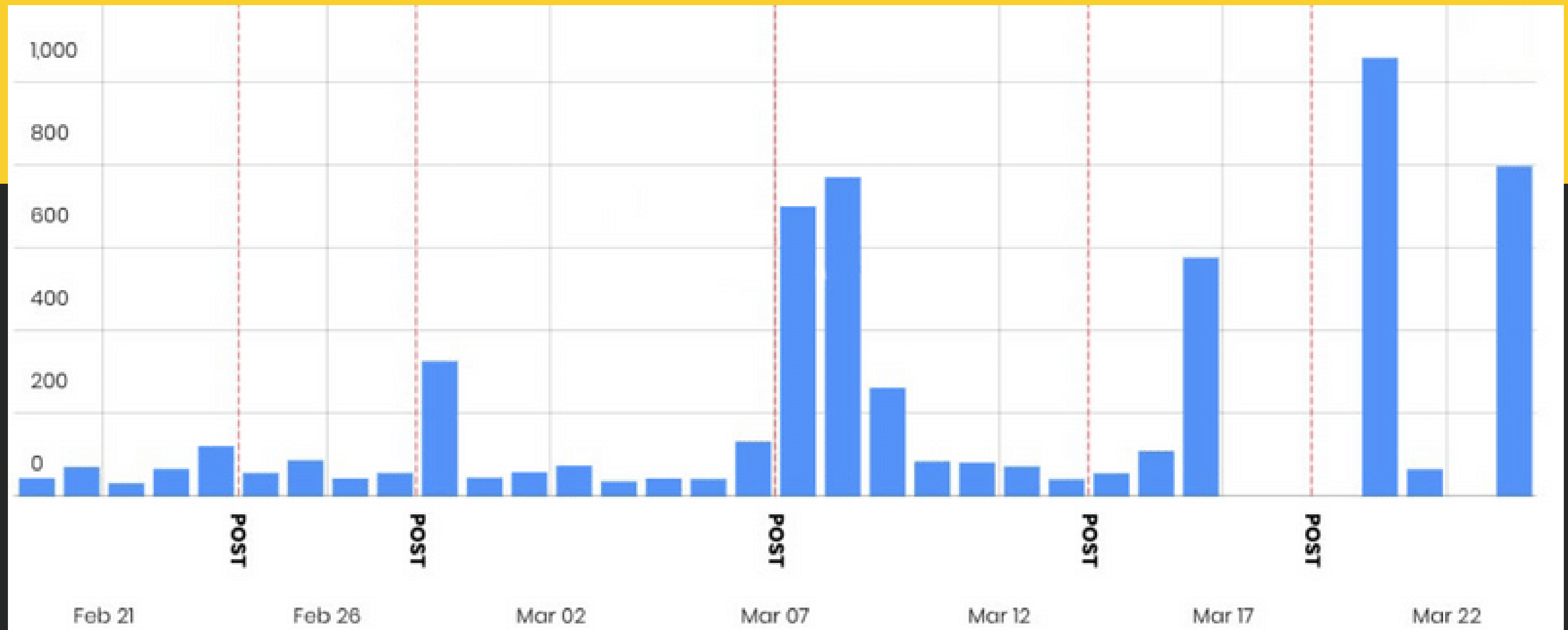


ACCOUNT STATISTICS

Instagram daily growth from 21st
February to 24th March 2020.



INSTAGRAM



The background is a dark gray grid containing various light gray icons. These icons include social media logos like Facebook (f), Twitter (bird), and YouTube (play button), as well as other tech-related symbols like a camera, a microphone, a speaker, a gear, a Windows logo, a Wi-Fi signal, a key, a briefcase, a document, a smartphone, and a play button. The icons are arranged in a repeating pattern across the grid.

TAFFO'S TURNOVER

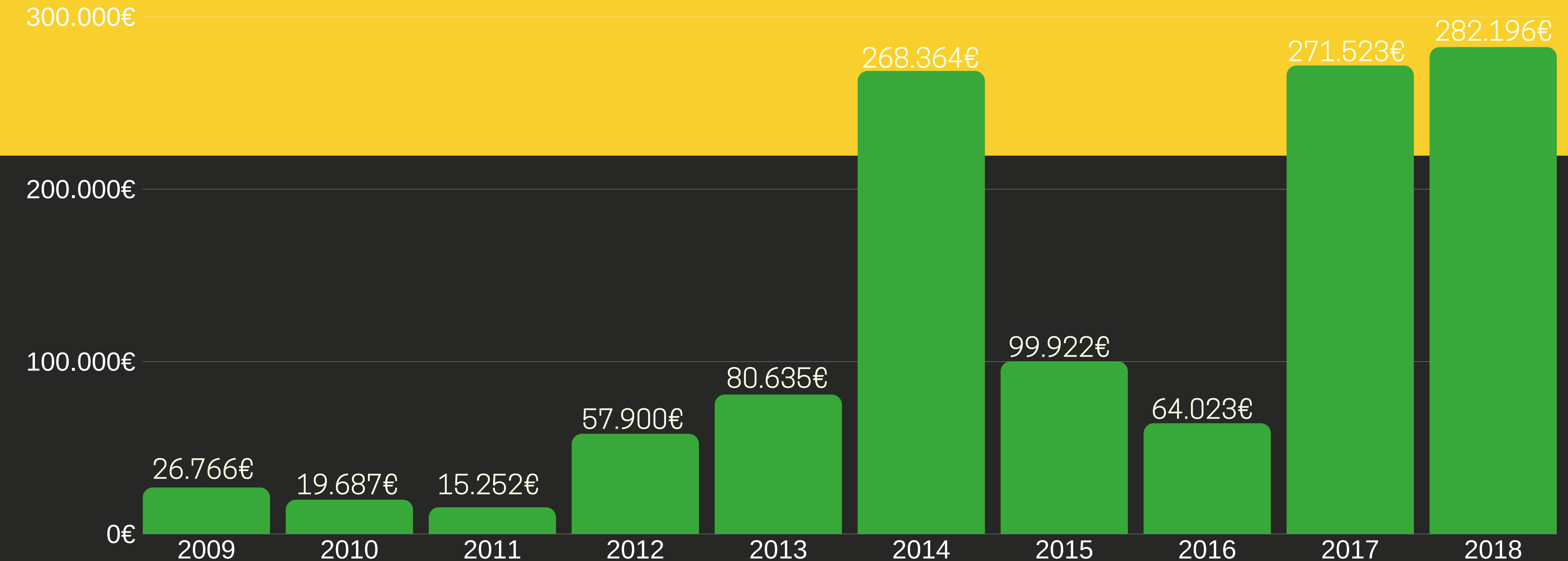
FIRM'S NET PROFIT

The firm's turnover data are provided by *Aida*
- Analisi Informatizzata delle Aziende Italiane
(Computerised Analysis of Italian Companies)



TURNOVER

NET PROFIT



FIRM'S NET PROFIT

The firm's turnover data are provided by *Aida*
- Analisi Informatizzata delle Aziende Italiane
(Computerised Analysis of Italian Companies)



TURNOVER

NET PROFIT

300.000€

200.000€

100.000€

0€

2009

2010

2011

2012

2013

2014

2015

2016

2017

2018

26.766€

19.687€

15.252€

57.900€

80.635€

268.364€

99.922€

64.023€

271.523€

282.196€



1.469.646
views*

Data refers to 2020/04/28

INTERESTING FACT

"MAGARI MUORI"

The song, written by Romina Falconi with the collaboration of Taffo Funeral Services, was released on YouTube on May 31, 2019.

The song was very successful: 1,443,822 views on YouTube. Contrary to what it seems, the song is a hymn to life.

RESOURCES

Articles, videos and online tools used to analyze Taffo social networks.



■ Taffo Funeral Services alle “onoranze” della cronaca e dei social, A. Bortolotto, 2019/08/26

■ «Taffo & Co», chi è l’inventore delle pubblicità social: «Mi mandano mail minatorie, ma io ci rido su», G. Marchina, 2019/04/02

■ Brand positioning, storytelling and strategy: some case histories, from Taffo to Motta, up to Nike’s campaign with Colin Kaepernick, 2018/10/02

■ La strategia social di taffo funziona? L'intervista, 2018/01/11, N. Bano

■ Business design per le PMI, M. Fusco, C. Pinna, M. Spagnolo, Edizioni LSWR, 2017,

■ Storie di successo: l’uomo dietro al successo social di Taffo, Il Sole 24 ore, 2019/10/04

■ Seduta con Riccardo Pirrone, M. N. Borgese, 2019/05/24

■ Keyhole, Ninjalitics, Socialinsideer, Aida



**THANK YOU FOR
YOUR TIME!**



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