

Social Media Comparison Research for Warmilu

This social media research was done as part of an internship in 2017 for Warmilu. The goal was to discover how our competitors were using social media and consider what tactics were successful as a starting point of where to focus on content creation.

Embrace Innovations

1. What media platforms are our competitors using?

- Facebook
- Twitter
- LinkedIn

2. What type of content are they producing? (Blog posts, news articles, publications, FB posts, etc)

- Facebook Posts, mainly links to news articles, a CEO talk, and job postings.
- Twitter: Same content as Facebook.
- LinkedIn: Job Posting

3. Who is their content targeted at?

- Facebook: With posts about news articles and CEO talks, I feel it is for investors. Also potential employees.
- Twitter: Same as Facebook.
- LinkedIn: Potential Employees

4. How frequently are they putting out new content?

- Facebook: The last post on Facebook was 12/12/2016. Previously, they averaged 1 post per month.
- Twitter: Last post-Nov 2016, May 2015, Average less often than 1x per month.
- LinkedIn: 1x in 3 years

5. Do they offer customer service through their website to customers, or how do customers get in touch with them?

Email for feedback and general inquiries.

Postal address and email for Embrace sales.
Website and Email for Little Lotus

6. What are our competitors doing that we should be doing?

Based on the Embrace Innovations site, I see more of what you should not do - Ignoring Facebook and Twitter for 6 months. The <https://www.embraceinnovations.com/> page is a huge scroll-down page with no top navigation - it is tedious to scroll through, especially if you just want to find out how to contact someone. There are two links at the top that take you to exactly the page you are on. That is frustrating.

I got the impression through their social media this site was aimed at investors and potential employees, yet there is no mention of "how to apply" in Contact Us.

Embrace Global

1. What media platforms are our competitors using?

- Facebook
- Twitter
- LinkedIn

2. What type of content are they producing? (Blog posts, news articles, publications, FB posts, etc)

- Facebook: Thanking donors, pictures, how to embrace incubators save babies.
- Twitter: Thanking supporters/donors. Summits, and conferences they attend to illustrate how they help babies and children.
- Youtube: None - The channel no longer exists

3. Who is their content targeted at?

- Facebook: Donors
- Twitter: Humanitarians, donors.
- Youtube: defunct

4. How frequently are they putting out new content?

- Facebook: The last post was August 2016, Every few days in June 2016
- Twitter: Last tweet: July 2016
- Youtube: defunct

5. Do they offer customer service through their website to customers, or how do customers get in touch with them?

Contact Us offers email addresses and their postal address. For sales, redirected to another website. (Phoenix Medical Systems).

6. What are our competitors doing that we should be doing?

Highlight the lifesaving qualities of the product to appeal to humanitarians, but avoid empty links and failing to post for a year.

Little Lotus

1. What media platforms are our competitors using?

- Facebook
- Twitter
- Pinterest
- Instagram

2. What type of content are they producing? (Blog posts, news articles, publications, FB posts, etc)

- Facebook: Links to blog posts, giveaway winners, photos, testimonials
- Twitter: Giveaways, links to articles about them, testimonials, more “news” than Facebook.
- Pinterest: Boards relating to their product specifically (Swaddling, Blankets, Little Lotus for older than baby). Boards related to parenting: Safety, moms, quotes, food, crafts, party, travel, decorating. (Very clever use of boards, the images go very well together).
- Instagram: Any images used on Facebook are mirrored here.

3. Who is their content targeted at?

- Facebook: Parents, people who buy this product.
- Twitter: Parents
- Pinterest: Parents, Mamas.
- Instagram: Parents using Instagram. Although it feels like a repost of Facebook, they use good and many hashtags (eg. dad, daddy, babies, etc).

4. How frequently are they putting out new content?

- Facebook: Frequently, Approximately every 4 days if not more.
- Twitter: Only 2x for June, approx 4-5x per month.
- Pinterest: Unsure (don't see timestamp). They have 17 boards with at least 8 pins per board.
- Instagram: As frequently as they place photos on Facebook (appear to be all the same). So approx. every 4 days.

5. Do they offer customer service through their website to customers, or how do customers get in touch with them?

Yes. They have a Contact Us link that goes to an email form (much nicer than just an email address), as well as an instant message button feature that stays on the screen as you navigate the site.

6. What are our competitors doing that we should be doing?

The website pics that scroll are beautiful. Images of safe, healthy babies. The colors are pleasing. The instant message ("Ask us anything!") is nice for customer service, as is the email link at the bottom.

Facebook is great - frequent posts, great pictures, and positive customer feedback. (They need more customer reviews on Facebook, however). They hit home on a great benefit to new parents - temperature regulation plus swaddle helps babies sleep and therefore, parents. The company also interacts with the comments.

They pegged it with Pinterest. Creating additional parenting boards is brilliant. If you have a product direct to consumers, this is a great idea.

There is a good use of common hashtags on Instagram. Although the content doesn't stand out on its own, I imagine it covers a gap of users who use Instagram more than Facebook.

Cardinal Health

1. What media platforms are our competitors using?

- LinkedIn
- Twitter
- YouTube
- Facebook

2. What type of content are they producing? (Blog posts, news articles, publications, FB posts, etc)

- LinkedIn: Blog posts on their website (eg, approaches to cardiovascular disease, oncology insights)
- Twitter: same as LinkedIn
- YouTube: Links to their ads, job postings, lab products, community outreach, lots of content here,
- Facebook: 5 pages - Community for caregivers, Inspiring nurses, Cardinal Health College Relations, Cardinal Health Community relations, and one page no longer exists

3. Who is their content targeted at?

- LinkedIn: Healthcare providers
- Twitter: Identical to LinkedIn
- YouTube: Job seekers, healthcare providers, patients
- Facebook: Each page targets a different group (caregivers, nurses, students, community benefits)

4. How frequently are they putting out new content?

- LinkedIn: Frequently. Nearly every day.
- Twitter: Frequently. Nearly every day.
- YouTube: Frequently: Every week or so.
- Facebook: On average, at least 1x per week.

5. Do they offer customer service through their website to customers, or how do customers get in touch with them?

They offer postal addresses and phone numbers for the main office as well as 30 other categories of specific contact information, providing phone numbers and postal addresses.

6. What are our competitors doing that we should be doing?

They are such a big company with so many different aspects they can delve into. Their profuse output cannot be replicated without being as diverse and big as they are, but their content is a good reminder to update at least each week, and check the website for broken links and remove them.

Cooper Surgical

1. What media platforms are our competitors using?

- Website

2. What type of content are they producing? (Blog posts, news articles, publications, FB posts, etc)

On their website, there is an education section that provides videos and product documents.

3. Who is their content targeted at?

Doctors and hospitals.

4. How frequently are they putting out new content?

N/A, not using social media.

5. Do they offer customer service through their website to customers, or how do customers get in touch with them?

Postal address. Email and phone number. Link for Live Support during certain hours, If not available, an email form pops up.

6. What are our competitors doing that we should be doing?

I think the educational videos are a nice touch.

NOVAMED USA

1. What media platforms are our competitors using?

- Website

2. What type of content are they producing? (Blog posts, news articles, publications, FB posts, etc)

N/A

3. Who is their content targeted at?

Dealers, hospitals.

4. How frequently are they putting out new content?

N/A

5. Do they offer customer service through their website to customers, or how do customers get in touch with them?

Email form, Email, phone number, fax, and postal address.

6. What are our competitors doing that we should be doing?

This company's website did not stand out to me. It feels very clinical.

Icy Hot

1. What media platforms are our competitors using?

- Facebook

2. What type of content are they producing? (Blog posts, news articles, publications, FB posts, etc)

FB posts, photos, giveaways. Their FB Posts are a consistent sentence or two, with an eye-catching square photo with text. Very much like a meme. This is an excellent strategy, based on the number of shares those posts get. The company is communicative with customers in the comments. Also very nice, and shows they are proactive about fixing problems.

3. Who is their content targeted at?

Customers of Icyhot, primarily athletes.

4. How frequently are they putting out new content?

Frequently. On average every 4 days.

5. Do they offer customer service through their website to customers, or how do customers get in touch with them?

There is a Contact Us link that redirects the user to Chattem. An email form is provided.

6. What are our competitors doing that we should be doing?

The Facebook page is very nice and encourages customer interaction through the use of giveaways and enjoyable meme-style graphics. This works well with a large direct customer base, but perhaps not for commercial customers.

Heat Factory

1. What media platforms are our competitors using?

- Facebook
- Twitter
- Google+
- Instagram

2. What type of content are they producing? (Blog posts, news articles, publications, FB posts, etc)

- Facebook: FB posts, giveaways, sharing other hunting-related content.
- Twitter: Giveaways (same as Facebook), some retweets of other "sport" brands. A bit more personal feeling than Facebook.
- Google+: Meme-type graphics, Articles, quotes, giveaways.
- Instagram: Beautiful images of landscapes and people enjoying these settings.

3. Who is their content targeted at?

- Facebook: Users of their product, hunters.

- Twitter: People who enjoy the outdoors, hikers, campers, hunters.
- Google+: Hunters, outdoorsmen
- Instagram: Hunters, campers, hikers, lovers of nature

4. How frequently are they putting out new content?

- Facebook: Approximately twice a month. Nothing for June.
- Twitter: Infrequently. A few times in March, but nothing since then.
- Google+: On average 3-5 times a month, but nothing since December 2016
- Instagram: On average 3-5 times a month, but nothing for June.

5. Do they offer customer service through their website to customers, or how do customers get in touch with them?

The option to contact via a form email or just email.

6. What are our competitors doing that we should be doing?

I like the use of images on the website. (The ice fisherman and hunter). They put the idea of when you'd use these products right out there.

Their Instagram is beautiful. Great hashtags, great images, and no repeats of their Facebook or Google images. The post photos related to their users' interest, not necessarily the product, a great way to get followers, and remind them of your company, but not make them feel advertised to.

I think the lesson here is don't neglect your social media platforms. I think it would be more beneficial to remove the link from the main page and then have it link to an infrequently or updated platform.