

SOCIAL MEDIA CAMPAIGN ANALYSIS

2024

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INTRODUCTION

Social Media is a great tool for socializing, because you can connect with billions of people world wide through various platforms. For that reason, social media marketing is on the rise because not only you gain access to a large audience of people, but also due to the different types of platform available, which can be used for targeted advertising. This report presents some findings and analysis performed on a dataset containing information about different campaigns conducted through different channels, targeted for different genders and age groups, etc. The aim of the project was to analyze the performance of social media advertisements using data and present actionable insights to optimize future campaigns.

WHY SOCIAL MEDIA MARKETING?

As social media has evolved from a mere marketing tool to a crucial source of marketing intelligence—enabling firms to observe, analyze, and predict customer behaviors—it has become increasingly essential for marketers to strategically leverage social media to gain a competitive advantage and achieve superior performance [1]. Till 2011, 79% of the American adults were internet users, and 59% of them used atleast one of the social networking sites like Facebook, Twitter, LinkedIn, etc [2]. The number has steadily increased since then. By not taking advantage of this opportunity, the impact of the advertisement campaign will be limited.

SCOPE OF THE PROJECT

The dataset used contains 16 columns and 30000 rows of information on various social media advertising campaigns in the year 2022. The dataset contains the campaign's goals, performance metrics, and demographics. Each row represents a unique ad campaign, capturing various details about the campaign and its outcomes. This report won't present an all-encompassing guide for making a social media marketing strategies, rather it presents some pointers and insights to consider while developing a social media marketing strategy, that are gained from analyzing the above dataset.

ASSUMPTIONS AND DATA PROCESSING

The dataset analyzed for this report is solely focused on information about the social media campaigns in the year 2022. The datasets also contains information about four social media channels for marketing, namely, Facebook, Twitter, Pinterest, and Instagram, focused around US cities like Las Vegas, New York, Austin, Los Angeles, and Miami.

One pre-processing step I applied was decomposing Target_Audience column into Target_Age and Target_Gender columns, to better visualize the campaign performances with respect to the age and gender the campaign targeted. Apart from that I changed some column's data type and representation for better analysis.

FINDINGS AND VISUALS

OVERALL CAMPAIGN PERFORMANCES

Overall, average acquisition cost, return on investment, engagement scores and conversion rates of the campaigns were \$7.34K, 3.18%, 4.37% and 8% respectively.

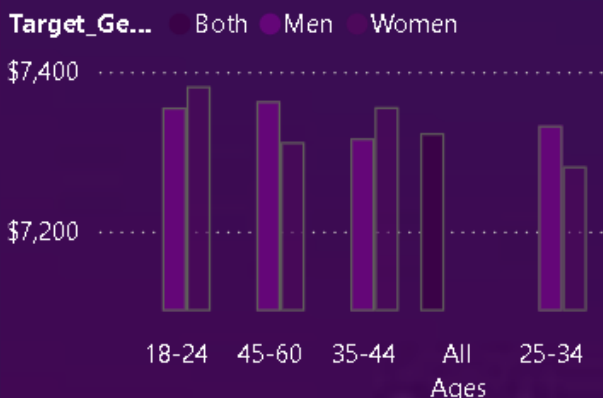
Key Findings:

- The average conversion rate is way higher than the average conversion rate of 1.9% through social media advertisement in 2021 [3].
- The performance of social media campaigns are increasing year-by-year.

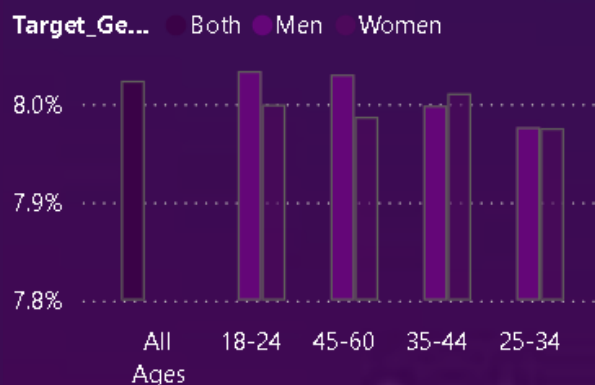
TARGET AUDIENCE ANALYSIS

Following are the visuals for the performances of the campaigns across age groups.

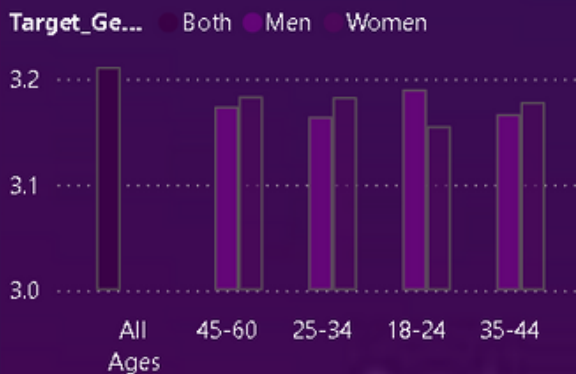
Average Acquisition Cost by Target_Age_Group and Target_Gender



Average Conversion Rate by Target_Age_Group and Target_Gender



Average ROI by Target_Age_Group and Target_Gender



Average Engagement Score by Target_Age_Group and Target_Gender



Key Findings:

- Acquisition cost was lower for age group 25-34 was the lowest meanwhile the acquisition cost for the age group 18-24 was the highest..
- The conversion rate of age group 18-24 is the highest meanwhile for the age group 25-34, it was the lowest.
- The ROI was highest for the age group 45-50 and was the lowest for age group 35-44.
- The engagement score was highest for the age group 25-34 and was the lowest for age group 18-24.

CHANNEL EFFECTIVENESS

The difference in acquisition cost and conversion rate across the four channels is really low, with Instagram and Twitter coming on top with no clear winner. In terms of engagement score and Return-on-Investment, the story is the same but Pinterest was the lowest scoring channel among all the channels by a long way, having a engagement score of 1% and ROI of 0.72%.

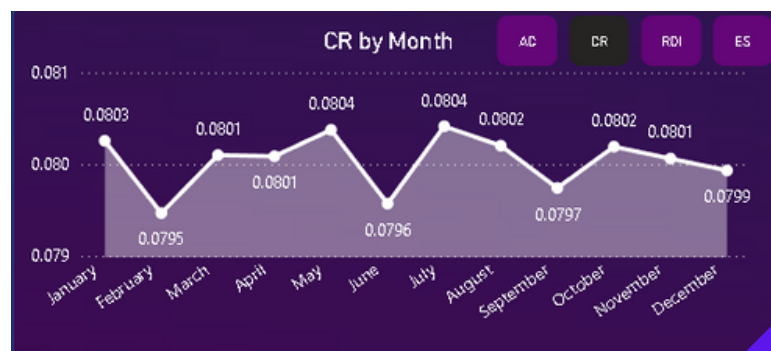
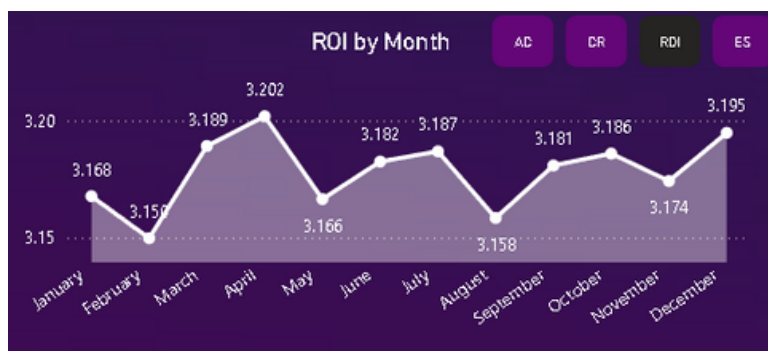
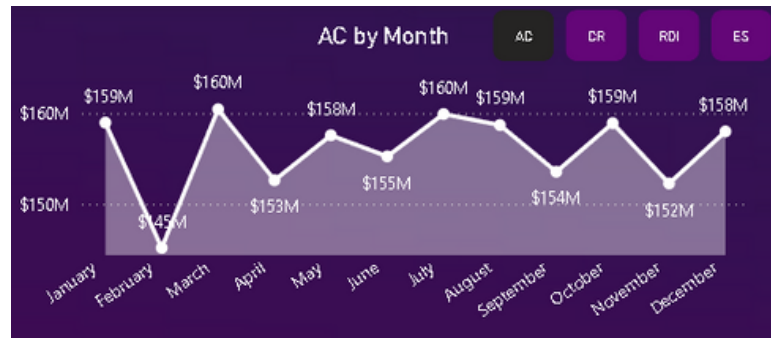
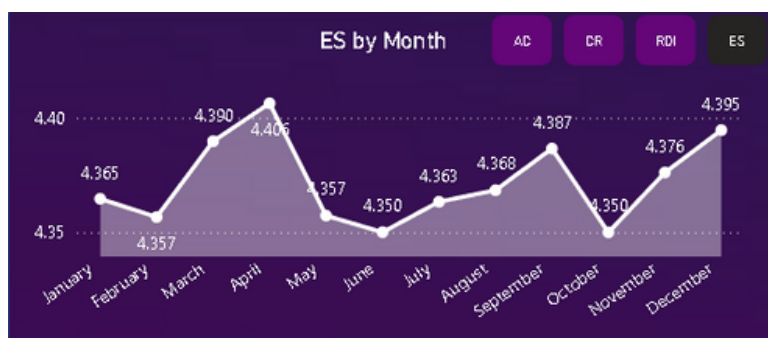
Key Findings:

- Pinterest is the worst performing channel of all the channels, having low ROI as well as engagement score.
- Apart from Pinterest, there is no impact of a particular channel on the campaign's performance.

TEMPORAL ANALYSIS

Key Findings:

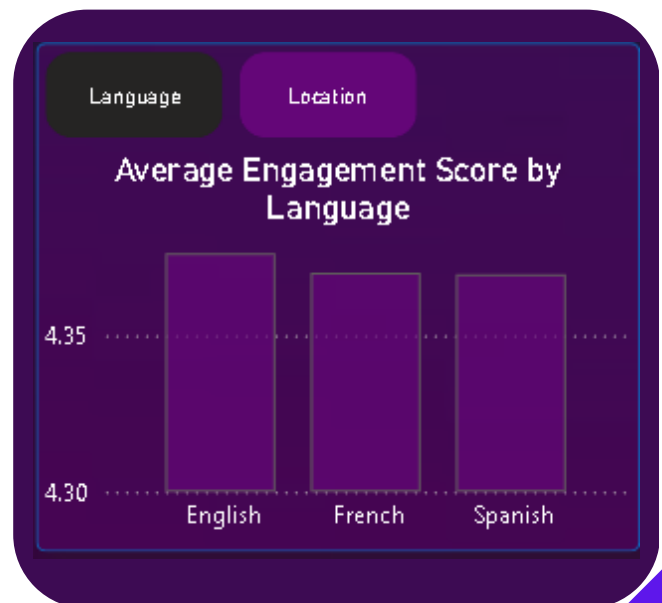
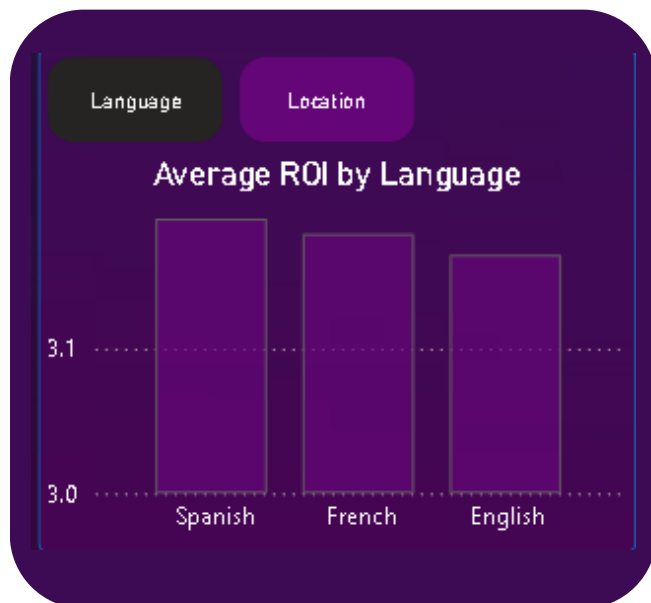
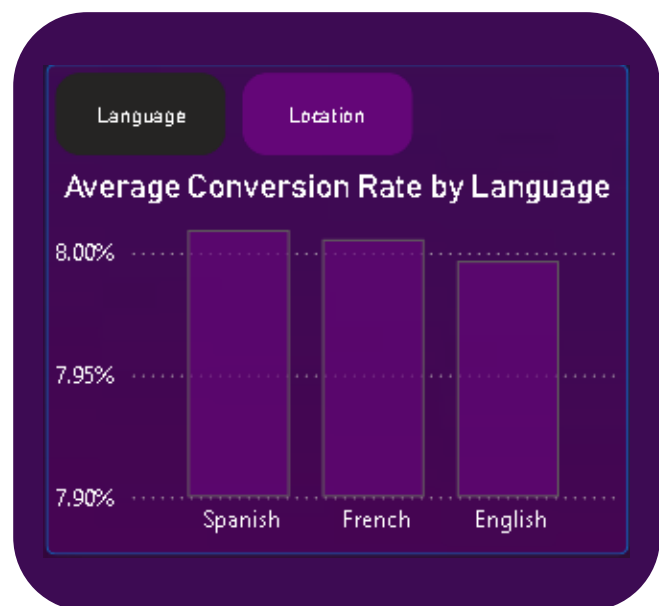
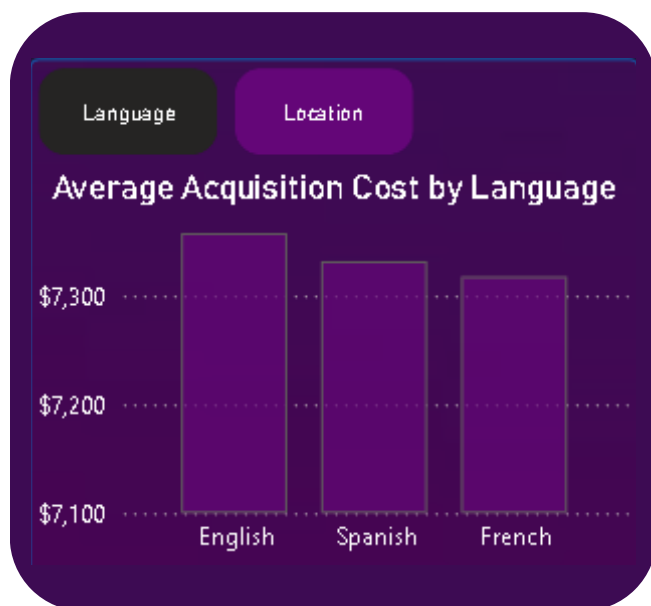
- The conversion rate is pretty stable and a little high from March to May, and from October to September.
- The engagement rates are high during March to April and during the end of the year.
- By taking advantage of seasonal marketing campaigns, these numbers can be taken advantage of.



LANGUAGE AND CULTURAL IMPACT

Key Findings:

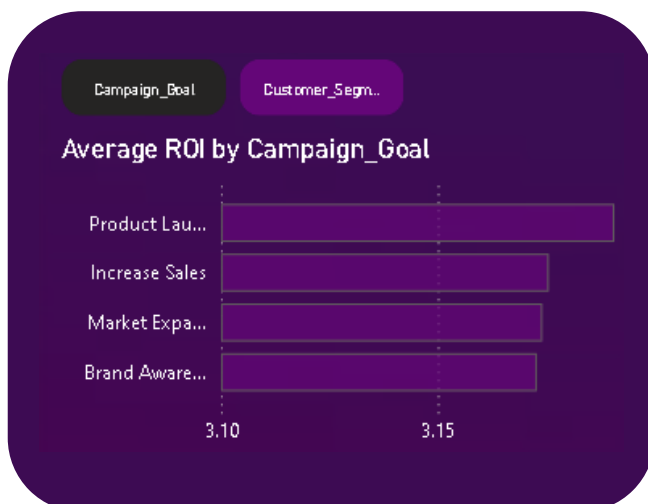
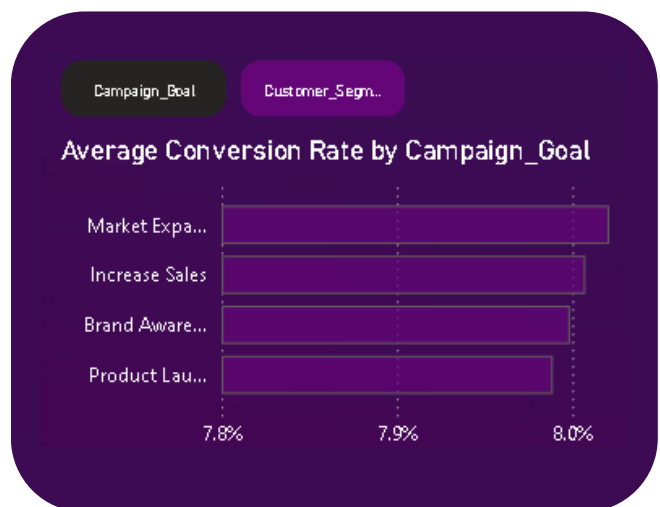
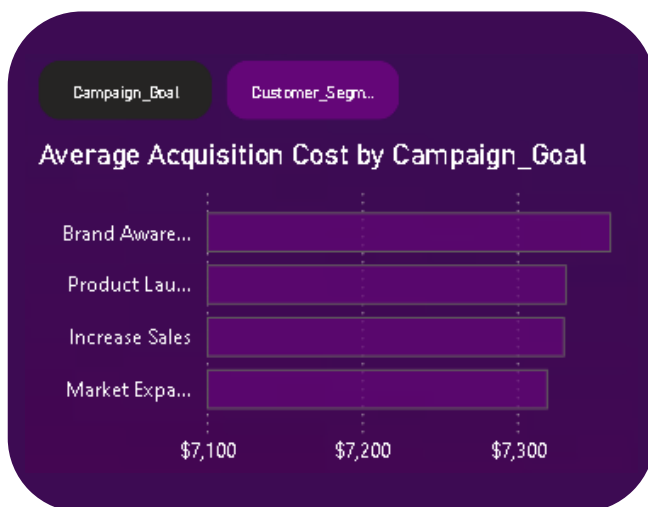
- Due to the high concentration of the Hispanics population in coastal areas, from where most of the data is sourced from, explains the dominance of Spanish and English language in the charts.



CAMPAIGN GOALS AND OUTCOMES

Key Findings:

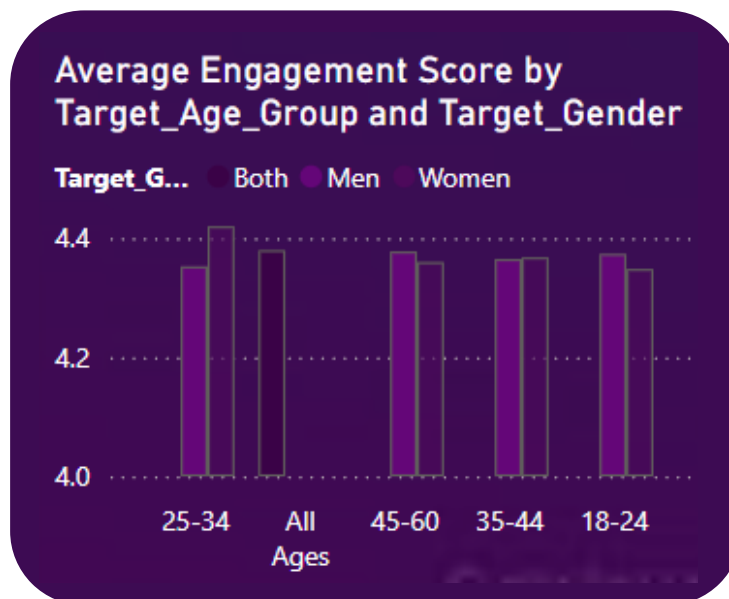
- Market Expansion and Increase Sales campaign goals achieved the highest conversion rate and engagement score respectively.
- Meanwhile, Market Expansion and Product Launch achieved the lowest acquisition cost and return-on-investment respectively.



CUSTOMER SEGMENT INSIGHTS

Key Findings:

- Age group 25-34, especially women, had the highest average score among the customer segments.
- Age group 18-24 had the lowest engagement scores among the customer segments, with women achieving the lowest among them.



RECOMENDATIONS

Focus on Target Audience Optimization

Since the conversion rate is highest for the 18-24 age group, tailor marketing strategies specifically for this demographic to further boost conversions. Consider targeted promotions or personalized content to leverage this high conversion rate. Also, Develop strategies to improve their conversion rate while maintaining or



reducing acquisition costs, such as targeted messaging or special offers.

Reallocate Resources Away from Pinterest

Pinterest has been identified as the lowest performing channel with poor ROI and engagement scores. Consider reducing or discontinuing Pinterest campaigns and reallocating the budget to better-performing channels like Instagram and Twitter, which show more consistent results.

Leverage Seasonal Trends for Enhanced Engagement

Since engagement rates are notably higher from March to April and at the end of the year, plan and execute major campaigns during these peak periods. This could include special promotions or seasonal marketing strategies to maximize engagement.

Enhance Multilingual and Cultural Targeting

Given the dominance of Spanish and English in coastal areas, ensure that campaigns are effectively localized in both languages to better connect with the target audience. Consider developing culturally relevant content and ads to enhance engagement and performance in these key areas.

CONCLUSION

In conclusion, the campaign analysis highlights key areas for optimization, including a focus on enhancing strategies for the 18-24 age group to leverage their high conversion rates and improving conversion efforts for the 25-34 age group. It is crucial to reallocate resources away from the underperforming Pinterest channel and capitalize on peak engagement periods to maximize campaign impact. Additionally, tailoring content to linguistic and cultural preferences can significantly boost engagement. By addressing these insights, future campaigns can achieve more effective targeting, improved performance, and greater overall success.

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