br batavia research

Acme Corporation Social Media & Content Marketing

Performance Audit and Competitive Analysis for the United Kingdom Market

Table of Content

August
2014

Sample Report

Summary Page

90 Day Multi-Brand Social Media and Content Marketing Summary Report - Period for May, 2014 through August, 2014 – Publish Date: 8/4/2014
Source Target Company: Acme (acme .com)   **Source Competitor(s)**: Comp 1 (Comp1.com), Comp3 (Comp3.com), Comp2 (comp2.com)

Report Overview

The following reports audit the social media and content marketing activities for Acme and it's competitors in the United Kingdom. These reports considers 90 days worth of digital marketing activity. In the analysis portion, the Content Marketing Index (CMI) and is used to find strategic insights and actionable opportunities for Acme.
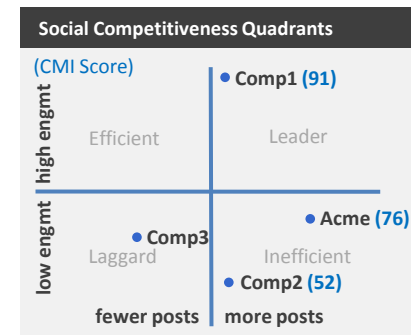
Acme Highlights

CMI Score*	Total Channels*	Channel Followers*	Channel Engmt*	Post Count (90 day)	Total Post Engmt*	Audience Engmt*	Orphaned Channels*	Engmt Post Ratio*
76	**43**	**2,263,955**	**262,133**	**19,024**	**251,722**	**11.15%**	**33**	**13.21**
Ind. Avg. 67	Ind. Avg. 25.75	Ind. Avg. 1,868,811	Ind. Avg. 163,030	Ind. Avg. 8,629	Ind. Avg. 469,365	Ind. Avg. 25%	Ind. Avg. 22	Ind. Avg. 54
Ahead of Industry avg.	Strong social market presence	Strong potential social brand equity	High brand relevance	Leading content producer in market	Poor content quality and relevance	Audience is less engaged than Industry avg.	Branded channels not recognized by organization	Weak post engagement

Competitive Landscape Overview

The competitive landscape consist of UK-based operations except for Competitor 3 which has limited UK presence. Instead, Competitor 3's EU digital marketing activity is used as a place holder. Collectively, Comp 1, Comp 3, Comp 2 , Acme, and peripheral competitors are used to calculate industry averages.

Company Name	Score	Channels	Channel Followers	Channel Engagements	Channel Posts	Post Count	Post Engagements	Post Comments
	76	43	2,267,153	262,133	710,217	19,060	203,416	48,306
	51	22	1,590,128	45,272	25,003	4,221	239,601	25,003
	91	20	2,086,984	168,649	75,437	5,862	911,105	242,782
	52	18	1,530,979	176,066	156,932	5,374	181,808	25,437

Social Competitiveness Quadrants

(CMI Score) | high engmt | low engmt

● **Comp1 (91)**

Efficient | Leader

● **Acme (76)**

● **Comp3**

Laggard | Inefficient

● **Comp2 (52)**

fewer posts | more posts

Summary Analysis and Recommendations

As a individual brand, Acme is a sophisticated social media organization with strong social brand equity. However, it is in the middle of it's "competitive pack" based on the CMI score and faces a number of external and internal challenges.   Weaknesses include the large number of orphaned channels which degrade brand equity and present liability exposure.

There is also a discrepancy between Acme's brand relevance (2.2m Channel Followers) and it's low content relevance (13.21 engagement/post ratio). This has implications for future brand development. Primary recommendations include…

- Regain control and oversight of brand presence at orphaned & dormant channels
- Improve balance between brand & content relevance with higher content quality
- Implement defensive marketing strategies to protect existing social brand equity

* Key Terms and Definitions

CMI Score – The Content Marketing Index is a 45 variable score ranging from 0-100 that reflects the performance of a organization's content marketing and social media activity.
Total Channels – The cumulative number of social networks, media sites, blogs, feeds, forums, reviews sites and industry sites related to a company's digital marketing activity.
Channel Followers – a normalized term for individuals that express ongoing interest in a brand's social media and content marketing channels (e.g. followers, likes, subscribers…).
Channel Engmt – Engagements that are unrelated to posted content. Channel engagements include followers, connections, favorites, fans , etc. and is the super-set of channel followers.

Total Post Engmt – The cumulative number of engagements (excluding text e.g. comments) related to posts such as likes, favorites, retweets, etc.
Audience Engagement % – This is the percent of unique channel followers who engage content. This does not consider engagement from non-followers.
Orphaned Channels - Orphaned channels are branded channels not recognized or referenced by official company/brand websites.
Engmt Post Ratio – This index indicates how many people typically engage a single post and is a key component when determining social brand equity.

SUMMARY PAGE

Acme Flash Report

90 Day Single Brand Social Media and Content Marketing Performance Audit - Period for May, 2014 through August, 2014 - Publish Date: 8/4/2014
Source Brands: Acme (Acme.com)

Report Introduction

The following report profiles the social media and content marketing activities for Acme. This report is data-driven and considers 90 days worth of digital marketing activity across all of Acme's social media and content marketing channels. Over 350 variables are considered via normalized role-ups, calculated insights, the Content Marketing Index (CMI) and posts and engagements.
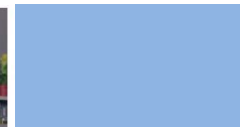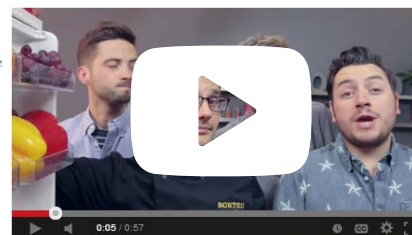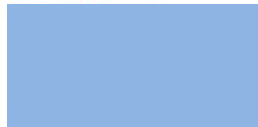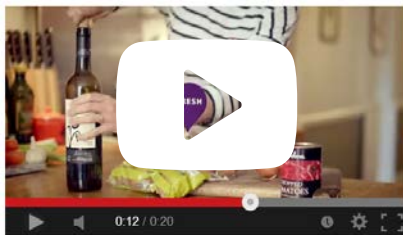
CMI Score
76
Ind. Avg. 67

Brand Presence (Channels)

Brand Presence refers to social media and content marketing channels (e.g. Facebook, Twitter, Google+…) controlled by a brand.

Total Channels	Orphaned Channels	Dormant Channels	Platforms Used	Best Engmt Ratio	Most Active Channel
43	**36**	**12**	**6**	732 Engmt/post	Facebook
Ind. Avg. **25.75**	Ind. Avg. **22**	Ind. Avg. **5**	Ind. Avg. **5**		
Total Branded Channels controlled by Acme	Branded channels not recognized by the organization	Channels without activity in last 90 days	Variation of channels used	The channel that produces the most engagement/post	Activity based on both posts, channel engmt and post engmt

Publishing Activity and Top Posts

Post (90 Days)	Post (All-time)	Posting Authors	Avg. Posts per Channel	Post Frequency	Media Variation	Tools Used to Publish
19,060	**710,217**	**27**	**433.19**	**4.93/day**	**5**	TweetDeck Titter for iPad
Ind. Avg. 8,629	Ind. Avg. **241,897**	Ind. Avg. **16.25**	Ind. Avg. **379**	Ind. Avg. **3.55**	Ind. Avg.4	
Total post via branded channels in the last 90 days	Total number of posts published by the brand	Unique users who published content	Over 90 Day Period	Posts per Channel/Days	Type of media posted (e.g. text, photo, video…)	Efficiency tools and services used during publishing

Engagement Highlights

Engagement can be both channel specific (e.g. a Facebook page "like") or post specific (e.g. post comment). Engagement also infers a range of insight about content quality, brand equity, and an audience's level of participation.

Post Engagement	Post Comments	Channel Engagement	Channel Followers	Engmt/Post Ratio	Audience Engagement
203,416	**48,306**	**262,133**	**2,263,955**	**13.21**	**11.15%**
Ind. Avg. **383,983**	Ind. Avg. 85,382	Ind. Avg. 163,030	Ind. Avg. 1,868,811	Ind. Avg. **54**	Ind. Avg. **25%**
All engagements on posts during 90 days except for comments	All comments on posts during last 90 days	Engmt with channel (not posts) such as follows, likes, +1s…	Total audience at branded channels (e.g. followers)	Critical ratio that infers overall brand equity	Percent of channel engagees who also engage content

Acme Report Details

90 Day Single Brand Social Media and Content Marketing Performance Audit - Period for May, 2014 through August, 2014 - Publish Date: 8/4/2014
Source Brands: Acme (Acme.com)

Top 30 Post

This list includes the best performing posts across the entire organization during the last 90 days. You will find the publish date, author, type of content, a content preview and the number of engagements related to each of these posts. Video reaction counts include inorganic (paid placement) views.

Date	Author	Media	Text	Reaction
06/03/14		Video	Price Promise	269901
07/16/14		Video	How to make SORTED Food's favourite burger Recipes	77131
07/22/14		Video	How to make SORTED Food's favourite Cucumber recipes	62151
07/09/14		Video	How to make SORTEDfood's favourite Tomato Recipes	28971
08/01/14		Text	SCAM WARNING: please do not click on Facebook pages or sites sa	17102
06/24/14		Photo	orLife is in full swing across the country – hooray! Help us m	13701
05/16/14		Photo	Noticed anything different about us today? We've gone pink for #	13183
07/24/14		Photo	Well done to everyone who's taken part in #RaceforLife so far! We	12909
07/02/14		Video	How to make SORTEDfood's favourite onion recipes	12706
07/29/14		Video	3 things to do with: BROCCOLI	11248
07/11/14		Photo	A big thank you to The Trussell Trust, FareShare and everyone who	10293
06/02/14		Text	SCAM WARNING: Please do not click on ads, links or pages offering	8822
05/17/14		Photo	Have you signed up for #RaceForLife yet? http://tes.co/wumqAp \	8242
06/02/14		Photo	Our friends P&G UK & Ireland were planning to donate an extra te	8237
07/09/14		Photo	Always look for a Silva lining… #BrazilvsGermany	7322
07/15/14		Photo	Who says you can't bring the beach to your back garden? This brigl	5764
06/11/14		Text	Introducing Bank's new current account. Rewarding you for \	5390
05/28/14		Photo	Stuck for ideas for days out with the kids? Thanks to our sale, your	4682
06/07/14		Photo	There's always room for cheesecake, especially if it's this Nectarir	4474
06/25/14		Video	How to make SORTEDfood's Chicken Recipes	4314
05/07/14		Photo	It's that time of year when we'd all like to be beside the seaside, a	4061
07/07/14		Photo	RT for a chance to WIN up to £100 of Tesco giftcards. More RTs = m	3986
07/02/14		Video	Peel back the layers with SORTEDfood and their seriously good on	3704
06/26/14		Video	Introducing our new partners in food: SORTEDfood. They'll help us	3500
06/25/14		Photo	Watched the footie last night? Here's a much tastie http://	3163
05/22/14		Video	Annual Report 2014 - A view from our CEO	2989
05/21/14		Photo	The Grocer Awards have given us 22 gold medals. We're sparkling	2895
06/18/14		Photo	From £2 in Clubcard vouchers, you can take your pick of attractions	2884
07/12/14		Photo	The Share a Coke tour is back, bigger and better than ever, and it's	2796
05/20/14		Text	We won at the Oscars! <blush> We're really proud to have scope	2574

Sample Report

Acme Report Details (cont.)

90 Day Single Brand Social Media and Content Marketing Performance Audit - Period for May, 2014 through August, 2014 - Publish Date: 8/4/2014
Source Brands: Acme (Acme.com)

Post Activity by Platform

The total number of posts for each listed platform shows highest posting activity, but can also flag your least activity channels as opportunity for improvement if the under-utilized platforms indicate a favorable ratio of engagement activity in the Platform Reaction to Post Ratio chart.

Platform	Posts	Platform	Posts
Twitter	18514	LinkedIn	21
Facebook	300		
Instagram	115		
YouTube	69		
Google+	41		

Platform Reaction to Post Ratio

For each post, your average number of reactions per post is an indicator of whether or not your online audience is finding your content to be valuable and if your audience is more interactive with rich media (particularly video). Reactions per post are defined as the total number of comments and engagements.

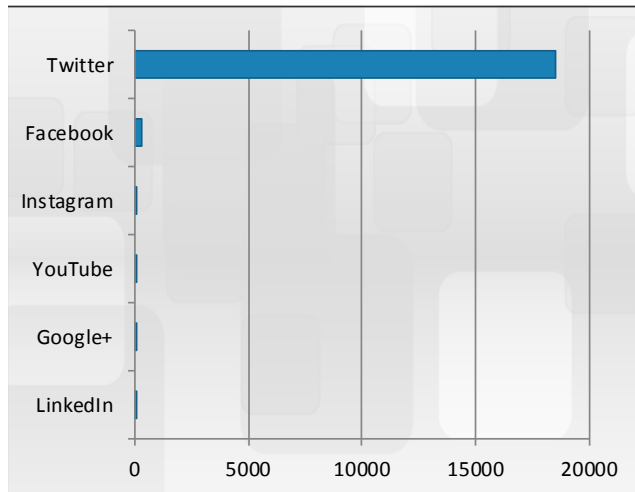| Platform	Ratio	Platform	Posts
Twitter	3.1	LinkedIn	0.0
Facebook	613.4		
Instagram	77.4		
YouTube	732.5		
Google+	25.3		
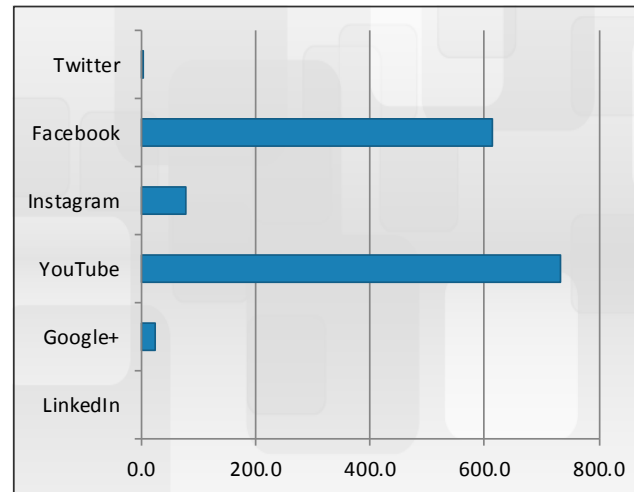
Acme REPORT DETAILS

Acme Report Details (cont.)

90 Day Single Brand Social Media and Content Marketing Performance Audit - Period for May, 2014 through August, 2014 - Publish Date: 8/4/2014
Source Brands: Acme (Acme.com)

Media Distribution Chart

Overview of the total number of media types that have been published during the previous 90-day period by your organization.

Media Type	Posts
Text	16881
Photo	2247
Video	91
Article	3
Album	3

Reaction Count per Media Type

The Reaction Count per Media Type chart details the average number of total engagements and comments your content is generating from your online audience for various media types.

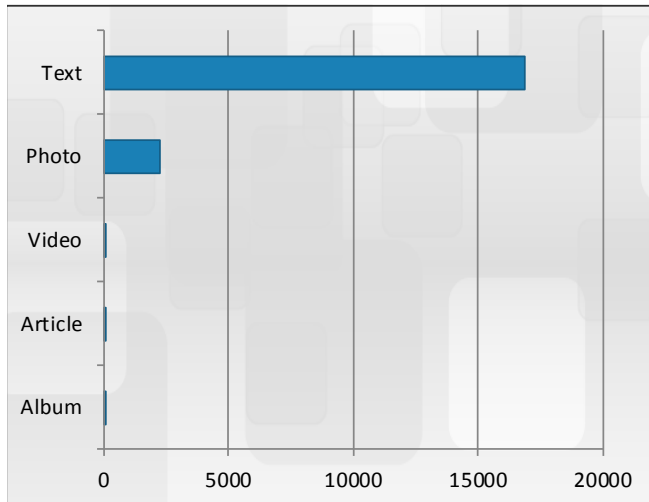| Media Type	Ratio
Text	3.7
Photo	77.1
Video	573.8
Article	3.3
Album	1.7
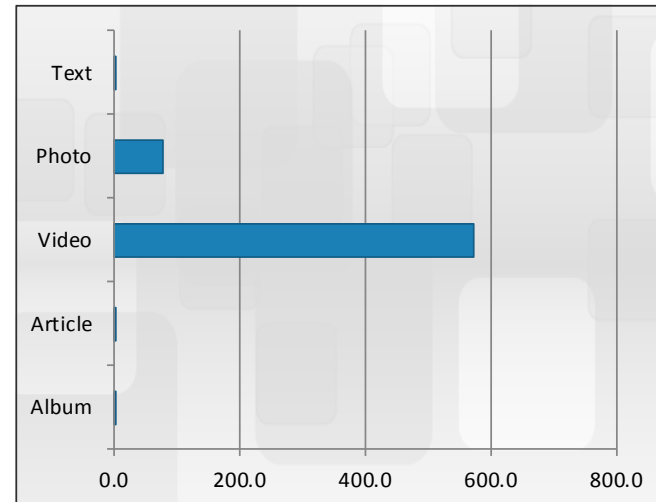
Acme Report Details (cont.)

90 Day Single Brand Social Media and Content Marketing Performance Audit - Period for May, 2014 through August, 2014 - Publish Date: 8/4/2014
Source Brands: Acme (Acme.com)

Summary of Sites and Channels

Below is a listing of all the channels affiliated with the organization. Channels with an "**X**" are "orphaned" channels.   Orphaned channels are available for public access but are not recognized (linked to) by their brand's official websites or other online properties.

	Channel Type	Channel Name	Channel Followers	Channel Engagements	Channel Posts	Post Count	Post Engagements	Post Comments
	Facebook		1,469,232	25,705	274	274	173,667	9,634
	Twitter		156,029	788	7,964	988	1,445	2,809
	Twitter		193,645	33,364	604,461	3224	1,012	843
	Twitter		43,392	1,809	14,239	2263	2,378	10,673
	Twitter		11,950	1,458	5,095	320	575	4,246
	Twitter		24,283	6,683	9,152	971	643	1,062
	Twitter		36,103	2,571	20,960	3210	1,797	1,117
	YouTube		2,220	0	89	9	27,269	2
	YouTube		11,100	0	667	37	21,020	17
	Google+		55,746	75,029	36	36	870	163
X	Facebook		2,460	47	26	26	635	84
X	Facebook		1,336	14	0	0	0	0
X	Twitter		25,928	1,391	3,290	688	3,159	4,804
X	Twitter		1,537	883	670	184	230	348
X	Twitter		32,200	4,144	14,544	3199	3,438	1,993
X	Twitter		19,525	2,522	2,903	1243	2,676	6,550
X	Twitter		20,776	285	10,611	0	0	0
X	Twitter		1,451	477	380	166	418	467
X	Twitter		3,402	1,001	1,639	256	261	1,390

Continued…

Acme REPORT DETAILS

Acme Report Details (cont.)

90 Day Single Brand Social Media and Content Marketing Performance Audit - Period for May, 2014 through August, 2014 - Publish Date: 8/4/2014
Source Brands: Acme (Acme.com)

Sample Report

X YouTube	1,518	0	122	23	2,250	0
X LinkedIn	119,241	0	21	21	0	0
X Google+	36	170	0	0	0	0
X Google+	1	1	0	0	0	0
X Google+	2,485	2,558	0	0	0	0
X Twitter	718	217	298	298	101	129
X Twitter	1,194	253	264	169	373	408
X Google+	6	75,481	0	0	0	0
X Google+	14	0	0	0	0	0
X Twitter	1,054	1,122	1,544	32	29	27
X Twitter	973	1,481	203	93	50	62
X Twitter	1,331	1,378	460	111	92	101
X Twitter	675	247	233	87	70	62
X Twitter	541	424	225	124	105	122
X Twitter	888	530	160	140	253	176
X Twitter	3,303	441	589	59	160	273
X Twitter	7,307	5,508	8,683	689	388	427
X Google+	2,454	3,005	5	5	3	0
X Google+	2,380	2,610	0	0	0	0
X Google+	2,366	2,421	0	0	0	0
X Google+	2,358	2,391	0	0	0	0
X Google+	678	3,597	0	0	0	0
X Google+	119	127	0	0	0	0
X Instagram	3,198	0	410	115	8,588	317

Acme REPORT DETAILS

Sample Report

Competitor 1 Flash Report

90 Day Single Brand Social Media and Content Marketing Performance Audit - Period for May, 2014 through August, 2014 - Publish Date: 8/4/2014
Source Brands: Competitor 1 (Comp1.com)

Report Introduction

The following report profiles the social media and content marketing activities for Competitor 1. This report is data-driven and considers 90 days worth of digital marketing activity across all of Competitor 1's social media and content marketing channels. Over 350 variables are considered via normalized role-ups, calculated insights, the Content Marketing Index (CMI) and unstructured posts and engagements.

CMI Score
91
Ind. Avg. 67

Brand Presence (Channels)

Brand Presence refers to social media and content marketing channels (e.g. Facebook, Twitter, Google+...) controlled by a brand.

Total Channels	Orphaned Channels	Dormant Channels	Platforms Used	Best Engmt Ratio	Most Active Channel
21	**18**	**3**	**6**	2,542 Engmt/post	Facebook
Ind. Avg. **25.75**	Ind. Avg. **22**	Ind. Avg. **5**	Ind. Avg. **5**		
Total Branded Channels controlled by Competitor 1	Branded channels not recognized by the organization	Channels without activity in last 90 days	Variation of channels used	The channel that produces the most engagement/post	Activity based on both posts, channel engmt and post engmt

Publishing Activity and Top Posts

Post (90 Days)	Post (All-time)	Posting Authors	Avg. Posts per Channel	Post Frequency	Media Variation	Tools Used to Publish
5,862	**75,437**	**13**	**279.14**	**3.1/day**	**4**	TweetDeck Hootsuite
Ind. Avg. 8629	Ind. Avg. **241,897**	Ind. Avg. **16.25**	Ind. Avg. **358**	Ind. Avg. **3.55**	Ind. Avg.4	
Total post via branded Channels in the last 90 days	Total number of post published by the brand	Unique users who published content	Over 90 Day Period	Posts per Channel/Days	Type of media posted (e.g. text, photo, video...)	Efficiency tools and services used during publishing

"Like" this post for a chance to win this great Lego bundle! T&Cs apply: http://bit.ly/1rwax5G Ends 5th August.

Only £139

"Like" this post for a chance to win one! We'll select one winner at random. T&Cs apply: http://bit.ly/1rZfzmS Ends 13 May.

Engagement Highlights

Engagement can be both channel specific (e.g. a Facebook page "like") or post specific (e.g. post comment). Engagement also infers a range of insight about content quality, brand equity, and an audience's level of participation.

Post Engagement	Post Comments	Channel Engagement	Channel Followers	Engmt/Post Ratio	Audience Engagement
911,105	**242,808**	**168,649**	**2,086,984**	**198**	**55%**
Ind. Avg. **383,983**	Ind. Avg. 85,382	Ind. Avg. 163,030	Ind. Avg. 1,868,811	Ind. Avg. **54**	Ind. Avg. **25%**
All engagements on posts during 90 days except for comments	All comments on posts during last 90 days	Engmt with channel (not posts) such as follows, likes, +1s...	Total audience at branded channels (e.g. followers)	Critical ratio that infers overall brand equity	Percent of channel engagees who also engage content

Competitor 1 FLASH REPORT

Competitor 1 Report Details

90 Day Single Brand Social Media and Content Marketing Performance Audit - Period for May, 2014 through August, 2014 - Publish Date: 8/4/2014
Source Brands: Competitor 1 (Competitor 1.com)

Top 30 Post

This list includes the best performing posts across the entire organization during the last 90 days. You will find the publish date, author, type of content, a content preview and the number of engagements related to each of these posts. Video reaction counts include inorganic (paid placement) views.

| Date	Author	Media	Text	Reaction
07/23/14		Photo	The Lego Movie is out now on DVD - and to celebrate we've got lot	51765
05/06/14		Photo	This 8" Samsung Galaxy Tab 3 (16GB) is now just £139: http://bit.ly/	43068
05/22/14		Video	Meet Gavin #AsdaGnome	35252
07/20/14		Photo	You so need to taste this... p,	25566
05/23/14		Photo	Which of these would be perfect for your garden? They're all part	23313
05/07/14		Photo	Chocolate. Orange. Doughnuts. Yes, you read that right... Rhianno	21967
05/22/14		Video	Meet Gavin - the cheeky star of our new TV ad! It's all about the w	21618
07/18/14		Photo	Tell us which of our great Price Lock products your family likes bes	20885
07/13/14		Photo	WHOOP! Look what Haribo hav	19497
07/09/14		Photo	Know someone with a party coming up? THIS is the cake they need	19041
07/04/14		Photo	You asked for it – and we couldn't resist… So we're giving you the	17803
07/06/14		Photo	We've got loads of great products and deals available now in store	17365
06/06/14		Photo	Introducing... The Ultimate Double Decker Pizza - it's made for sha	15921
05/29/14		Video	Who loves our super-cool gnome Gavin? He's been building up qu	15587
07/14/14		Photo	To celebrate the launch of new Comfort Creations we're giving aw	15121
06/11/14		Photo	Which three would you pick? It's the perfect time to stock up for w	12488
05/14/14		Photo	We're just going to post this then back away slowly... ;-) Ben & Jer	12137
05/24/14		Photo	How strong do you like your squash?	11891
06/21/14		Photo	Who'd love to win one of these Stella Artois Ralph Lauren Wimble	11672
07/02/14		Photo	Feeling hungry? Our delicious Sweet BBQ Pulled Pork has been vo	11638
05/18/14		Photo	This 7" Medion Lifetab (8 GB) is now just £67 - with an exclusive FI	11211
05/13/14		Photo	We've only got room to sell one of these super-cute cushions in st	10972
06/08/14		Photo	How milky do you like your tea? Let your friends and family know	10901
07/26/14		Photo	Fancy £150 of George vouchers to spend on a wardrobe update? _	10671
05/02/14		Photo	Will you be getting out into the garden this bank holiday weekenc	10404
06/29/14		Photo	Trying to save some pennies this month? Get this entire look for o	9958
06/16/14		Photo	What toppings do you always go for at our pizza counter? If you st	9923
06/04/14		Photo	That's the spirit Gavin. So what if it's raining.	9839
05/21/14		Photo	Which is your side of the bed? http://bit.ly/1lyhyh9	9834
05/09/14		Photo	Which country would you vote for if Eurovision was based on food	9557

Competitor 1 Report Details (cont.)

90 Day Single Brand Social Media and Content Marketing Performance Audit - Period for May, 2014 through August, 2014 - Publish Date: 8/4/2014
Source Brands: Competitor 1 (Comp1.com)

Competitor 1 REPORT DETAILS

Post Activity by Platform

The total number of posts for each listed platform shows highest posting activity, but can also flag your least activity channels as opportunity for improvement if the under-utilized platforms indicate a favorable ratio of engagement activity in the Platform Reaction to Post Ratio chart.

Platform	Posts	Platform	Posts
Twitter	5160	LinkedIn	7
Facebook	440		
Instagram	184		
Google+	17		
YouTube	12		
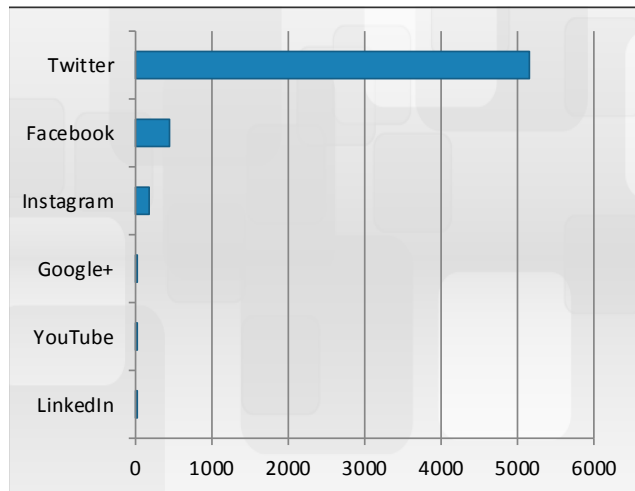
Platform Reaction to Post Ratio

For each post, your average number of reactions per post is an indicator of whether or not your online audience is finding your content to be valuable and if your audience is more interactive with rich media (particularly video). Reactions per post are defined as the total number of comments and engagements.

Platform	Ratio	Platform	Posts
Twitter	3.8	LinkedIn	0.0
Facebook	2,542.5		
Instagram	71.3		
Google+	21.5		
YouTube	376.4		
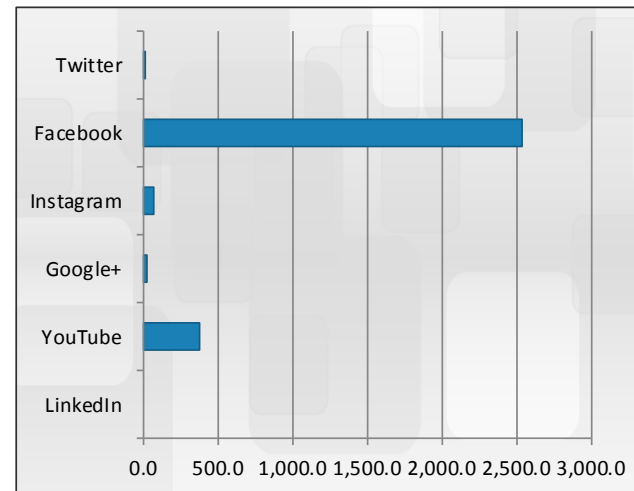
Sample Report

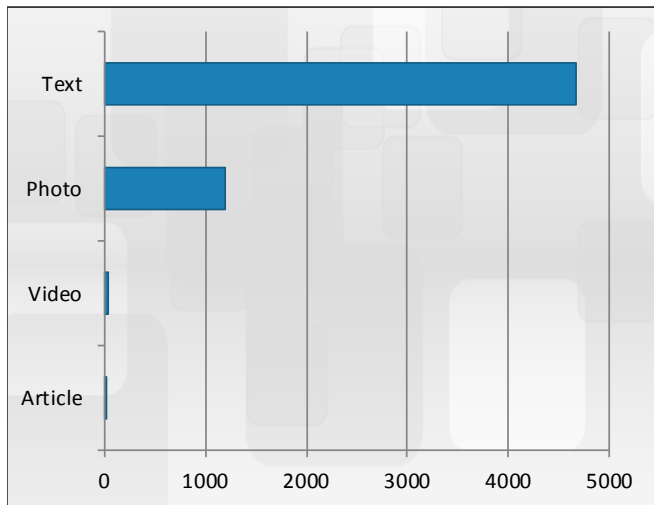# Competitor 1 Report Details (cont.)

90 Day Single Brand Social Media and Content Marketing Performance Audit - Period for May, 2014 through August, 2014 - Publish Date: 8/4/2014
Source Brands: Competitor 1 (Comp1.com)

Competitor 1 REPORT DETAILS

Media Distribution Chart

Overview of the total number of media types that have been published during the previous 90-day period by your organization.
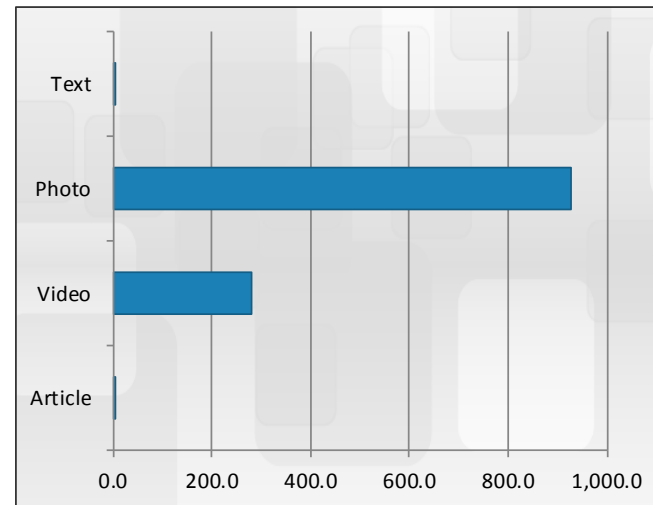
Media Type	Posts
Text	4658
Photo	1200
Video	33
Article	1

Reaction Count per Media Type

The Reaction Count per Media Type chart details the average number of total engagements and comments your content is generating from your online audience for various media types.

Media Type	Ratio
Text	5.7
Photo	927.0
Video	279.0
Article	1.0

Competitor 1 Report Details (cont.)

90 Day Single Brand Social Media and Content Marketing Performance Audit - Period for May, 2014 through August, 2014 - Publish Date: 8/4/2014
Source Brands: Competitor 1 (Comp1.com)

Summary of Sites and Channels

Below is a listing of all the channels affiliated with the organization. Channels with an "**X**" are "orphaned" channels.   Orphaned channels are available for public access but are not recognized (linked to) by their brand's official websites or other online properties.

	Channel Type	Channel Name	Channel Followers	Channel Engagements	Channel Posts	Post Count	Post Engagements	Post Comments
	Facebook		1,346,733	81,908	188	188	668,002	211,107
	Twitter		254,298	3,259	7,009	495	9,170	7,173
	YouTube		1,785	0	298	6	42,910	14
X	Google+		24	26	0	0	0	0
X	YouTube		624	0	92	6	2,238	0
X	YouTube		33	0	1	0	0	0
X	Facebook		0	1	3	3	0	0
X	Facebook		67	3	2	2	17	11
X	Facebook		365,715	17,239	247	247	217,688	21,894
X	Twitter		8,619	3,388	52,588	3175	354	136
X	Twitter		5,369	1,449	5,550	205	108	159
X	Twitter		18,032	1,421	5,514	957	827	1,192
X	Twitter		0	0	0	0	0	0
X	Twitter		3,034	1,881	1,115	211	276	206
X	Twitter		4,496	265	1,184	32	2	17
X	Twitter		24,385	70	943	85	40	28
X	Google+		0	57,739	17	17	311	54
X	LinkedIn		5,908	0	2	2	0	0
X	LinkedIn		39,179	0	5	5	0	0
X	Instagram		4,849	0	157	23	3,688	378
X	Instagram		3,834	0	524	161	8,610	439

Competitor 1 REPORT DETAILS

Sample Report

Competitor 2 Flash Report

90 Day Single Brand Social Media and Content Marketing Performance Audit - Period for May, 2014 through August, 2014 - Publish Date: 8/4/2014
Source Brands: Competitor 2 (Comp2.com)

Report Introduction

The following report profiles the social media and content marketing activities for Competitor 2. This report is data-driven and considers 90 days worth of digital marketing activity across all of Competitor 2's social media and content marketing channels. Over 350 variables are considered via normalized role-ups, calculated insights, the Content Marketing Index (CMI) and unstructured posts and engagements.
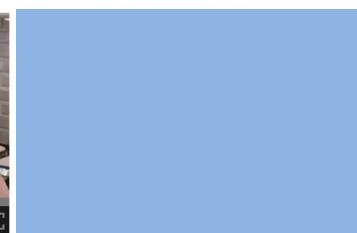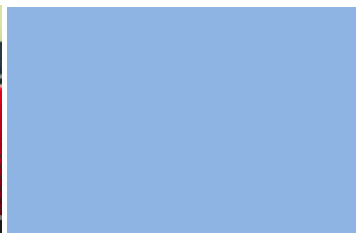
CMI Score
52
Ind. Avg. 67

Brand Presence (Channels)

Brand Presence refers to social media and content marketing channels (e.g. Facebook, Twitter, Google+...) controlled by a brand.

Total Channels	Orphaned Channels	Dormant Channels	Platforms Used	Best Engmt Ratio	Most Active Channel
18	**18**	**3**	**6**	2669 Engmt/post	Facebook
Ind. Avg. **25.75**	Ind. Avg. **22**	Ind. Avg. **5**	Ind. Avg. **5**		
Total Branded Channels controlled by Competitor 2	Branded channels not recognized by the organization	Channels without activity in last 90 days	Variation of channels used	The channel that produces the most engagement/post	Activity based on both posts, channel engmt and post engmt

Publishing Activity and Top Posts

Post (90 Days)	Post (All-time)	Posting Authors	Avg. Posts per Channel	Post Frequency	Media Variation	Tools Used to Publish
5,374	**156,932**	**9**	**299**	**3.32/day**	**5**	Hootsuite
Ind. Avg. 8,629	Ind. Avg. **241,897**	Ind. Avg. **16.25**	Ind. Avg. **379**	Ind. Avg. **3.55**	Ind. Avg.4	
Total post via branded Channels in the last 90 days	Total number of post published by the brand	Unique users who published content (90 days)	Over 90 Day Period	Posts per Channel/Days	Type of media posted (e.g. text, photo, video...)	Efficiency tools and services used during publishing

Engagement Highlights

Engagement can be both channel specific (e.g. a Facebook page "like") or post specific (e.g. post comment). Engagement also infers a range of insight about content quality, brand equity, and an audience's level of participation.

Post Engagement	Post Comments	Channel Engagement	Channel Followers	Engmt/Post Ratio	Audience Engagement
181,808	**25,437**	**176,066**	**1,530,979**	**38.56**	**13.5%**
Ind. Avg. **383,983**	Ind. Avg. 85,382	Ind. Avg. 163,030	Ind. Avg. 1,868,811	Ind. Avg. **54**	Ind. Avg. **25%**
All engagements on posts during 90 days except for comments	All comments on posts during last 90 days	Engmt with channel (not posts) such as follows, likes, +1s...	Total audience at branded channels (e.g. followers)	Critical ratio that infers overall brand equity	Percent of channel engagees who also engage content

Competitor 2 FLASH REPORT

Competitor 2 Report Details

90 Day Single Brand Social Media and Content Marketing Performance Audit - Period for May, 2014 through August, 2014 - Publish Date: 8/4/2014
Source Brands: Competitor 2 (comp2.com)

Top 30 Post

This list includes the best performing posts across the entire organization during the last 90 days. You will find the publish date, author, type of content, a content preview and the number of engagements related to each of these posts. Video reaction counts include inorganic (paid placement) views.

Date	Author	Media	Text	Reaction
05/15/14		Video	David Beckham Returns To His Primary School With Sainsbury's Act	318466
06/11/14		Video	Spicy Spaghetti Bolognese Twist | Fleur & Mike	87166
06/11/14		Video	A Very Messy Eton Mess | Fleur & Mike	76030
07/18/14		Video	Summer Sorted - Ideas To Keep Hunger At Bay	72007
06/18/14		Video	Mike's Shepherd's Pie - A British Classic | Fleur & Mike	59355
06/11/14		Video	Welcome To Food With Fleur & Mike	48020
07/10/14		Video	Cooking Summer Snacks With The Kids | Sainsbury's Summer Sorte	47078
06/25/14		Video	Spanish Paella v Brazilian Brigadeiros | Fleur & Mike	46353
07/16/14		Video	Get the Kids Cooking This Summer | Sainsbury's Summer Sorted	44806
07/25/14		Video	Summer Sorted with Sainsbury's Food Lovers	42892
07/02/14		Video	The Ultimate American Pancake Cook Off | Fleur & Mike	41401
07/16/14		Video	Fleur's Birthday Burger Cupcakes | Fleur & Mike	41227
07/16/14		Video	Three Easy Turkey Recipes for the Kids | Sainsbury's Summer Sort	40094
07/09/14		Video	Challenge: Poached Eggs 4 Ways | Fleur and Mike	36695
07/23/14		Video	A Very Girly Brunch | Fleur & Mike	32140
07/30/14		Video	Fleur's Peach Bellini Granita v Mike's Frozen Yoghurt | Food With F	19582
06/11/14		Video	How to Make Lamb Kebabs | Sainsbury's Food	14961
07/20/14		Photo	And they say you're not supposed to upstage the bride at a weddin	11869
06/05/14		Video	Sainsbury's Food Rescue	10045
06/11/14		Video	How to Make Ice Lollies | Sainsbury's Food	6287
05/14/14		Photo	Who wants a slice? http://bit.ly/1j3JxGE	6196
07/08/14		Photo	BBQ lamb skewers? Yes please. Here are two tasty marinades to a	5631
06/29/14		Photo	Now that is a big Jaffa cake. http://bit.ly/V4KmFV	5519
06/11/14		Video	How to Cook Asparagus | Sainsbury's Food	5017
07/11/14		Photo	A slice of this and you'll be transported back to your favourite chil	4892
05/15/14		Video	David Beckham, our ambassador for Active Kids, has gone back to	4674
07/17/14		Photo	Calling all ice cream lovers! We need your help with choosing a n	4569
07/27/14		Photo	Got a browning bowl of bananas on the kitchen table? They're per	4093
06/11/14		Video	How to Make BBQ Chicken | Sainsbury's Food	3807
05/18/14		Photo	Chocolate. Mousse. Cake… three of our favourite things, from Sair	3735

Competitor 2REPORT DETAILS

# Competitor 2 Report Details (cont.)

90 Day Single Brand Social Media and Content Marketing Performance Audit - Period for May, 2014 through August, 2014 - Publish Date: 8/4/2014
Source Brands: Competitor 2 (comp2.com)

Post Activity by Platform

The total number of posts for each listed platform shows highest posting activity, but can also flag your least activity channels as opportunity for improvement if the under-utilized platforms indicate a favorable ratio of engagement activity in the Platform Reaction to Post Ratio chart.

Platform	Posts	Platform	Posts
Twitter	4691	YouTube	42
Facebook	413		
LinkedIn	90		
Google+	77		
Instagram	61		
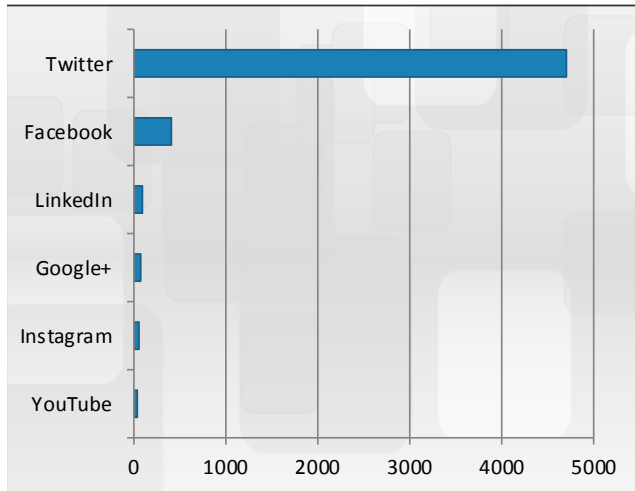
Platform Reaction to Post Ratio

For each post, your average number of reactions per post is an indicator of whether or not your online audience is finding your content to be valuable and if your audience is more interactive with rich media (particularly video). Reactions per post are defined as the total number of comments and engagements.

Platform	Ratio	Platform	Posts
Twitter	1.8	YouTube	267.0
Facebook	462.5		
LinkedIn	0.0		
Google+	18.3		
Instagram	78.7		
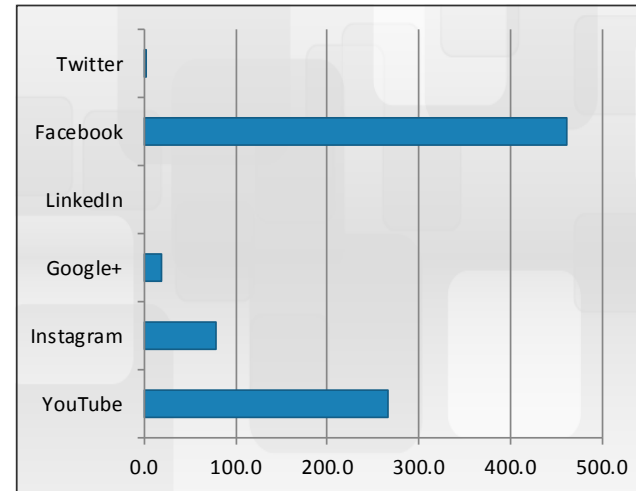
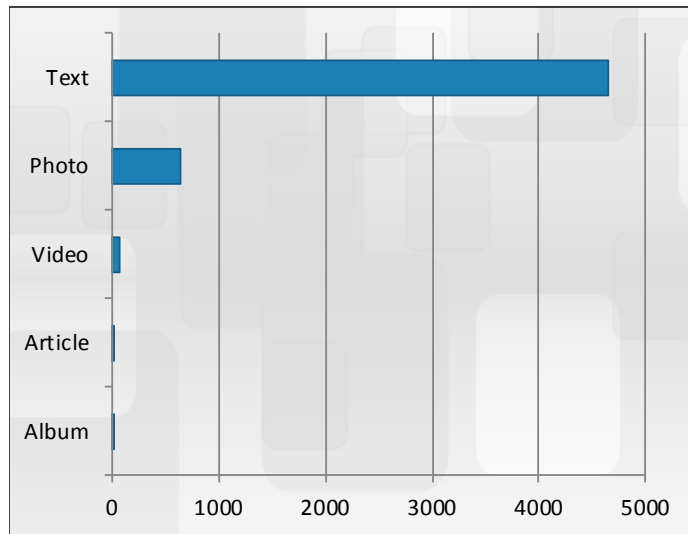# Competitor 2 Report Details (cont.)

90 Day Single Brand Social Media and Content Marketing Performance Audit - Period for May, 2014 through August, 2014 - Publish Date: 8/4/2014
Source Brands: Competitor 2 (comp2.com)

Sample Report

Media Distribution Chart

Overview of the total number of media types that have been published during the previous 90-day period by your organization.
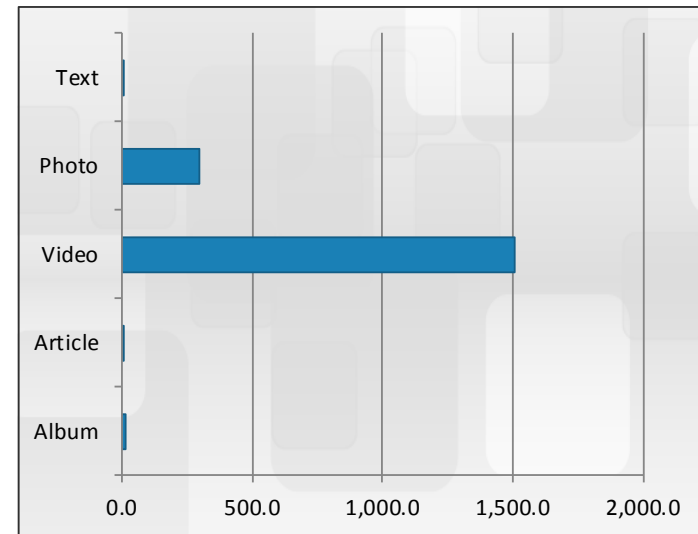
Media Type	Posts
Text	4657
Photo	633
Video	75
Article	11
Album	1

Reaction Count per Media Type

The Reaction Count per Media Type chart details the average number of total engagements and comments your content is generating from your online audience for various media types.

Media Type	Ratio
Text	2.9
Photo	294.4
Video	1,504.4
Article	0.3
Album	11.0

Competitor 2REPORT DETAILS

Competitor 2 Report Details (cont.)

90 Day Single Brand Social Media and Content Marketing Performance Audit - Period for May, 2014 through August, 2014 - Publish Date: 8/4/2014
Source Brands: Competitor 2 (comp2.com)

Summary of Sites and Channels

Below is a listing of all the channels affiliated with the organization. Channels with an "**X**" are "orphaned" channels.   Orphaned channels are available for public access but are not recognized (linked to) by their brand's official websites or other online properties.

	Channel Type	Channel Name	Channel Followers	Channel Engagements	Channel Posts	Post Count	Post Engagements	Post Comments
X	YouTube		40,036	0	14	14	5,167	1,348
X	YouTube		14	0	1	0	0	0
X	YouTube		57	0	12	0	0	0
X	YouTube		184	0	21	0	0	0
X	LinkedIn		47,780	0	90	90	0	0
X	Google+		257	382	3	3	2	0
X	Google+		0	0	9	9	0	0
X	Google+		97,256	119,898	55	55	1,201	133
X	Twitter		36,603	6,759	16,133	1327	1,649	2,276
X	Twitter		737	385	278	54	6	2
X	Twitter		1,325	732	992	103	38	31
X	Twitter		284,348	18,411	138,110	3207	1,813	2,712
X	Facebook		10,213	26	70	70	260	38
X	Google+		94	165	10	10	69	7
X	YouTube		8,554	0	651	28	60,312	133
X	Facebook		1,000,253	29,260	313	313	171,870	18,621
X	Facebook		221	48	30	30	227	7
X	Instagram		3,047	0	140	61	4,673	129

Competitor 2REPORT DETAILS

Competitor 3 Flash Report

Sample Report

90 Day Single Brand Social Media and Content Marketing Performance Audit - Period for May, 2014 through August, 2014 - Publish Date: 8/4/2014
Source Brands: Competitor 3 (Competitor 3.com)

Report Introduction

The following report profiles the social media and content marketing activities for Competitor 3 in Europe. This report is data-driven and considers 90 days worth of digital marketing activity across all of Comp3's social media and content marketing channels. Over 350 variables are considered via normalized role-ups, calculated insights, the Content Marketing Index (CMI) and unstructured posts and engagements.
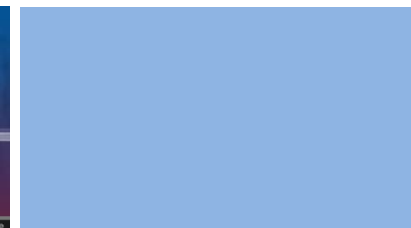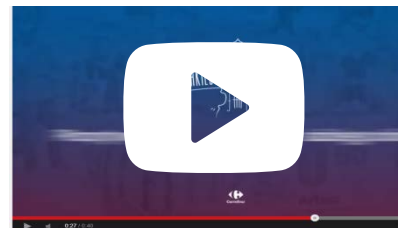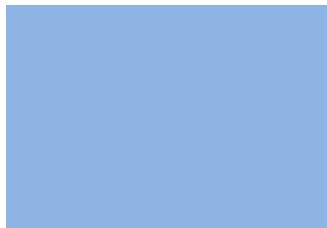
CMI Score
51
Ind. Avg. 67

Brand Presence (Channels)

Brand Presence refers to social media and content marketing channels (e.g. Facebook, Twitter, Google+…) controlled by a brand.

Total Channels	Orphaned Channels	Dormant Channels	Platforms Used	Best Engmt Ratio	Most Active Channel
22	**20**	**2**	**5**	765 Engmt/post	Facebook
Ind. Avg. **25.75**	Ind. Avg. **22**	Ind. Avg. **5**	Ind. Avg. **5**		
Total Branded Channels controlled by Competitor 3	Branded channels not recognized by the organization	Channels without activity in last 90 days	Variation of channels used	The channel that produces the most engagement/post	Activity based on both posts, channel engmt and post engmt

Publishing Activity and Top Posts

Post (90 Days)	Post (All-time)	Posting Authors	Avg. Posts per Channel	Post Frequency	Media Variation	Tools Used to Publish
4,221	**25,003**	**16**	**191**	**2.13/day**	**5**	Hootsuite TweetDeck
Ind. Avg. 8,629	Ind. Avg. **241,897**	Ind. Avg. **16.25**	Ind. Avg. **379**	Ind. Avg. **3.55**	Ind. Avg.4	
Total post via branded Channels in the last 90 days	Total number of post published by the brand	Unique users who published content (90 days)	Over 90 Day Period	Posts per Channel/Days	Type of media posted (e.g. text, photo, video…)	Efficiency tools and services used during publishing

Engagement Highlights

Engagement can be both channel specific (e.g. a Facebook page "like") or post specific (e.g. post comment). Engagement also infers a range of insight about content quality, brand equity, and an audience's level of participation.

Post Engagement	Post Comments	Channel Engagement	Channel Followers	Engmt/Post Ratio	Audience Engagement
203,416	**25,003**	**45,272**	**1,590,128**	**54.11**	**14.36%**
Ind. Avg. **383,983**	Ind. Avg. 85,382	Ind. Avg. 163,030	Ind. Avg. 1,868,811	Ind. Avg. **54**	Ind. Avg. **25%**
All engagements on posts during 90 days except for comments	All comments on posts during last 90 days	Engmt with channel (not posts) such as follows, likes, +1s…	Total audience at branded channels (e.g. followers)	Critical ratio that infers overall brand equity	Percent of channel engagees who also engage content

Competitor 3 FLASH REPORT

Competitor 3 Report Details

90 Day Single Brand Social Media and Content Marketing Performance Audit - Period for May, 2014 through August, 2014 - Publish Date: 8/4/2014
Source Brands: Competitor 3 (Competitor 3.com)

Top 30 Post

This list includes the best performing posts across the entire organization during the last 90 days. You will find the publish date, author, type of content, a content preview and the number of engagements related to each of these posts. Video reaction counts include inorganic (paid placement) views.

| Date	Author	Media	Text	Reaction
07/16/14		Video	Orkiestra Carrefour - teaser	223883
07/22/14		Video	Orkiestra Carrefour prezentuje - Sonata o arbuzie	168094
07/29/14		Video	Orkiestra Carrefour przedstawia - Oda do kurczaka	144302
07/22/14		Video	Orkiestra Carrefour prezentuje - Sonata o arbuzie	18155
05/06/14		Video	Jouez en 3D avec les Bleus ! 24 Cartes Collector à collectionner che	17469
06/11/14		Video	Revivez la plus Grande Samba à Carrefour Les Ulis !	10649
05/23/14		Photo	CONCURS – Stiai ca toate hainutele din imagine costa doar 299 RON	6702
06/05/14		Photo	Hasta el 10 de junio aprovecha nuestras #OfertasCarrefour en prod	6220
05/23/14		Photo	Este fin de semana llévate una televisión LED de 32" por 179 euros	5560
07/22/14		Video	Za kulisami Orkiestry Carrefour	5214
06/10/14		Photo	Con la llegada del buen tiempo, disfruta más de tu jardín por eso t	5049
06/05/14		Photo	No te pierdas las #OfertasCarrefour que tenemos en productos de	5022
06/06/14		Photo	Prepárate para el Mundial con las #OfertasCarrefour y comparte co	4926
06/20/14		Photo	¡En Carrefour estamos de #Rebajas hasta el 6 de julio! Ven a nuest	4546
05/30/14		Photo	CONCURS - Am lansat Casa Familiei cu personaje de poveste pentr	4428
05/19/14		Photo	CONCURS - De la blugi si tricouri, pana la pantaloni eleganti si cam	4241
05/27/14		Text	Prepárate para el mundial en Carrefour y ahórrate el IVA en más d	4174
07/23/14		Photo	C'è il suo zampino sul tuo prossimo scontrino. Acquista tutto il ne	4042
06/23/14		Photo	Se apropie 24 iunie, Ziua Internationala a Iei! Pentru a celebra imp	3763
07/22/14		Photo	Questo è il dilemma.	3636
05/15/14		Photo	CONCURS! Astazi, 15 mai, sarbatorim Ziua Internationala a Familie	3481
06/12/14		Text	Descubre #CRFelectroVerano y conoce todas las promociones y of	2984
07/16/14		Photo	Un po' di fame, un po' di frutta e un po' di fantasia: gli ingredienti	2887
07/24/14		Photo	Muchos lo estabais esperando y hoy os podemos dar la noticia:apr	2874
05/30/14		Video	2014 : riz moins cher chez Carrefour que chez Leclerc et Géant Casi	2443
06/20/14		Photo	Stii un bucatar priceput ? Povesteste-ne despre el si ii poti face ca	2234
06/15/14		Photo	Complimenti a tutti quelli che hanno fatto la spesa da Carrefour, o	2139
07/24/14		Photo	Una poesia di gelato per la voglia che ti piglia di vaniglia e cioccola	2100
07/28/14		Photo	Idea gustosa per salutisti di ferro: frullato agli spinaci!	2063
06/24/14		Photo	Purtroppo l'avventura Mondiale è terminata, ma speriamo di pote	2012

Competitor 3 Report Details (cont.)

90 Day Single Brand Social Media and Content Marketing Performance Audit - Period for May, 2014 through August, 2014 - Publish Date: 8/4/2014
Source Brands: Competitor 3 (Competitor 3.com)

Competitor 3 REPORT DETAILS

Post Activity by Platform

The total number of posts for each listed platform shows highest posting activity, but can also flag your least activity channels as opportunity for improvement if the under-utilized platforms indicate a favorable ratio of engagement activity in the Platform Reaction to Post Ratio chart.

Platform	Posts	Platform	Posts
Twitter	2248	Instagram	0
Facebook	1666		
Google+	221		
YouTube	80		
LinkedIn	6		
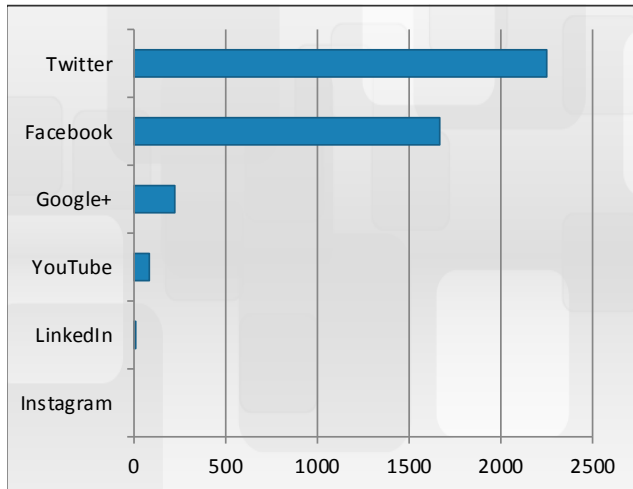
Platform Reaction to Post Ratio

For each post, your average number of reactions per post is an indicator of whether or not your online audience is finding your content to be valuable and if your audience is more interactive with rich media (particularly video). Reactions per post are defined as the total number of comments and engagements.

| Platform	Ratio	Platform	Posts
Twitter	2.9	Instagram	0.0
Facebook	154.7		
Google+	0.5		
YouTube	765.8		
LinkedIn	0.0		
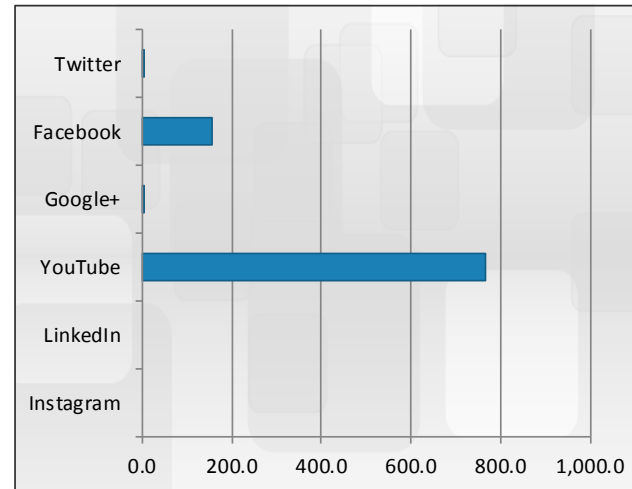
Competitor 3 Report Details (cont.)

90 Day Single Brand Social Media and Content Marketing Performance Audit - Period for May, 2014 through August, 2014 - Publish Date: 8/4/2014
Source Brands: Competitor 3 (Competitor 3.com)

Competitor 3 REPORT DETAILS

Media Distribution Chart

Overview of the total number of media types that have been published during the previous 90-day period by your organization.
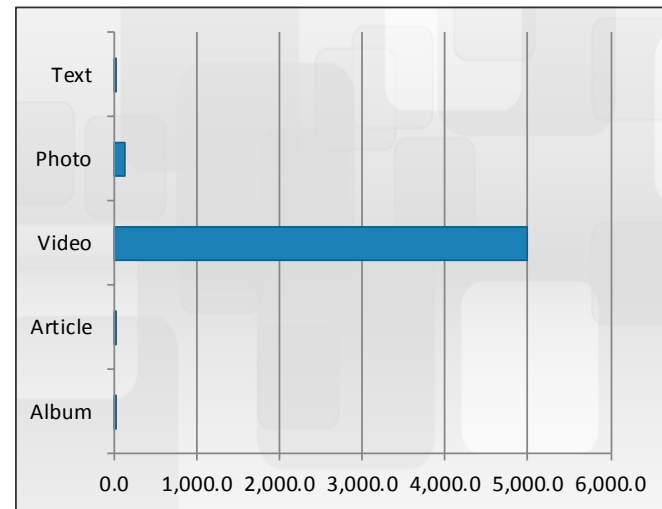
Media Type	Posts
Text	2201
Photo	1859
Video	124
Article	38
Album	3
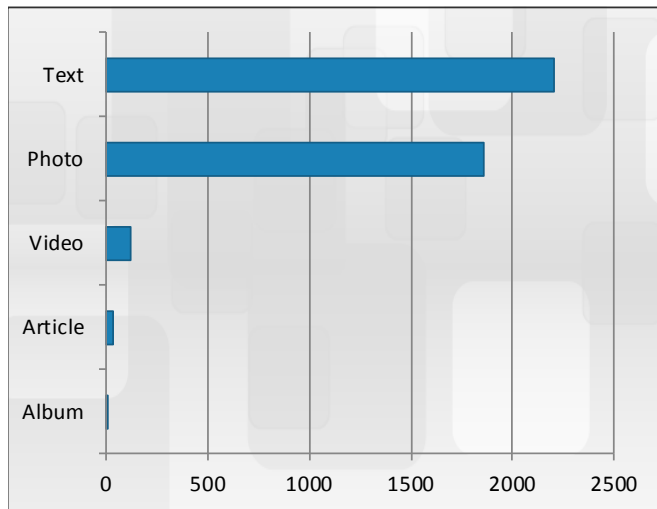
Reaction Count per Media Type

The Reaction Count per Media Type chart details the average number of total engagements and comments your content is generating from your online audience for various media types.

Media Type	Ratio
Text	7.2
Photo	131.1
Video	4,980.2
Article	0.4
Album	2.0

Competitor 3 Report Details (cont.)

90 Day Single Brand Social Media and Content Marketing Performance Audit - Period for May, 2014 through August, 2014 - Publish Date: 8/4/2014
Source Brands: Competitor 3 (Competitor 3.com)

Summary of Sites and Channels

Below is a listing of all the channels affiliated with the organization. Channels with an "**X**" are "orphaned" channels.   Orphaned channels are available for public access but are not recognized (linked to) by their brand's official websites or other online properties.

	Channel Type	Channel Name	Channel Followers	Channel Engagements	Channel Posts	Post Count	Post Engagements	Post Comments
	Twitter		13,220	1,619	3,008	530	603	2,083
	Twitter		2,541	232	873	244	82	522
X	LinkedIn		126,213	0	3	3	0	0
X	Google+		159	281	37	37	28	2
X	Facebook		22,348	555	106	106	7,229	164
X	Google+		3	6	17	17	1	0
X	YouTube		214	0	47	8	56,237	186
X	YouTube		2,315	0	570	72	5,011	8
X	Google+		369	1,434	167	167	77	9
X	Facebook		83,234	285	143	143	5,438	648
X	Facebook		20,099	524	109	109	2,148	55
X	Facebook		17,378	503	156	156	7,688	192
X	Facebook		72,702	16,161	95	95	51,457	1,854
X	Facebook		379,287	2,812	323	323	37,863	11,303
X	Facebook		196,988	3,909	224	224	14,932	3,152
X	Facebook		440,145	15,138	508	508	110,514	3,151
X	Twitter		4	20	3	0	0	0
X	Twitter		21,502	540	1,582	440	512	545
X	Twitter		64,473	1,243	17,025	1034	1,026	1,126
X	Facebook		350	10	2	2	3	3
X	LinkedIn		126,426	0	3	3	0	0
X	Instagram		158	0	2	0	0	0

Analysis Flash Report

Batavia Research Analysis Report - Period for May, 2014 through August, 2014 - Publish Date: 8/4/2014
Source Target Company: Acme (Acme.com)   **Source Competitor(s)**: Comp1 (Comp1.com), Competitor 3 (Competitor 3.com), Competitor 2 (comp2.com)

ANALYSIS FLASH REPORT

Analysis Summary

As an individual company, Acme is a sophisticated social media organization with strong social brand equity. However, it is in the middle of it's "competitive pack" based on the CMI score and faces a number of external and internal challenges.

Acme SWOT Analysis

Strengths
- Very strong brand presence via 44 channels
- Strong publishing volume and consistency
- Strong authorship and media variance
- Access to majority of engaged consumers in mkt.
- Strong channel-level engagement

Weaknesses
- Middle of "competitive pack" based on CMI
- Alarming amount of dormant channels
- Very alarming amount of orphaned channels
- Low quality content
- Low audience participation %
- Extremely low post-level engagement
- Poor content relevance

Opportunities
- Maximize social brand equity by leveraging existing channel audience
- Maximize social brand equity through extending oversight of orphaned channel and dormant channels
- Capitalize on large group of channel followers with higher quality contents

Threats
- Competitors struggle for finite audience
- Tricky balance of defensive & offensive strategies
- Acme has the most-to-loose in the market with 35% of total engaged consumers
- Brand degradation due to lack of channel oversight and control at orphaned channels
- Extreme liability exposure via lack of control at orphaned channels

Strategic Insights

Potential Engagement is Finite - Acme faces a fixed potential social media audience and social equity due to the small number of competitors in the market, homogenous business models, and market size. Considering this, the recommendations in this report are support by two objectives: 1) defend existing social marketing audience and 2) capture engagement from the competition.

| 7.6m engaged consumers | Comp3 15% | Comp2 20% | Comp1 30% | Acme 35% |

Orphaned Channels are Lost Opportunity – While Acme's brand equity is 35% of the market, Acme is not realizing the full value of this because of low audience engagement (11.15%), a low engagement post ratio (13.21) and lack of channel control (33 orphaned channels). Ultimately, Acme is underutilizing it's social brand equity.

Relevance, not Volume – Acme appears to have perfected it's publishing machinery as evident through a high 90 day post count and a post frequency of 4.93 post/day/channel. However, to move to the leader quadrant in it's market, Acme needs to improve efficiency through more relevant and engaging content. This is also key to protecting existing brand social equity.

Rich Media vs. Text – The data suggests that this market's audience is more engaged with rich media than text-based content. Considering this, Acme relies too heavily on status update and channels that yield low engagement ratios.

Social Competitiveness Quadrants

(CMI Score)	
Efficient	• Comp1 **(91)**
	Leader
Laggard	• Comp3 **(51)** • Acme **(76)**
	Inefficient • Comp2 **(52)**
fewer posts	more posts

(high engmt / low engmt axis on left)

Strong Brand Relevance but Weak Content Relevance – Due to the contrast between Acme's strong channel engagement and poor content engagement, there is disconnect between what Acme's audience thinks of the brand and the content produced.

Top Recommendations

- **Improve content relevance to be inline with what engaged consumers think of the brand**
- **Regain control and oversight of brand presence** at orphaned and dormant channels to maximize brand social equity and mitigate liability exposure.
- **Focus on content quality** to improve audience engagement (11.15%) and the engagement to post ratio (13.21).
- **Implement social media and content marketing KPIs** that include audience engagement and engagement to post ratios.
- **Learn from historic data** to capitalize existing brand equity by replicating productive content.
- **Invest in rich media production**
- **Implement defensive content and social marketing strategies** to protect existing social brand equity considering Acme has the most to lose (35%) and the fixed nature of the market.

Supporting Information
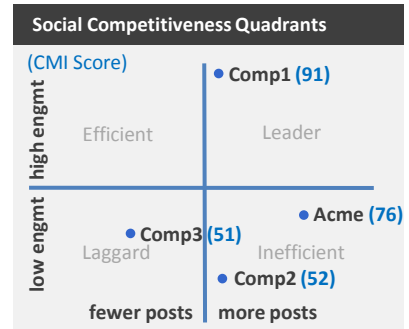
SUPPORTING INFORMATION

What is the Content Marketing Index (CMI)

The Content Marketing Index (CMI) scoring methodology is rooted in Batavia Research's 7 Step Content Marketing Lifecycle. The Content Marketing Index is a data driven, evidence-based, social business barometer of a company's social media and content marketing activities. It is based on the principle that the manifestations of an organization's content marketing lifecycle activities can be observed and measured. The CMI looks at practices in content marketing related to goal setting, content strategy, editorial calendar planning, content production, publishing practices, engagement monitoring and metrics analysis.

By applying common criteria, the Content Marketing Index performs as a "yard stick" that can be used to support various activities such as benchmarking, comparative analysis, and data driven marketing. Additionally, the nature of the index suggests that even as it evolves, is changed and/or refined, all organizations to which the Index is applied are again measured to the same standard.
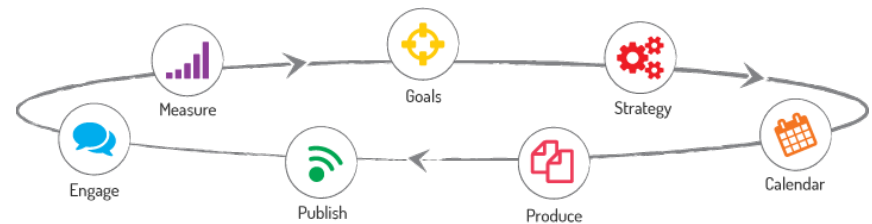
Learn more about The Content Marketing Index

What is the Content Marketing Index White Paper
http://bataviaresearch.com/data/What_is_the_Content_Marketing_Index.pdf

Measuring Content Quality Via the CMI
http://bataviaresearch.com/content-marketing-index-measuring-content-quality/

About Batavia Research

Batavia Research was founded in 2012 by a team of big data scientists and content marketing experts that believe all organizations can better leverage social business intelligence to fuel innovation and make better decisions. Today, Batavia Research is headquartered in Southern California and is quickly becoming the leading source of company data and expert analysis on social media and content marketing activity.

Learn more about Batavia Research at the BR Resource Page - http://bataviaresearch.com/resources/

Contact
David van der Roest
Co-Founder and VP of Partnerships
david@bataviaresearch.com
714.549.2446 (Best)
1.714.834.1200 x104

Batavia Research
1592 North Batavia
Orange, California 92867
www.bataviaresearch.com
info@bataviaresearch.com
1.714.834.1200