



Digital and Social Media Marketing  
MKTG3002  
Assessment 2 (Part A)  
Social Media Analysis & Personal Branding

Sharjeel Sohail

Group 13 (Member 4)

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## Section 1: Analysis of the Voice of the Customer (VoC)

In research from Melancon and Dalakas (2018), over 96% of businesses use social media as a marketing tool and 92% of these businesses says that social media is important to their business goal. Social media allow individuals to speak and is a powerful tool in today's world not just for communication but also to make a change. The presence of social media affects today's businesses as consumers have embraced social media as an outlet for complaints.

To provide the analysis of the Voice of the Customer (VoC) for both the chosen brands, i.e., **Pete & Pedro**, and **Tiege Hanley**, a marketing research technique has been used, called Netnography. In research from Kozinets (2002), Netnography is a technique that uses information that is available publicly to identify and understand the needs and decision influences of consumer groups.

Let's have a look at some of the consumer comments and feedback under **Pete & Pedro's** social media platforms:

No.	Customer Comment	Social Media Platform	Reason for the comment	Appendix figure #
1	"I ordered the samples, and it says delivered but nothing came in the mail today. Who do I talk to about that?"	Facebook	Customer was notified that their package is delivered but they didn't receive it. Customer was asking the person in charge to talk about this issue.	Figure 5
2	"Pete and Pedro should get in the deodorant space. Just an idea."	Facebook	Customer suggested about a product they should have.	Figure 6
3	"I'm like the oddball in the pack it seems. I like 2 or 3. Between them, I'd pick 2. I like the 'black line only on one end' thing. If the container is laying down, in my gym bag, whatever, even without seeing the logo, I know which end is up."	Facebook	The post was made to ask customers to pick a design for their new packaging, on which the customer expressed their views on a particular design and why they'd prefer it.	Figure 7
4	"A bit steep in price. I can buy Walmart brand at six bucks for 300"	Facebook	Customer is not pleased with the price of their hair gel product.	Figure 8
5	"It's garbage don't bother"	Facebook	Customer posted a review with no background of their experience.	Figure 9
6	"I love PP Putty so much, but I can't tolerate this company customer service. Terrible customer service!!!!!!!!!! I have never received my second order. I emailed both	Facebook	Customer posted a review which depicts that despite of their love towards one of their products, they have to stop buying because of	Figure 10

	Aaron and PP, no answer. I called, no answer, only Aaron's voicemail blah blah blah. They never call me back. No more PP products for me. Especially the guy name Mike. Terrible customer service. "		their 'terrible' customer service and how they never received their order and there's no one to answer.	
7	"Product was good, BUT service not so great. My order total was about \$85 and when I received it, there was an issue with two items. I reached out and they took a while to get back but once they did I asked for an expedited shipment and they refused. They did NOT do everything in their power to make sure I was happy, had to wait about 7-10 days before my issue was corrected"	Facebook	Customer is not pleased with the customer service and wanted at least free shipping for the mistake they made in customer's order, which was refused.	Figure 11
8	"It's a really great product; it's just a total shame it smells like a urinal cake"	Instagram	Customer shared their reviews on brands' hair product, as they are unsatisfied with the smell of the product but at the same time, likes the product.	Figure 12
9	"This is one of worst fragrances I have ever smelt. I'm pretty sure this is what a homeless person smells like."	YouTube	Customer is displeased with their new fragrance and shared their review under their YouTube video of that product.	Figure 13
10	"I'll be honest with you Alpha, this doesn't seem too useful to me. And I'm someone who shaves my face every other day and my body every few weeks. This just seems... unnecessary when a wet paper towel does the job just fine (and likely quicker than this thing.) not going to knock people who buy it and find it useful, I'm just not going to buy it. Also, some advice to anyone doing body hair grooming: please if you're doing crazy shit like laying out towels or sitting over the toilet, stop! Just get in your dry bathtub/shower"	YouTube	Customer shared their views over their new launch 'The Stubble Buddy' which is a mini vacuum for facial hair on their YouTube video. Customer mentions that this is unnecessary and a minimal cleaning routine is fine for this and they are not going to buy it.	Figure 14

By looking at above data that was collected, the most common issue for consumers is about the customer service, which Pete & Pedro's seems to be lacking, however, at the same point, most of these issues were being looked after, i.e., someone from their company replied to these comments to reach out their team regarding their issue once the comment was made on their social media site, which can be seen in screenshots in the appendix section. The rest of the feedback is either suggestions or like/dislike about a certain product of theirs.

Now let's have a look at some of the consumer comments and feedback under **Tiege Hanley's** social media platforms:

No.	Customer Comment	Social Media Platform	Reason for the comment	Appendix figure #
1	"Are you ever planning to sell without requiring a subscription? I badly want to try the body wash and compare it to the Pete & Pedro body wash, but I don't exactly want to sign up for the monthly subscription because it just doesn't work the greatest for me. I keep 3 sets of everything because as a truck driver I don't have the luxury of being home every night. I keep a set at home, a set in my travel bag and a set at my girlfriend's house. So, it's nice to be able to stock up, and when supplies start running low, stock up again"	Facebook	Customer share their views on their 'Subscription' feature and said that they want to buy the product whenever they start running low on stock, and don't want the products to be shipped to them every month because of the subscription.	Figure 15
2	"Never seen that wooden plate for sale, can you order it on the website?"	Facebook	Customer was curious about the wooden plate that they used to advertise their soap, and wanted to buy off their website.	Figure 16
3	"When will clean be available in larger size?"	Facebook	Customer inquired if the product 'Clean' will be available in a bigger size? if so, when?	Figure 17
4	"Horrible for the price and very small"	Website	Customer left a review with 1 star on their website expressing their disappointment with their skin care products.	Figure 18
5	"You should add a body wash section to the website"	Instagram	Customer suggested that they would like a certain product on their website to buy.	Figure 19

6	"They should sell this at stores like Walmart and Target"	Instagram	Customer suggested that their product should be available at their nearest retail stores so that they can buy easily.	Figure 20
7	"Guys, I've got extremely dry skin which gets dull if I apply too oily moisturiser please guide me what do I need? + How can I get it delivered in the UK"	Instagram	Customer asked question under their Instagram post, to everyone who is reading, about the product they should buy, and how they can get it delivered to their address.	Figure 21
8	"Gave this product a shot. Felt ripped off. Paid way more on Amazon. Plus, my skin is still oily. Don't see a difference."	Instagram	Customer felt betrayed after trying their products, said that they don't see any difference after use and paid much more as they purchased from Amazon.	Figure 22
9	"Why don't you come up with a body lotion? Feel it'll be a great addition to the family."	Instagram	Customer suggested that they should have a certain product and it will be good to purchase that too with other products.	Figure 23

By observing the above collected data, it is apparent that Tiege Hanley might be lacking products that their customer needs. Mostly, suggestions were made about other products that they should sell, probably because consumers are liking the existing products, however, it is also noticeable that some people who aren't consumers yet have issues with their subscription plans, as they choose to buy product one time, and don't want to get in a contract to receive products every month.

By looking at both the brands' VoC, it is apparent that most consumers of Pete & Pedro have issues with the customer service and product quality, while on the other hand, consumers of Tiege Hanley like their products but expect a vast variety of products and easier buying process.

## Section 2: Social-media content for the brands

### **Pete & Pedro**

<https://www.facebook.com/godigitalwithgroup13/posts/194551149392846>

Since the analysis done above outlined the brand's poor customer service, a Facebook post was created to let customers know that they have listened to their feedback and decided to take extra measures to make them happy and heard all the time.

The post celebrates the Customer Service Week (happening now) and sends an announcement to their audience that they are working extra this week on weekend to reply to all their messages and comments about anything they would like to ask. This explains how much importance the brand has for their customers and no matter what the occasion is, they are always there to help them with their needs.

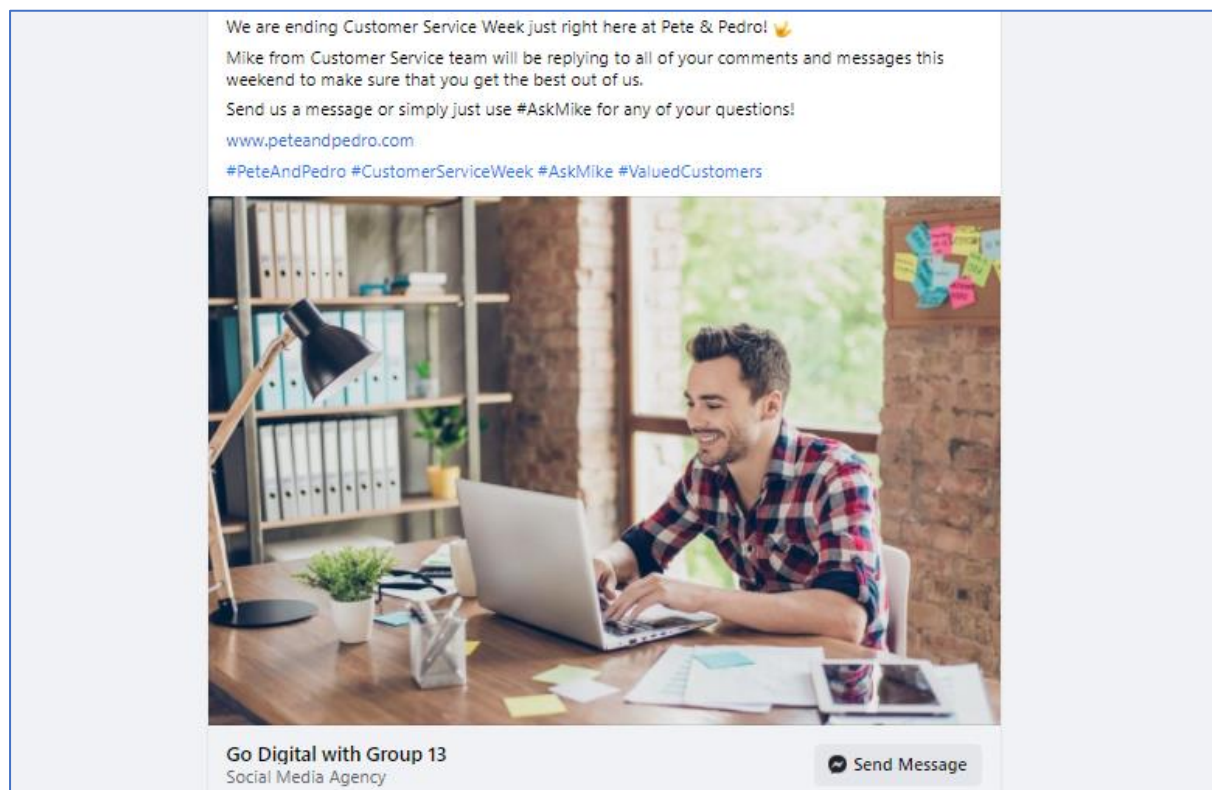


Figure 1: Pete & Pedro Facebook Post

## Tiege Hanley

<https://www.facebook.com/godigitalwithgroup13/posts/194570646057563>

The above analysis using VoC depicts that the brand lacks a variety of products that customer wants from them and are not satisfying customer needs, and customers are also finding their pricing slightly higher than other brands, a Facebook post was created for customer's input and giving away few products in return.

The post reaches out their valued customers asking them to suggest which product their audience would like from them and what they should work to on to fulfill the customer needs. It also announces a giveaway, that if they do suggest, they would enter in a lucky draw to get a chance to win a premium skincare gift set, which otherwise they find expensive.

Attention valued customers! We need your suggestions.

Our production team has asked for your word on which men's product we should work on next! Comment below and get a chance to WIN "Men's Premium Skin Care Gift Set"

Entries close Sunday 10th of October.

[www.tiegehanley.com](http://www.tiegehanley.com)

#NewProduct #Skincare #Giveaway #TiegeHanley

**TIEGE HANLEY**

**"SUGGEST WHICH PRODUCT YOU WOULD LIKE FOR US TO INTRODUCE NEXT AND GET A CHANCE TO WIN"**

**GIVEAWAY**

**MEN'S PREMIUM SKIN CARE GIFT SET**

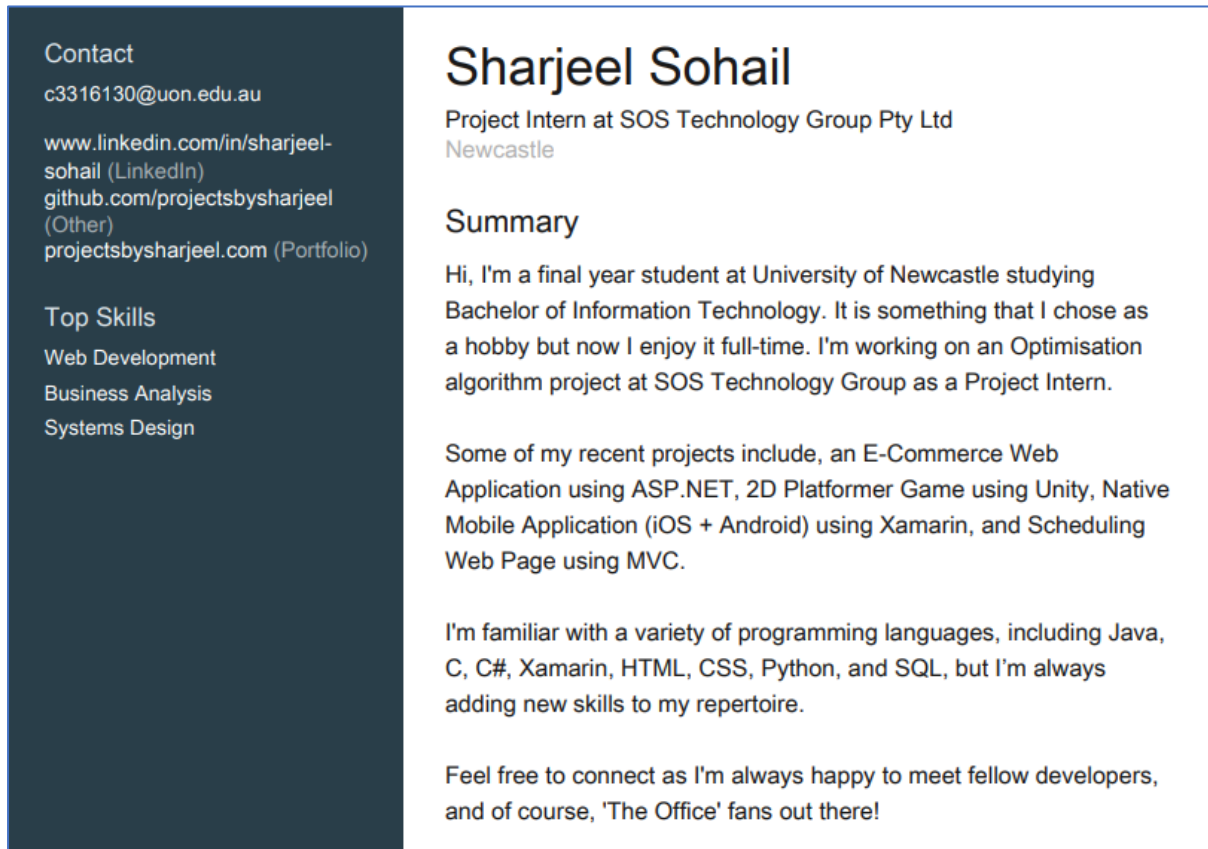
[www.tiegehanley.com](http://www.tiegehanley.com)

Go Digital with Group 13  
Social Media Agency

Send Message

Figure 2: Tiege Hanley's Facebook Post

## Section 3: Personal Branding in LinkedIn



This screenshot shows the top portion of a LinkedIn profile for Sharjeel Sohail. The left sidebar contains contact information and top skills. The main section displays the profile name, current role, a summary paragraph, a paragraph about recent projects, a paragraph about programming skills, and a closing statement.

**Contact**  
c3316130@uon.edu.au  
  
www.linkedin.com/in/sharjeel-sohail (LinkedIn)  
github.com/projectsbysharjeel (Other)  
projectsbysharjeel.com (Portfolio)

**Top Skills**  
Web Development  
Business Analysis  
Systems Design

## Sharjeel Sohail

Project Intern at SOS Technology Group Pty Ltd  
Newcastle

### Summary

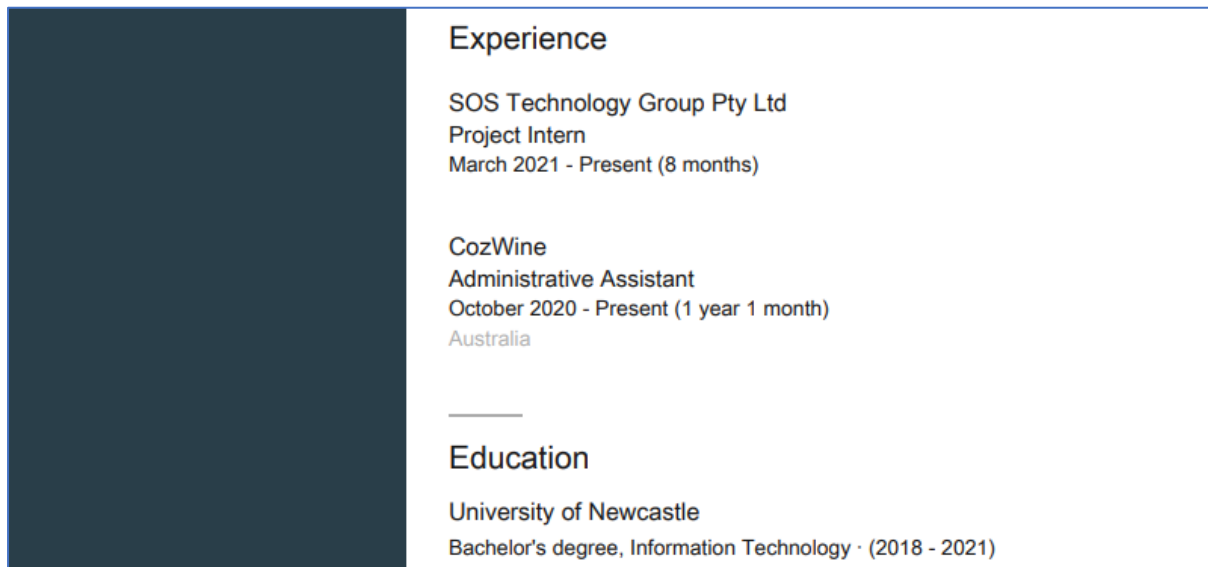
Hi, I'm a final year student at University of Newcastle studying Bachelor of Information Technology. It is something that I chose as a hobby but now I enjoy it full-time. I'm working on an Optimisation algorithm project at SOS Technology Group as a Project Intern.

Some of my recent projects include, an E-Commerce Web Application using ASP.NET, 2D Platformer Game using Unity, Native Mobile Application (iOS + Android) using Xamarin, and Scheduling Web Page using MVC.

I'm familiar with a variety of programming languages, including Java, C, C#, Xamarin, HTML, CSS, Python, and SQL, but I'm always adding new skills to my repertoire.

Feel free to connect as I'm always happy to meet fellow developers, and of course, 'The Office' fans out there!

Figure 3: LinkedIn Screenshot (Part 1)



This screenshot shows the bottom portion of the LinkedIn profile for Sharjeel Sohail. The left sidebar is dark blue. The main section displays the 'Experience' section with two roles and the 'Education' section with one entry.

## Experience

SOS Technology Group Pty Ltd  
Project Intern  
March 2021 - Present (8 months)

CozWine  
Administrative Assistant  
October 2020 - Present (1 year 1 month)  
Australia

## Education

University of Newcastle  
Bachelor's degree, Information Technology · (2018 - 2021)

Figure 4: LinkedIn Screenshot (Part 2)



## Appendix

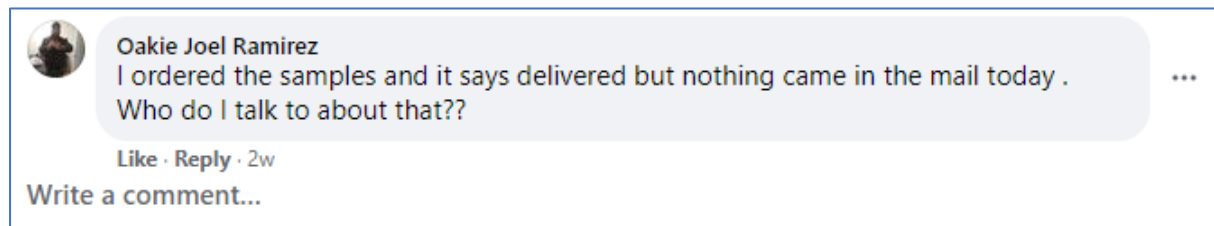


Figure 5

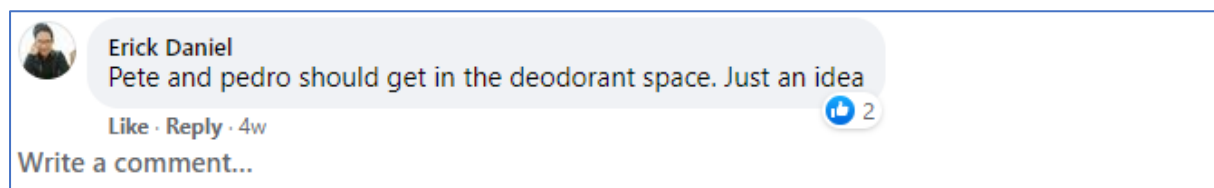


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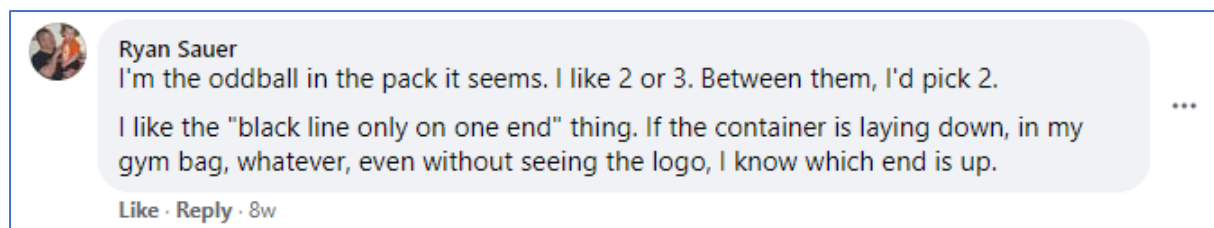


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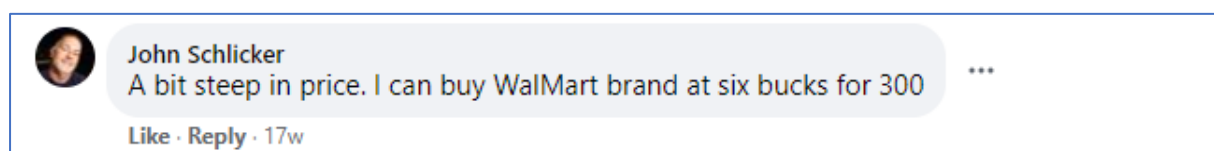


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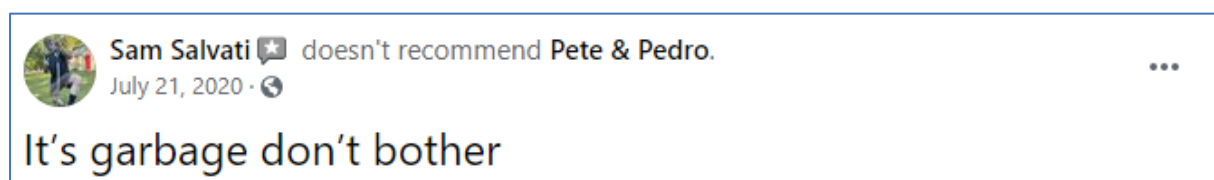


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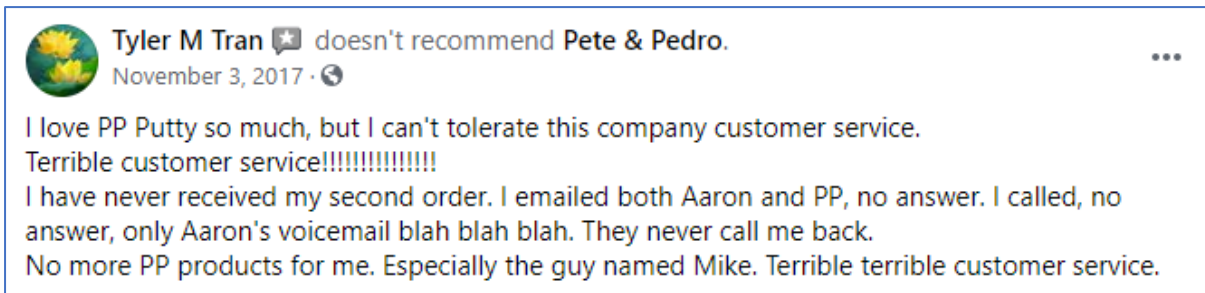


Figure 10



Figure 11

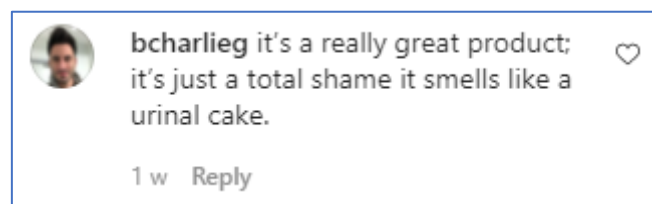


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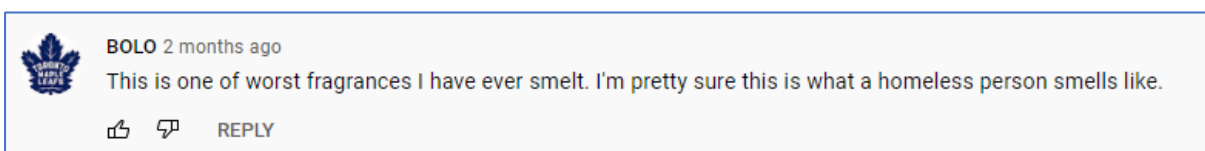


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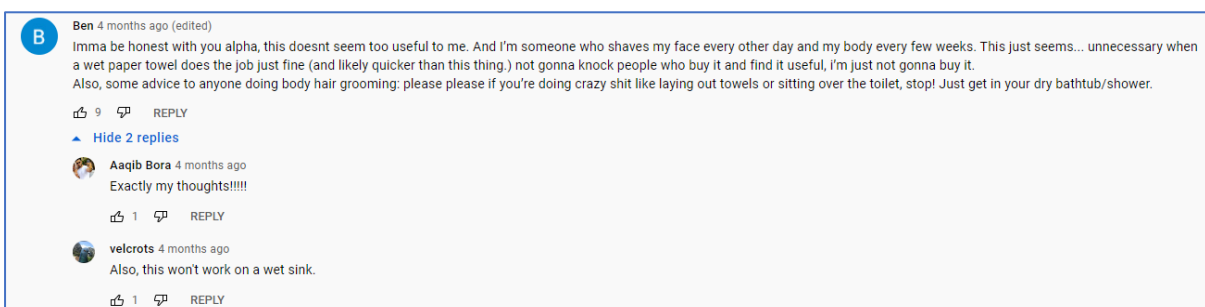


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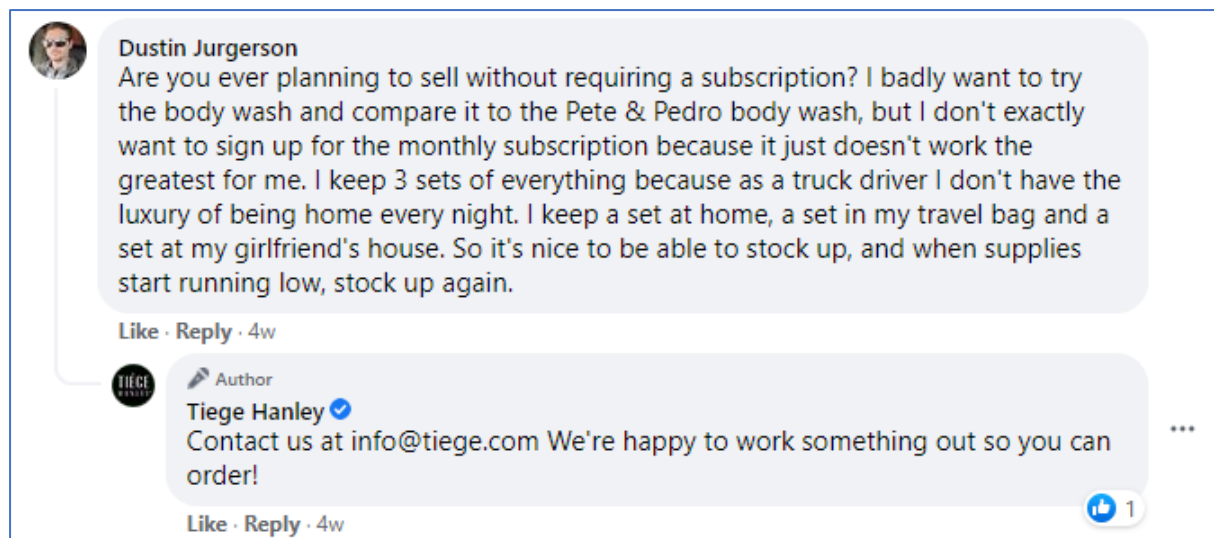


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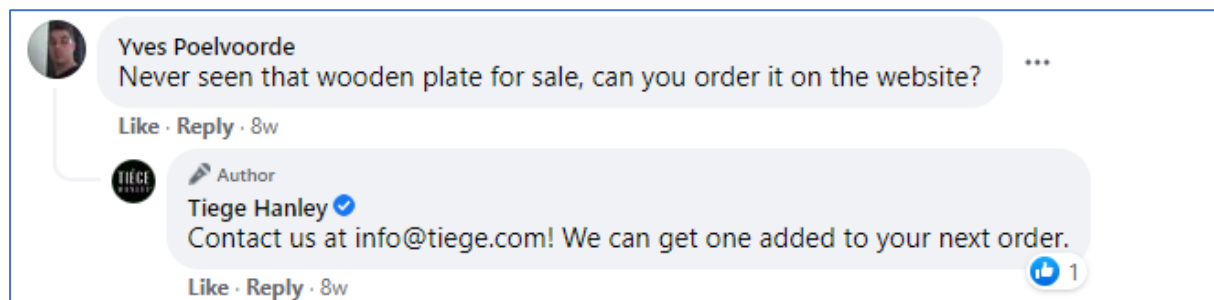


Figure 16



Figure 17



Figure 18

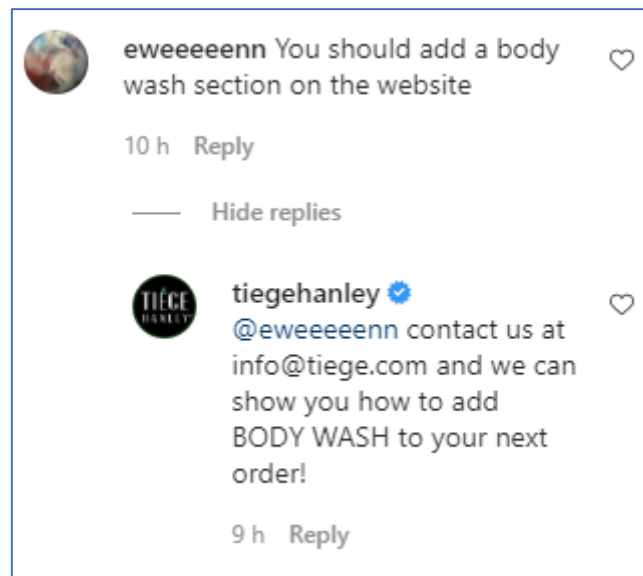


Figure 19

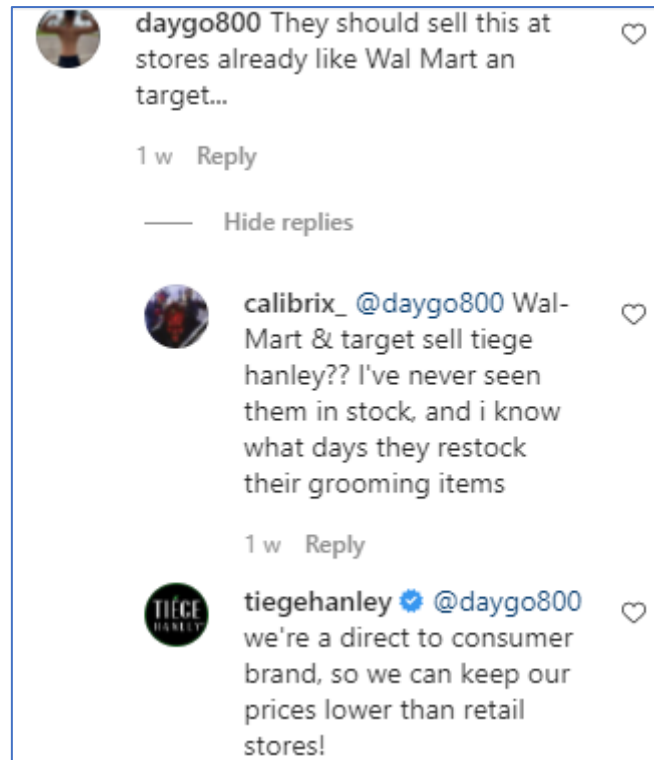


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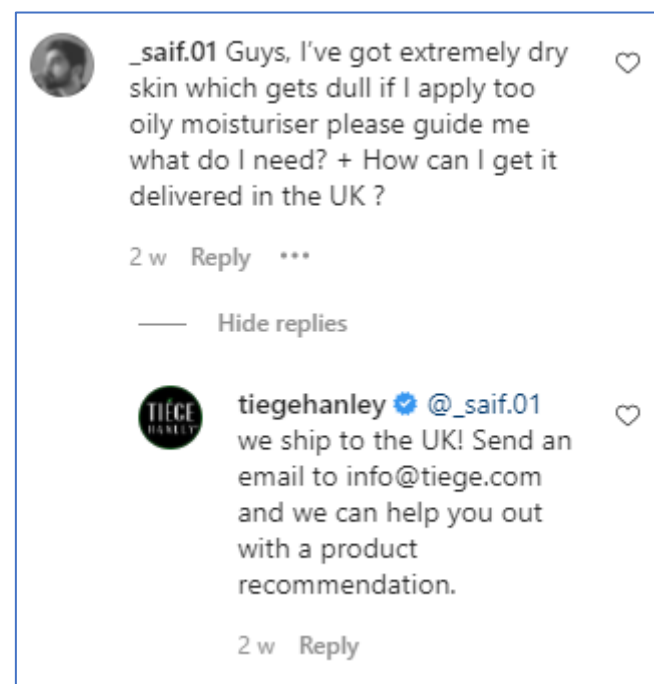


Figure 21

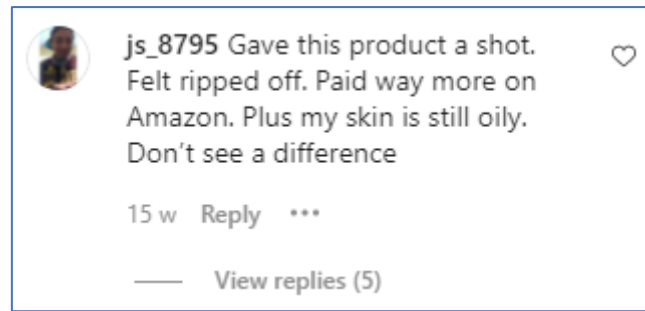


Figure 22



Figure 23

## Reference List

- 1) Melancon, J. P., & Dalakas, V. (2018). Consumer social voice in the age of social media: Segmentation profiles and relationship marketing strategies. *Business Horizons*, 61(1), 157–167. <https://doi.org/10.1016/j.bushor.2017.09.015>
- 2) Kozinets, R. V. (2002). The Field behind the Screen: Using Netnography for Marketing Research in Online Communities. *Journal of Marketing Research*, 39(1), 61–72. <https://doi.org/10.1509/jmkr.39.1.61.18935>