



Social engagement program rollout

# Competitive audit: Overview

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- Benchmarked companies:
  - Competitors: Check.me, Manilla.com, and Mint.com
  - Similar audience: Cozi.com
- Initial thoughts mostly confirmed.
  - 3 of 4 brands invest in content creation and social publishing.
  - Go-to channels are Facebook, Twitter, and Pinterest.
  - High performers (Mint and Cozi) actively engage their audiences through social.
  - High performers maintain consistent thematic threads across channels.

# Competitive audit: By channel

## Social / content integration to web

	Dechire	Manilla.com	Mint.com	DeLoam
External content	no	no	no	secondary content area
Content type	text (links)	subject of reviews	subject of community	text
Links and content	no	subject of reviews	no	subject of reviews
Minimum amount	no	no	no	text
Social share on site	N/A	TW, FB, PK (N, L, RT, G+)	PK (N, TW)	PK (N, FB, TW, G+, L)
Social share on site	no	no	no	no
Social subscribe	PK (links) / header	PK (G+), no header	PK (N), no link	PK (G+), only on reviews
Feed subscribe	no	no	link: RSS email	reviews: rss:beer
* Is there a social link on the website?				
Facebook	text	text	text	text
Twitter	text	text	text	text
LinkedIn	no	text	no	text
Google+	video & text content	video & text content	video (no video)	video & secondary content
YouTube	text	text	no	no
Instagram	no	no	no	no
Pinterest	N/A	N/A	N/A	no

- All brands feature video prominently
- All brands fall short in social/email opt-in
- 3 of 4 brands offer value-added content (blogs)
  - Only Cozi uses content to draw visitors deeper from homepage
- 3 of 4 brands offer contests and savings
- Facebook and Twitter are primary social channels

## Facebook: Content publishing

	Dechire	Manilla.com	Mint.com	DeLoam
Lines	14,228	87,888	382,863	46,224
Facebook posts	working day (2012)	weekly (2012)	weekly (2012)	weekly (2012)
FBID	288	421	1,238	1,088
Engagement rate	2.47%	2.70%	2.78%	2.78%
Twitter share	14, 2041	14, 2041	14, 2041	14, 2041
No. of posts in 1 hr	2	28	27	22
Type of posts	post links with prices, questions, and/or news	links to offers, links to our content, FB in the wild	each image with links to our content, call to questions for experts, inspirational quote	links to social content, new product features, press kit, fun questions, product education (Get News), lots of each image
Images	None, link to news page, link	Photos, targeted content, links, videos, photos	photos, links, videos, map posts for sale	photos, links, videos, link, Instagram feed, event announcement
Engagement	yes, questions answered	none	none	yes, everyone gets reply

- All brands follow best practices with mix of additional content
- 3 of 4 brands are posting more than once per day
- 2 of 4 brands fail to respond to fans who attempt to engage
- Content highlights:
  - Chockme runs ongoing trivia contest with prizes through news feed
  - Manilla.com is using a like-gated contest app to drive growth
  - Mint.com and Cozi use a lot of non-product imagery
  - Cozi uses social to educate consumers on product features

## Twitter: Influencer engagement

	Dechire	Manilla.com	Mint.com	DeLoam
Following	491	2,784	7,822	28,277
Followers	1,178	1,822	222,478	22,618
Tweets	222	222	1,822	428
Score per day	Two social scores per week	Two social scores per week. One engagement	4 level engagements. Two social scores	Multiple social scores per day
Type of posts	Reposts of PK content	Links back to our content, no link back to mentions	Repost of campaign, complaints, need to support account	Link to social content on Facebook and Pinterest. Using algorithms
Engagement	Responses to support scores	No engagement with responses	Engagement with all responses	Reply to @mentions, Reuses other non-DeLoam content

- Mint and Cozi follow best practices for content and engagement
- Mint's #payyourself campaign is driving engagement and (maybe) growth
  - Investment in Twitter may be reflective of "techie" audience
  - Mint even manages support issues from a separate account

## Pinterest: Worth the effort?

	Dechire	Manilla.com	Mint.com	DeLoam
Pin	1	1817	2222	278
Followers	1	2881	8822	2222
Followers/Pin	1	1.53	3.92	8.70
Engagement	no	no	no	yes

- 3 of 4 brands have active presence
- Manilla is very active, even running two contests in the last year
  - One contest was worth \$2,500, the other \$250
- Cozi gets most return on effort investment due to strong community
  - Pinterest is 70% female

# Competitive audit: Leader interview

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“We really did it slow and steady, reaching out to mom bloggers, going to all the conferences, engaging on a one to one level with influencers. It was hand to hand combat the first few years, but by the end, we had built the relationships in an authentic way, which is why the momentum has outlasted my tenure there.”

~ Carol Schiller, Cozi’s former digital marketing manager

- Commitment to community through social
  - Far more engagement with social followers
  - Taking engagement offline and into the real world
  - Commitment pays off in engagement rates
- Commitment to community through content
  - Homepage real state dedicated to content
  - Deeper value-added content throughout site
  - More thematic consistency across social channels

# Sample channel builds (7 total)

## Facebook

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Internet Software  
The first Smart Money Management tool that simplifies your day-to-day finances.  
Now available! Try it FREE ----> <https://moneystream.com/>  
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MoneyStream  
December 13, 2013 · Edited · 0

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- Uses bank level security and encryption to protect your data.

MoneyStream

## Wordpress


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JANUARY 4, 2014 BY MIKE BERTRAND LEAVE A COMMENT




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# Additional deliverables

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- Engagement, moderation, and crisis policies
- Multi-channel editorial calendar
- Social advertising plan
- Website social integration guidance