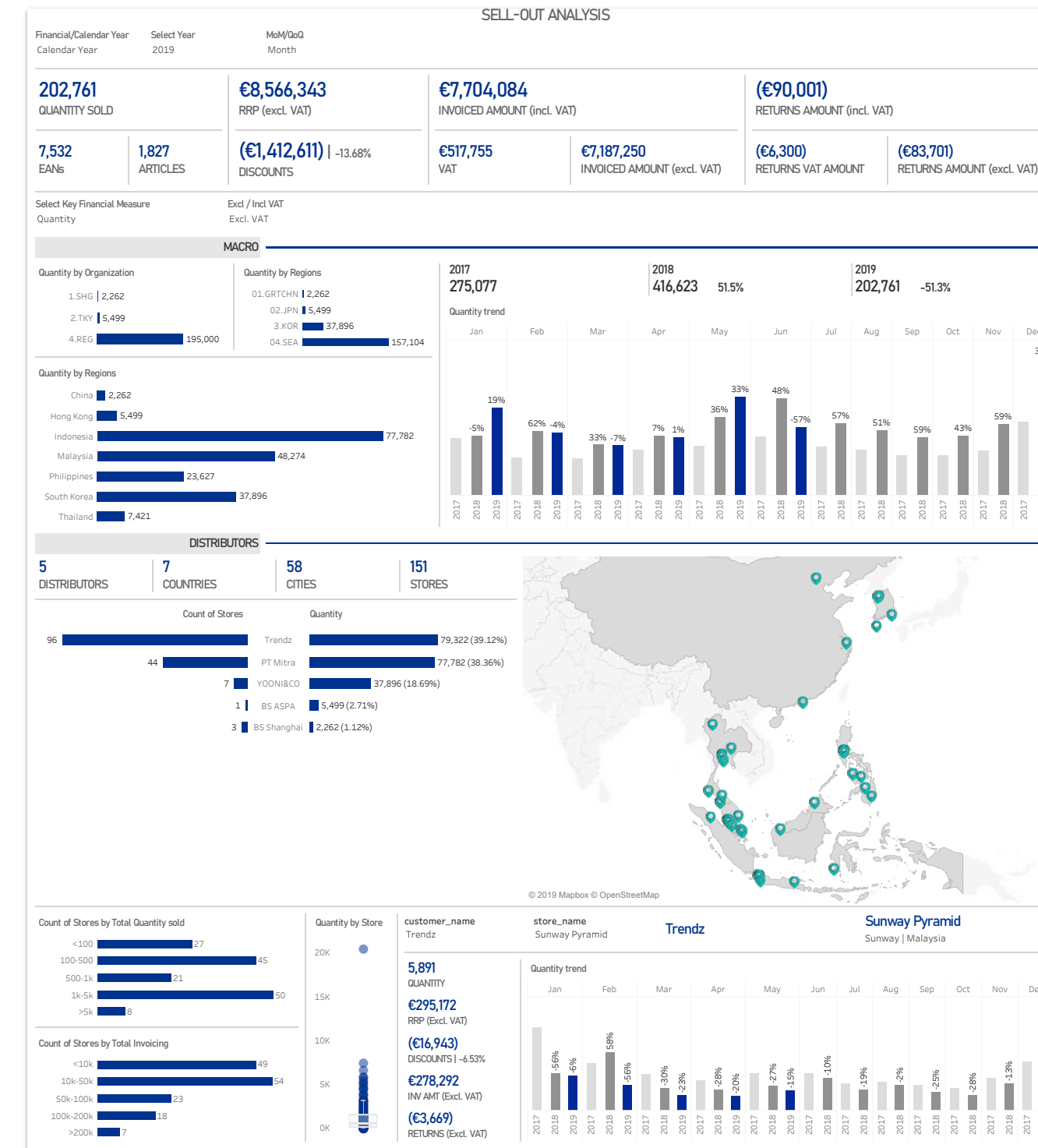
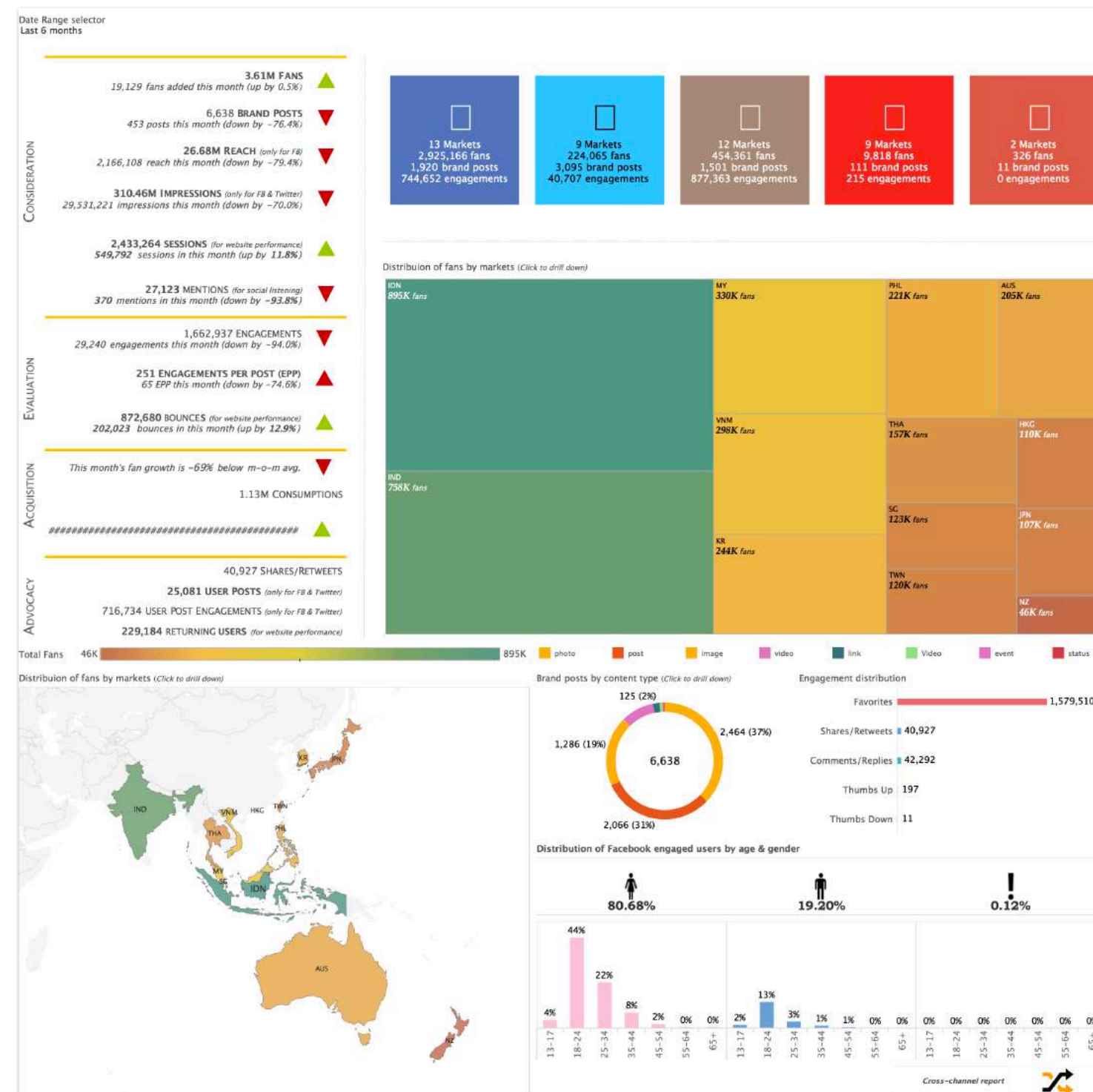


DATA DRIVEN INSIGHTS ON SOCIAL





# DATA VISUALIZATION AND DASHBOARDS

Totem works with a range of brands globally on business intelligence solutions.

Our clients range across industries; from retail/fashion to beauty, from travel to finance.

Business intelligence and data visualization projects for our clients address critical issues including; sales performance, marketing ROI, and social media optimization.

[www.talktototem.com](http://www.talktototem.com)

# 2017



RETAIL (FASHION,  
FOOTWEAR)

*APAC: 70,000 Posts*

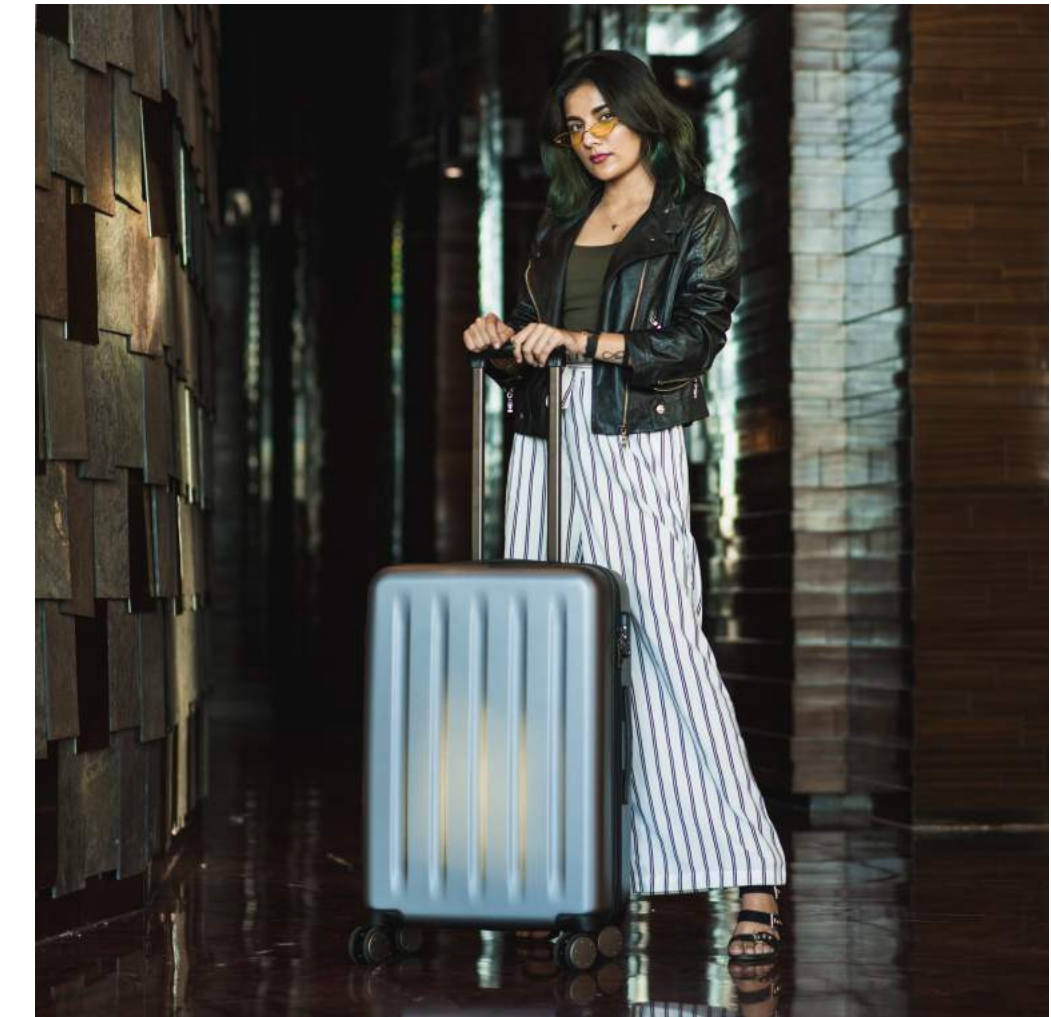
# 2018



RETAIL (BEAUTY,  
FASHION)

*APAC: 80,000 Posts*

# 2019



TRAVEL (HOTELS,  
HOSPITALITY)

*Global: 500,000+ Engagements*





ORGANIZING POSTS  
BY THEME, TOPIC ...  
AND INTEREST  
GROUPS.



FILTERING BY CHANNEL (FB, IG), FORMATS (VIDEO/IMAGE), AND PAID VS ORGANIC.





AND BY LOCATION,  
GEOGRAPHY, DATE/  
TIME.





1

**INSTAGRAM IS  
BEATING FACEBOOK**





**Instagram is winning over Facebook as the key channel for most consumer categories ... especially for luxury brands who need to develop strong engagement.**

Instagram drives brand - consideration, affinity - which are the key factors when supporting retail, fashion, beauty, travel categories.

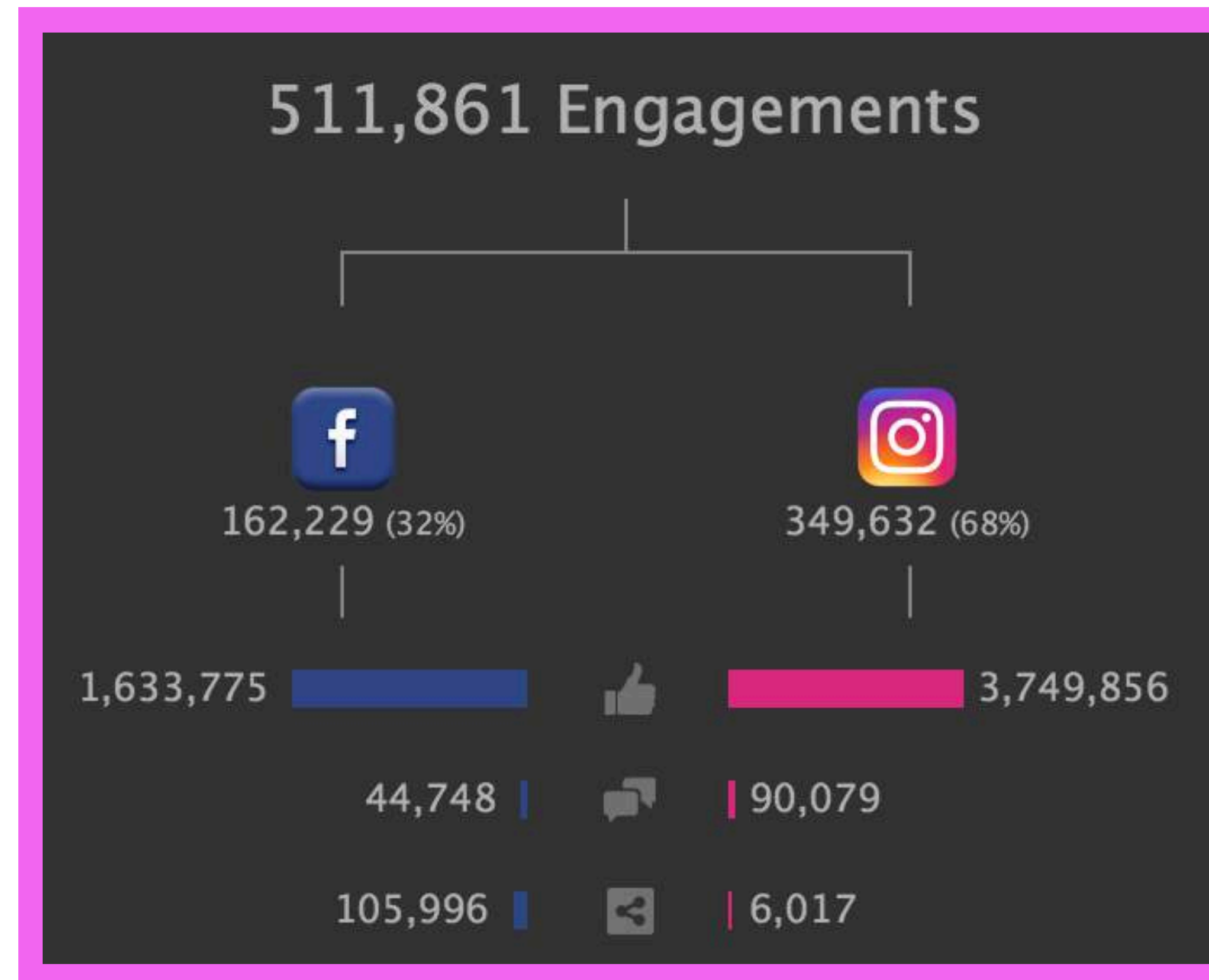




# 68%

Summing up engagement across all properties/cities, Instagram accounted for two-thirds of all engagement. Instagram's engagement averages are 78.6% higher than those on Facebook.

Source: Totem 2019

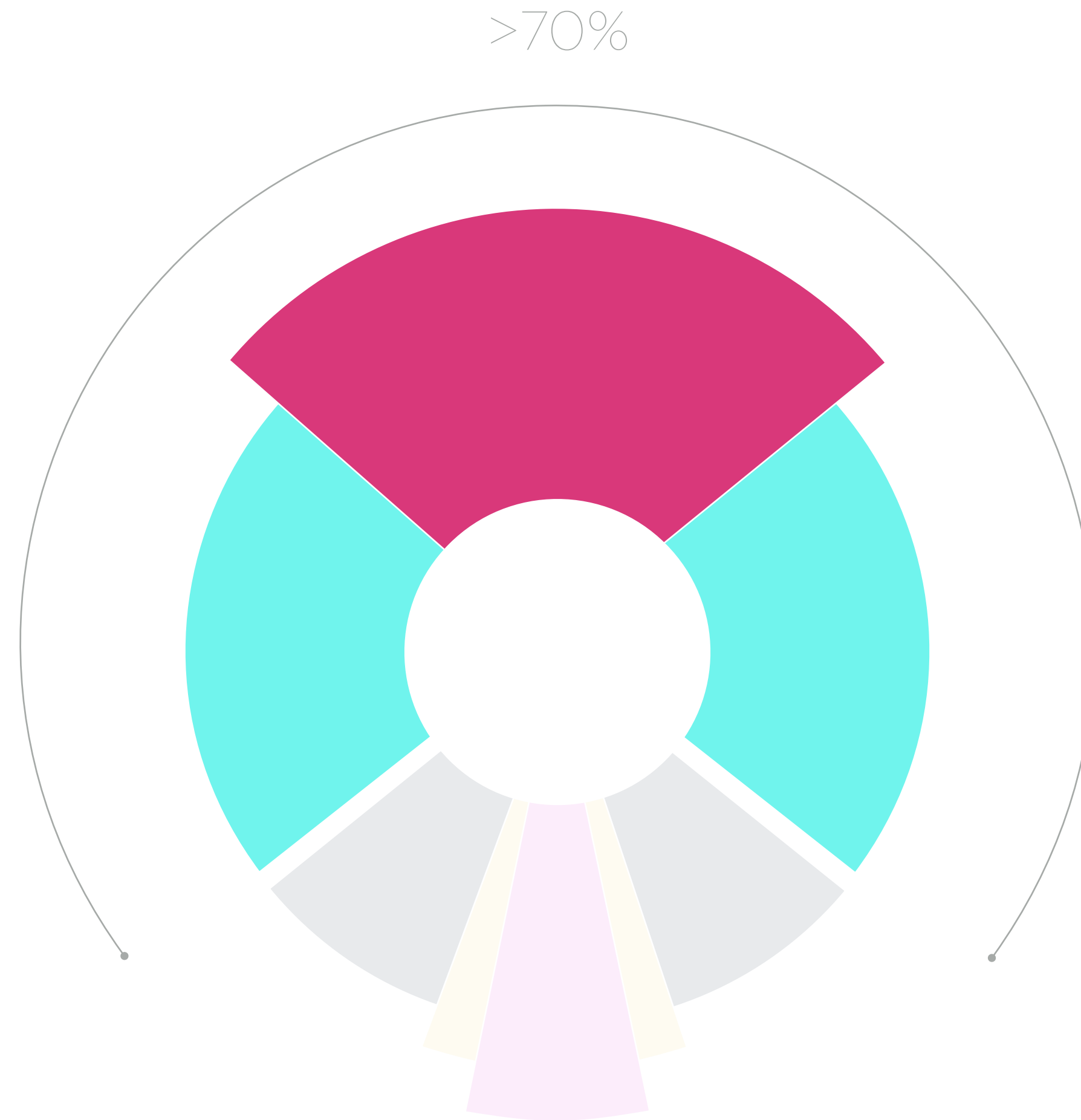




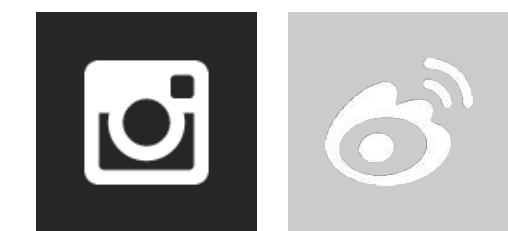
# TOP OF FUNNEL

Themes/Topics that connect with audiences.

- **Brand Identity**
- **Interest-Based Theme**



## CHANNELS



**INSTAGRAM** WEIBO

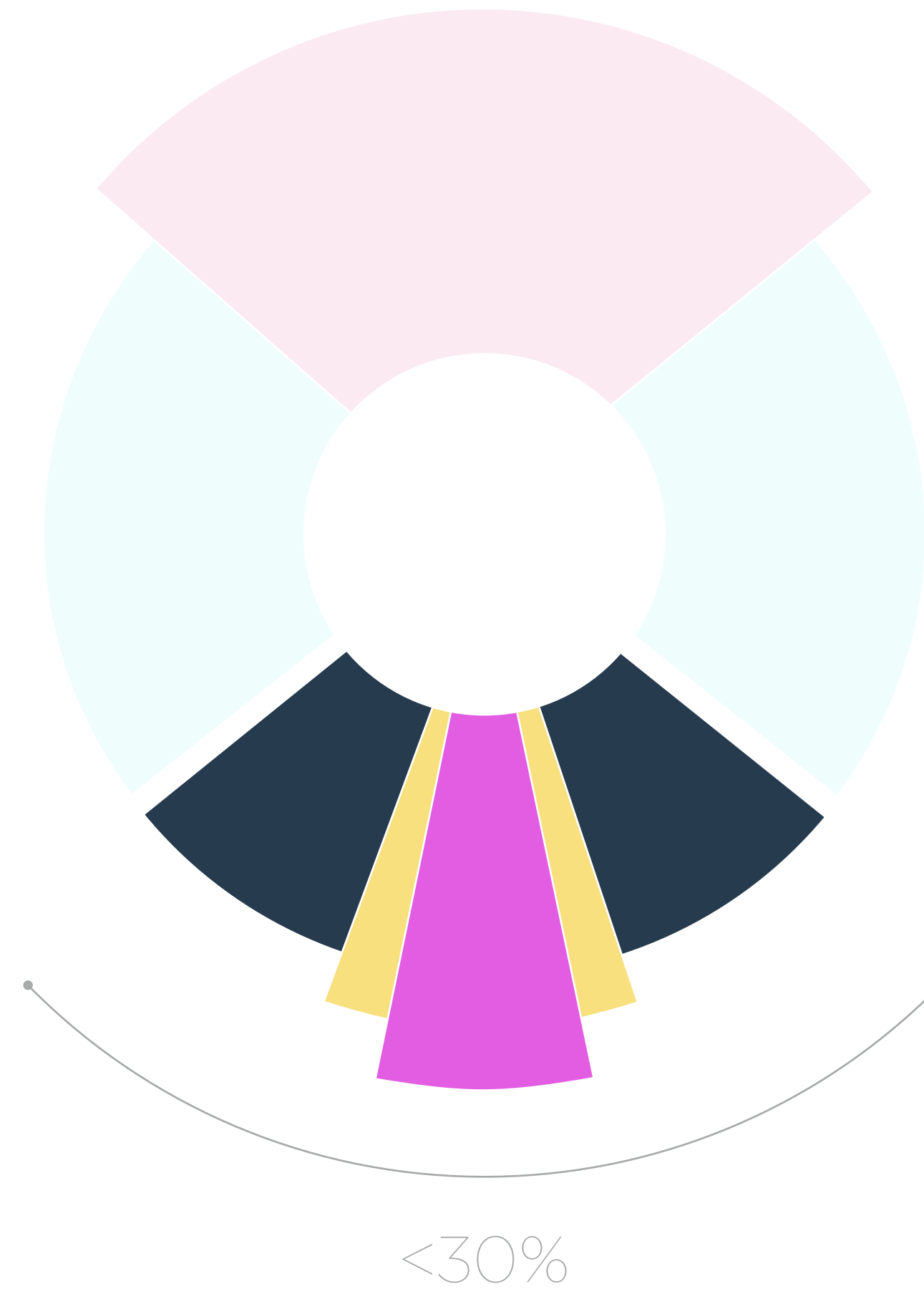
Instagram should be focused on top-of-funnel and keeping feed clear of bottom-of-funnel content.



# CONVERSION

Topics/themes with lead to action

- Experience
- Consideration
- Loyalty



## CHANNELS



**FACEBOOK** WECHAT

Facebook is the key channel for bottom-of-funnel contents. Promotions should be designed to share ...and supported with paid (boosted) ads.



**BRAND**  
(Product)

# INFORM

Show off, demonstrate details about products and **promotions**.



# IDENTIFY

Demonstrate quality of brand & key **themes** and brand assets. (brand personality)



CONVERT/RETAIN

FUNCTIONAL

Support audiences to achieve **goals** (re: hobby/passion)



# ENABLE

**AUDIENCES**  
(Interests)

Connect with audiences based on their **interests** with things they love (passions/events).



# INSPIRE

IMAGE  
GROWTH



**BRAND**  
(Product)

# INFORM

Show off, demonstrate details about products and **promotions**.



# IDENTIFY

Demonstrate quality of brand & key **themes** and brand assets. (brand personality)



CONVERT/RETAIN  
FUNCTIONAL

GROWTH  
IMAGE

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# ENABLE

**AUDIENCES**  
(Interests)

# INSPIRE



**BRAND**  
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Show off, demonstrate details about products and **promotions**.



# IDENTIFY

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CONVERT/RETAIN

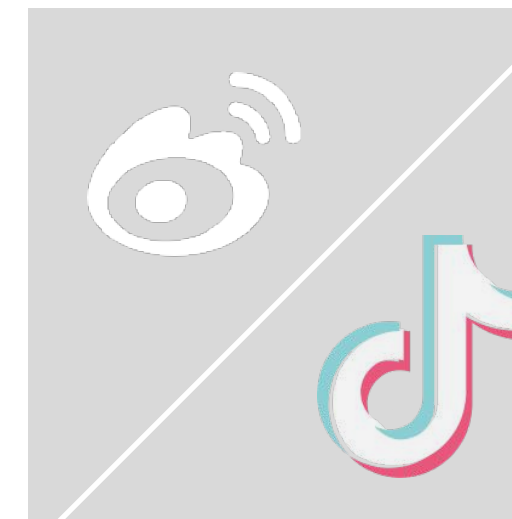
FUNCTIONAL

Support audiences to achieve **goals** (re: hobby/passion)



# ENABLE

**AUDIENCES**  
(Interests)




Connect with audiences based on their **interests** with things they love (passions/events).

# INSPIRE

GROWTH  
IMAGE





2

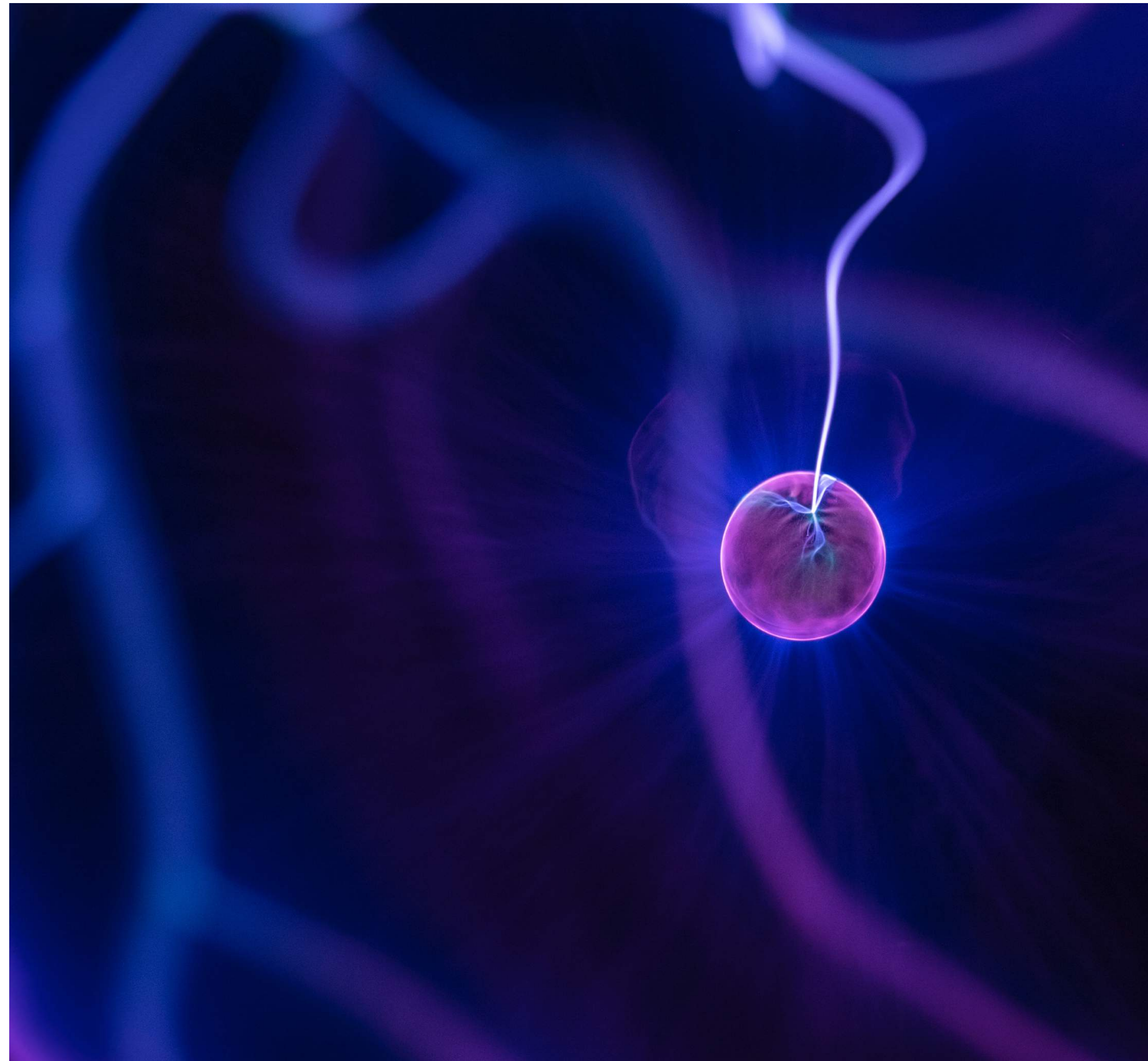
# BRANDS MUST FIND WINNING FORMULAS





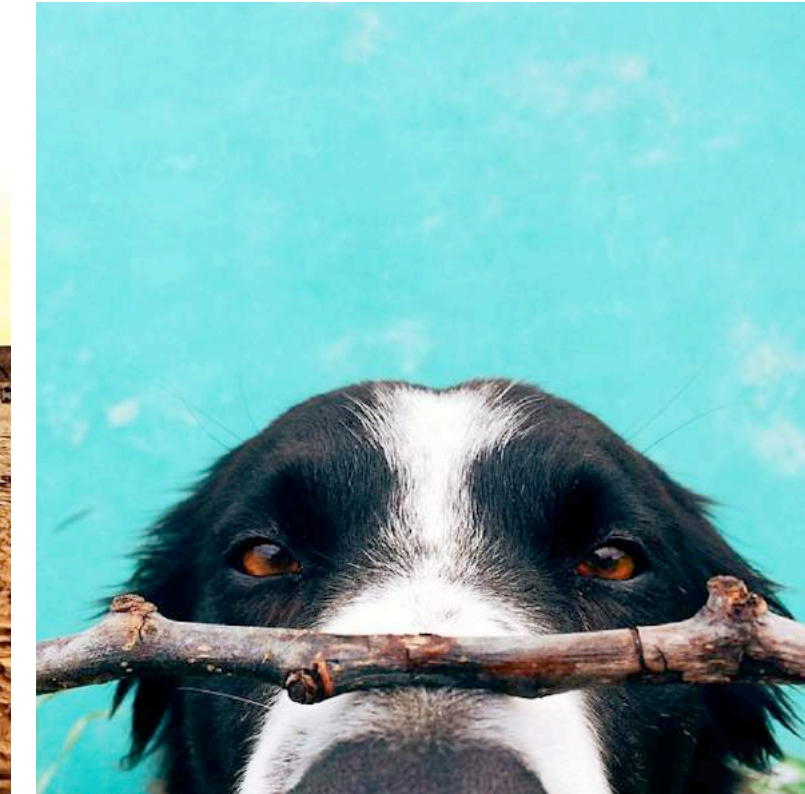
**The goal of all social media accounts is (should be) to implement and refine a winning formula. Audiences find good reason to follow when a 'winning formula' is in place.**

A 'winning formula' is composed of the themes/ topics and elements of design which make an account unique, special and worth precious audience time and attention.





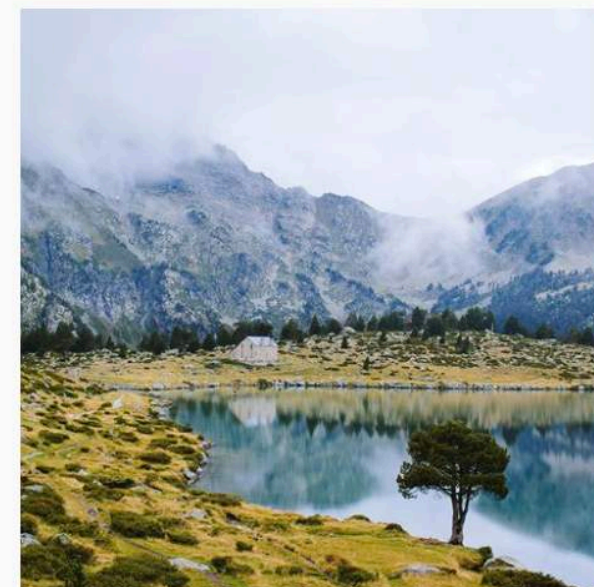
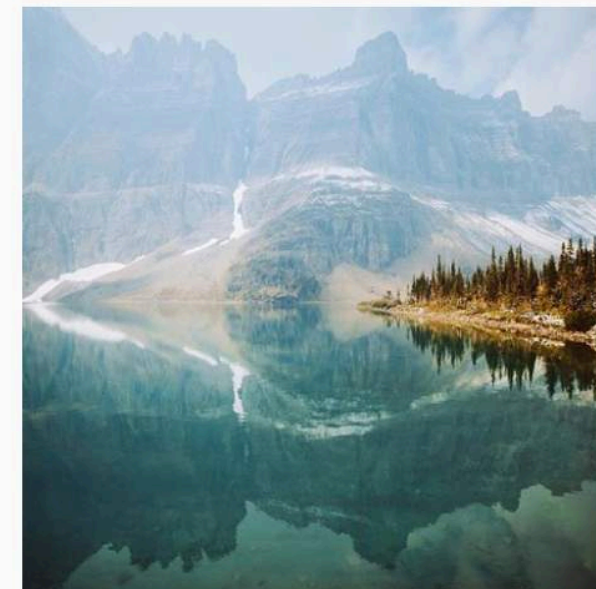
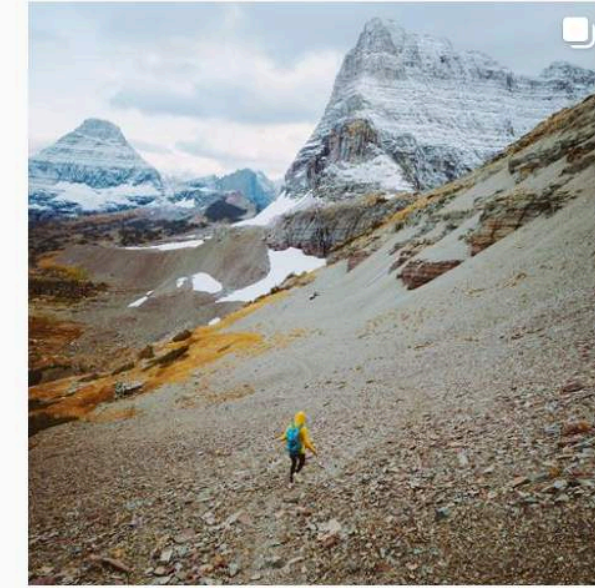
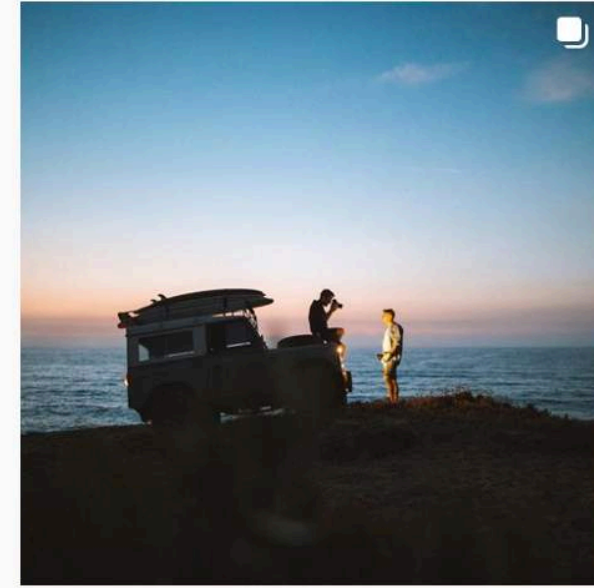
# PASSION POINTS



UNIQUE INSIGHTS ...A POINT OF VIEW ...PRESENTED  
CONSISTENTLY ...IN GREAT DEPTH.

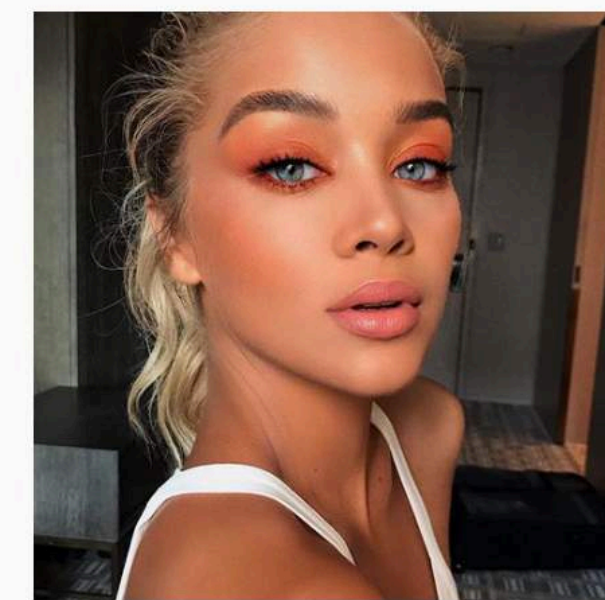
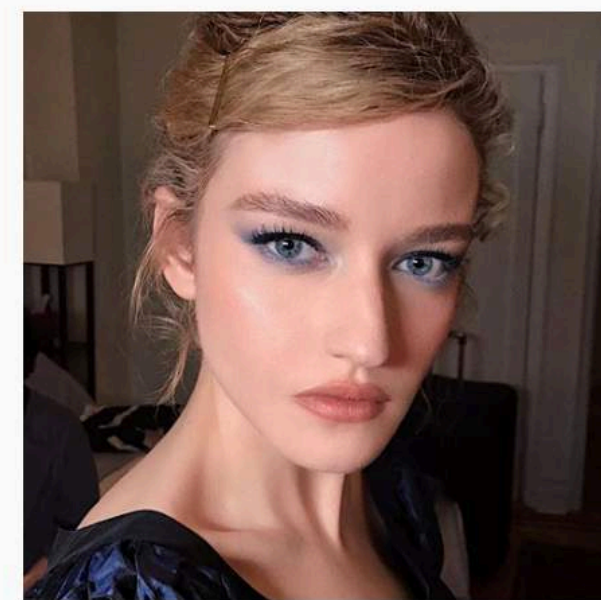
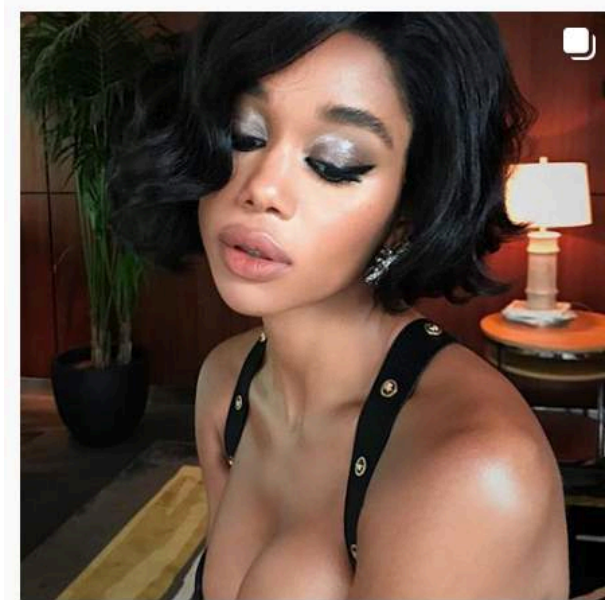
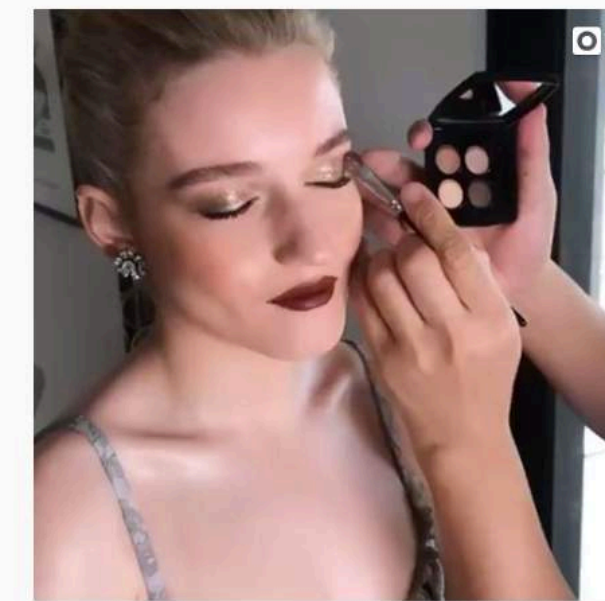
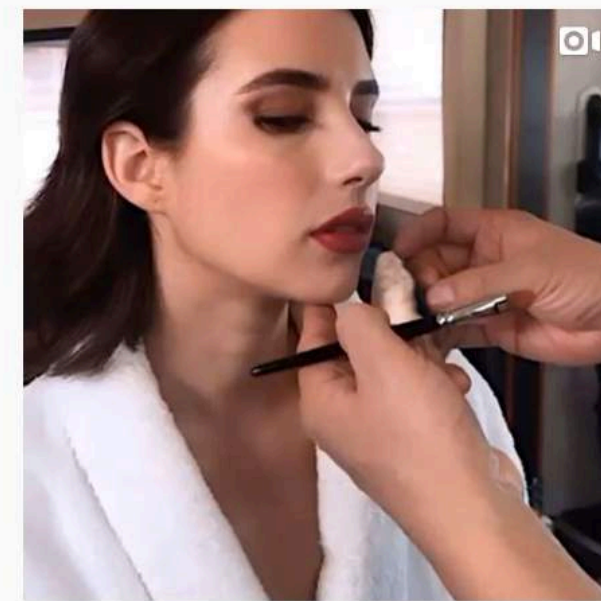
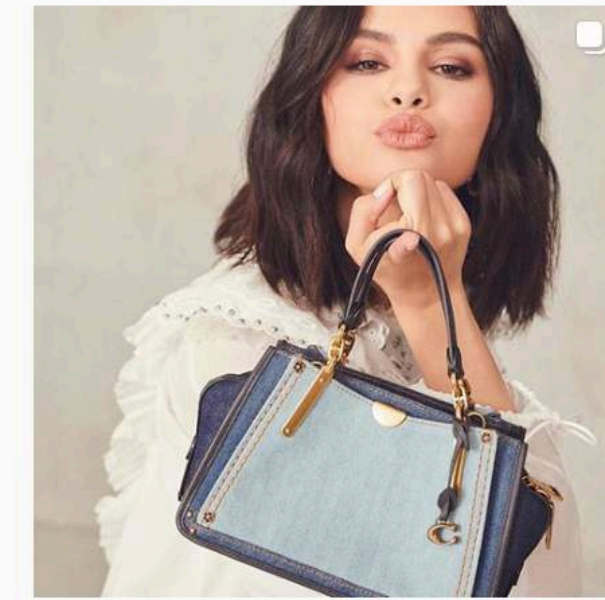


THIS IS A  
WINNING  
FORMULA.



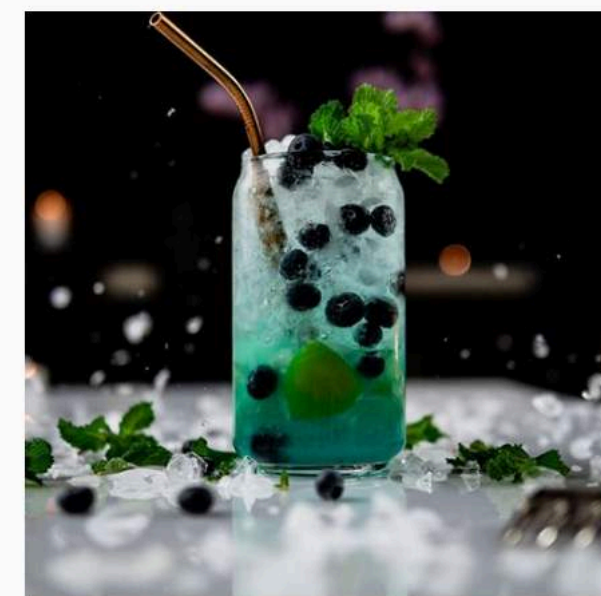


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FORMULA.





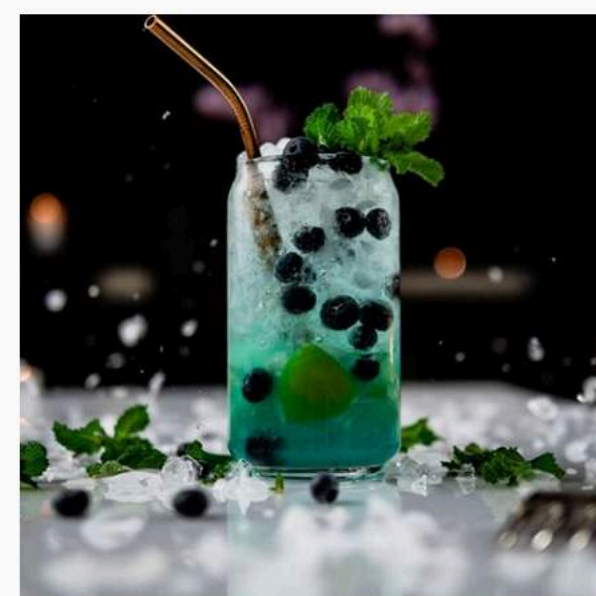
THIS IS A  
WINNING  
FORMULA.





WHAT THEME -  
TOPIC - STYLE  
ARE YOU  
UNIQUELY  
QUALIFIED TO  
PUBLISH ABOUT?

DO YOU HAVE  
AUTHORITY  
ABOUT  
SOMETHING?





# WHAT DOES A WINNING FORMULA IN YOUR CATEGORY LOOK LIKE?

*Warning: We can only measure what is already present.  
Whereas, what will truly WIN is a unique formula.*

## HOTELS

LOCATION IMAGES  
HAVE HIGHEST  
PERFORMANCE.

*Answer Audience Questions:  
"What will my experience of  
this location be like by staying  
there?"*





## BEAUTY

PRODUCTS IMAGES ARE  
TOP PERFORMING.

*Answer Audience Questions:  
“how the product will make me  
look good? ...How will it  
perform?”*





## FASHION

PEOPLE WEARING  
PRODUCTS PERFORM  
BEST.

*Answer Audience Questions:  
“How I will look with the  
product? ...and how specific  
details look?”*





MOST BRANDS SIMPLY  
HAVE TOO MANY  
COMPETING CONTENT  
THEMES/TOPICS.

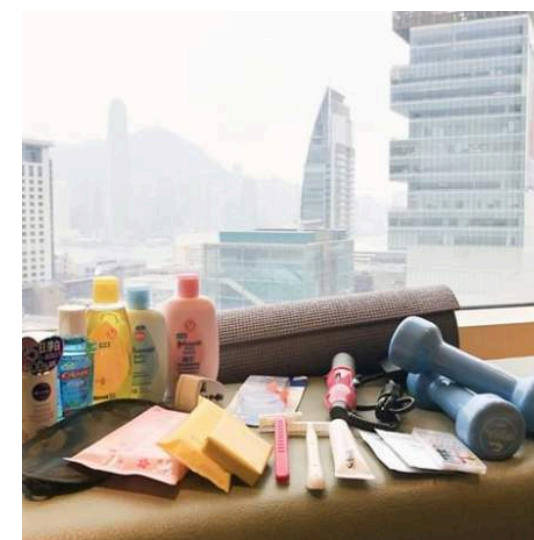
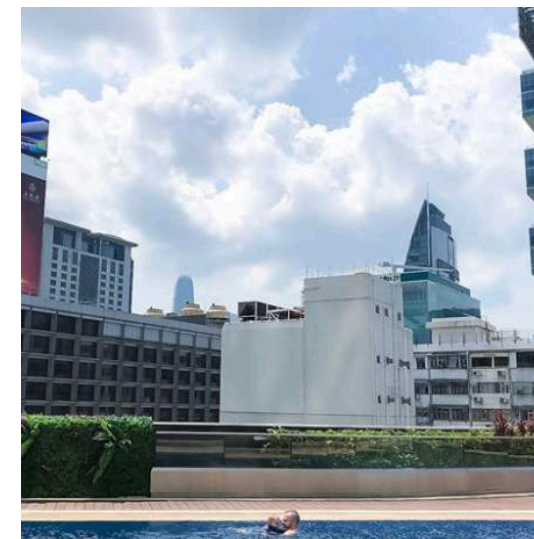
*Most brands use all-too-logical planning tactics to manage social media presence.  
They look at what competitors are doing and put in place the same/similar  
contents and schedule them in the same/similar ways.*



# TOO MANY THEMES, TOO MANY AUDIENCES.

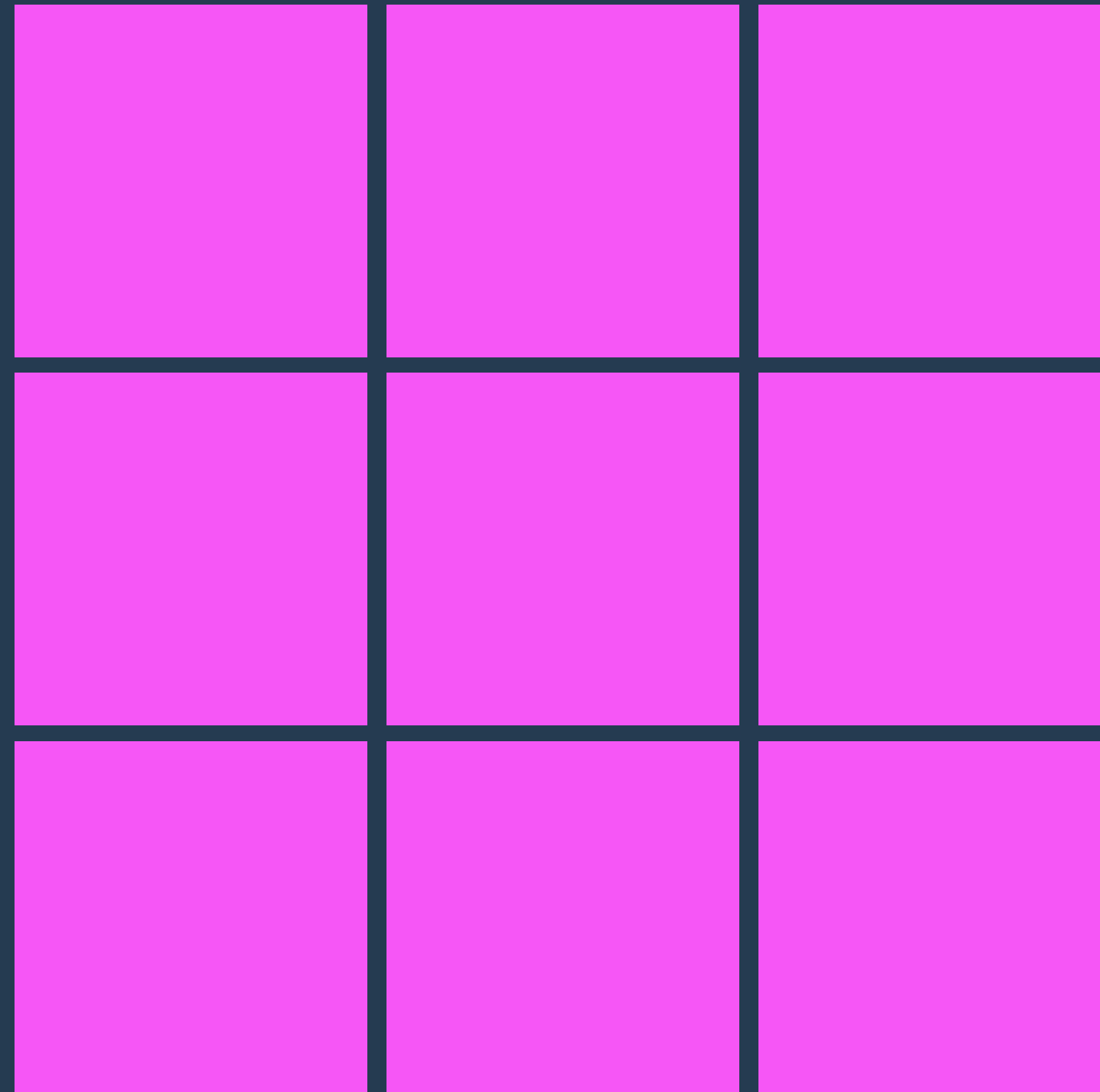
*This rational approach of posting a wide selection of themes and mixing them together into a 'well balanced' calendar has limits.*

*Audiences are looking for evidence that they will be rewarded with something (specific) that they love. When a compelling, consistent formula is in place, audiences follow.*





# GROUP SOCIAL POSTS INTO CLUSTERS, SCHEDULE IN THEMATIC BURSTS.



Clustering posts (of a similar theme/style/topic) and posting in quick succession, can yield a two-fold increase in fan growth/retention. Audiences who are initially attracted to a brand account (based on a topic) are more likely to follow if they see groups of similar posts already present on the account.

*Totem Media APAC Social Study 2018. (x. 80,000 social posts)*



## THEMATIC BURSTS, OF THE SAME THEME

*The best results come from following a consistent approach day-after-day and sticking firm to a tight formula that is unique.*

*If you must use a rotation of topics/themes, group them into bursts (eg. 9 posts all following same topic). Brands that follow this approach yield much better results.*





Logical solutions often do work, but given that nearly every problem in the world has had someone try to solve it with logic, the remaining unsolved ones are those where logic failed. So if you are working on a problem that still exists, try something illogical.

Being different counts for a lot. It is increasingly the case that, doing the same as everyone else is more risky than doing something truly unique.

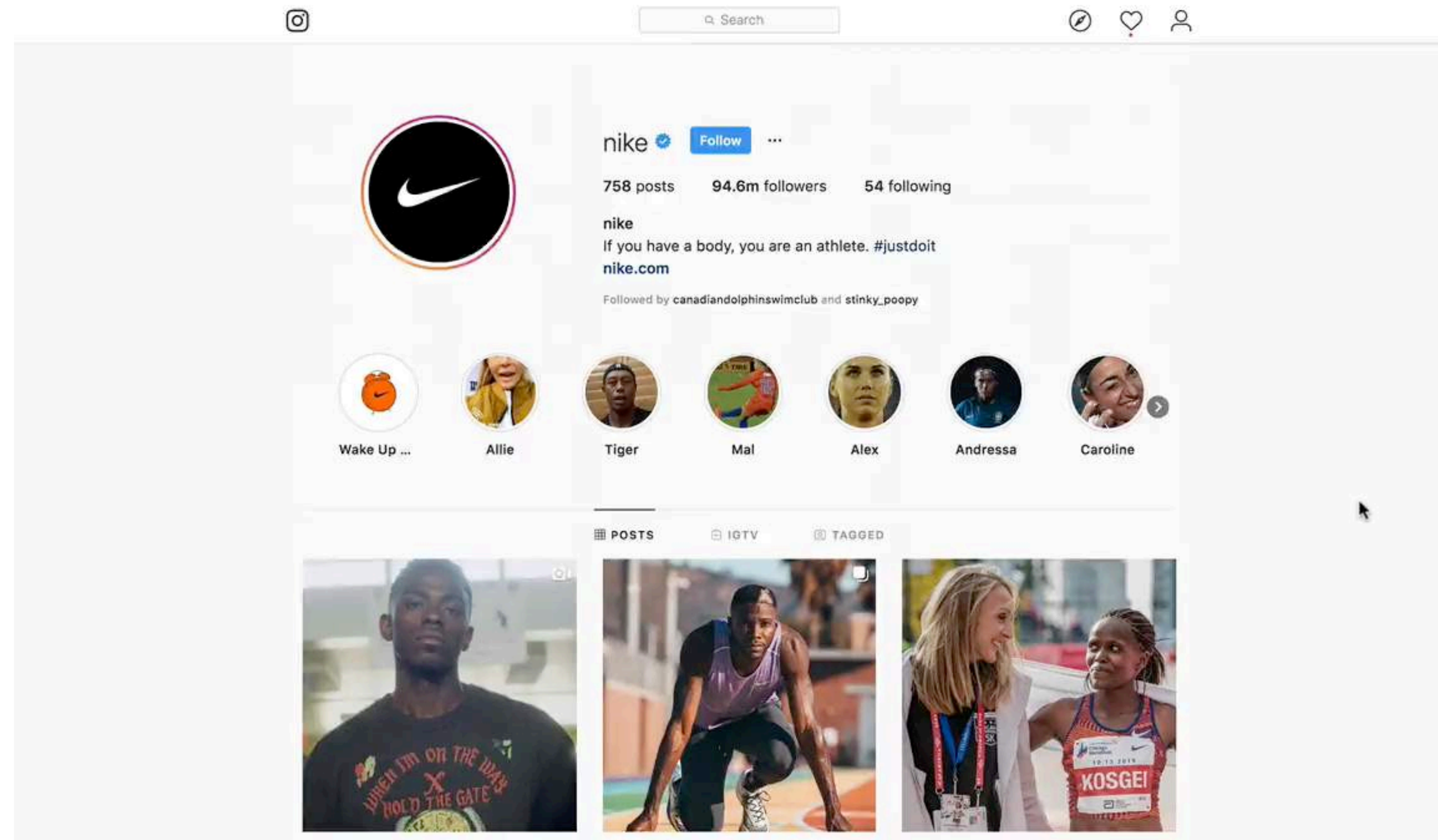




## EXAMPLE: @NIKE

*Nike has created a unique, 'winning formula' focusing on stories of athletes/people.*

*Sure, you will find the occasional shoe image. But, they have dedicated their Instagram presence to connecting with audiences and building affinity.*

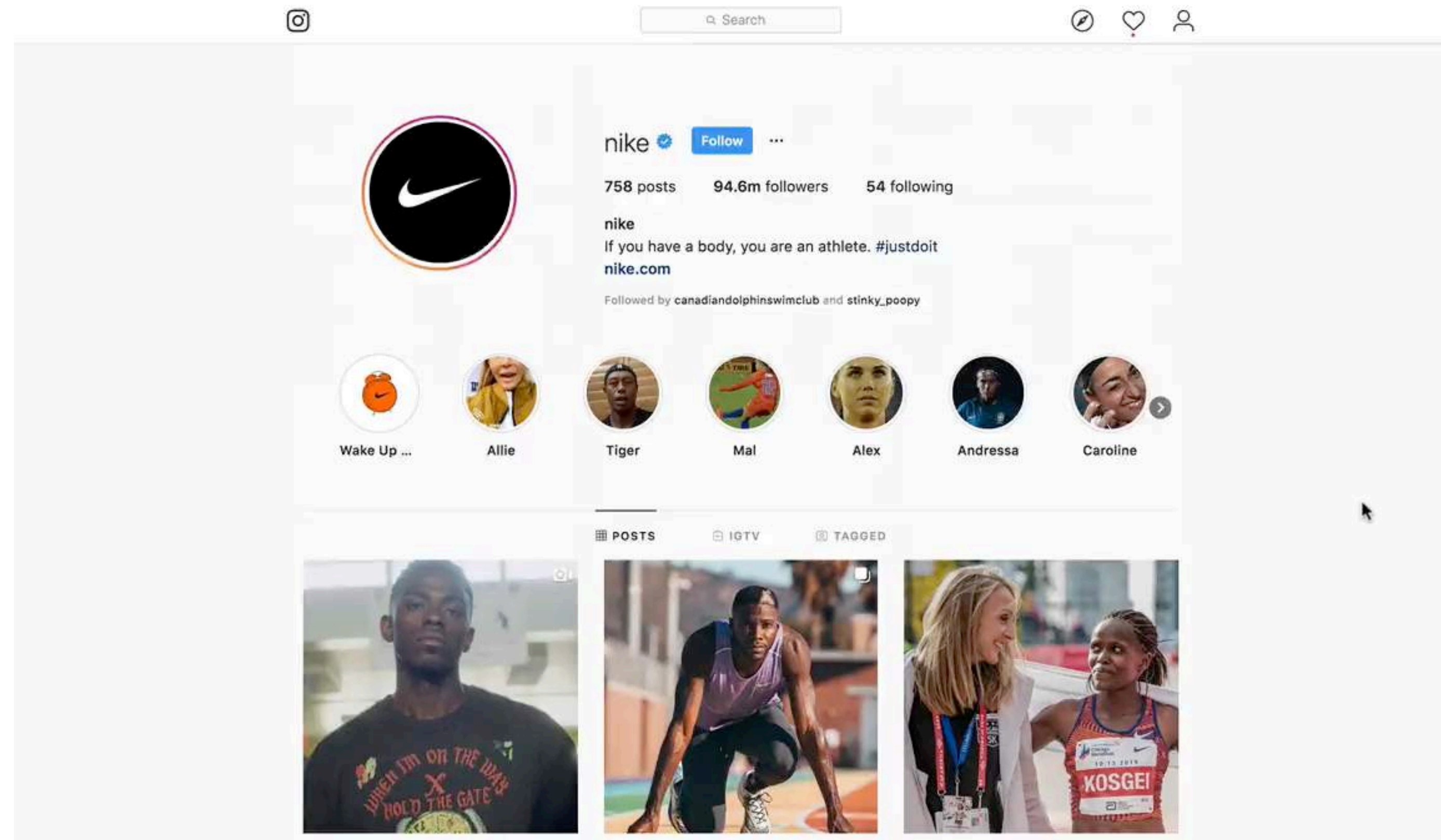




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3

QUALITY VS QUANTITY  
- BOTH CAN WORK





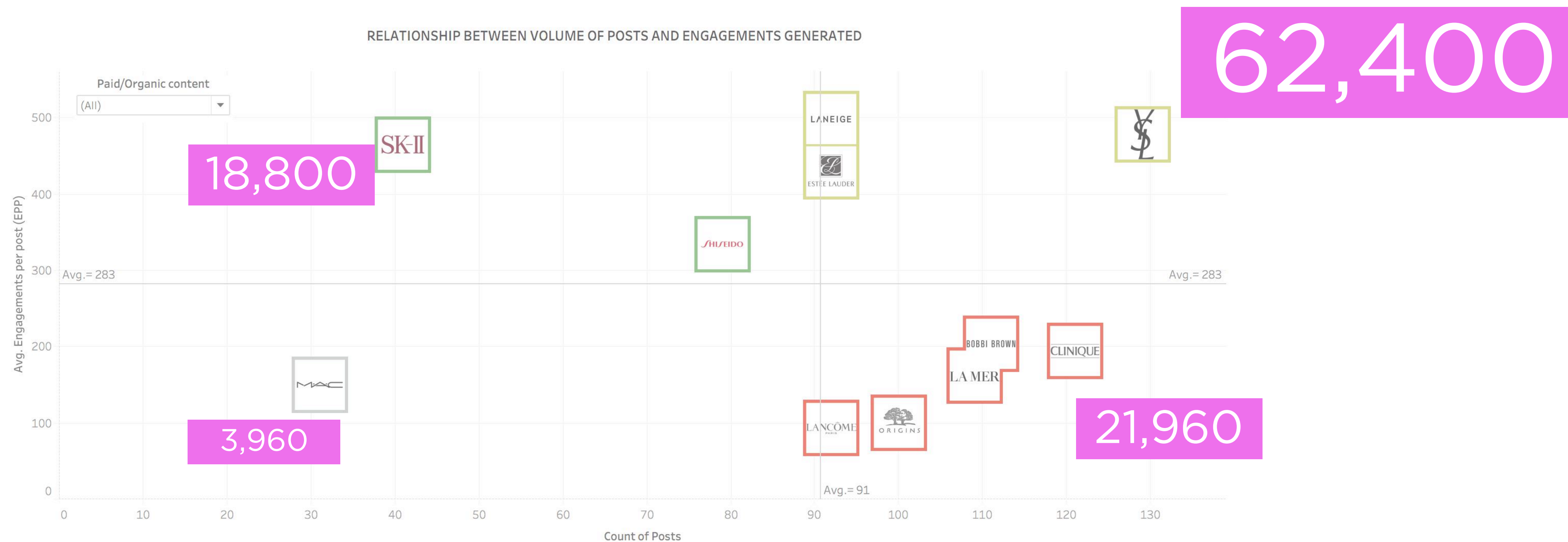
The focus should be on creating 'units of great content' rather than on maintaining a volume of posts, or number of channels.

Incredible, single posts can attain dramatic results but to keep up with social platform algorithms it is necessary to maintain frequency.

And, in some cases, volume can be a successful strategy (even if content quality is modest).





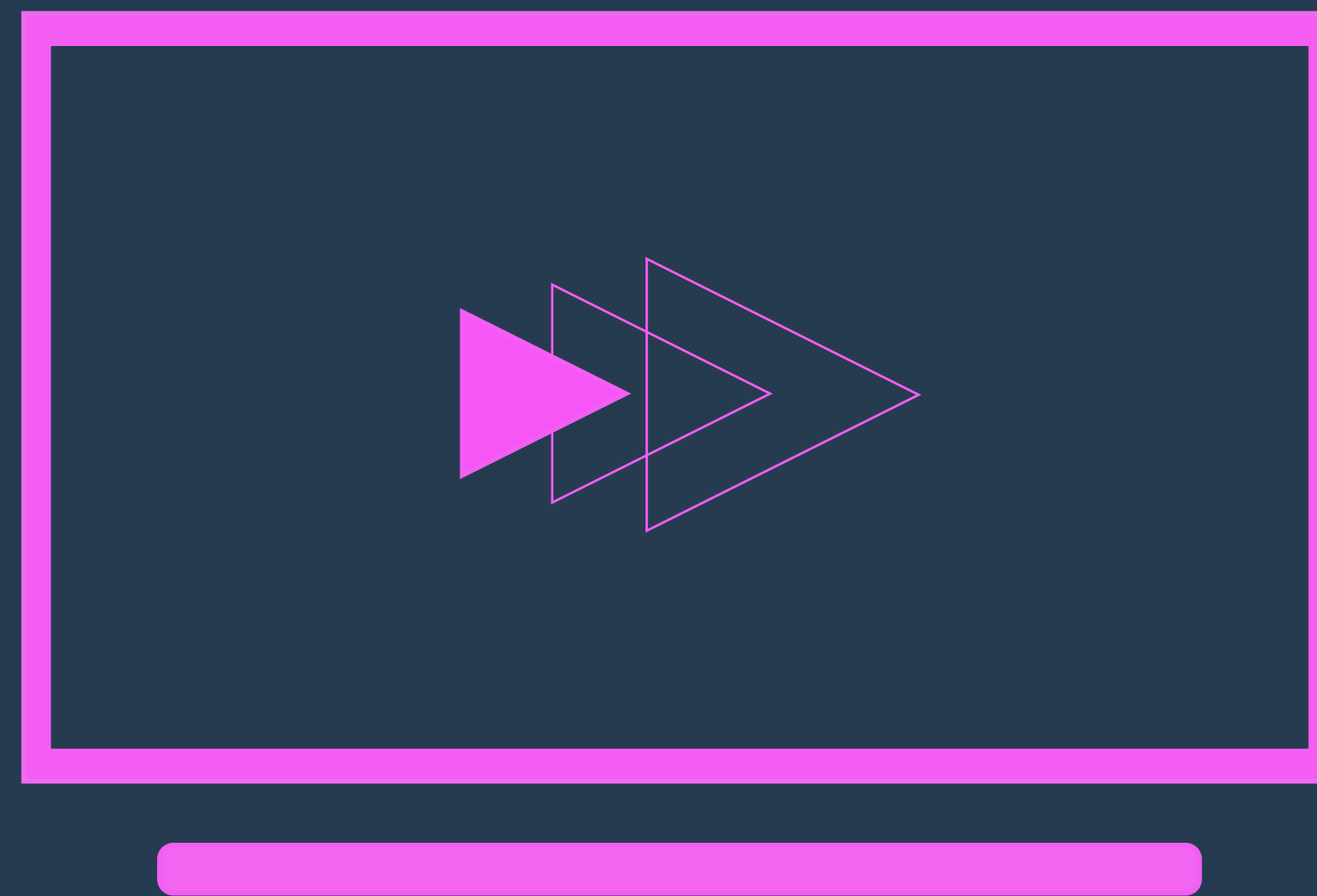


The most effective content is the one that generates the highest average number of engagements per post.

*Quality should come first, but volume can be a useful strategy on social. Average engagement X volume yields larger total engagement.*

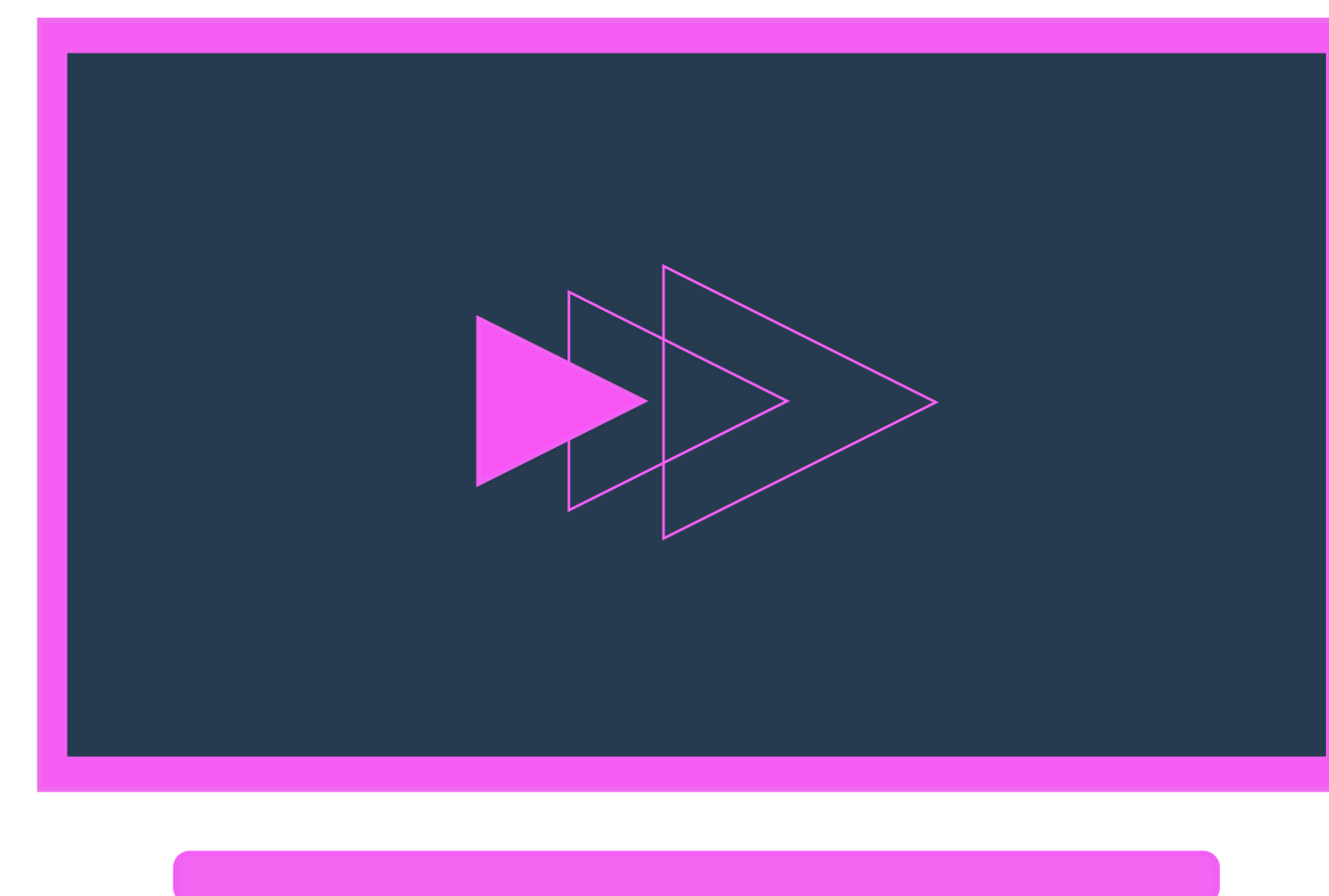
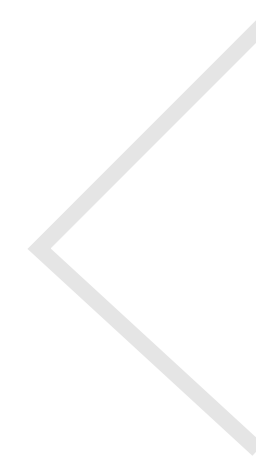
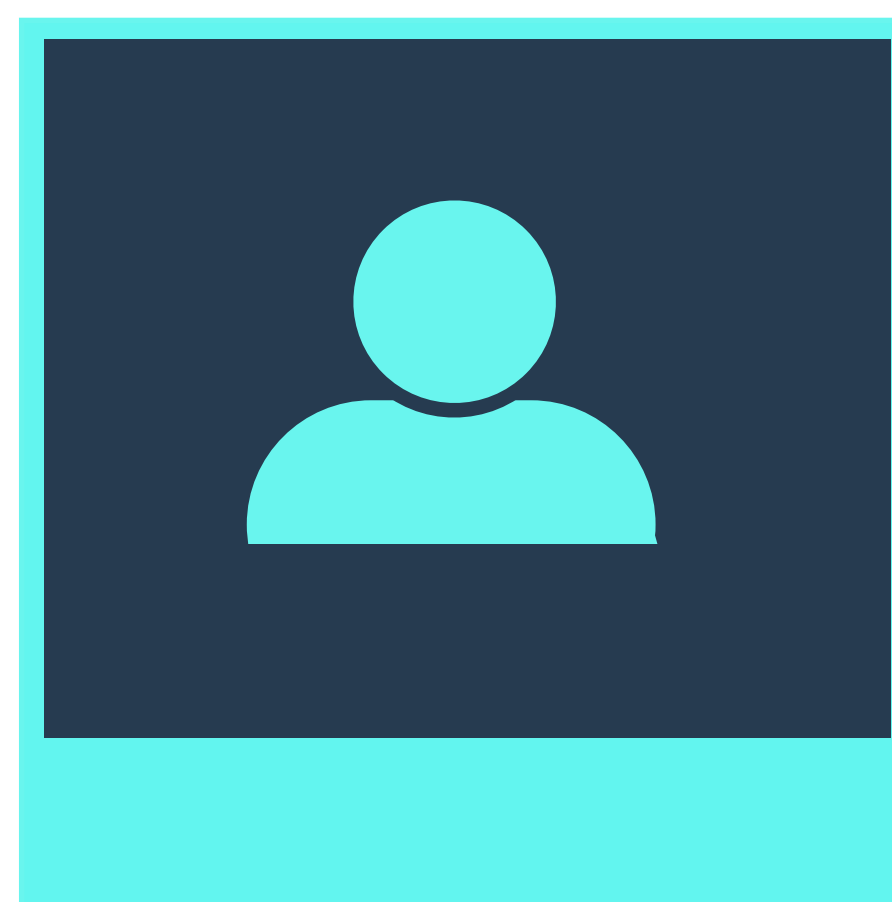
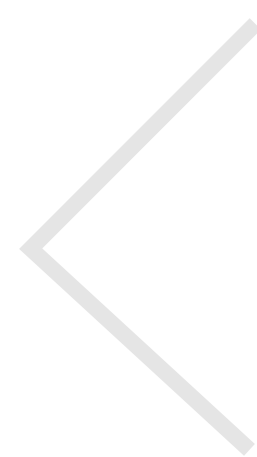


# HIGH QUALITY VIDEOS OUTPERFORM ALL OTHER FORMATS ON SOCIAL.



Video - if done correctly - is (by far) the highest performing format, outperforming text and images by as much as 20x. This insight holds true across all social channels; Facebook, Instagram, Weibo, WeChat...

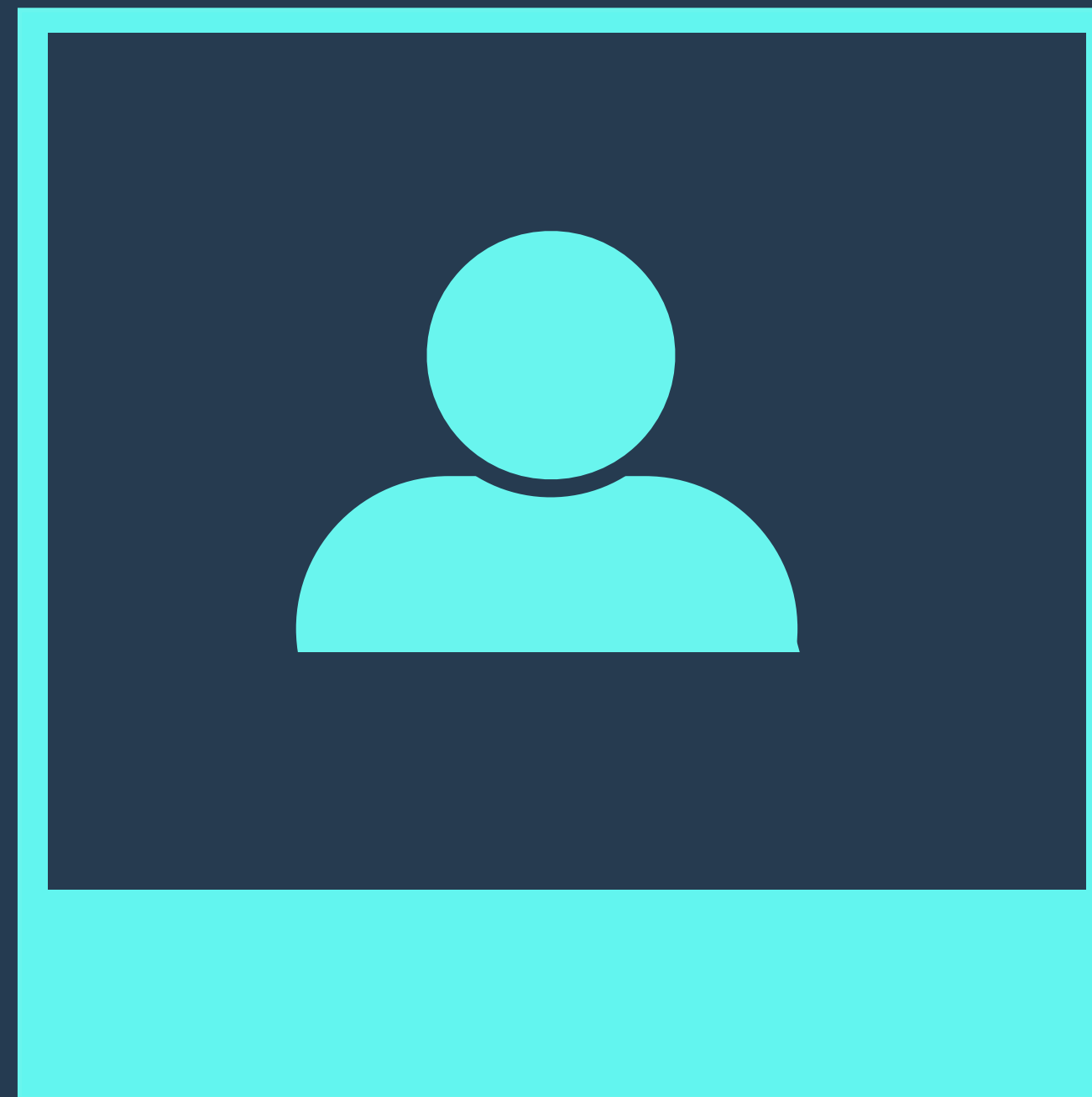




*While there is a general hierarchy of content formats (with video being more effective than still images, which are better than text), what's more important is locking in a formula (with a format) that you can do really well. If text is your best format, do text.*



# BEST QUALITY IMAGES OUTPERFORM AVERAGE QUALITY VIDEOS.



Quality drives engagement more than any other factor. While video is a powerful format, content quality is more important than format.

This is particularly true on Instagram globally and with WeChat in China.



AND, TEXT DONE WELL  
CAN STILL YIELD GREAT  
RESULTS. PICK A FORMAT  
YOU CAN DO WELL.



EXAMPLE:  
@HUMANOSOFNY

Average images of people  
with exceptional stories  
(text).



humansofny • Follow



humansofny "My best friend moved to New York a few days ago to study for her PhD. She was like seventy percent of my social life. We've known each other since we were seventeen. We went to debating competitions together. We became feminists together. We helped each other's thinking along. We used to walk for hours, talking about things we didn't even have names for yet. We were too young to be limited by other people's definitions. We hadn't learned enough yet. So there was a lot of: 'Do you ever feel this way?', and 'Am I crazy, or is this happening?' We were just figuring it all out. We also learned to talk about our feelings—but in a logical way. Once you have tools to break down emotions into little bits and pieces, you realize: 'Oh, that's why I'm doing this. That's why I can't cry in front of people. That's why I always feel the need to prove myself.' So we really grew up together. We took our first baby steps into being more aware of the world—and how it limits our thinking. But honestly, we spent most of our time just hysterically laughing. We both have this absurd, inappropriate sense of humor. And we'd just build on each other for hours. I'm just really lucky to have such a close friend. I know it's a rare thing. And we're already plotting our reunion. If I work at my job for another two or three years, I'll qualify for a transfer—and they have offices in New York." (Amsterdam, The Netherlands)



Liked by ryanfilbert and 385,944 others

SEPTEMBER 24

Add a comment...

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4

PAID SOCIAL IS NOW  
ESSENTIAL



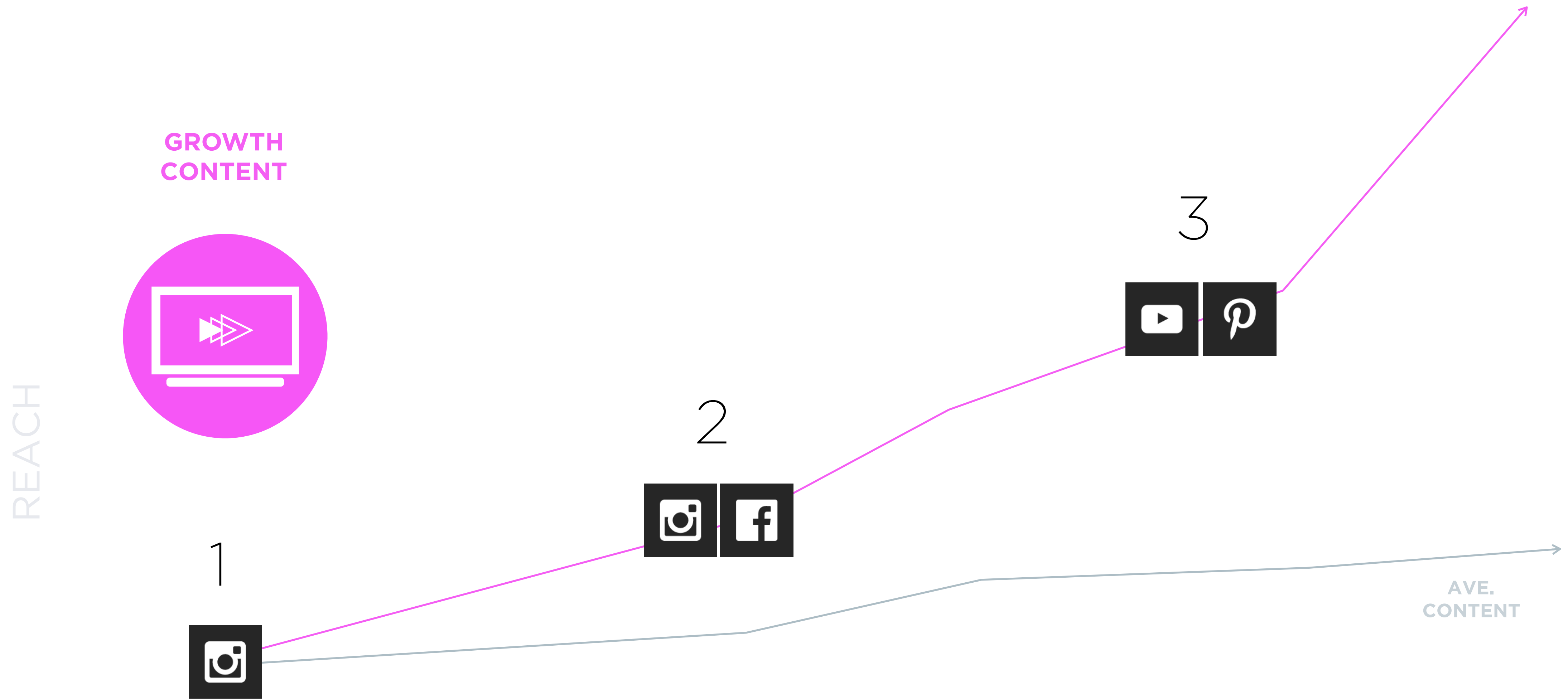


Paid social is becoming a key tool to winning with social media - especially on Facebook.

Facebook has increasingly turned into an advertising platform. It is good for sharing promotions AND conversion.







GROWTH CONTENT

REACH

AVE. CONTENT

Launch new content

Apply ad budget

Add to new channels

Measure organic performance

Measure paid performance

De-brief and replicate content



# PAID SOCIAL CAN HELP INCREASE ORGANIC REACH

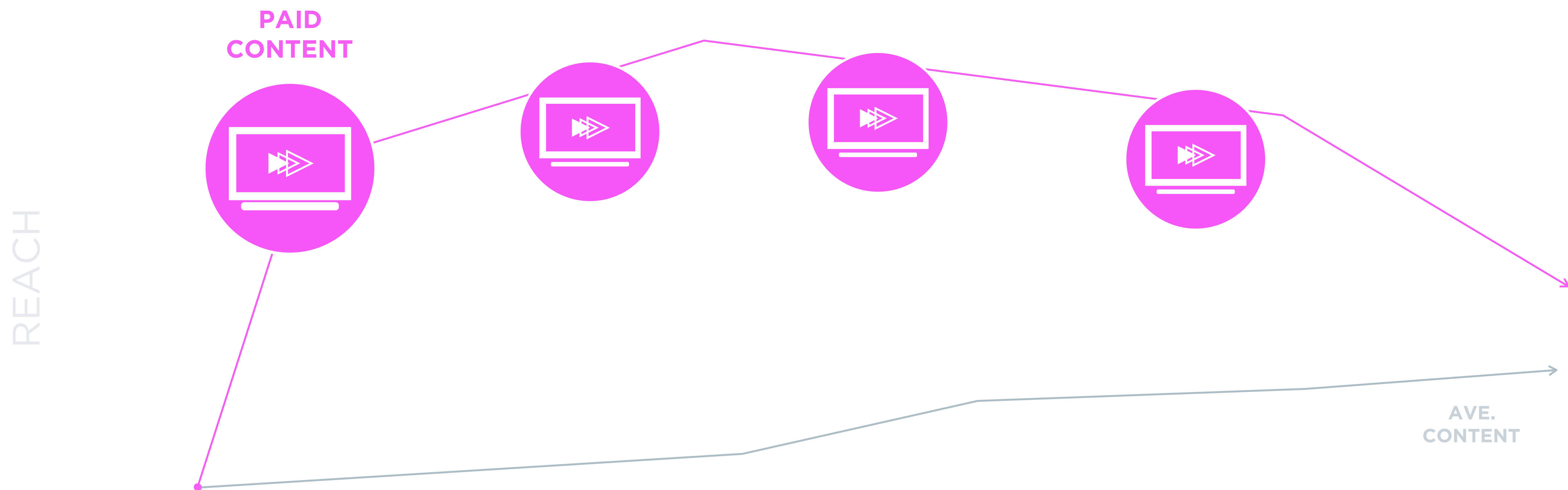


Social managers typically monitor organic performance first and then boost top performing posts. While this is a valuable approach, we also found the opposite works well too.

Brands that used paid social first - and then followed up with un-paid posts, were able to increase organic reach by 50% ...when posts were coupled closely together.

*Totem Media APAC Social Study 2018. (x. 80,000 social posts)*





Launch new content w/  
Budget

Follow-up Content  
(Posts)





5

LOCALIZED CONTENT  
IS THE NEXT FRONTIER





Context and the who, when, where, why of things gives the 'what' real meaning and efficacy. Context matters more than content. As social becomes more mobile (and more segmented), this will become increasingly true.

Local and timely content is key to breaking through with social. Asking the question of who and when something matters powers strong strategies.





# LOCALIZED CONTENT MAKES A DIFFERENCE WITH AUDIENCES.



Adding local relevance to social content and product images increases engagement and reach. Where a post was specifically designed for a country/locale, there was an average increase in social performance of 8%. In cases where local production quality matched global, the increases were much greater.

*Totem Media APAC Social Study 2018. (x. 80,000 social posts)*



BUT MOST BRANDS DO  
NOT CREATE ENOUGH  
QUALITY, LOCAL  
CONTENT.

*And brands that do create/post local content are often using sub-par quality for local markets. So, while poor-to-average local contents see a modest (8%) increase in performance, the best quality local contents see increases of 20-30%+.*



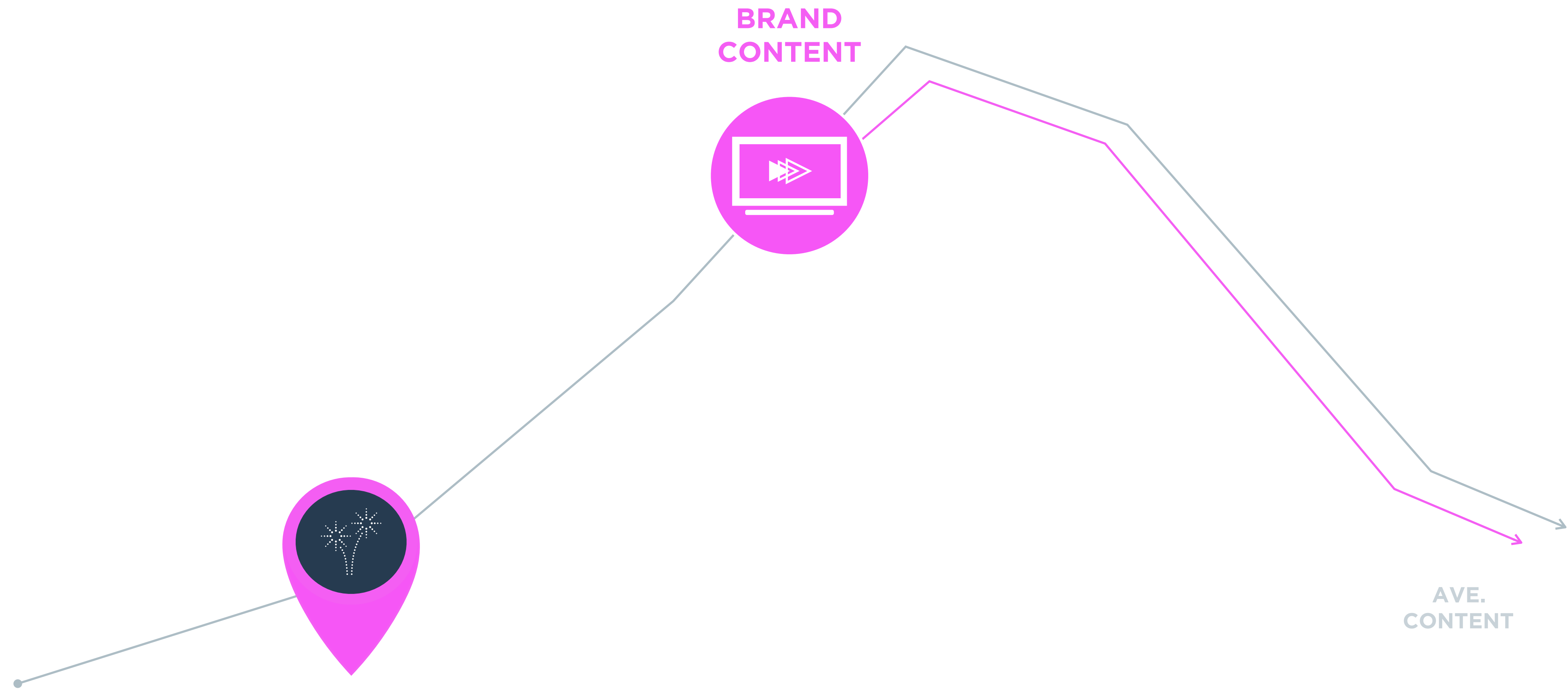
# TIMELY EVENTS PER CITY



LEVERAGE HIGH ATTENTION AT PEAK MOMENTS



REACH



Local Event,  
Festival, Trend

Follow-up Content  
(Posts)

AVE.  
CONTENT



# TOTEM



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[www.talktototem.com](http://www.talktototem.com)