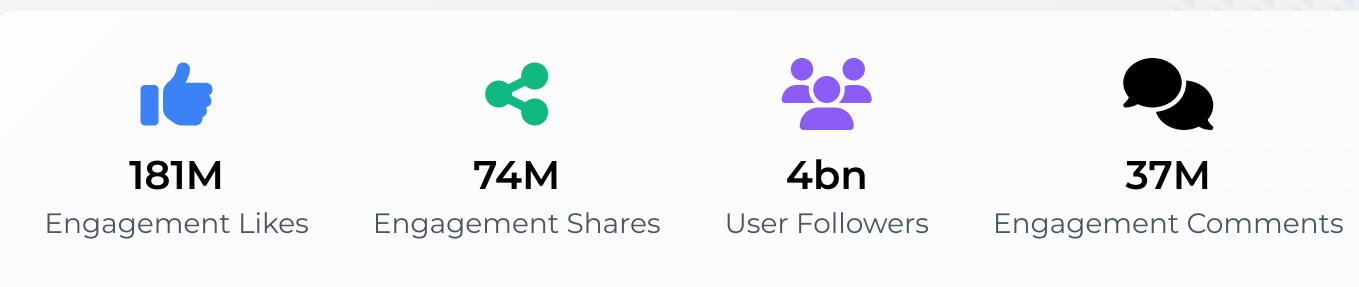


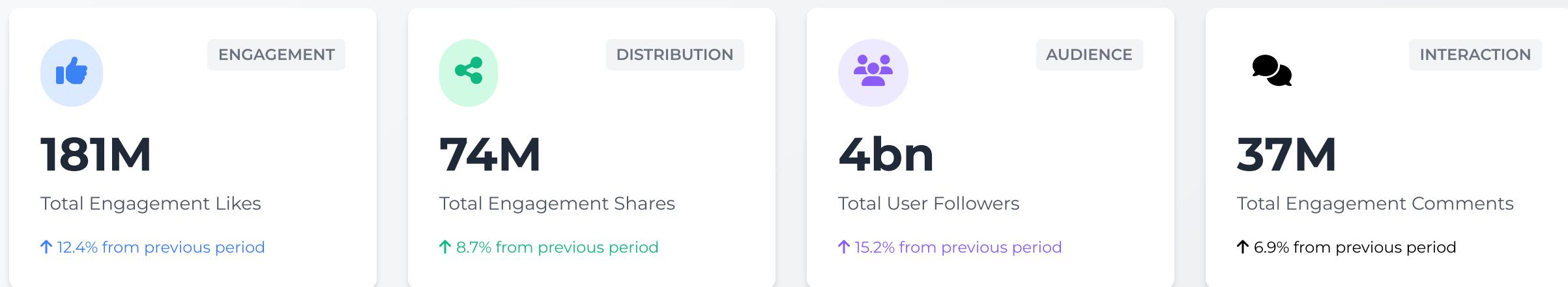
AFRI TECH LTD.

Brand Reputation **Analysis**

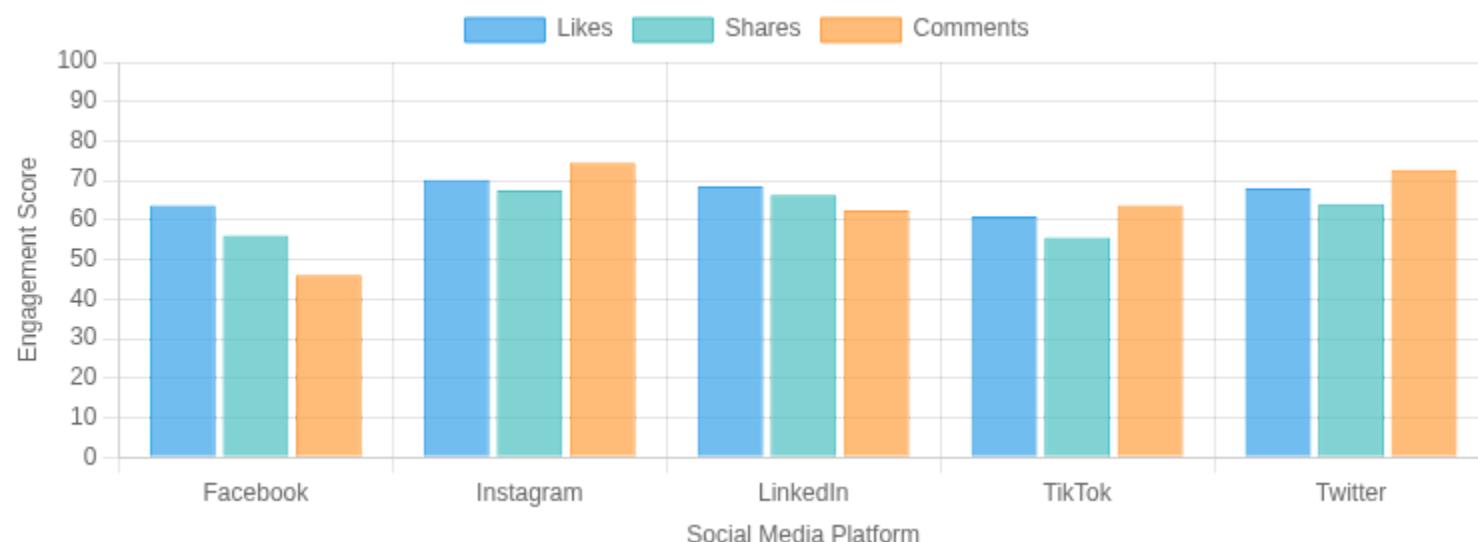


↳ Dashboard Analysis & Strategic Recommendations

Key Performance Metrics



Engagement Metrics Comparison



Key Insights

- Strong overall engagement with **181M likes** driving audience interaction
- 74M shares** indicate high content value and audience willingness to distribute
- Massive follower base of **4 billion** provides exceptional reach potential
- 37M comments** show active audience engagement and conversation

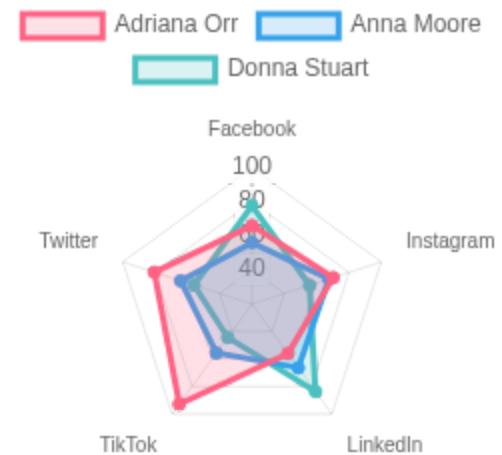
Top Influencers Analysis

Based on Cross-Platform Influence Score

Top 5 Customer Influencers

INFLUENCER	FACEBOOK	INSTAGRAM	LINKEDIN	TIKTOK	TWITTER	TOTAL
AO Adriana Orr Top Performer	66.11	70.17	55.99	92.71	80.42	72.71
AM Anna Moore Rising Star	56.11	67.55	66.40	55.66	64.11	62.55
DS Donna Stuart DDS	77.91	55.64	83.53	44.32	55.87	60.28
JR James Rose Influencer	43.69	77.83	77.72	44.77	70.25	64.61
JW James Webb Brand Advocate	53.67	70.59	83.22	54.28	70.39	63.59

Platform Insights



Key Takeaways

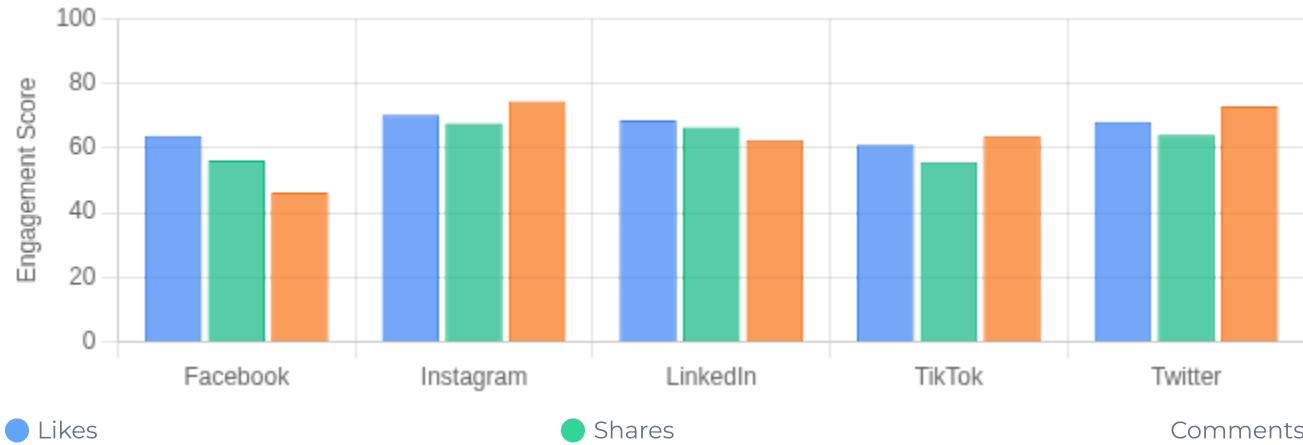
- ✖ **Adriana Orr** leads with exceptional TikTok performance (92.71)
- ✓ **LinkedIn** consistently shows high engagement across influencers
- 💡 Platform strength varies by influencer, suggesting targeted campaigns

Strategic Action

Leverage Adriana's TikTok audience and Donna's LinkedIn network for specialized campaigns targeting Gen Z and professional audiences respectively.

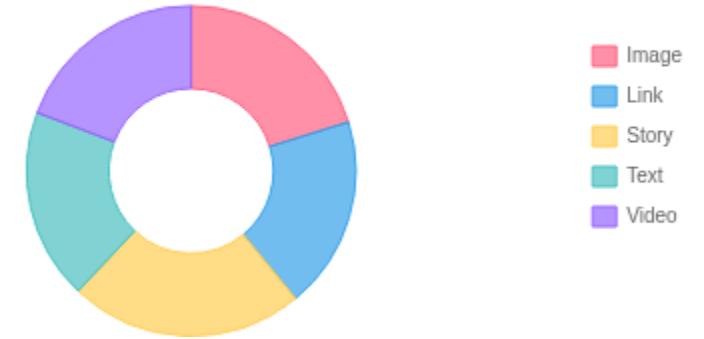
Platform Performance

Engagement by Platform



Content Performance

Content Type Distribution



Facebook

63.79 Avg. Score

Image: 3191 Video: 2877

Best for community engagement and targeted user groups

Instagram

70.17 Avg. Score

Image: 3342 Story: 3266

Visual content drives highest engagement rate

LinkedIn

68.54 Avg. Score

Link: 3169 Text: 2623

Professional content resonates best with audience

TikTok

60.89 Avg. Score

Video: 2954 Story: 2818

Growing platform with high Gen Z engagement

Twitter

68.01 Avg. Score

Text: 2785 Link: 2745

Real-time conversations and trending topics

Strategic Platform Recommendations

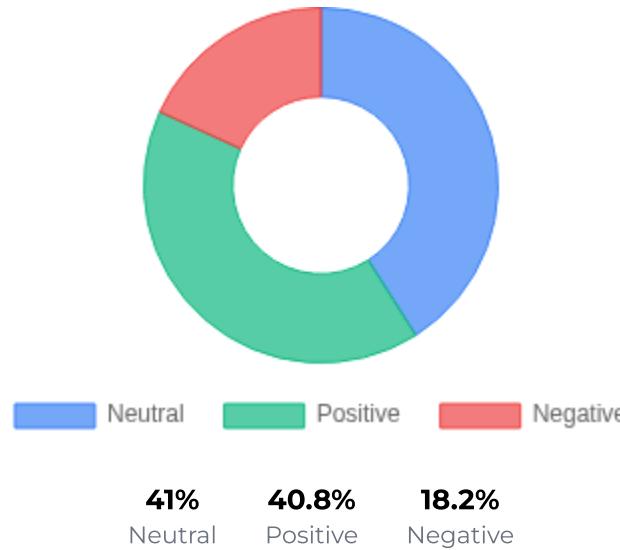
◉ Prioritize Instagram for visual brand campaigns and highest overall engagement

↳ Leverage LinkedIn for professional thought leadership and industry positioning

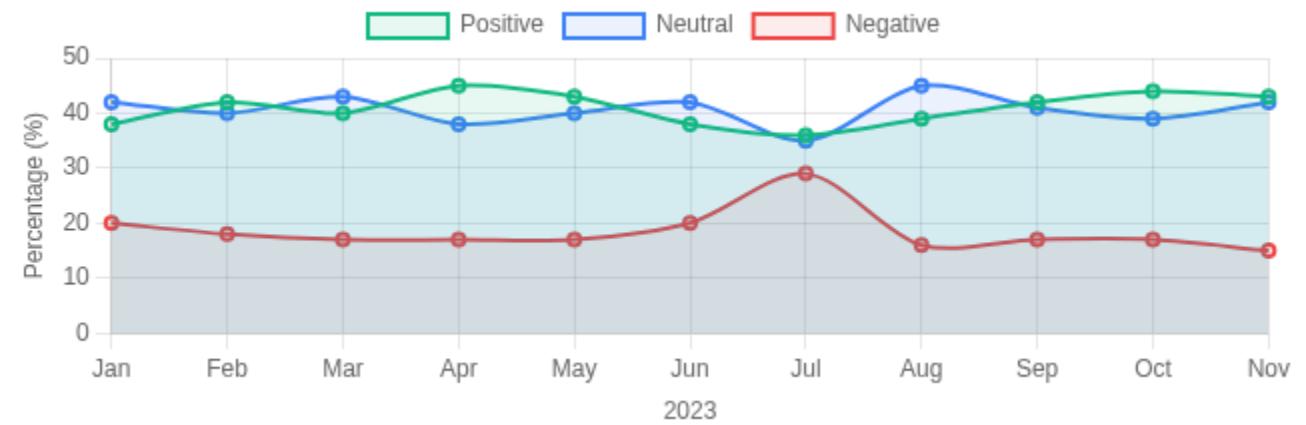
📍 Increase TikTok investment to capture growing younger audience segments

Brand **Sentiment** Analysis

Sentiment Distribution



Sentiment Trends (2023)



Positive Sentiment

- ✓ Strong product satisfaction across social platforms
- ✓ Customer support receives high praise
- 💡 Leverage customer testimonials in marketing



Neutral Sentiment

- 💡 General awareness but limited emotional connection
- 💡 Product comparisons frequently appear neutral
- 💡 Opportunity to convert to positive through engagement

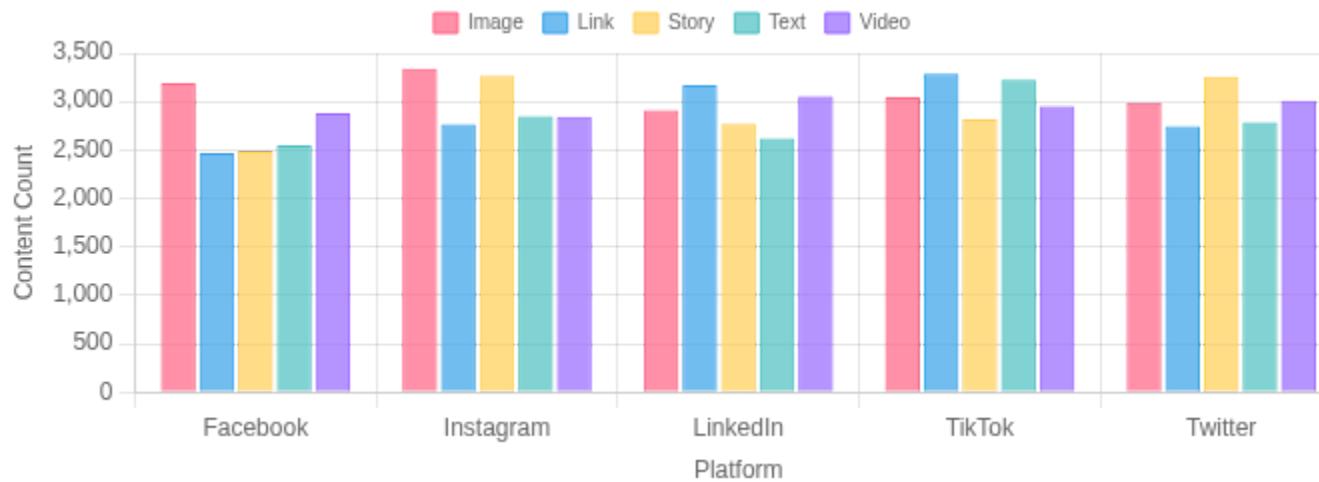


Negative Sentiment

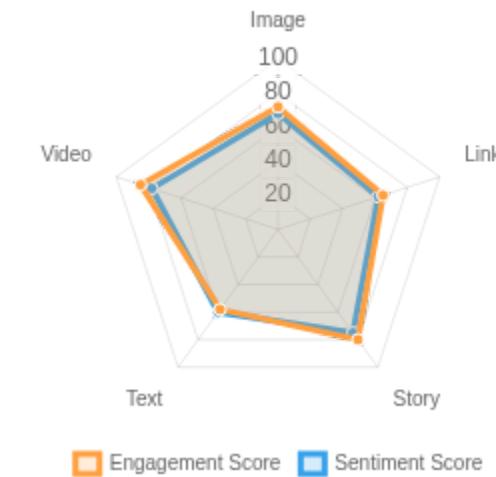
- ❗ July spike related to service outage incident
- ❗ Price concerns common in negative feedback
- 💡 Prioritize rapid response to negative comments

Content Strategy Analysis

Content Type by Platform



Top Performing Content



Platform-Specific Content Strategy

Facebook

Top types: Video, Text
Best format: Short videos (2877)
Strategy: Community-focused content

Instagram

Top types: Image, Story
Best format: Visual imagery (3342)
Strategy: Lifestyle & visual storytelling

LinkedIn

Top types: Link, Video
Best format: Industry articles (3169)
Strategy: Thought leadership content

TikTok

Top types: Story, Video
Best format: Short-form videos (2954)
Strategy: Trending challenges & tutorials

Twitter

Top types: Link, Text
Best format: News updates (2785)
Strategy: Real-time engagement & news

Content Strategy Recommendations

💡 Prioritize visual storytelling on Instagram with professional photography and branded graphics

🎥 Develop short-form video strategy across TikTok and Facebook to increase engagement

📅 Create platform-specific content calendar aligning with each platform's strengths

Key Findings



Influencer Impact

Adriana Orr demonstrates exceptional influence with the highest overall score of **72.71**, particularly excelling on TikTok with a score of 92.71.

Strategic Opportunity:

Partner with top influencers for platform-specific campaigns, leveraging Adriana's TikTok presence and Donna Stuart's LinkedIn expertise (83.53).



Platform Performance

Instagram shows highest overall engagement scores at **70.17**, with particularly strong comment metrics (74.46) indicating active audience interaction.

Strategic Opportunity:

Prioritize Instagram for visual campaigns while leveraging LinkedIn's professional audience and Twitter's conversation potential.



Content Effectiveness

Video content drives highest engagement across platforms with an average score of **85**, followed by visual Stories (80) which perform especially well on Instagram and TikTok.

Strategic Opportunity:

Develop platform-specific visual content strategies, particularly emphasizing short-form video for TikTok and Instagram.



Brand Sentiment

Overall positive sentiment (40.8%) nearly matches neutral sentiment (41%), with negative sentiment at only **18.2%**, but showing vulnerability in July with service issues.

Strategic Opportunity:

Convert neutral sentiment to positive through targeted engagement, and implement rapid response protocols for service incidents.

Core Strategic Finding

 The brand demonstrates strong engagement metrics (181M likes, 74M shares) and positive sentiment, but opportunity exists to transform the significant neutral sentiment (41%) into advocacy through platform-specific strategies leveraging video content and top influencers.

Key Action: *Develop integrated platform strategy with channel-specific content approaches, emphasizing visual storytelling and influencer partnerships.*

Strategic Recommendations



Optimize Influencer Partnerships

- ✓ Create platform-specific campaigns with top influencers (Adriana Orr for TikTok, Donna Stuart for LinkedIn)
- ✓ Develop ambassador program for consistent brand messaging across platforms
- ✓ Measure ROI with platform-specific engagement metrics



Enhance Content Strategy

- ✓ Prioritize video content (85% engagement score) across all platforms
- ✓ Develop platform-specific formats: Stories for Instagram, professional articles for LinkedIn
- ✓ Implement A/B testing for content optimization by platform



Convert Neutral Sentiment

- ✓ Target 41% neutral audience with emotional storytelling campaigns
- ✓ Implement proactive community management to strengthen brand connections
- ✓ Create customer advocacy programs to convert passive users to advocates



Strengthen Crisis Response

- ✓ Develop rapid response protocol for service incidents (addressing July sentiment drop)
- ✓ Implement sentiment monitoring with real-time alerts for negative spikes
- ✓ Create crisis communication templates for each major platform

Implementation Timeline

Q1

Strategy development & influencer onboarding

Q2

Content strategy implementation & testing

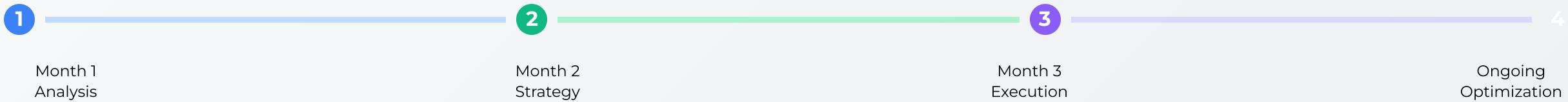
Q3

Sentiment conversion campaigns

Q4

Performance assessment & strategy refinement

Implementation Plan



Data Deep Dive & Planning

- Conduct influencer performance analysis by platform
- Map content performance against sentiment metrics
- Develop benchmarks and KPIs for measurement

Owner: Data Team

Days 1-30



Strategy Development

- Create platform-specific content calendars
- Design influencer partnership frameworks
- Develop crisis response protocols

Owner: Marketing Team

Days 31-60



Campaign Execution

- Launch platform-optimized content campaigns
- Activate influencer partnerships
- Implement sentiment conversion initiatives

Owner: Content Team

Days 61-90



Measurement & Optimization

- Weekly sentiment monitoring & reporting
- Monthly influencer performance reviews
- Quarterly strategy adjustments based on KPIs

Owner: Analytics Team

Ongoing

Key Performance Indicators

Engagement
+15% increase

Positive Sentiment
+10% conversion

Followers
+20% growth

Share of Voice
+15% increase

Thank You

Brand Reputation Enhancement Strategy



Key Takeaways

- Leverage top influencers on their strongest platforms (Adriana on TikTok, Donna on LinkedIn)
- Convert 41% neutral sentiment to positive through targeted emotional storytelling
- Prioritize video content strategy across platforms to maximize engagement
- Implement crisis response protocols to address negative sentiment spikes

Questions? Get in touch with our team



contact@afritech.com | www.afritech.com