



socialbakers

The Recipe for Social Marketing Success

Increasing Customer Engagement in Social Media

Jiri Voves, Socialbakers

Co-Founder & Head of Product

@jirivoves

About Socialbakers



- › Offices in London, Prague, Munich, San Francisco, Paris
- › **400,000** marketers across **75+ countries, every continent**
- › Launched platform in 2010, currently **110+ employees**
- › Facebook Preferred Marketing Developer, one of 7 in the world that have 3 competence badges

“We are a ‘customer developed’ company,” said **Jan Rezab**, who is the CEO and co-founder of Socialbakers. “Our customers kept telling us the metrics they wanted to see.”

October 31, 2011



Used by Leaders



Lufthansa

Nestlé



GE Money



Agilvy



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Our products:



analytics PRO



builder PRO



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Like

Follow



Facebook
statistics



Twitter
statistics



Google+
statistics



LinkedIn
statistics



YouTube
statistics



Jan Rezab
Log Out

My Community

Bookmarks

Suggest a New App

Suggest a Page

Discover how to **measure and maximize social media ROI.**



analytics PRO

- ✓ Track Performance
- ✓ Gain Competitive Insights
- ✓ Improve Engagement

Get it Now

Free Statistics



Facebook
statistics

> By Country

> Pages

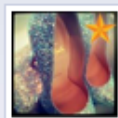
> Brands

> Media

> Places



Social Strategy Blog >



Cinderella Shoes: The Most Engaging Facebook Photo

Published 22 hours ago

Some photos are love at first sight. Socialbakers brings you the ones that had the strongest impact on Fans in the last 30 days, embracing the context.



6 Tips For A Stunning Cover Photo

PRO Customers

Henkel maximizes Social Media ROI

With **Analytics PRO**, Henkel Inc. tracks, compares and improves Facebook performance. Henkel Inc. identifies actionable insights such as most engaging content, engagement trends and other key performance indicators to **maximize their social media ROI.**

Socialbakers has

Socialbakers Platform








Top Brands On Facebook Gainers

	McDonald's		Skittles
per day	+66 696 fans	per week	+537 000 fans
4. Oreo	23 234 671	+1.66%	
5. Red Bull	22 536 907	+1.87%	
6. Converse All Star	20 862 857	+1.28%	
7. Converse	20 361 541	+1.74%	
8. Skittles	19 435 761	+1.72%	
9. PlayStation	17 555 019	+2.22%	
10. iTunes	17 247 589	+2.27%	

Get Data


The #1 go to place for marketers to find social statistics.


Top Pages by Fan Growth


Pic	Name	Fan Growth
	Lufthansa	+68 444 (+24,97%)
	Air France	+53 682 (+12,51%)
	AirAsia	+39 891 (+3,61%)
	Cebu Pacific Air	+32 732 (+10,60%)
	Qantas	+13 956 (+17,19%)


View in Context

The #1 platform of choice by hundreds of marketers to monitor and compare their social media performance

**Reveal Tab**
Add some energy and spice to your page and add a reveal tab to your page.
[Install](#)
★★★★★

**Contest**
Launch an Invite application contest and motivate your fans to invite others
[Install](#)
★★★★★

**Static image**
Publish a static campaign creative on your Facebook Page
[Install](#)
★★★★★

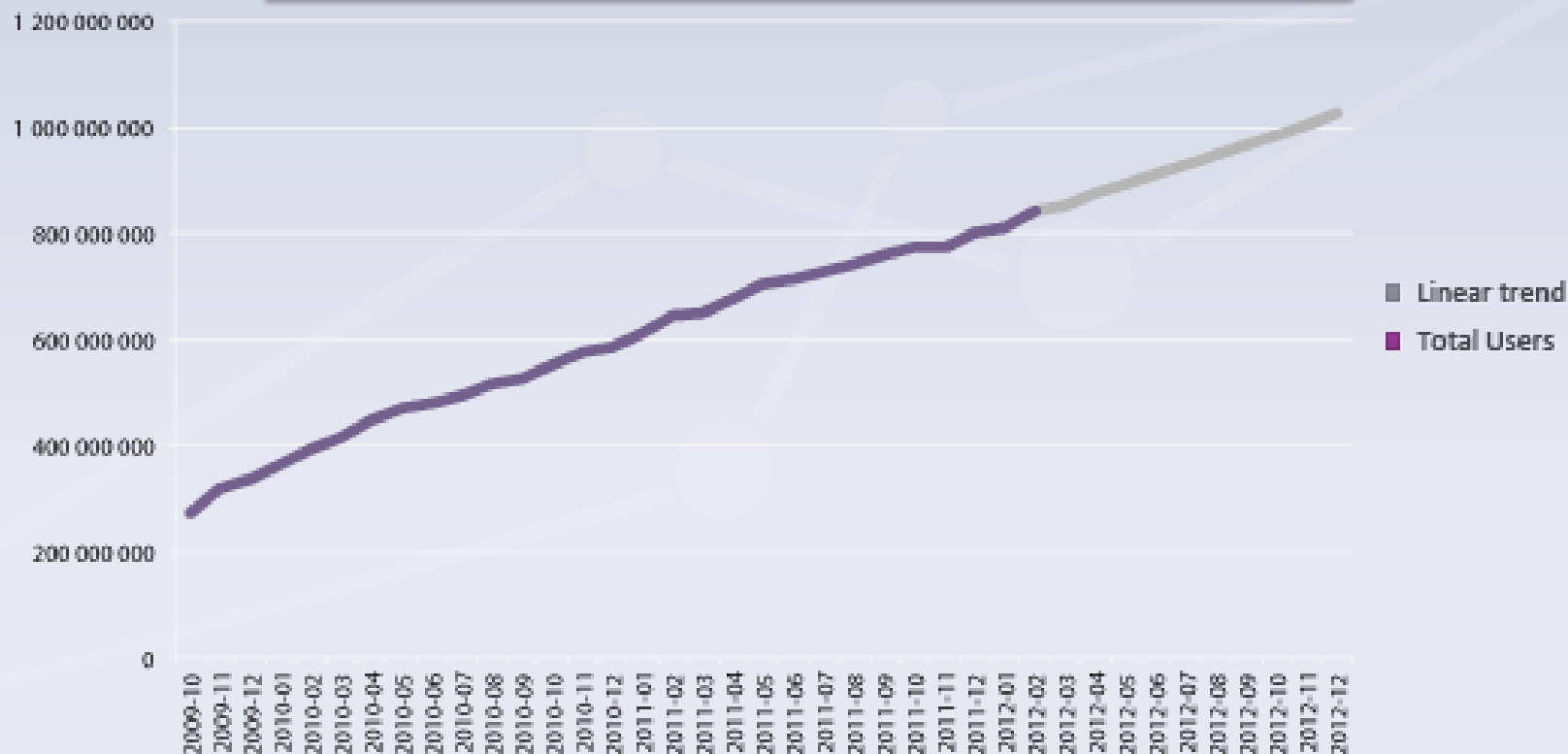
**Youtube**
Add your Youtube channel directly to your Facebook Page
[Install](#)
★★★★★

Build Engagement

Build meaningful social media campaigns that help drive your social media success

Facebook In Numbers: Steady Growth

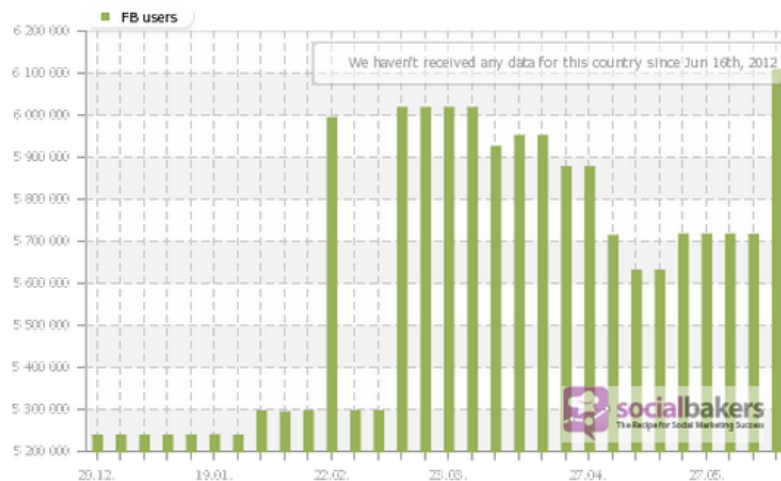
Facebook User Growth



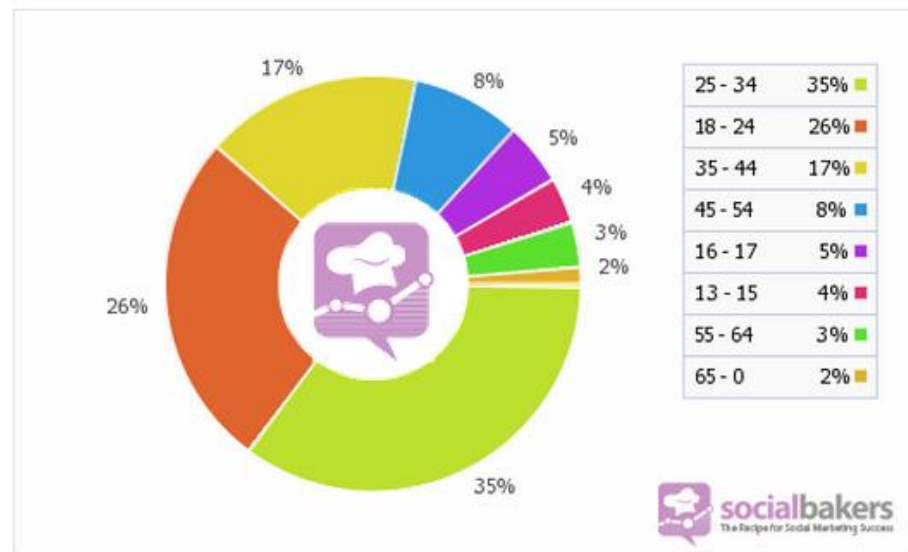
Facebook in numbers: Russia

Russia General info

Total Facebook Users:	6 107 440
Position in the list:	29.
Penetration of population:	4.38%
Penetration of online population	10.23%
Average CPC:	\$1.40
Average CPM:	\$0.43



User age distribution on Facebook in Russia



61 % FB population in 18-34 yrs of age

Facebook in numbers: **Facts**



More than 900 million users



Over half of the users login every day



#1 website worldwide in terms of average time spent on site



90 % of all interactions happen in the Newsfeed

“

Facebook: Not just clicking, but really making connections between users and brands

”

Content

Most of your fans don't come back to your Page. Most of the interactions happen in the Newsfeed

Customer Care

Almost no barrier between brands and users. Proper communication is a key to success

Analytics

Monitoring matters. Only fully informed brand is able to do proper marketing decisions.

Content is King – Newsfeed Content



The screenshot shows the American Express Facebook page. The top navigation bar includes the Facebook logo, a search bar, and the user profile of Jan Rezab. The main cover image features a large, stylized 'WORLD SERVICE' logo. Below this, the American Express logo is displayed in a blue square. The page name 'American Express' is prominently shown, followed by the statistics '2,463,657 likes · 7,053 talking about this'. To the right of the name are buttons for 'Like', 'Message', and a dropdown menu. Below the name, there is a 'Product/Service' section stating: 'American Express provides inside access to news, exclusive Cardmember offers & experiences on Facebook.' To the right of this text are four icons: a person's profile picture, a percentage sign, a ticket, and three people silhouettes. Below these icons are the labels 'Photos', 'Link > Like > Love', 'Amex Entertainment', and 'Amex Careers'. On the far right, a vertical timeline shows dates from 'Now' down to 'Founded'. At the bottom, a 'Highlights' dropdown menu is visible, and a '41 Friends' section shows a row of profile pictures with a '+32' indicator.

facebook Search Jan Rezab Home

Create a Page

Now
May
2012
2011
2010
2009
2008
2007
2002
1999
1995
1991
1984
1983
1975
1972
1966
1961
1950s
1933
1920
1905
Founded

AMERICAN EXPRESS

American Express
2,463,657 likes · 7,053 talking about this

Like Message

Product/Service
American Express provides inside access to news, exclusive Cardmember offers & experiences on Facebook.

About

Photos Link > Like > Love Amex Entertainment Amex Careers

Highlights

41 Friends
Like American Express

Content is King – Newsfeed Content

FOR MORE SHARES:



POST PHOTOS, ALBUMS AND VIDEOS

FOR MORE LIKES:



**POST A CLEAR CALL TO ACTION,
FOR E.G. “LIKE THIS IF...”**

FOR MORE COMMENTS:



ASK A QUESTION IN YOUR POST

Application Content



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facebook



Search



PUMA PRESENTS



THE CREATIVE FACTORY

VYTVOŘIT NÁVRH

MOJE NÁVRHY

NÁVRHY KAMARÁDŮ

NEJLEPŠÍ NÁVRHY

GALERIE NÁVRHŮ

CENY

Hlasuj pro nejlepší návrhy



Markéta C. Pehová

1. místo
73 hlasů

Hlasuj pro návrh



Jiřula Bezmozek Švehlová

2. místo
42 hlasů

Hlasuj pro návrh



Jennifer Hayley Williams

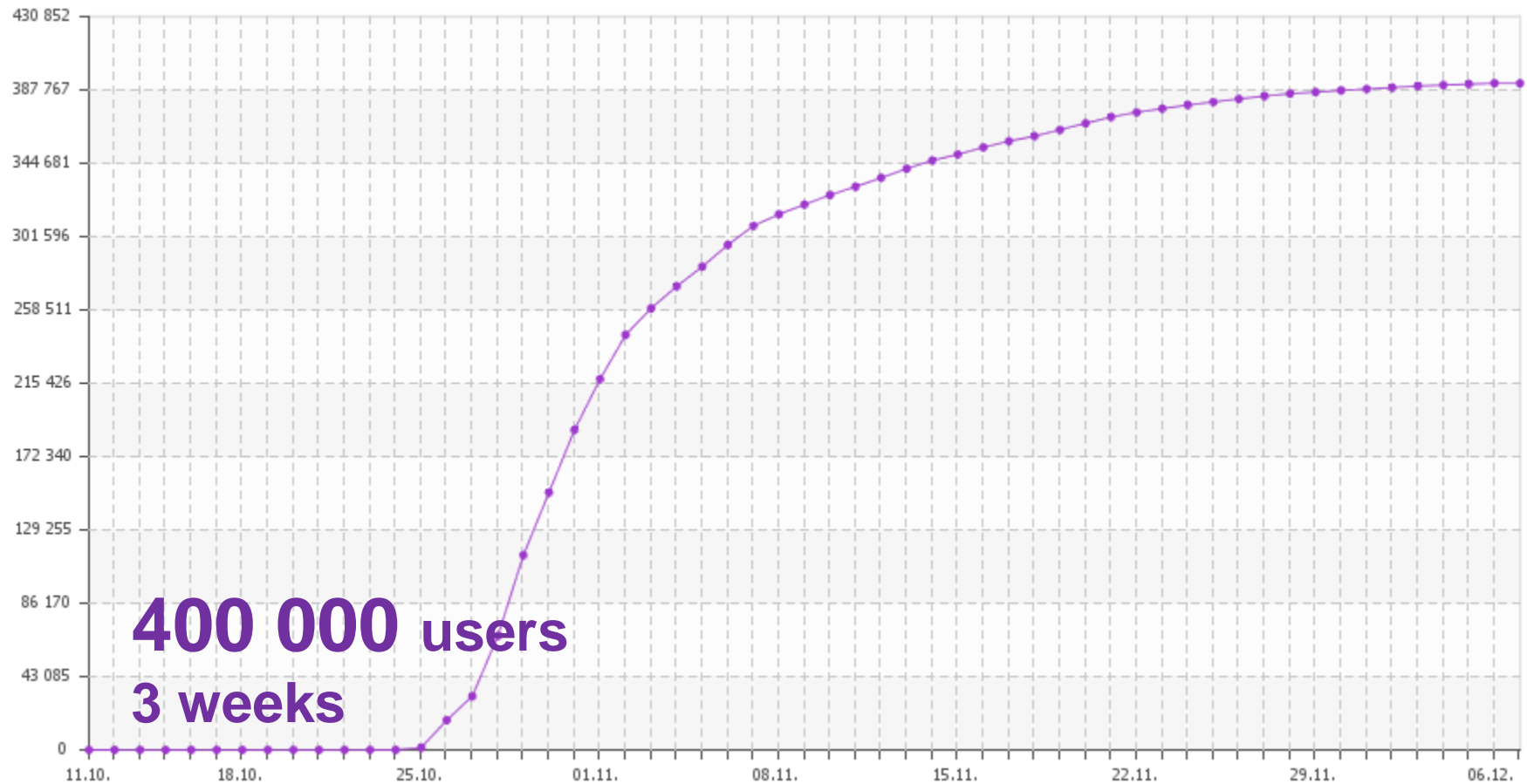
3. místo
40 hlasů

Hlasuj pro návrh



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PUMA



Timeline content – „Social by design“



Lucas Ng pinned to 2 pins on Pinterest.



 3 hours ago

Approx. **90 %** of interactions
happen in the Newsfeed

 Repin  Like  Comment



Angry Birds Cake

143 likes 3 comments 535 repins



Machelie onto Party "ARTY"
Ideas



Karee Feight I need Becky to
make this for me



Amanda Weber Adorable!

Microformat Content



Diana Macovei

Loveeeee this song!

<http://www.youtube.com/watch?v=OnrvpjQwx8>



Clocks - Coldplay ft Buena Vista Social Club

www.youtube.com/watch?v=OnrvpjQwx8

Lights go
to swim a
Oh I beg, I
things uns



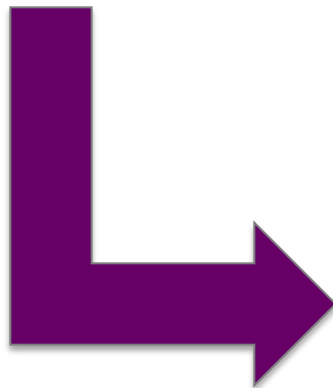
Diana Macovei

Loveeeee this song!

<http://www.youtube.com/watch?v=OnrvpjQwx8>



Like · Comment · Share · 14 min



Clocks - Coldplay ft Buena Vista Social Club

www.youtube.com

Lights go out and I cant be saved Tides that I tried to swim against Brought me down upon my knees Oh I beg, I beg and plead Singin' come out of

Microformat Content



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Jan Rezab

3 seconds ago

Test



Ich spiele Nokia Snake auf Facebook!

Spieler Snake, fordere deine Freunde heraus und gewinne ein!

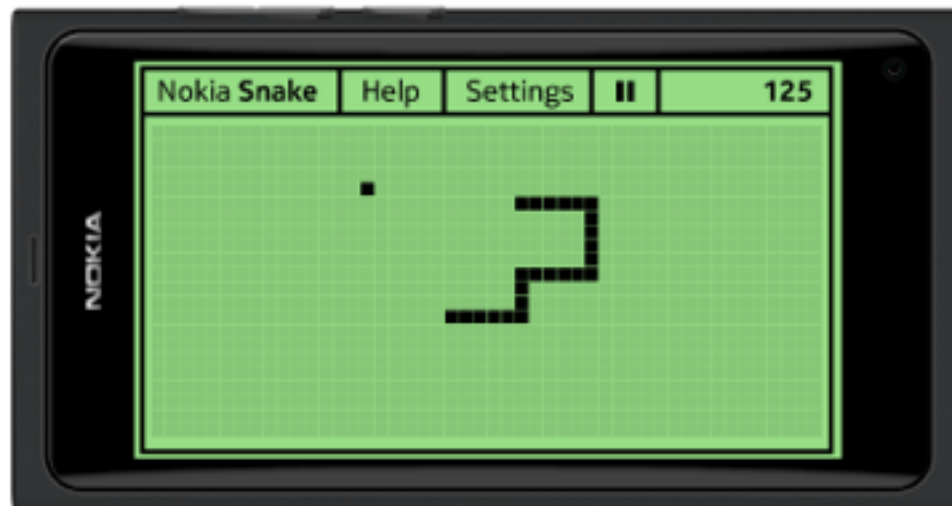
 via Nokia Snake Österreich

Like · Comment



Brigit Tyler

právě hraje Nokia Snake. Vyzkoušejte ji také.

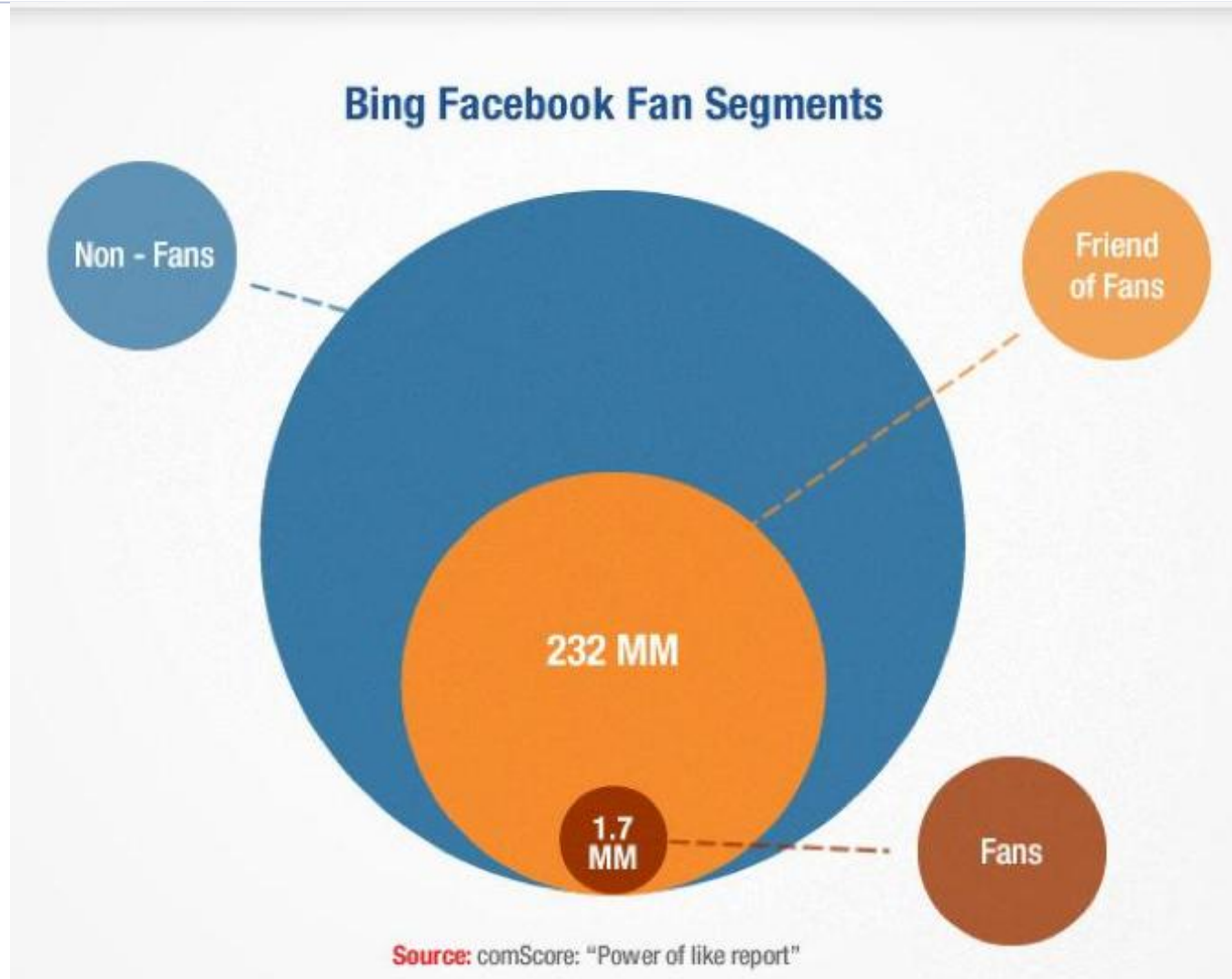


To se mi líbí · Přidat komentář · Sdílet · Přibližně před hodinou · 



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Microformat Content – Reaching more fans



Metrics that matter



Fans



Size, reach, and growth evolution



Engagement



User interactions and engagement to content, People talking about



Community



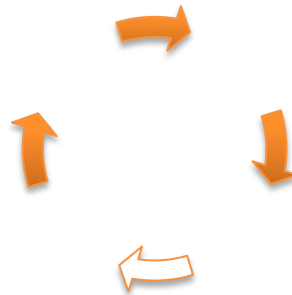
Community management, response rate, key influencers, Core Fans



Competition



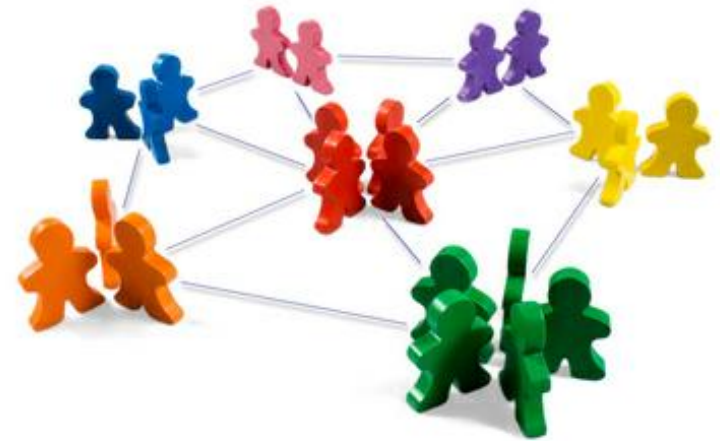
Compare all of that with competitors and know what's happening in the industry



Why Engagement Matters

! An indicator that your message is resonating with your fans which leads to higher brand loyalty and ultimately sales.

! The more engaged your fans are the more they act as ambassadors for your brand.



Why Engagement Matters



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$$\text{FB Daily Avg. Post ER} = \frac{\frac{\text{Likes} + \text{Comments} + \text{Shares on a given day}}{\text{\# of wall posts made by page on a given day}}}{\text{Total Fans on a given day}} \times 100$$

Engagement – Cross Platforms

$$\text{FB Daily Avg. Post ER} = \frac{\frac{\text{Likes} + \text{Comments} + \text{Shares on a given day}}{\text{\# of wall posts made by page on a given day}}}{\text{Total Fans on a given day}} \times 100$$

$$\text{TW Daily Avg. Tweet ER} = \frac{\frac{\text{Replies} + \text{Retweets on a given day}}{\text{\# of tweets made by profile on a given day}}}{\text{Total Followers on a given day}} \times 100$$

$$\text{FB Daily Page ER} = \frac{\text{Likes} + \text{Comments} + \text{Shares on a given day}}{\text{Total Fans on a given day}} \times 100$$

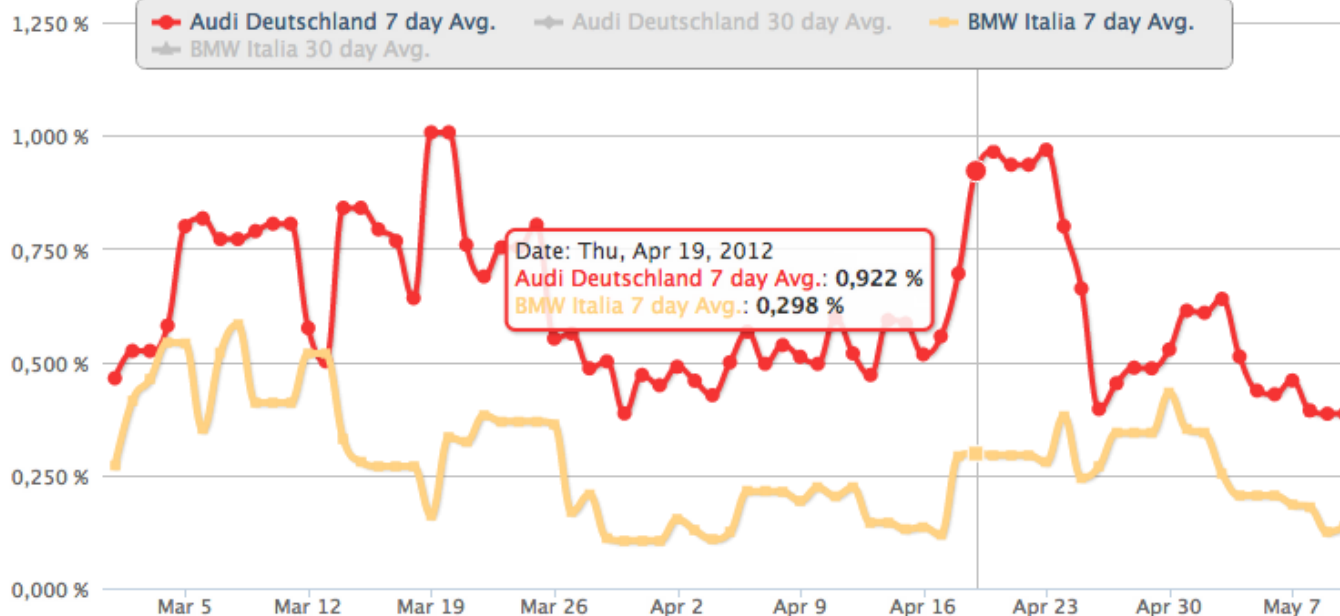
$$\text{TW Daily Profile ER} = \frac{\text{Replies} + \text{Retweets on a given day}}{\text{Total Followers on a given day}} \times 100$$





Moving average of Page Engagement Rate ?

☐ Post ☒ Page ▲



Moving average of Page Engagement Rate from Mar 01, 2012 to May 10, 2012



Summary		Avg. engagement rate ?	Total interactions ?	Facebook likes	Facebook comments	Facebook shares
	BMW	0,164 %  -0,019	358 058	318 535 88,96 %	8 133 2,27 %	31 390 8,77 %
	Automobile Global	0,203 %  -0,007	55 223	48 033 86,98 %	1 976 3,58 %	5 214 9,44 %





Moving average of Post Engagement Rate ?

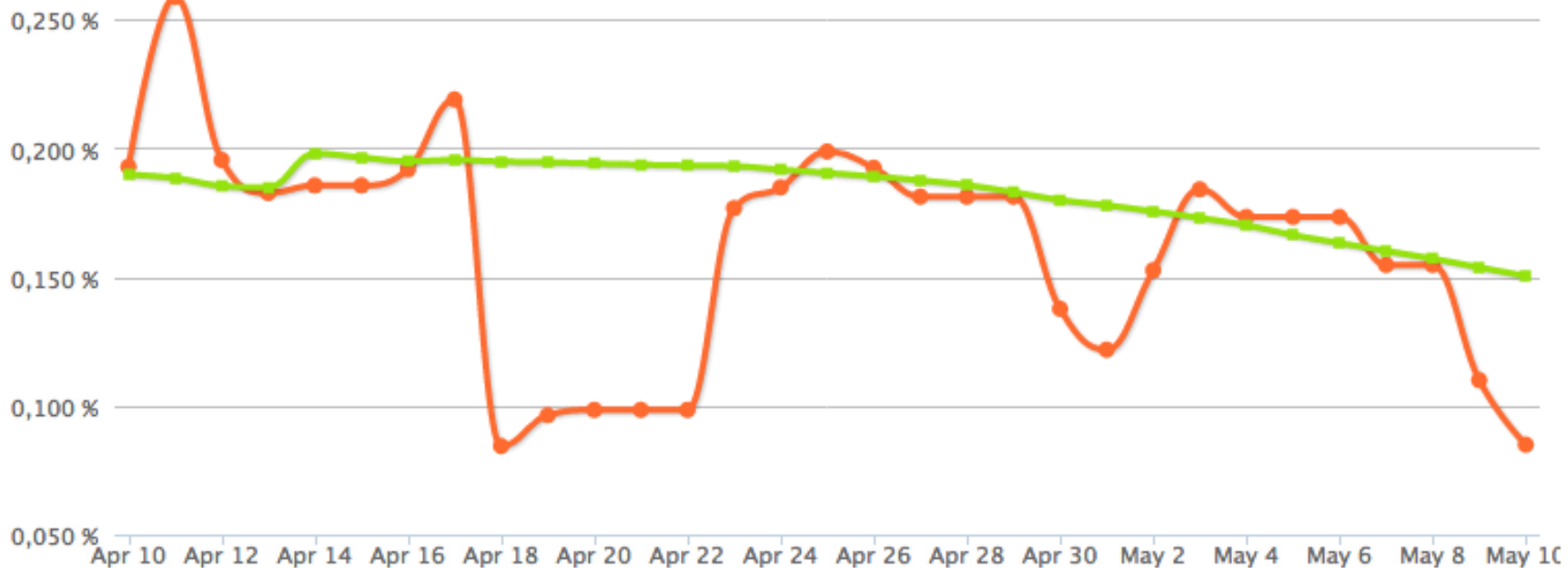
☒ Post ☐ Page ▲



Moving average of Post Engagement Rate from Apr 10, 2012 to May 10, 2012



0,300 %  BMW 7 day Avg.  BMW 30 day Avg.  Automobile Global 7 day Avg.  Automobile Global 30 day Avg.



Customer Care – Power to the User



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1. Facebook Page: Your mission control on Facebook
2. No barriers between users and brands
3. Quick and immediate reach
4. Popular in services industry



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Customer Care



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Claro
423,91



Edwin Velasquez ▶ Claro

14 minutes ago

disculpen m podian decir cuanto vale l paqet d 100 mnsjs solo a num claro xfavor

[See Translation](#)

[Like](#) · [Comment](#)



Claro @Edwin Velasquez Te informo sobre los paquetes de mensajes que puedes adquirir:

Paquete..... Tarifa
10 mensajitos..... Q1.99
30 mensajitos..... Q3.99
...See More

5 minutes ago · [Like](#)



Edwin Velasquez grax

4 minutes ago via mobile · [Like](#)



CarOlina Cheerrii ▶ Claro

24 minutes ago

Buenas Noches! Disculpen ¿Que celulares estan disponibles al adquirir el plan 1 de Q202 o el plan 2 de Q320?

& que requisitos necesito & cuanto pago al adquirirlos, me urge, perdi mi celular! GRACIAS :D

[See Translation](#)

[Like](#) · [Comment](#)



Claro @CarOlina Cheerrii Te podría indicarme el paquete de internet que deseas. Adicionalmente te invito a verificar la gama de teléfonos que claro te ofrece en www.claro.com.gt. Los requisitos son:

a. Fotocopia de Cédula / DPI del Solicitante (...See More)

20 minutes ago · [Like](#)



CarOlina Cheerrii AHHH! Bueno Muchas Gracias! :DD entonces ire a una agencia Buena noche!

[See Translation](#)

18 minutes ago · [Like](#)



Claro @CarOlina Cheerrii Claro que si, es un gusto servirte, Puedo ayudarte en algo mas?



Thelma Gonzalez ▶ Claro

Sunday

par
a solicitar un pin q bloquee por robo a donde debo ir pues quiero el mismo numero

[See Translation](#)

[Like](#) · [Comment](#)



Claro @Thelma Gonzalez te cuento que puedes realizar el bloqueo de manera rápida y automática llamando de cualquier número Claro al *1 opción 1 o al 147100 opción 2 Sunday at 5:38pm · [Like](#)



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Customer Care - Claro



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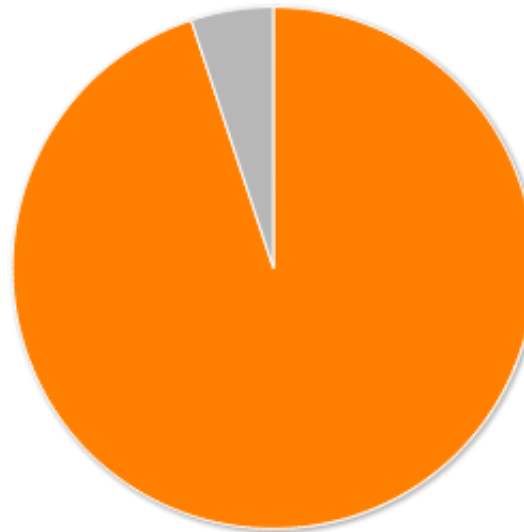
General response rate




Claro General Response Rate
from Jan 01, 2012 to Jun 10, 2012



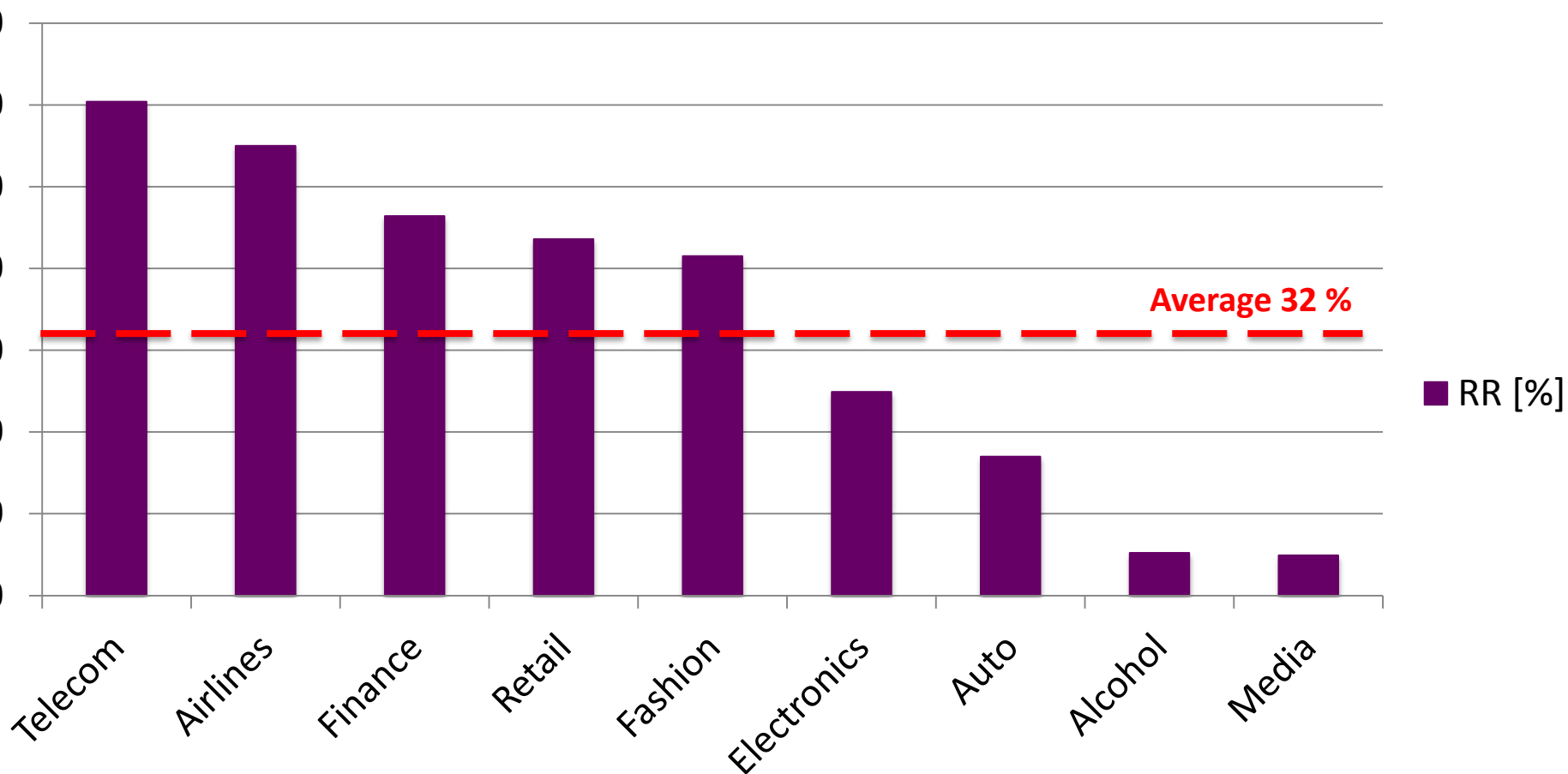
Responded Not Responded



Summary	Total posts ?	Responded posts ?	Most posts responded	Avg. response time
 Claro	41 778	39 648 94,90 %	Under 10 min 9 797 (65 %)	21 min

Top industries by Response Rate

Response Rate by Industry



Recent Case Study

Jan 2, 2012

Socialbakers publishes Infographic for US Elections

Jan 3, 2012

AdAge reports President Obama's family picture is most viral on Facebook

Feb 21, 2012

Washington Post reports President Obama selects family photo for re-election ad

The Washington Post

First family is front and center in campaign ad



**Help the Obamas
STAND UP FOR WORKING AMERICANS**

JOIN OUR CAMPAIGN OBAMA BIDEN
PAID FOR BY OBAMA FOR AMERICA

Payroll-tax deal heads to Obama's desk

Paul Kane and Ben Peshing 12:55 PM ET
The House and Senate each passed a \$150 billion economic package Friday, extending for the rest of the year a payroll tax holiday for 160 million workers and unemployment benefits for millions of others.

- The latest foray into federal workers' pockets
- What the deal means for federal pensions
- How Ben Cardin got the federal pension deal
- OPBONE: Big, but imperfect, win for Dems

(Susan Walsh / AP)

Most Engaging Post

Who's got something engaging to say to their fans?



The new Obama family portrait!
December 15th

This President spends a lot of time apologizing for America. He should be apologizing to America.

December 30th

AdAgeBLOGS

Just updated! Ad Age Marketer Contact List available for purchase

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CAMPAIGN TRAIL

Obama Family Portrait is Most Viral Facebook Content of 2012 Field

Ron Paul Campaign Has Greatest 'Viral Reach'

By: Cotton Delo Published: January 03, 2012



As the field of presidential contenders looks to widen their viral reach by accruing Facebook fans, both organically and sometimes with the help of ads, it appears they're scoring wins with different content strategies.

A new study by **Socialbakers** presents the pieces of content on candidates' pages that had the most activity in the month of December.



Unsurprisingly President Barack Obama was the most viral with a family portrait posted on Dec. 15 that racked up nearly 87,000 likes. He has about 19 times as many Facebook fans as Mitt Romney, which means virtually all of the posts on his page have sky-high engagement when compared to any of the many Republicans looking to unseat him. Despite Democrats' ambivalence toward the

1. Choose the right metrics to monitor
= Helps understand success in social media
2. Build great content for your social presence
= Helps engaging your fans
3. Make sure you do both proactive and reactive engagement in social media
= Helps build community
4. Use the right tools and partners
= Helps to do it faster and easier



Jiri Voves

Update Info

Activity Log



jiri@socialbakers.com
M: +420 603 101 475

Link me:

Jiri Voves
(anytime)



Friend me:

facebook.com/jirivoves
(meet me first)



Follow me

[@jirivoves](https://twitter.com/jirivoves)
(when you want)

