







Competitors	Demographic	Total number of locations	Availability in Lower Main Land	Social Media Platforms	Shoe Price Range	Shipping Policies
	35 - 64	Total: 18	Store: 16	Facebook  Twitter  Pinterest	\$199.99 to \$29.99	Free over \$99  Canada First pair \$10 second and after \$5 each  USA First pair \$30 second and after \$15 (Exclude other fees, duties, customers, taxes)
	Age 18+	Total: 67	Stores: 8	Facebook  Instagram  Twitter  Pinterest	\$1710 to \$34.99	Free over \$198  \$5 per order
	Age 18+	Total: 125	Stores: 10	Facebook  Twitter  Pinterest  Instagram  Wordpress  Youtube	\$369.99 to \$24.99	Free over \$49.99  \$7.30 per order
	Age 18+	Total: 512	Stores: 2	Instagram  Facebook	\$220.99 to \$19.99	Free over \$35 (membership)

				Twitter		<p>Free over \$80 regular customer</p> <p>All provinces \$8 per order</p> <p>NU, YK, NT \$15 per order</p>
	Age 20+	Total: 2	Stores: 2	<p>Facebook</p> <p>Twitter</p> <p>Instagram</p> <p>Google Plus</p> <p>Youtube</p> <p>Pinterest</p>	\$10.00 to \$269.99	<p>Free over \$50 all domestic orders</p> <p>USA \$15 per order</p>
	Age 26+	Total: 5	Stores: 1	<p>Facebook</p> <p>Twitter</p> <p>Pinterest</p>	\$54.99 to \$269.99	<p>\$10 below \$99 Free above \$99</p> <p>NU, YK, NT \$20 for 1 item \$30 for 2 items \$30 for first 2 items and + \$5 after</p> <p>USA \$30 for 1 item \$45 for 2 items \$45 for first 2 items and +\$7.5 after</p>

## Brands

Ronsons	Browns	DSW	SoftMoc	Zelen Shoes	A Step Ahead
Aetrex					
Aravon					
Aureus					
Biotime					
Bogs	✓	✓	✓		✓
Bostonian		✓	✓		
Bueno		✓			
Bussola					
Butterfly Twists					
CC Resorts					
Cat					
Clarks	✓	✓	✓		✓
Cobb Hill					✓
Collections Bulle					
Converse	✓	✓	✓	✓	✓
Cougar	✓	✓	✓		
Dorking					
Dromedaris					

Earth		✓			
Earthies					
Easy Spirit		✓			
Ecco	✓				✓
FitFlop			✓		✓
Flexi		✓			
Fluchos					
Geox	✓	✓	✓		
Hispanitas					
Hush Puppies		✓	✓		✓
Ilse Jacobsen					
K-Swiss	✓	✓			
Keen		✓	✓		✓
Kenneth Cole	✓	✓	✓		
Kodiak	✓	✓	✓		
Lemon Jelly	✓				
Mephisto			✓		✓
Merrell		✓	✓		✓
Miz Mooz					

New Balance	✓	✓	✓		✓
Palladium	✓		✓	✓	
Propet					
Rock Spring					
Rockport		✓			✓
Ronsports					
Sorel	✓	✓	✓	✓	✓
Sperry Top-Sider		✓	✓	✓	✓
Take Me					
Taos			✓		✓
Vionic			✓		✓
Volks Walkers					✓
Waldlaufer					
Wanda Panda					
Wolky					✓
Total ✓ 52	13	20	19	4	18
Total Brands	151	218	93	23	58

## Product by Shoe Styles

	Ronsons	Browns Shoes	SoftMoc	Zelen Shoes	DSW	A Step Ahead
<a href="#">Boots</a>						
Winter Boots	✓	✓	✓	✓	✓	✓
Water Proof	✓	✓	✓	✓	✓	✓
Casual	✓	✓	✓	✓	✓	✓
Chelsea	✓	✓	✓	✓	✓	✓
Dress	✓	✓	✓	✓	✓	✓
Chukka	✓	✓	✓	✓	✓	✗
<a href="#">Shoes</a>						
Sneakers	✓	✓	✓	✓	✓	✓
Sport	✓	✓	✓	✓	✓	✗
Casual	✓	✓	✓	✓	✓	✓
Loafers	✓	✓	✓	✓	✓	✗
Dress	✓	✓	✓	✗	✓	✓
Walker	✓	✓	✓	✓	✓	✓
Safety	✓	✓	✓	✗	✓	✗
<a href="#">Sandals</a>						

Casual	✓	✓	✗	✓	✓	✓
Slipper	✓	✓	✓	✓	✓	✓
Home	✓	✗	✓	✗	✓	✓
Flip Flop	✓	✓	✓	✓	✓	✓
Total ✗ 17	0	1	1	3	0	4

### Competitor Social Media Comparison

	FaceBook	Instagram	Twitter	Pinterest
Ronsons				
Post Frequency (Weekly)	1 - 4	1 - 4	1	
Average Likes (Per Post)	10 - 30	5 - 16	1	
Average Comment (Weekly)		1		
Total Followers	3,600	213	288	227
Total Likes	3,530		78	
Total Posts		95	319	21
Average Shares	2			
Number of Locations	18			
Number of Brands	52			
Browns Shoes				
Post Frequency (Weekly)	1-3	1-2	1-2	
Average Likes (Per Post)	18-32	239-540		1-4

Average Comment (Weekly)	2-10	26-32		
Total Followers	36,044	35,500	2,201	1,000
Total Likes	36,246		1,156	
Total Posts		2,259	2,697	23 boards
Average Shares				
Average Shares	1			
Number of Locations	64			
Number of Brands	151			
SoftMoc				
Post Frequency (Weekly)	3	3	3	
Average Likes (Per Post)	3	71		
Average Comment (Weekly)	0-1	2		
Total Followers	71,736	6,064	4,622	610
Total Likes	72,686		1,336	
Total Posts		958	2,697	6 boards
Average Shares				
Number of Locations	123			
Number of Brands	93			
DSW				
Post Frequency (Weekly)	1-3	6	3	
Average Likes (Per Post)	150	1,100	13	
Average Comment (Weekly)	1-3	17		



<b>Total Followers</b>	<b>2,756,216</b>	<b>554,000</b>	<b>98,000</b>	<b>73,000</b>
<b>Total Likes</b>	<b>2,828,581</b>	<b>438</b>	<b>4,923</b>	
<b>Total Posts</b>		<b>2,929</b>	<b>105,000</b>	<b>6 boards</b>
<b>Average Shares</b>	<b>4</b>			
<b>Number of Locations</b>	<b>512</b>			
<b>Number of Brands</b>	<b>218</b>			

#### Findings:

- Facebook is the most active Social Media outlet
- Ronsons post more on Facebook & Instagram (But competitors have more on likes, comments → which are base on # of followers and brand awareness and their reach) ← this is supported by the first competitive selection process.

	<b>R.F B</b>	B.F B	S.F B	D.FB	<b>R.IN</b>	B.IN	S.I N	D.IN	<b>R.T</b>	B.T	S. T	D.T
Emoji	✓		✓	✓		✓	✓	✓	✓	✓	✓	✓
Links	✓	✓	✓	✓			✓	✓	✓	✓	✓	✓
Tags Others		✓										
Hashtag s		✓	✓	✓		✓	✓	✓		✓	✓	✓
@		✓		✓	✓	✓	✓	✓		✓	✓	✓

Mobile Shop Tag						✓	✓	✓				
Totals	2	4	3	4	1	4	5	5	2	4	4	4

Ronsons	
Facebook	<u>Sales price</u> <u>Promotions/Clearance Sales</u> 1-2 sentence intro
Instagram	Company events Photoshoots with shoe models Life quotes related to shoes Promotions
Twitter	<u>Promotions</u> <u>Holiday Discount Deals/Clearance Sales</u>
Pinterest  Uses a different icon picture, different from logo	Still pictures of just the shoe Shoe price Product description  Board based on coupon/promotions

Browns Shoes	
Facebook Same pictures	Shoe stand alone pictures Photoshoots with Models with shoes - Picture of feet Award events People post company complaints - mainly for customer service
Instagram Same pictures	Photoshoots with Models with shoes- Pictures of feet 1-2 sentence news update on new products Shoe stand alone pictures

	Gifs Instagram shopper tags
Twitter	News feeds for new Browns Shoes developments
Pinterest	Pictures of shoes - Completely different from the other social media Shoe collages on board

SoftMoc	
Facebook/Instagram/Twitter Same pictures	Photoshoots with Models with shoes - Models overall shot Season base Sequence of 3 photos with the same theme
Pinterest	Birds-eye-view: outfit and shoes layed out Some pictures from instagram/twitter feeds

DSW	
Facebook	Photoshoots with shoe models 1-2 sentence intro
Instagram	Company events Photoshoots with shoe models Life quotes <u>Promotions</u> <u>Uses Survey Polls</u>
Twitter	Polls Videos Photoshoots with shoe models/Group pictures GIFs
Pinterest  Uses a different icon picture, different from logo	Still pictures of just the shoe Shoe price Product description Board based on coupon/promotions

**Ronsons can add:** @, Hashtags, get people picture involved

- **Most customers engaged in company content involvement:** Company news post, life quotes, news, photoshop on feet (Average 45 likes)
- Company Content marketing a new strategy for e-commerce
- Ronsons have Instagram, but it isn't linked on the website.
- Showcase company activities in the communities
- Videos contents to show the shoes

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