

# DISCOVER





# Learning Outcome: **Discover** Current Social Media Situation



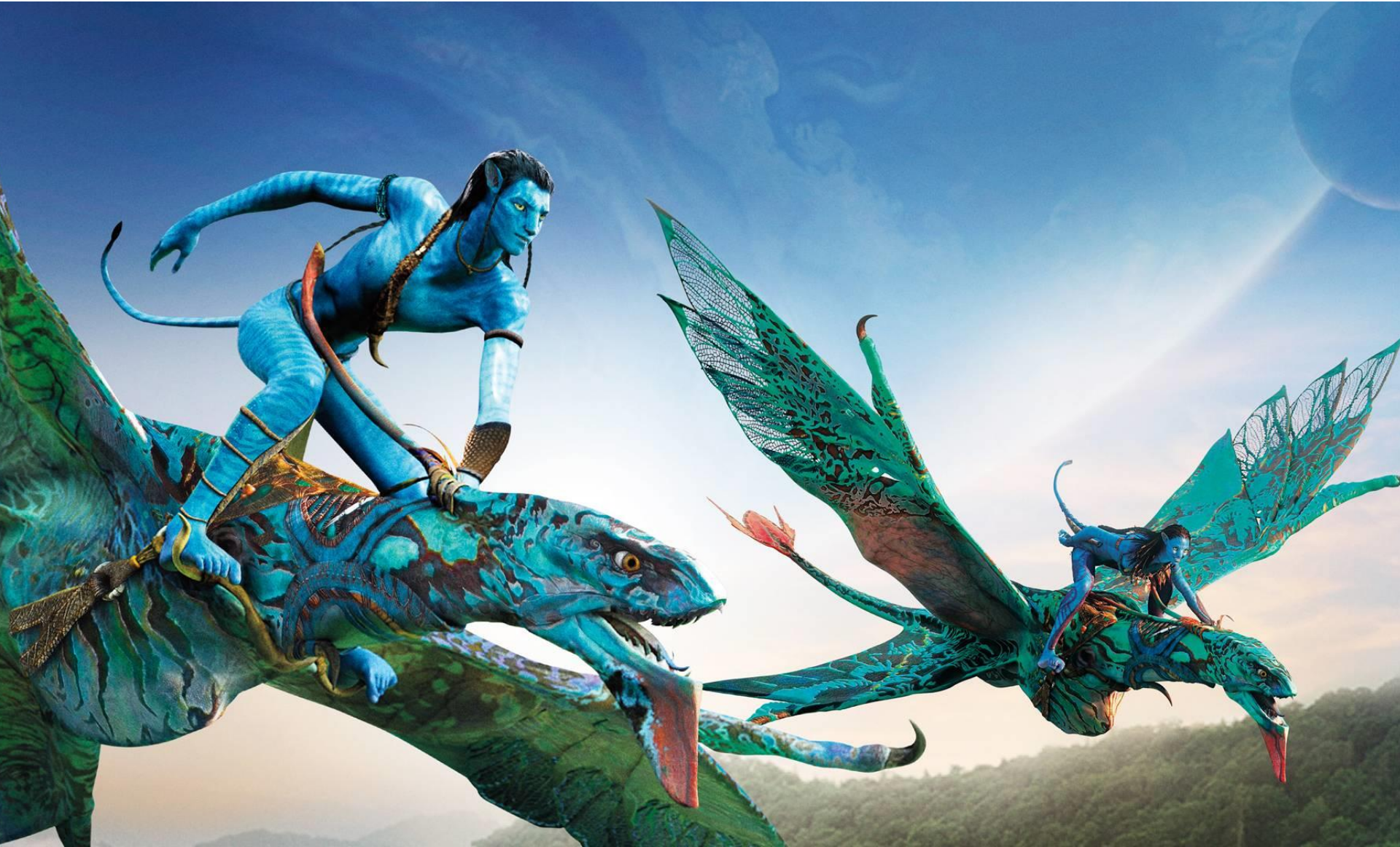
Discover

## What you'll be learning

- Describe your target customers on social media
- **Study and learn from competitors**

# Describe Your Customers on Social Media

**Have you watched this movie?**







# Building Customer Profile

- **Who** are our primary customers?
- **Where** can we find them online?
- **How** do we trigger their interest?

Who Are  
you?





# Demographics – B2C



- Age
- Gender
- Marital Status
- Family Size
- Location
- Household Income
- Employment Status
- Education
- Ethnicity and Religion



# Demographics – B2B



- **Buyer Demographics**
- **Position in Company**
- **Type of Industry**
- **Company Size**
- **Company Revenue**
- **Stage of Company**
- **Decision Makers**
- **Location/Region**





# Psychographics

- Values and Beliefs
- Interests (especially brands)
- Opinions on issues
- Attitudes
- Behaviours (Social or Lone Wolves?)
- Culture





# What Are Their Online Behaviours?



**What do your customers use online channels for?**



# Online Tools You Can Use



What are they searching for? **(Intent)**

- Google Trends (<http://trends.google.com>)
- SEMRush (<http://www.semrush.com>)

What do they share? **(Buzz)**

- BuzzSumo (<http://www.buzzsumo.com>)
- Epictions Epicbeat  
(<https://epicenter.epictions.com/epicbeat/>)

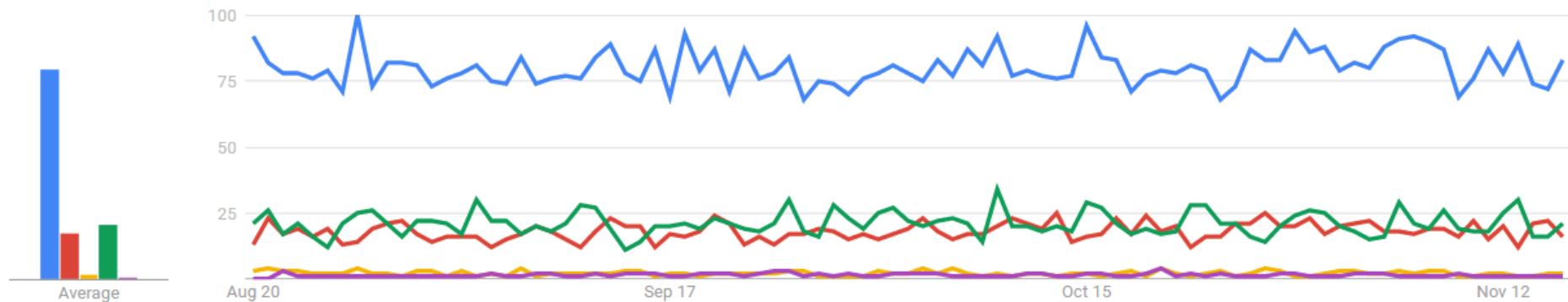


# Google Trends Example

- art  
Search term
- culture  
Search term
- festivals  
Search term
- shows  
Search term
- exhibitions  
Search term

Singapore ▼ Past 90 days ▼ All categories ▼ Web Search ▼

Interest over time ?





# SEMRush Keywords “Where to Shop in Singapore”

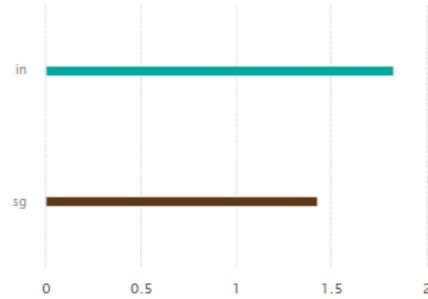
## live update ORGANIC SEARCH

Volume	320
Number of results	90.5M

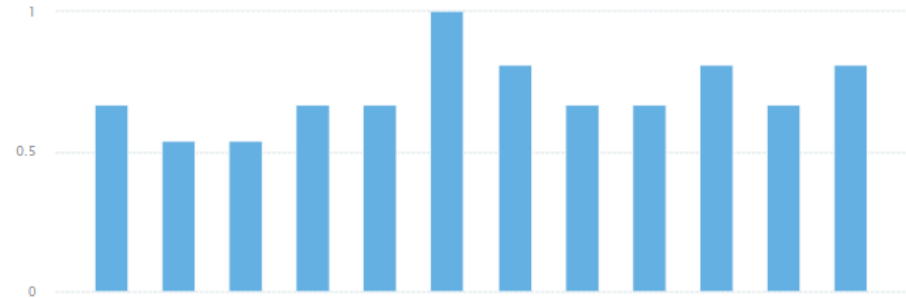
## live update PAID SEARCH

CPC	\$1.43
Competition	0.23

## live update CPC DISTRIBUTION



## TREND



## RELATED KEYWORDS REPORT 1 - 100 (1,631)

[Advanced filters](#)

[Export](#)

Keyword	Related %	Volume	KD	CPC (USD)	Com.	Results	Trend	Last Update	SERP
<a href="#">best place to shop in singapore</a>	70.00	110	82.42	0.00	0.13	11,700,000		29 Sep 2016	
<a href="#">where to go shopping in singapore</a>	70.00	40	83.07	0.61	0.20	40,800,000		27 Sep 2016	
<a href="#">place to shop in singapore</a>	70.00	30	82.83	0.00	0.07	41,300,000		28 Sep 2016	
<a href="#">where to shop singapore</a>	70.00	20	91.30	0.00	0.20	37,100,000		21 hr ago	
<a href="#">best shop in singapore</a>	70.00	10	84.67	1.08	0.32	28,600,000		26 Sep 2016	
<a href="#">shopping in singapore</a>	65.00	1,300	86.97	1.97	0.46	87,900,000		3 days ago	
<a href="#">places to shop in singapore</a>	65.00	170	81.57	0.00	0.06	3,970,000		29 Sep 2016	
<a href="#">best places to shop in singapore</a>	65.00	90	82.26	0.00	0.09	6,460,000		29 Sep 2016	
<a href="#">best shopping singapore</a>	65.00	90	84.48	0.00	0.22	56,200,000		29 Sep 2016	





# BuzzSumo using “Ang Mo Kio Shopping”

Sort by: Total Shares Page 1 of 1

	FACEBOOK ENGAGEMENTS	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	TOTAL SHARES
<p>Jenny Bakery Singapore - Hong Kong's Famous Cookie <b>Shop At Ang Mo Kio</b> danielfooddiary.com - More from this domain By Admin - Oct 22, 2015 Article</p>	11.8K	0	22	1	2	11.8K
<p>2m-long python found in drain near <b>Ang Mo Kio</b> coffee shop straitstimes.com - More from this domain By Chew Hui Min - Jul 27, 2016 Article</p>	3.2K	0	362	1	0	3.6K
<p>77th Street closing down last <b>shop at Ang Mo Kio</b> Hub by end-July mothership.sg - More from this domain Jun 29, 2016 Article</p>	326	0	7	0	0	333
<p>Police looking for a man to assist investigations into case of <b>shop</b> theft in <b>Ang Mo Kio</b> straitstimes.com - More from this domain By Annabeth Leow - Aug 17, 2016 Article</p>	210	0	16	0	0	226
<p><b>Ang Mo Kio</b> shop gets tobacco licence revoked for selling to minor todayonline.com - More from this domain Jul 5, 2016 Article</p>	50	0	16	0	0	66
<p>Manicure <b>Shop</b> for takeover in Thomson!   D20 - <b>Ang Mo Kio</b> / Bishan / Thomson gumtree.sg - More from this domain Nov 17, 2015 Article</p>	0	0	1	0	0	1



# Purchase Behaviours

## Types of Product/ Services

- **Frequency of Purchases**
- **Distribution Channels**
- **Costs of Purchases**
- **Order Value**
- **Individual or Group**
- **Loyalty/ Memberships**





# Who are Your Competitors?



Which brands do your customers look for?



# Pain Points & Solutions



What are their major **pain points** and how can your product/brand **solve them**?

**IMPORTANT**



# Online Tools You Can Use



## What are they concerned about?

- Quora
- Forums (eg KiasuParents, Hardware Zone)
- Google Reviews
- Facebook Reviews/ Comments
- Customer Feedback





Quora



Home



Answer

1



Notifications

Search Singapore engineers

All Time

Past Hour

Past Day

Past Week

Past Month

Past Year

## Why is the engineering profession no longer respected in Singapore by engineers themselves given the widespread negative feedback from Singapore-based engineers?

Answer 1 of 3 · View All

Linus Chan, studied at National University of Singapore — With frequent train breakdowns, people lose confidence in our local engineering community. This is against the ironical backdrop of our local universities continuing to eme... (more)

## What is average salary in Singapore for mechanical engineers?

Follow 19 Downvote


















## What's the difference between Singapore software engineers and the those from Google and Facebook?

KahWee Teng, lived in Singapore —

I'll speak for Bay Area engineers. I don't know any engineer who works for Facebook personally.

Bay Area engineers are generally excellent technical communicators, that hel... (more)

- |   |  |  |     |        |   |
|---|--|--|-----|--------|---|
|    | <a href="#">Any Recommendation of a Good Maid Agency</a><br>by Awonder » Thu Mar 10, 2011 3:01 pm                          |  1 ... 44 45 46   | 452 | 269348 | by <a href="#">Excelmethod</a> →<br>Wed Nov 22, 2017 11:13 am   |
|    | <a href="#">House Renovation - designers or ala-carte?</a><br>by Yong HL » Sat Jul 24, 2010 12:07 pm                       |  1 ... 54 55 56   | 557 | 107268 | by <a href="#">coldleaf</a> →<br>Mon Nov 20, 2017 6:50 pm       |
|    | <a href="#">Maid agency fee</a><br>by nehasahai » Mon Sep 29, 2014 8:39 pm   |  1 2            | 11  | 7674   | by <a href="#">Snow24</a> →<br>Wed Nov 15, 2017 12:21 am        |
|    | <a href="#">All About CCTV/spy camera for monitoring maids</a><br>by KoalaMummy » Mon Oct 04, 2010 9:27 am                 |  1 ... 18 19 20   | 197 | 105888 | by <a href="#">JakiHere</a> →<br>Tue Nov 14, 2017 6:28 am       |
|    | <a href="#">Curtains or Roller Binds for your kids room ?</a><br>by shurley197323 » Tue Jan 12, 2010 11:04 am              |  1 ... 7 8 9      | 81  | 46208  | by <a href="#">Curtie</a> →<br>Thu Nov 09, 2017 9:12 pm         |
|   | <a href="#">All about Dishwasher</a><br>by heutistmeintag » Fri Mar 27, 2009 9:54 am                                       |  1 ... 8 9 10   | 94  | 52499  | by <a href="#">slmkhoo</a> →<br>Tue Nov 07, 2017 11:11 am       |
|  | <a href="#">Recommendation for end of tenancy cleaning for 700sqft unit</a><br>by staypositive » Thu Nov 02, 2017 12:03 pm |  | 2   | 230    | by <a href="#">staypositive</a> →<br>Mon Nov 06, 2017 11:57 am  |
|  | <a href="#">All About Vacuum Cleaner</a><br>by heutistmeintag » Thu Mar 19, 2009 1:54 am                                   |  1 ... 55 56 57 | 563 | 280712 | by <a href="#">Coolkidsrock2</a> →<br>Sat Nov 04, 2017 11:47 am |



# Google Reviews for “AMK Hub”

## AMK Hub

53 Ang Mo Kio Avenue 3, Singapore

 Write a review


4.1  427 reviews

Sort by: Most helpful ▼



**Kok-Kiong Yap**

in the last week


 Very convenient shopping mall at the heartland of Ang Mo Kio. The bus interchange is within the mall and an underpass connects the mrt station. ... [More](#)

 Helpful?



**Tingo78**


in the last week

 There's a lot of amenities, like banks, NTUC supermarket, gym, electronic retail outlets, beauty outlets, food court upstairs. Restaurants are plenty ranging from western to Eastern cuisine. Snack stalls are all over the basement. If you don't have dietary requirements, you'll be spoilt for choice.

 Helpful?



# Facebook Reviews for “AMK Hub”



AMK Hub

- Home
- About
- Photos
- Events
- Likes
- Reviews**
- Videos
- Posts

Create a Page

Liked Message Save More

Call Now

4.0 ★ 4.0 of 5 stars 1.3k reviews

5 stars	657
4 stars	302
3 stars	247
2 stars	81
1 star	71

MOST HELPFUL MOST RECENT STAR RATING

Tell people what you think

★★★★★

**Kerri Low** reviewed AMK Hub – 3+  
31 August at 07:44 · 🌐

Avoid the keyshoe shop outside NTUC.  
Sent 6 pairs of shoes for repair and all was done in a slipshod manner. One pair came back extremely dirty. Ended up I have to send back 2 pairs.  
Didn't have the chance to collect personally and someone collected on my behalf. They returned me only 1 pair! ... [See more](#)

Like Comment Share

**AMK Hub** Dear Kelly, thank you for your feedback and we would like to apologise for the unpleasant experience. We will be highlighting the issue to FairPrice Xtra. Could you provide us with your contact details at [feedback@amkhub.com.sg](mailto:feedback@amkhub.com.sg) so that we can better understand your experience? We hope to hear from you soon.  
Like · Reply · 31 August at 17:08

**Kerri Low** Called and collected my second pair with no apologies throughout from any of the staff.  
Thank you for the bad customer service and will never be a returning customer.  
Like · Reply · 31 August at 20:59 · Edited

Write a comment... 📷 😊

**NOW IT'S  
YOUR TURN.**

# Exercise



Craft a Customer Avatar for your business.

**30 mins**





# Study and Learn From Your Competitors

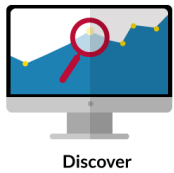


# Benefits of Analysing Competitors

- ❖ Learn best practices
- ❖ Set more realistic benchmarks
- ❖ Determine appropriate social channels to invest time, money and energy
- ❖ Evaluate what worked – and what didn't

Content is adapted from 6D Global's






Source: <http://www.6dglobal.com/blogs/how-conduct-social-media-competitive-analysis-2013-01-31>




# Identify Your Competitors

Map showing cleaning services in Singapore. Locations marked include Evergreen Refuse Disposal & Cleaning Services Pte. Ltd., Biostar Cleaning Services Pte Ltd, and House Cleaning Services Singapore | Eunike Living Pte. LTD.

Rating ▾ Hours ▾

<b>Evergreen Refuse Disposal &amp; Cleaning Services Pte. Ltd.</b> 5.0 ★★★★★ (1) · Cleaning Service 35 Jln Pemimpin · 6250 2231	 WEBSITE	 DIRECTIONS
<b>Biostar Cleaning Services Pte Ltd</b> No reviews · Cleaning Service #06-01A Wisma Gulab, 190 MacPherson Rd · 6383 2659 Open until 5:00 PM	 WEBSITE	 DIRECTIONS
<b>House Cleaning Services Singapore   Eunike Living Pte. LTD.</b> 5.0 ★★★★★ (1) · Cleaners 9745 7148 Open until 7:00 PM	 WEBSITE	

 [More places](#)

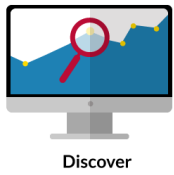
Type your industry or product category name into Google/search engines. Also see the search ads that emerge.



# Identify Your Competitors

	FACEBOOK SHARES	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	TOTAL SHARES	
<p><a href="#">Sharpen your SEO, SEM and <b>social media marketing</b> skills with a SMX Advanced <b>workshop</b></a> <a href="#">searchengineland.com</a> - More from this domain By Search Engine Land - Apr 27, 2016 Article</p>	<a href="#">View Backlinks</a> <a href="#">View Sharers</a> <a href="#">Share</a>	174	137	925	2	29	1.3K
<p><a href="#">Workshop - Digital Marketing 101 ( <b>Social Media</b> &amp; SEO 101)</a> <a href="#">portlandregion.com</a> - More from this domain Aug 5, 2015 Article</p>	<a href="#">View Backlinks</a> <a href="#">View Sharers</a> <a href="#">Share</a>	931	44	5	0	0	980
<p><a href="#">Internet &amp; <b>Social Media Marketing Workshop</b> (Full day) 17 Sep 2015 in Modimolle</a> <a href="#">equadoor.com</a> - More from this domain Feb 22, 2016 Article</p>	<a href="#">View Backlinks</a> <a href="#">View Sharers</a> <a href="#">Share</a>	779	11	0	0	1	791
<p><a href="#">How to create an amazing <b>social media marketing workshop</b></a> <a href="#">businessesgrow.com</a> - More from this domain By Mark Schaefer - Dec 3, 2015 Article</p>	<a href="#">View Backlinks</a> <a href="#">View Sharers</a> <a href="#">Share</a>	62	142	466	0	23	693
<p><a href="#">Sharpen your SEO, SEM and <b>social media marketing</b> skills with an SMX Advanced <b>workshop</b></a> <a href="#">marketingland.com</a> - More from this domain By Marketing Land - Apr 27, 2016 Article</p>	<a href="#">View Backlinks</a> <a href="#">View Sharers</a> <a href="#">Share</a>	76	62	445	2	12	597

Use tracking tool like BuzzSumo or Epictions Epicbeat or Social Mention. Which brands emerge first when specific categories are typed in?



# Identify Your Competitors

Check out blog posts or listings that highlight the top brands in specific industries (eg Socialbakers)

The screenshot shows the Socialbakers website interface. The top navigation bar includes 'socialbakers', 'Statistics', 'Products', 'Blog', 'Resources', 'Company', and a 'Client Login' button. A left sidebar contains navigation options like 'Overview', 'All Pages', 'Brands', 'Celebrities', 'Community', 'Entertainment', 'Media', 'Place', 'Society', and 'Sport'. The main content area is titled 'Facebook stats - Brands in Singapore' and features a filter interface with 'Brands' selected and 'Singapore' as the location. Below this, the 'Largest Audience' section lists three brands with their respective fan counts:

Brand	Total fans
Singapore Airlines	2 578 155
Tigerair	1 367 890
FlyScoot	1 033 079

<http://www.socialbakers.com/>





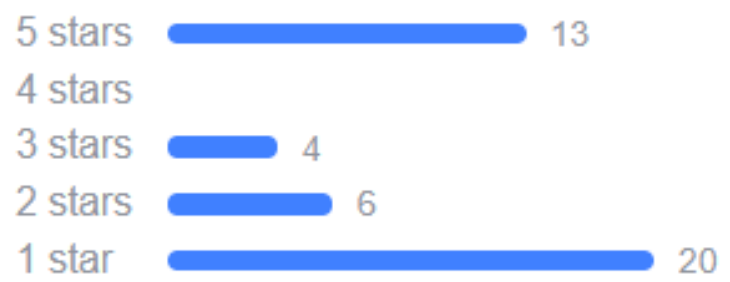
7-Eleven Singapore  
@7Eleven.Singapore

- Home
- Posts
- Reviews**
- Videos
- Photos
- About
- Community

Like Following Share ...

2.5 ★

2.5 of 5 stars  
43 reviews



MOST HELPFUL | MOST

5-STAR REVIEWS



**Eugene Chia** reviewed  
9 November at 02:1

Almost everyday I will go to 7-Eleven for my favorite foods there especially the



Like Comment

**Check out their best and worst reviews!**



# Study The Way They Set UP and Post

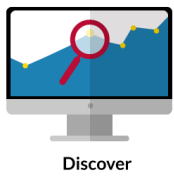
- ❖ Brand Voice
- ❖ Content Types
- ❖ Created versus Curated Posts
- ❖ Frequency
- ❖ Contests
- ❖ Promotions





# Determine Their Fan to Follower Ratio

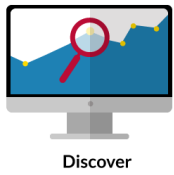
Brand	Handle	Followers	# Tweets	Following	Followers to Following Ratio
Chaco	ChacoUSA	10,402	9,547	9,664	1 :1
Columbia	Columbia1938	42,967	5,544	2,822	15 :1
North Face	thenorthface	100,205	4,356	1,036	97 :1



# Measure Their Engagement Rate with Fans

Brand/ Engagement	Post #1	Post #2	Post #3	Post #4	Post #5	Post #6	Post #7	Post #8	Post #9	Post #10	Average/ Post
<b>Chaco</b>											
Likes	87	75	104	297	177	21	50	367	11	134	132.3
Comments	1	235	9	14	20	4	12	18	4	14	33.1
Shares	0	0	2	4	0	0	1	35	0	2	4.4
<b>Columbia</b>											
Likes	383	114	353	207	382	426	127	90	392	168	264.2
Comments	8	129	9	11	6	11	13	0	8	1	19.6
Shares	14	4	0	2	2	25	3	1	29	1	8.1
<b>The North Face</b>											
Likes	2061	319	1507	1345	610	274	1153	458	342	1517	958.6
Comments	14	0	14	31	581	135	7	28	3	7	82
Shares	68	12	113	46	5	2	39	0	22	40	34.7

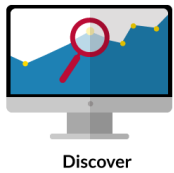
**Which Brand fared better?**



# Measure Their Engagement Rate with Fans

Brand/ Engagement	Average/ Post	Avg Eng/Followers
<b>Chaco</b>		
Likes	132.3	0.232%
Comments	33.1	0.058%
Shares	4.4	0.008%
<b>Columbia</b>		
Likes	264.2	0.082%
Comments	19.6	0.006%
Shares	8.1	0.003%
<b>The North Face</b>		
Likes	958.6	0.031%
Comments	82	0.003%
Shares	34.7	0.001%

**Which Brand fared better now?**



# Measure Their Engagement Rate with Fans

- **How do the brand engage with their fans?**
- **Are they responding to posts left on their wall?**
- **Do they retweet their followers?**
- **How do they respond to dissatisfied customers?**





**Desmonds Mon** reviewed 7-Eleven Singapore – 1★

4 November · 🌐

Worst customer service from united square around 11.40pm. Chinese lady staff was rude, not attentive to customer. She just mind her own stuff and did not handle customers need. Please retain your staff to be more customer focus. I had an argument with the lady staff. Lady staff even went to starbucks and look for me. Even thou im wearing a starbucks uniform, but im not working in that outlet. So 7-11 are now hiring gangsters to serve their customers? No wonder the customer service is so bad nowadays.

**7-Eleven Singapore**  
Retail company · 148,717 Likes

Win \$200

✓ Liked ▾

👍 Like    💬 Comment    ➦ Share

👍 3

**7-Eleven Singapore** Hi Desmonds, we're sorry to hear about this experience. Would you mind telling us more so that our team can follow up on this matter? We have already contacted you for more details through private message. Thank you!

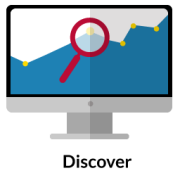
Like · Reply · 20 November at 15:18



Write a comment...



Check out the date of the post and the date of 7-Eleven's reply



# Month-over-Month Percentage Growth

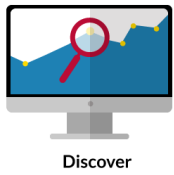
Find these figures from each Brand's Feed



Activity December 2012	
People Who Like This	People Talking About This
78,644	108k

## Tabulate

BRAND	Followers	Dec Likes	Dec % Growth
Chaco	56,921	294	0.52%
Columbia	322,565	58,219	18.05%
North Face	3,090,972	78,644	2.54%



# Check Out Their Website



Products Solutions Resources Company Pricing Live Demo

Log In / Sign Up

Download PDF All countries Last month (July 17)

Overview

Referrals

Search

Social

Display

Content

Audience

Competitors

[marketing-interactive.com](https://marketing-interactive.com) + Add Competitors

marketing interactive is asia's leading source of advertising, marketing & media news. news coverage includes singapore, malaysia and hong kong, reaching out to all marketing & advertising...



**Global Rank** ⓘ  
Worldwide

**#97,533** ↓

**Country Rank** ⓘ  
Singapore

**#1,345** ↓

**Category Rank** ⓘ  
Business and Industry > Marke... [Edit](#)

**#612** ↓

<https://www.similarweb.com/>

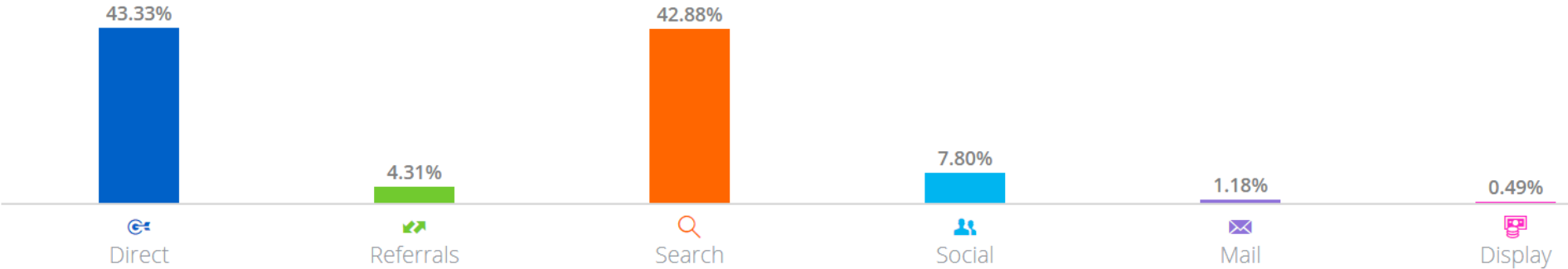


# Check Out Their Website

## Traffic Sources (i)

[Embed](#)

 On desktop



<https://www.similarweb.com/>



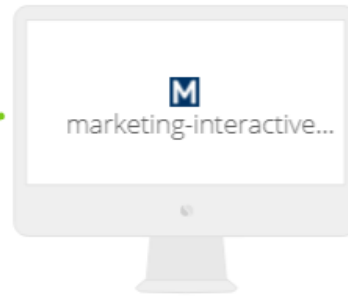
# Check Out Their Website

## Top Referring Sites: ⓘ

vielvi.slack.com	9.84%
metlife.co1.qual...	9.84%
maximalconcept...	9.84%
webmail.hanglun...	9.84%
webmail.xuanwo...	8.44%

▲ 507.8%

See 21 More Referring Sites



## Top Destination Sites: ⓘ

issuu.com	20.82%
-----------	--------

▲ 69.52%

addtoany.com	12.11%
--------------	--------

▲ 34.11%

images.marketin...	10.67%
--------------------	--------

▼ 23.67%

thedamngoodsh...	9.45%
------------------	-------

lighthouse-medi...	7.13%
--------------------	-------

▼ 32.85%

See 36 More Destination Sites

<https://www.similarweb.com/>



# Check Out Their Website

## Social ⓘ



7.8%

Of traffic is from Social

 Facebook



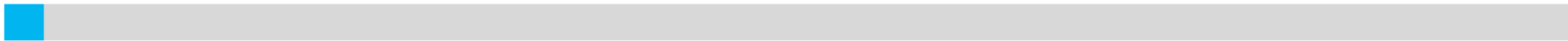
75.60%

 LinkedIn



18.74%

 Twitter



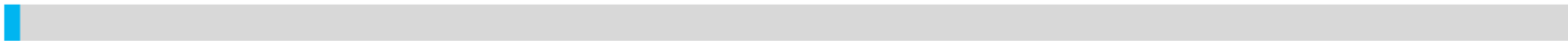
2.51%

 Pinterest



1.50%

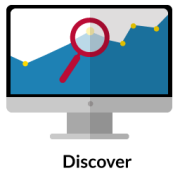
 Youtube



1.00%

<https://www.similarweb.com/>





# Do a Side-by-Side Comparison

## Socialbakers Export Facebook Overview

11th July 2017 - 15th August 2017



VS



**NOW IT'S  
YOUR TURN.**

# Exercise

**Use Socialbakers to do a social media  
audit**

**Compare against your chief competitor**  
**Share insights with class**

**10 mins**



A top-down view of a white ceramic plate centered on a dark, textured surface. The words "Lunch Break" are printed in a bold, dark, sans-serif font in the center of the plate. To the left of the plate is a butter knife with a dark handle and a silver blade. To the right is a silver fork with a dark handle. The lighting is soft, creating subtle shadows and highlights on the plate and cutlery.

**Lunch  
Break**