

SOCIAL MEDIA COMPETITIVE ANALYSIS

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Head of Marketing & Product, Rival IQ



A top-down view of a person's hands writing in a journal on a wooden table. A cup of coffee and a croissant are also on the table. The image is overlaid with a dark blue semi-transparent layer.

WHY DO COMPETITIVE ANALYSIS FOR SOCIAL MEDIA?



AGENDA

- **The comparisons:** building our landscape
- **Channels:** which matter?
- **Social metrics:** now + growth
- **Visual content:** hunting for patterns
- **Hashtags:** finding opportunity + awareness
- **Questions:** choose your own adventure

THE NON-AGENDA

- Positioning
- Post types
- Boosted posts
- Time of day / day of week
- SEO keywords + metrics





PRODUCT

EXPLORE

AGENCIES

ABOUT

PRICING

LOGIN

FREE TRIAL

The Ultimate Social Media Competitive Analysis Template

Posted by [Seth Bridges](#) on January 16, 2018

Competitive Analysis

Social Media Best Practices

If you operate on social media, it is imperative to be aware of

LESSONS LEARNED:

<http://bit.ly/riq-competitive-template>

BUILDING YOUR LANDSCAPE

essie

bare
Minerals®

benefit

JULEP

LUSH
FRESH
HANDMADE
COSMETICS



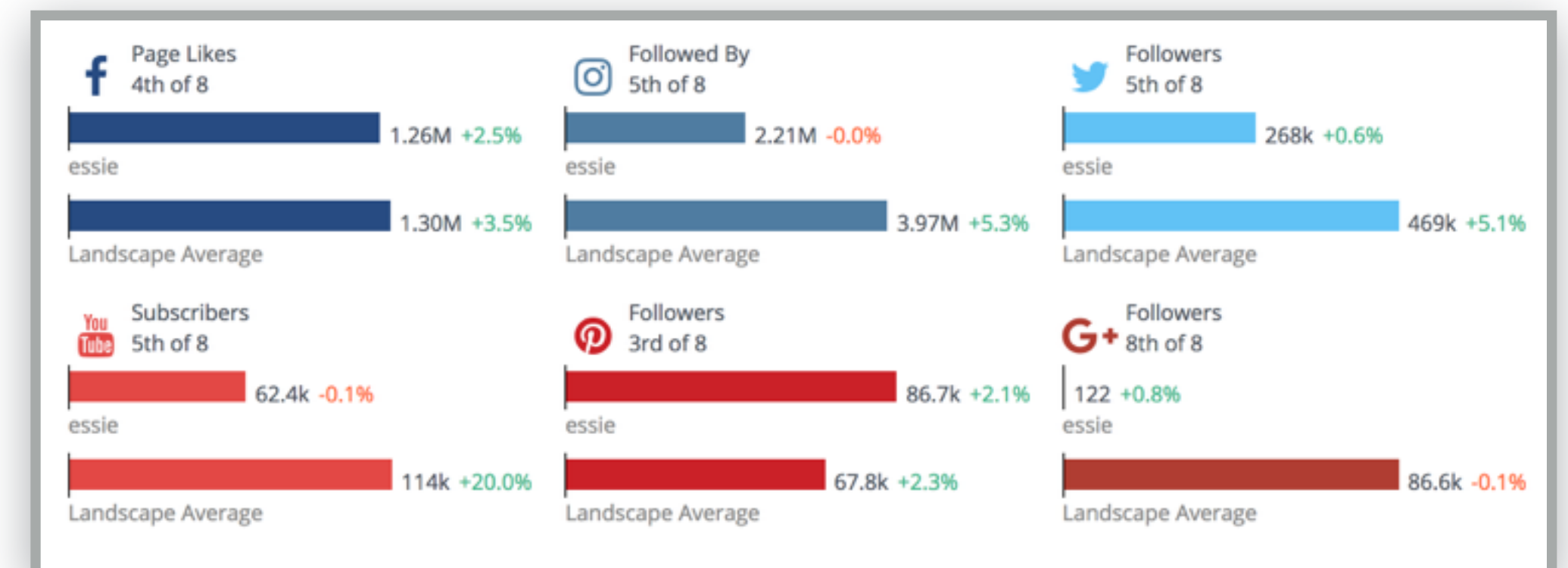
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WHAT CHANNELS MATTER?

- Where is the audience?
- How's it growing?
- Posts?
- Engagement?



[Try in app](#)

SOCIAL METRICS REVIEW

- Focus on the channels that matter
- Audience, activity, and engagement
- Don't forget growth!



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PRO TIP: USE THE COMPETITIVE AUDIT TEMPLATE

New Dashboard

✓ Not Available Not Available

New Blank Dashboard Copy Existing Dashboard Copy From Template

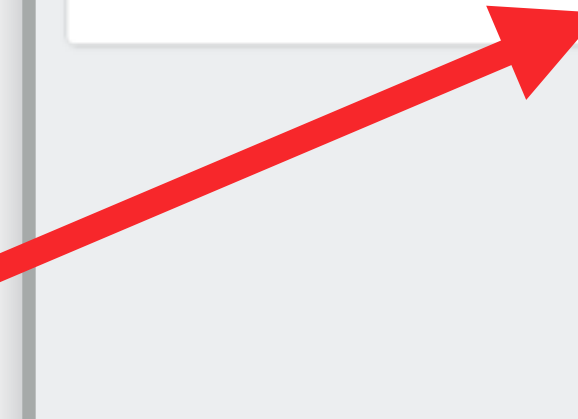
Copy From ⓘ Please choose a template...

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Visibility ⓘ

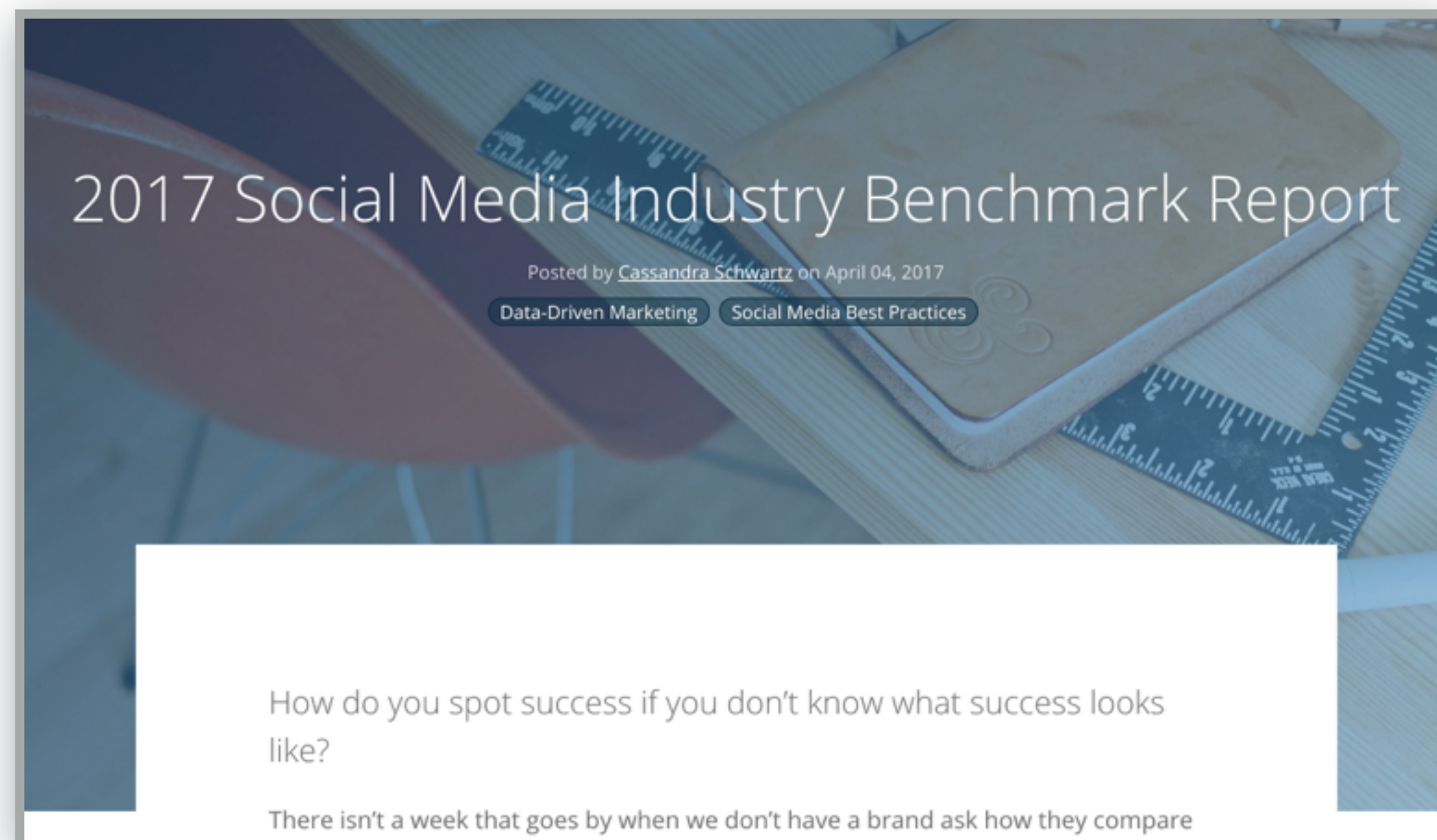
- Instagram Insights Summary
- Twitter Summary
- YouTube Summary
- Pinterest Summary
- Google+ Summary
- SEO & SEM Summary
- Competitive Audit
- Complete Landscape Review

Save

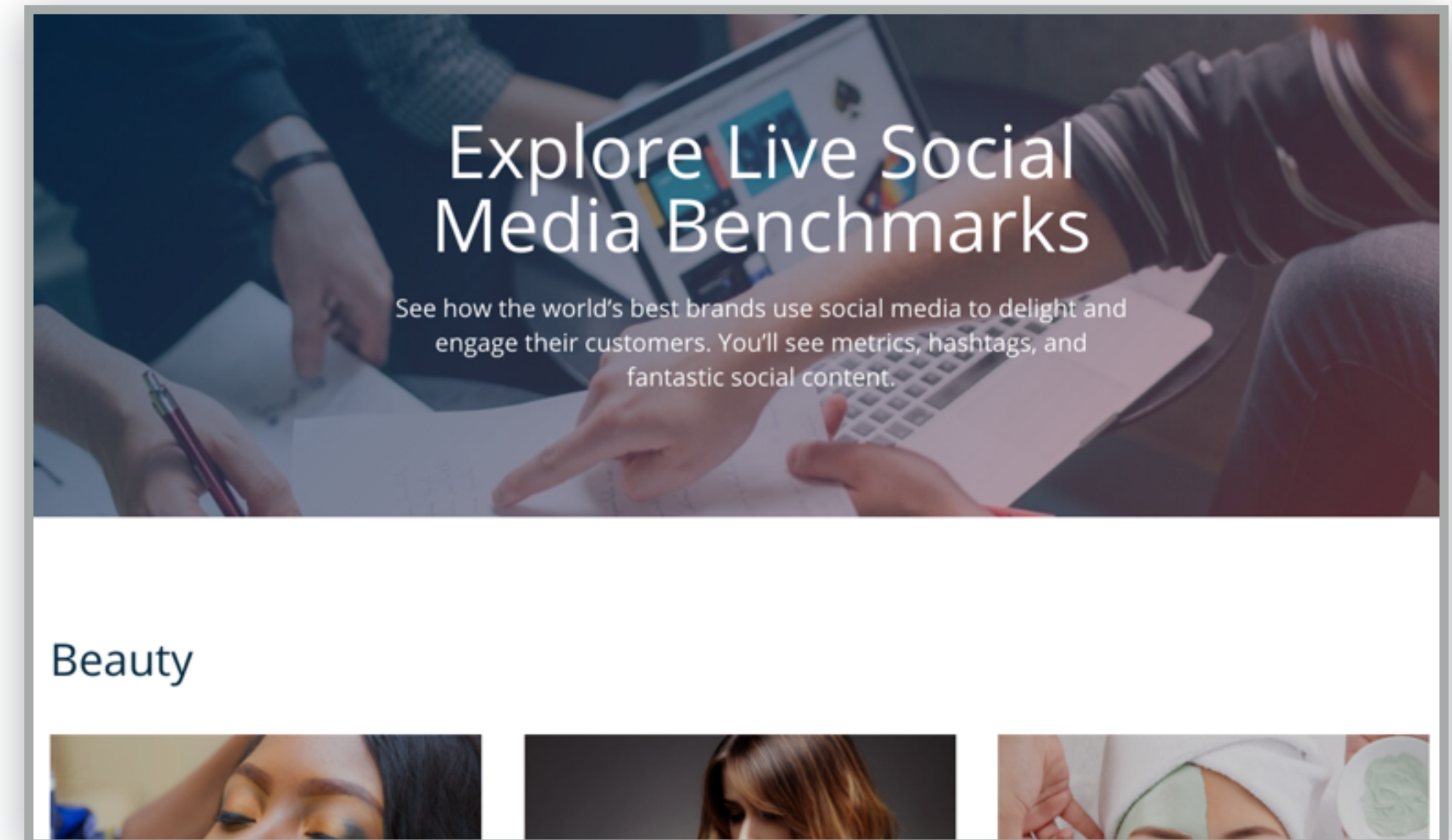


Try in app

INCLUDING INDUSTRY BENCHMARKS



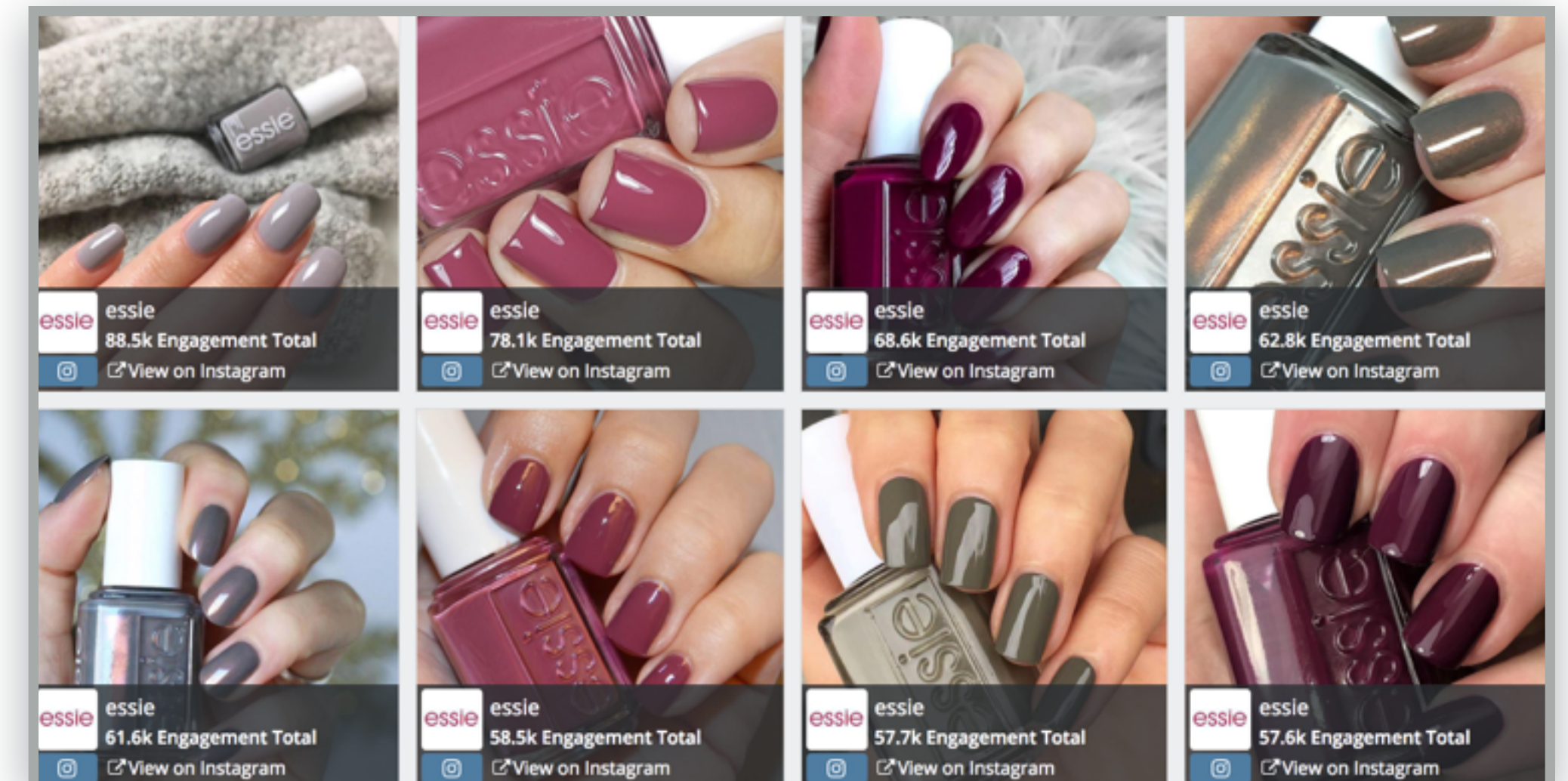
2017 Social Benchmark Report



Explore: Live Benchmarks

VISUAL CONTENT REVIEW

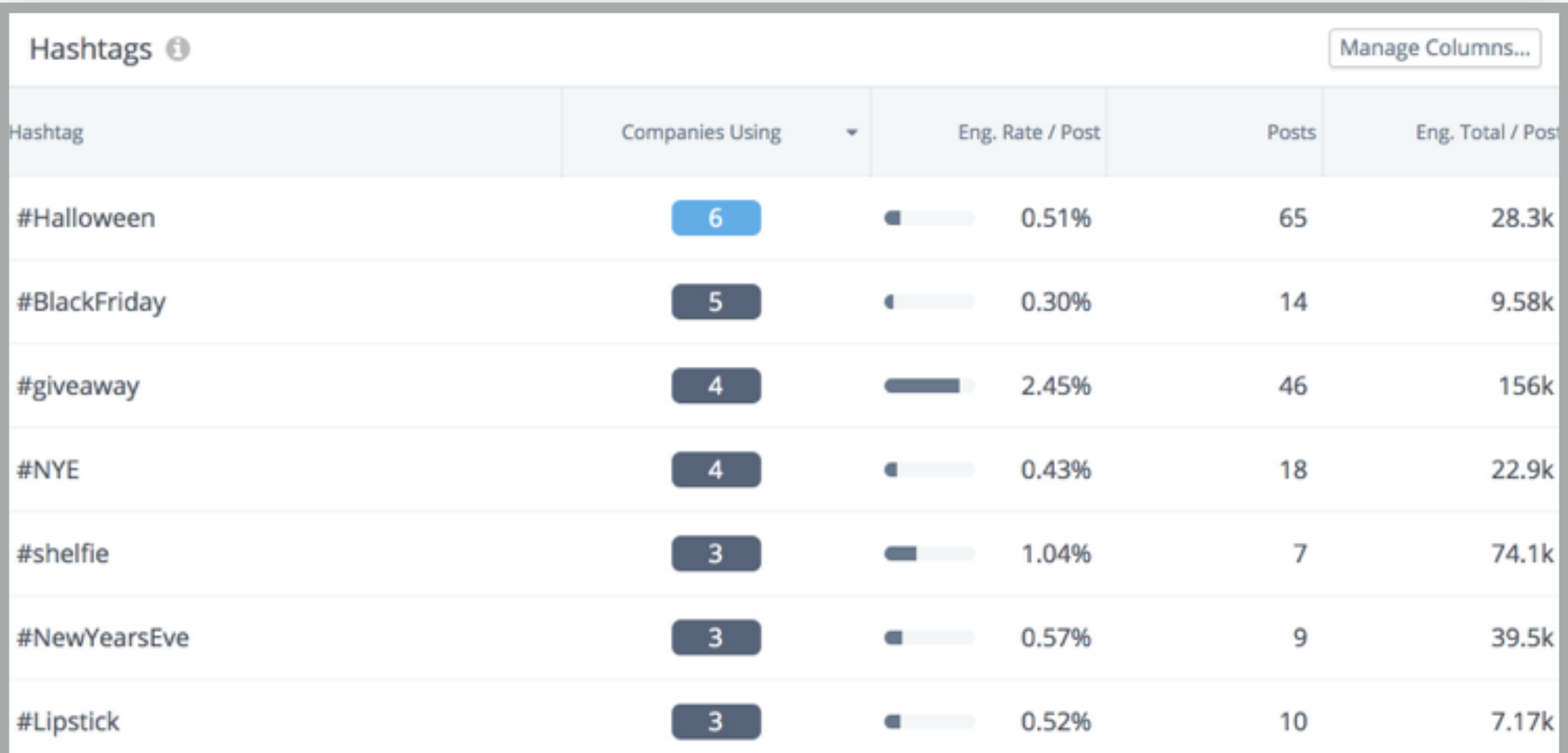
- Looking for patterns
- Don't forget to look by company



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HASHTAGS

- Are there hashtags you aren't using?
- What does well?
- Discover campaigns



Hashtag	Companies Using	Eng. Rate / Post	Posts	Eng. Total / Post
#Halloween	6	0.51%	65	28.3k
#BlackFriday	5	0.30%	14	9.58k
#giveaway	4	2.45%	46	156k
#NYE	4	0.43%	18	22.9k
#shelfie	3	1.04%	7	74.1k
#NewYearsEve	3	0.57%	9	39.5k
#Lipstick	3	0.52%	10	7.17k

[Try in the app](#)

QUESTIONS?

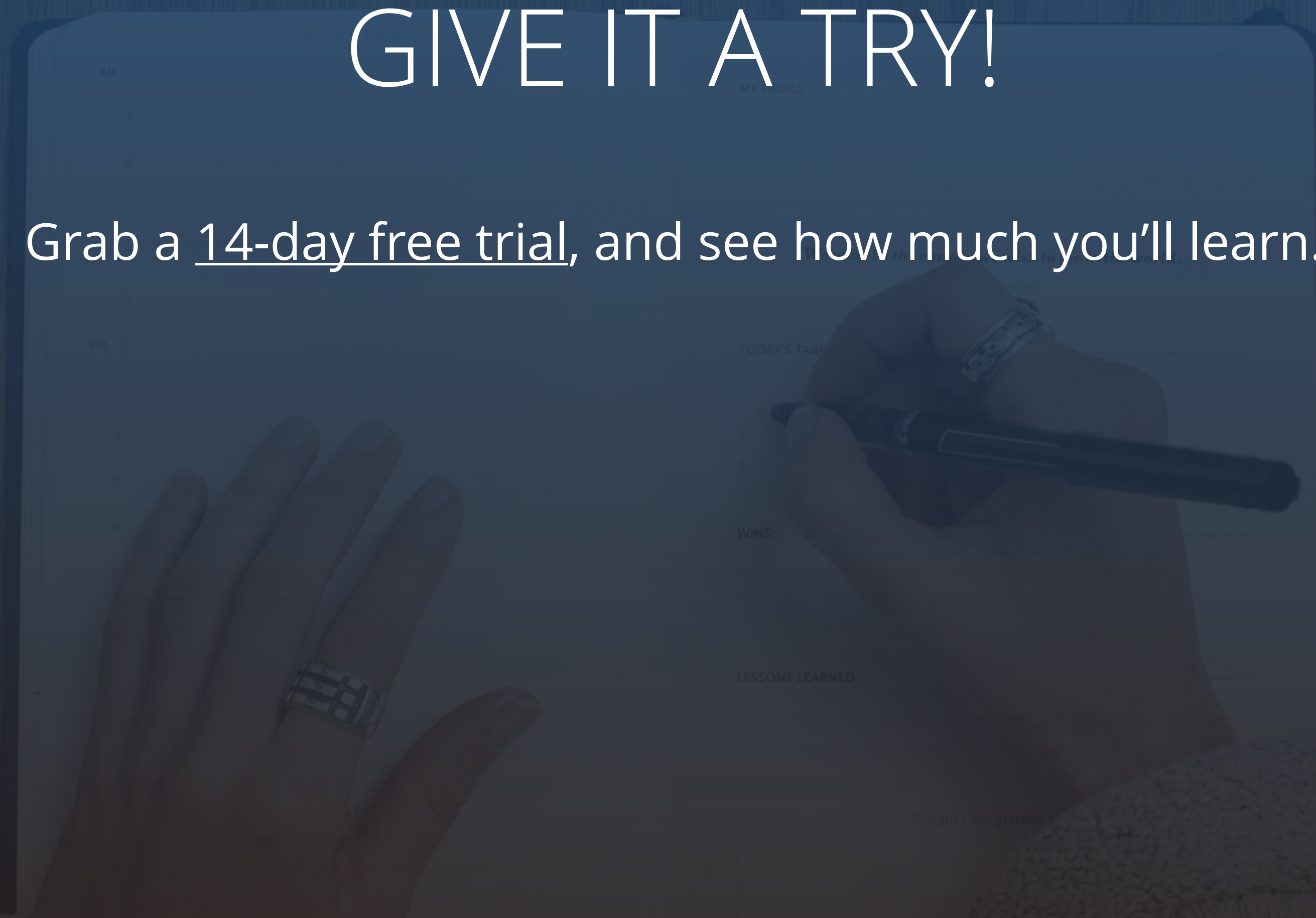
- From what we covered?
- From what we didn't cover?
 - Post types
 - Boosted posts
 - Time of day / day of week
 - SEO keywords + metrics





GIVE IT A TRY!

Grab a 14-day free trial, and see how much you'll learn.



HOW TO REACH ME!

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