



Marketing Strategy on Social Media

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Marketing Strategy on Social Media

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Marketing Strategy on Social Media

Executive Summary

- ▶ This analysis includes 20 competitors' use of social media
- ▶ Facebook is the social network most frequently used by competitors
- ▶ Pink Solution's should focus on Facebook at the first phase
- ▶ The presentation gives a look of the usage of the big five competitors on Facebook
- ▶ Pink Solution needs to make strategical moves to compete in Facebook communication
- ▶ The actions are listed in the recommendations slide at the end of this presentation

Marketing Strategy on Social Media

Market Penetration

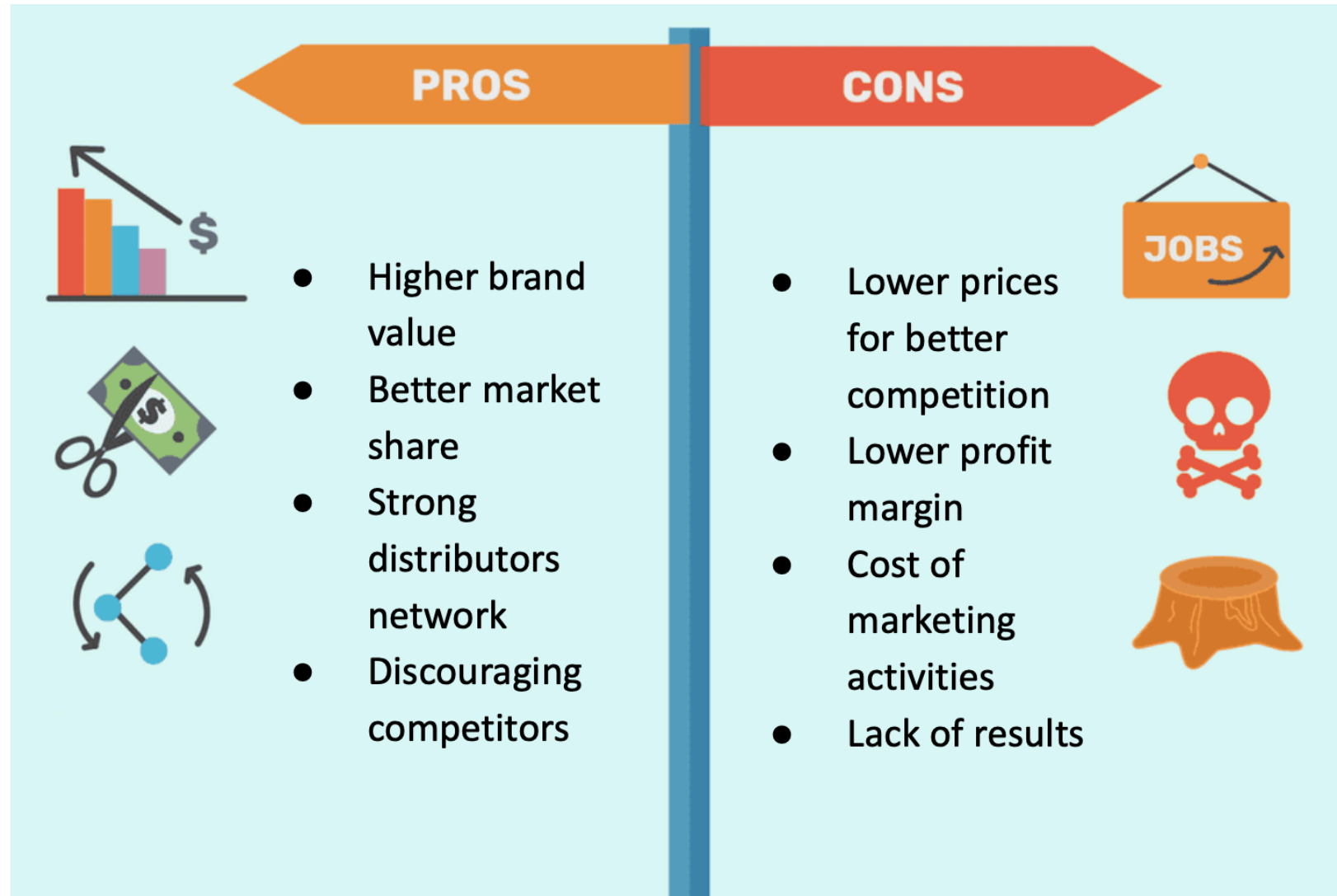
Growth through market penetration is an attempt to increase market share using your current products or services.

The strategy bases to decrease product prices an increase marketing efforts to lure customers away from competitors.



Marketing Strategy on Social Media

Pros/Cons of Market Penetration



Marketing Strategy on Social Media

Pros/Cons of Market Penetration

- ▶ In the market penetration strategy, the company should take a series of actions to expand in the current market. These actions include advertising and marketing efforts for brand promotion to ensure brand awareness in the market.
- ▶ Branding activities such as mission and vision statements, mobile-first user friendly website and landing page design, search engine optimization, and online advertising are examples of these studies.
- ▶ The more intense advertising and marketing activities give more strong penetration to the market.

PROS



- Higher brand value
- Better market share
- Strong distributors network
- Discouraging competitors

Marketing Strategy on Social Media

Pros/Cons of Market Penetration

- ▶ Making discounts on the prices of products to take a competitive position in the market is essential. When price competition and marketing efforts are combined, the impact on the market is increasing. It increases both brand awareness and market share as more people as the brand reaches. Increasing brand awareness and market share also has a positive effect on the expansion of the affiliate network.
- ▶ Besides, it draws the attention of competitors and discourages them.

PROS



- Higher brand value
- Better market share
- Strong distributors network
- Discouraging competitors

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Pros/Cons of Market Penetration

- ▶ The disadvantages of this strategy are that it reduces profitability due to a price reduction.
- ▶ Among the weaknesses of it are the expenses of advertising and marketing activities, the results of these activities being obtained in the medium and long term, and sometimes not getting effective results due to unsuccessful actions.

CONS

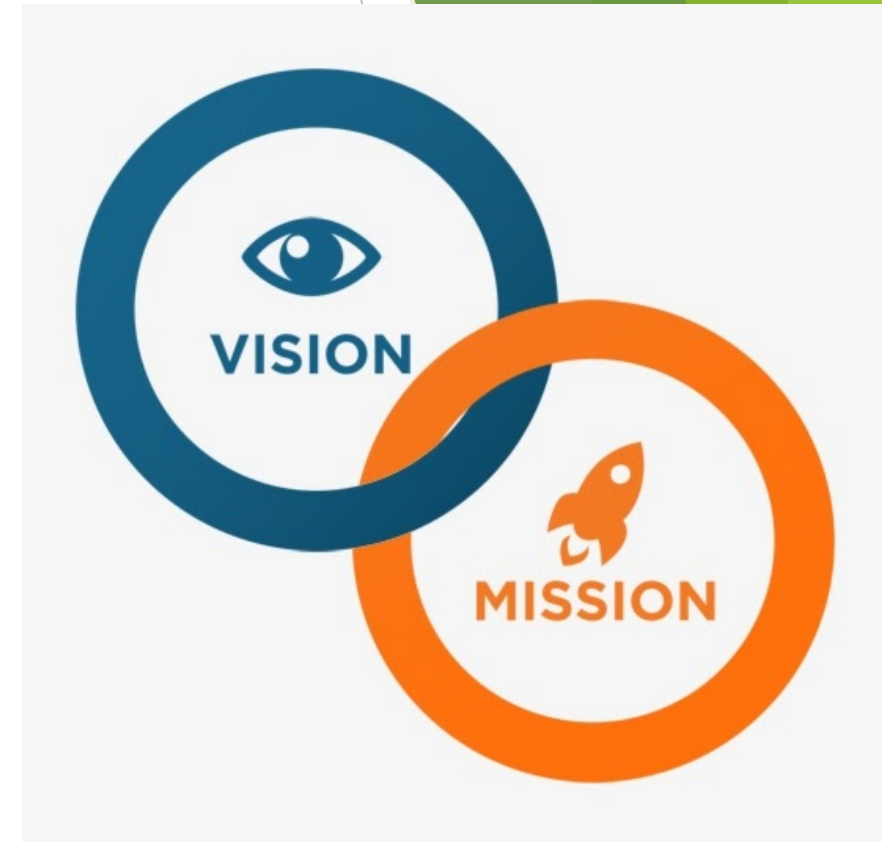
- Lower prices for better competition
- Lower profit margin
- Cost of marketing activities
- Lack of results



Marketing Strategy on Social Media

Branding – Mission and Vision Statements

- ▶ Mission is the cornerstone of where a company stands today, what, for whom, with whom and how. It helps direct the business to the right path and make useful decisions.
- ▶ Vision shows where a company desires to be in the future (like 5-10 years) based on certain assumptions.



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Branding – Mission and Vision Statements

► Seventh Generation

Mission:

To transform the world into a healthy, sustainable & equitable place for the next seven generations.



Marketing Strategy on Social Media

Branding – Mission and Vision Statements

► Method Cleaning Products

Mission:

We have big plans to make the world a cleaner, greener, more colorful place. we invite everyone to join us as we pioneer a future where doing business is doing good for all.

The logo for Method Cleaning Products, featuring the word "method" in a lowercase, sans-serif font. The letters are colored in a gradient: "m" is orange, "e" is pink, "t" is purple, "h" is blue, "o" is light blue, and "d" is dark blue. A registered trademark symbol (®) is visible at the end of the word.

method®

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Branding – Mission and Vision Statements

► Koh Universal Cleaner

Mission:

To eliminate toxic chemicals and simplify the process of cleaning your home by using just one product: Koh's Universal Surface Cleaner.

The Koh logo features the word "koh" in a bold, lowercase, sans-serif font. To the right of the text is a graphic element consisting of six teal-colored dots arranged in a 2x3 grid, resembling a stylized cluster or a molecular structure. The background of the slide is white with abstract green geometric shapes on the right side.

Marketing Strategy on Social Media

Branding – Mission and Vision Statements

► Dr. Bronner's


Mission:

To “honor the vision of the founder E.H. Bronner by making socially and environmentally responsible products of the highest quality and dedicating our profits to help make a better world.



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Branding – Mission and Vision Statements

 Now it's your turn.

► Pink Solution

What do you think Pink Solution's mission statement should be?



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Competition Overview

Company	FB Likes	Tw Followers	IG Followers	Youtube Subscribers	Pins Followers	LinkedIn Followers
Seventh Generation	1,438,041	80.1k	96.9k	7.56k	12,510	
Method	640,233	30.7k	102k		14,196	
Mrs. Meyers	765,502	11.3k	177k	8.68k	42,328	
Attitude	33,526	2512	55.2k		890	
Puracy	8,127	789	23.8k	100	37	
The Amazing whip It	3876	371	630		69	
Quick N Brite	545	333				
Nellie's All Natural	15,425	1653	27.3k			
Ecos	110,686	7680	12.7k	583		3597
Dr. Bronners	238,289	63.8k	193k	3.22k	9094	
Ecover	53,901	1894	22k			10844
True Earth	52,184	807	72.8k	1.52k		
Nature Clean	12,513	4576	3851			
Clorox Green Works	163,096	2231		1.07k		1117
Simple Green	96230	17k	16.1k	20.7k	30286	852
Boulder Clean	9573	2493	5427	5	126	728
Koh Universal Cleaner	264,492		132.9k	2.76k		309
Strathcona Sprits	1532	1226	5673			
ethisan	4		1208			
Green Cricket	781		417			
Pink Solution	2,598	178	2,783	591	7	243

Marketing Strategy on Social Media

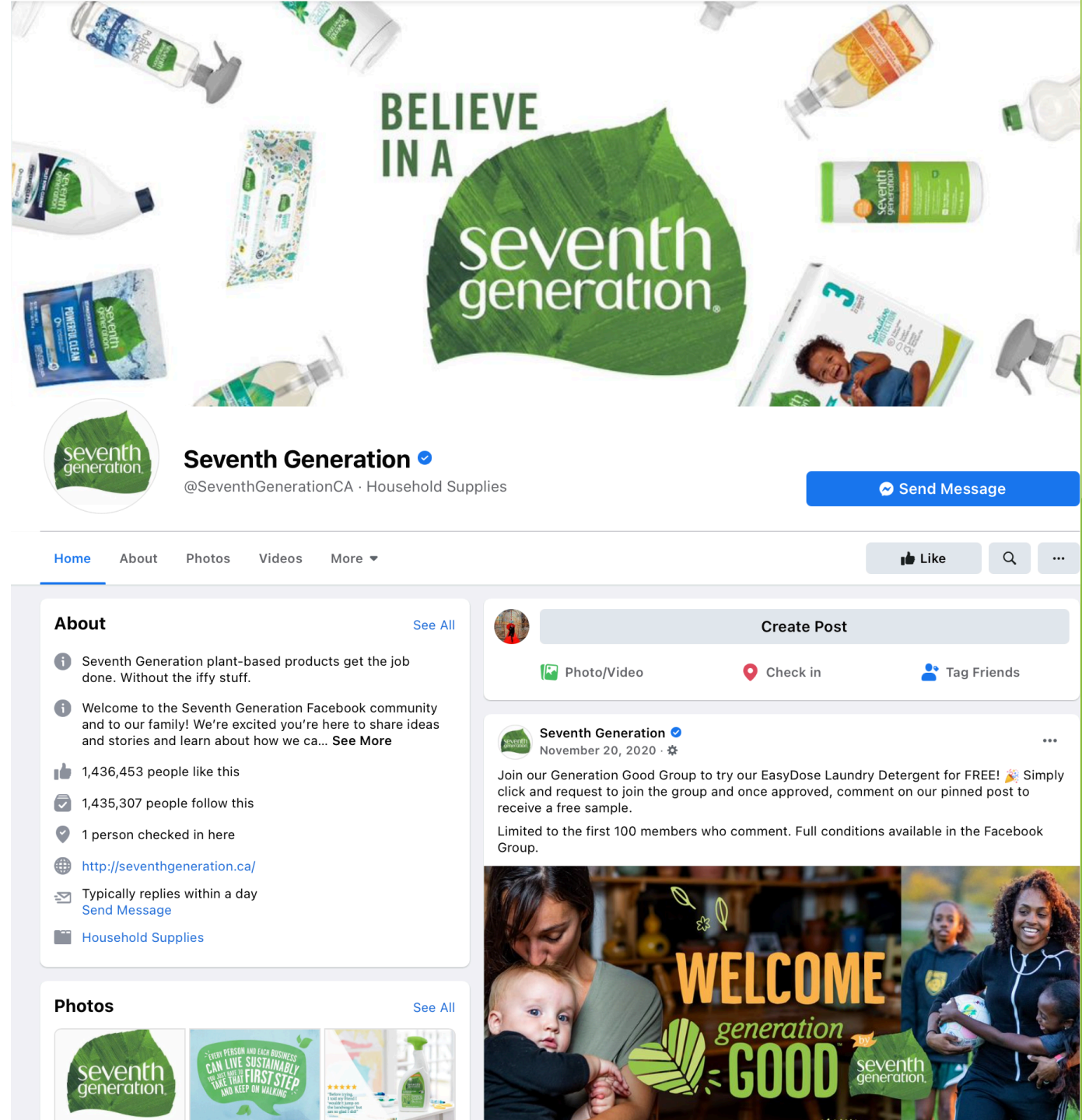
Competition - Facebook Big 5

Company	FB Likes	Post Frequency
Seventh Generation	1,438,041	Every two months
Mrs. Meyer's	765,502	Every two weeks
Method	640,233	Daily
Koh Universal Cleaner	264,492	Monthly
Dr. Bronner's	238,289	Daily
Pink Solution	2,601	Weekly

Marketing Strategy on Social Media

Facebook – Seventh Generation

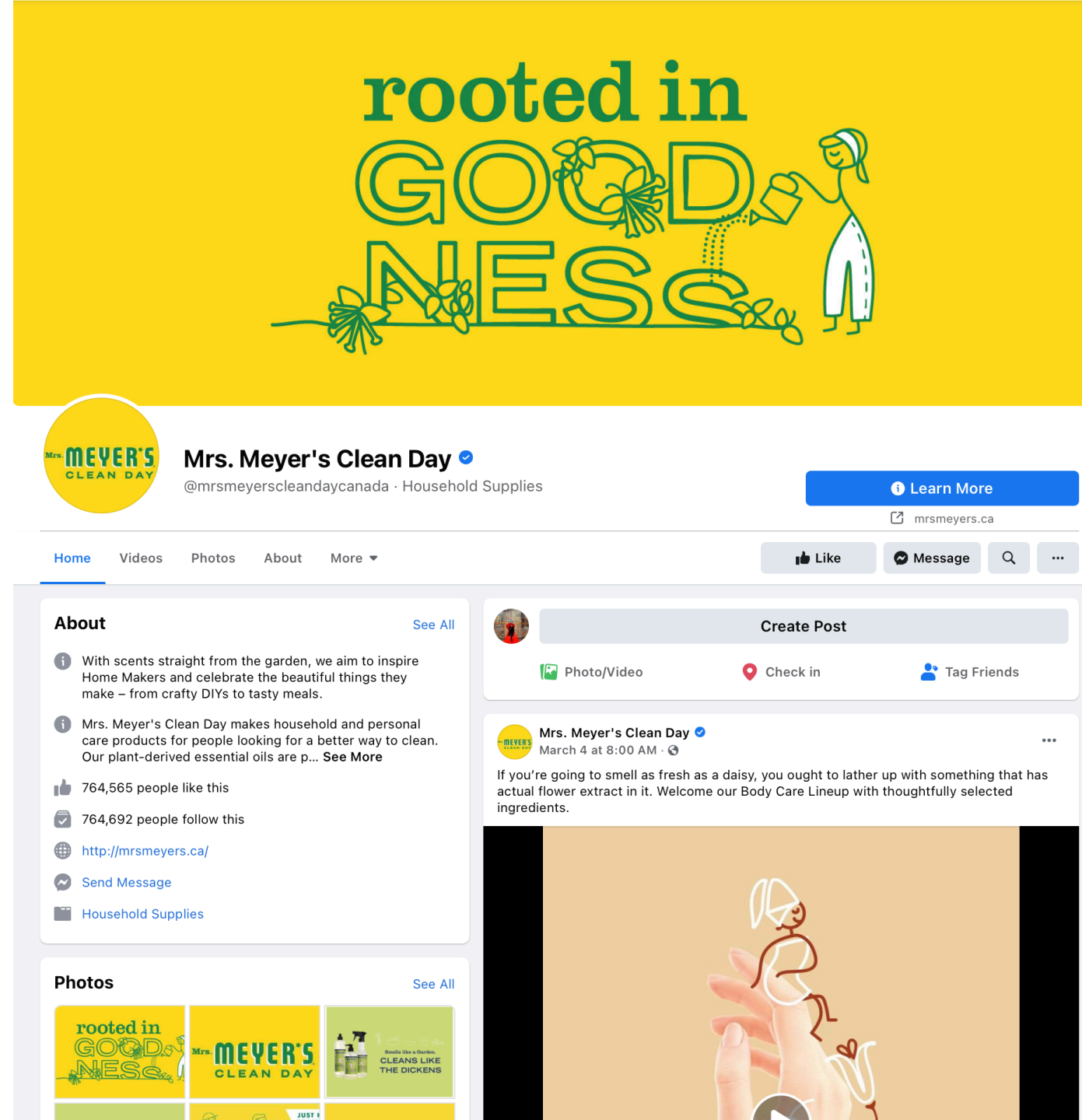
- ▶ Page cover: picture
- ▶ C2A button: Send message
- ▶ About: information, website
- ▶ Photos & videos: lifestyle, product, social responsibility
- ▶ More: groups, store, community
- ▶ Posts: Nov 20, Jul 7, May 25 (Every two months)
- ▶ Content: FB group invitation



Marketing Strategy on Social Media

Facebook – Mrs. Meyer's Clean Day

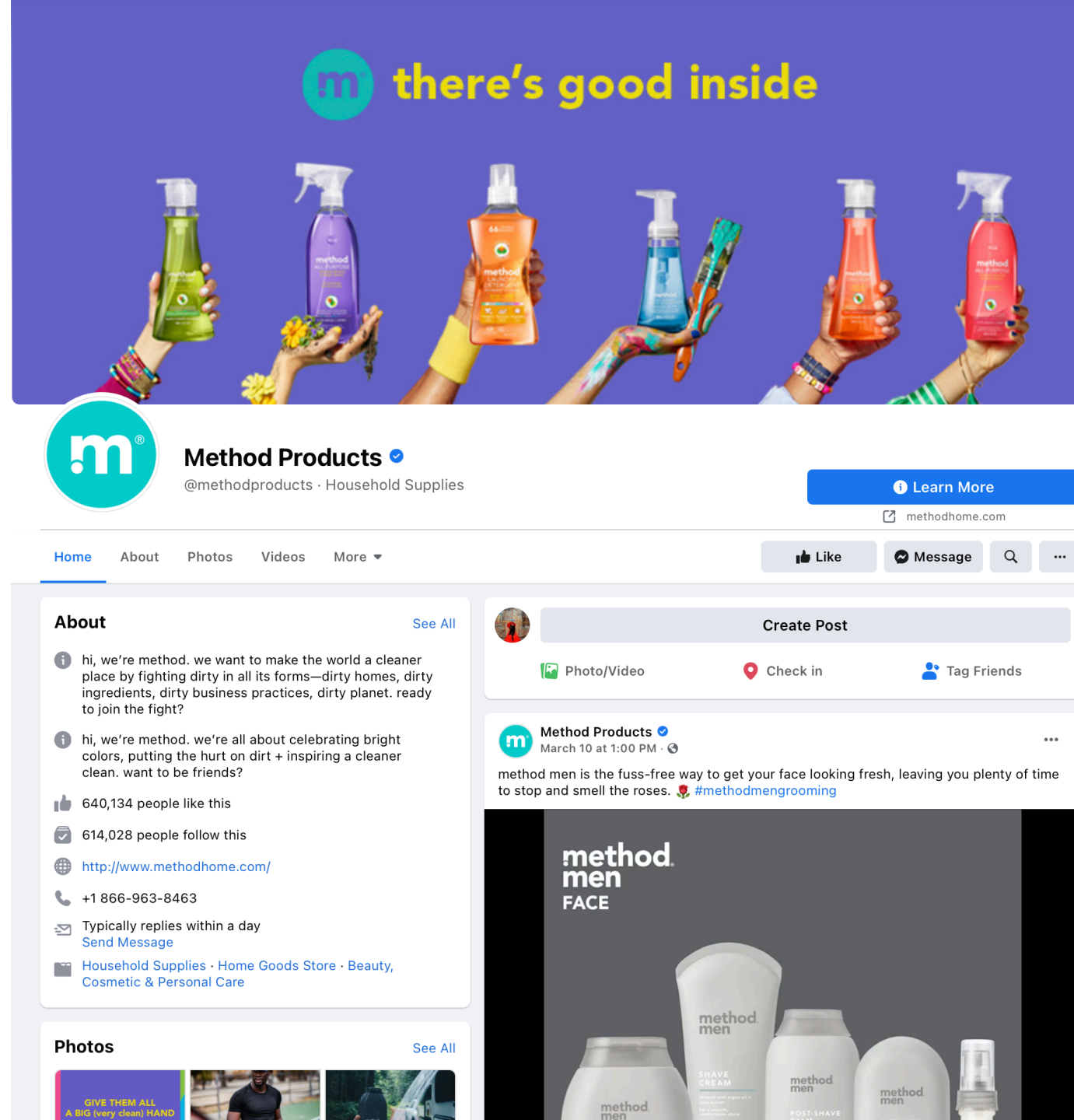
- ▶ Page cover: picture
- ▶ C2A button: Learn More
- ▶ About: information, website
- ▶ Photos & videos: lifestyle, design, animation, product
- ▶ More: community
- ▶ Posts: Mar 4, Feb 17, Feb 4 (Every two weeks)
- ▶ Content: product, follower interaction



Marketing Strategy on Social Media

Facebook – Method Products

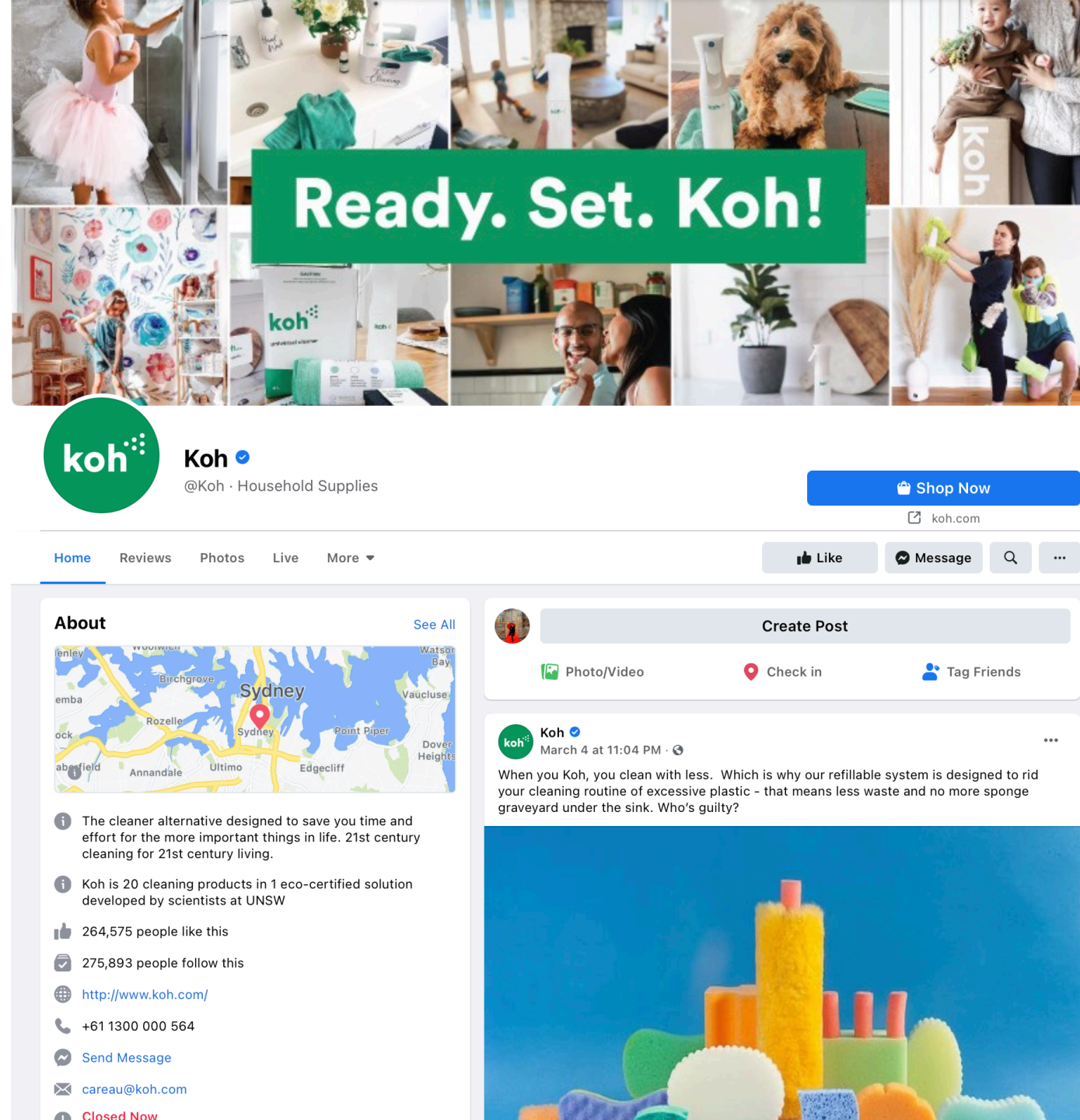
- ▶ Page cover: picture
- ▶ C2A button: Learn More
- ▶ About: information, website, phone number
- ▶ Photos & videos: lifestyle, design, animation, product
- ▶ More: Instagram, events, community
- ▶ Posts: Mar 10, Mar 9, Mar 8 (Daily)
- ▶ Content: product, follower interaction, celebration (new year)



Marketing Strategy on Social Media

Facebook – Koh

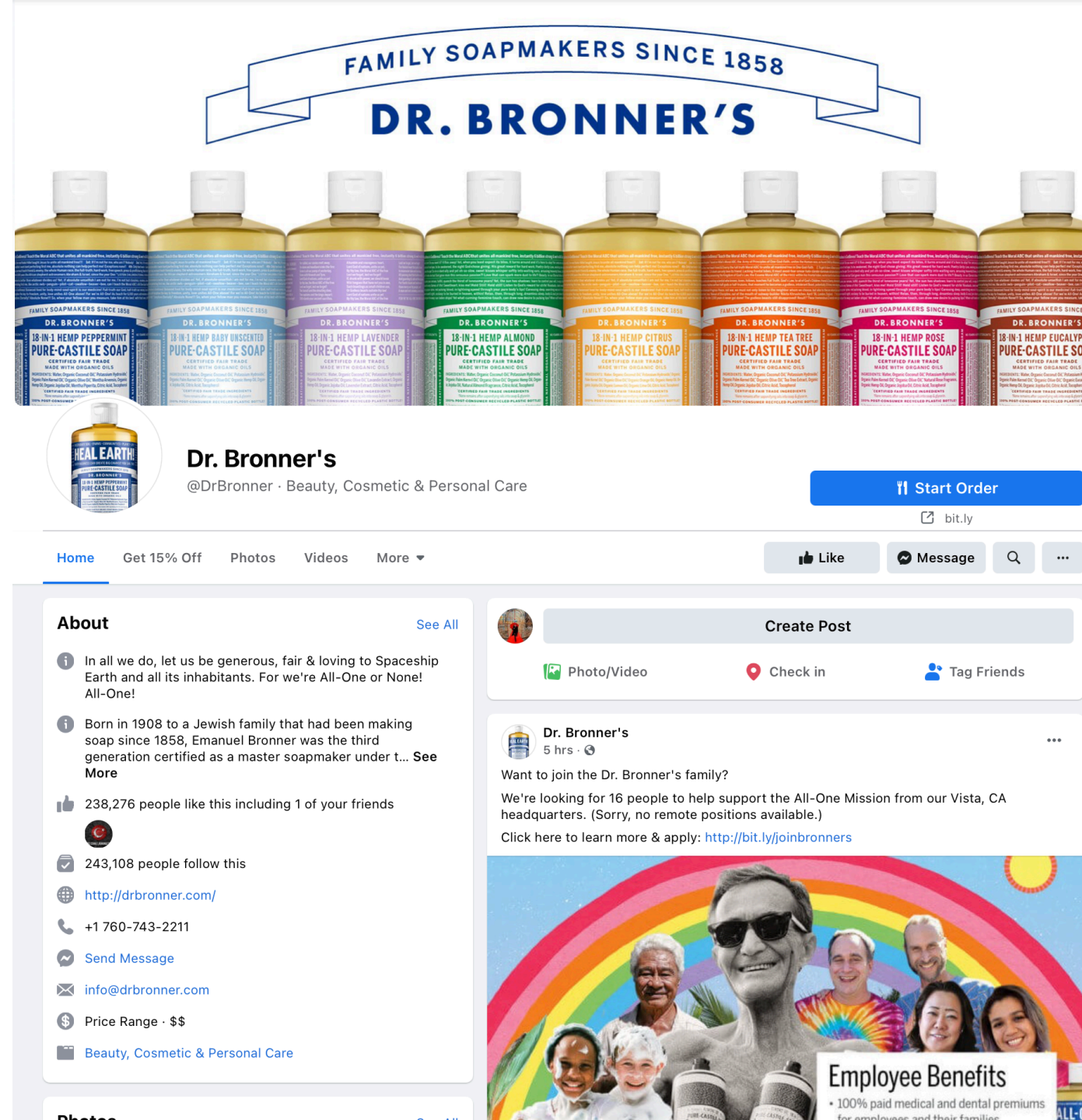
- ▶ Page cover: picture collage
- ▶ C2A button: Shop Now
- ▶ About: Information, Product count, website, phone number, email, working hours.
- ▶ Photos & videos: lifestyle, product, design, social responsibility, live
- ▶ More: reviews, community, videos, about, Feefo reviews, events
- ▶ Posts: Mar 4, Feb 23, Jan 18 (Monthly)
- ▶ Content: product, lifestyle, fun



Marketing Strategy on Social Media

Facebook – Dr. Bronner's

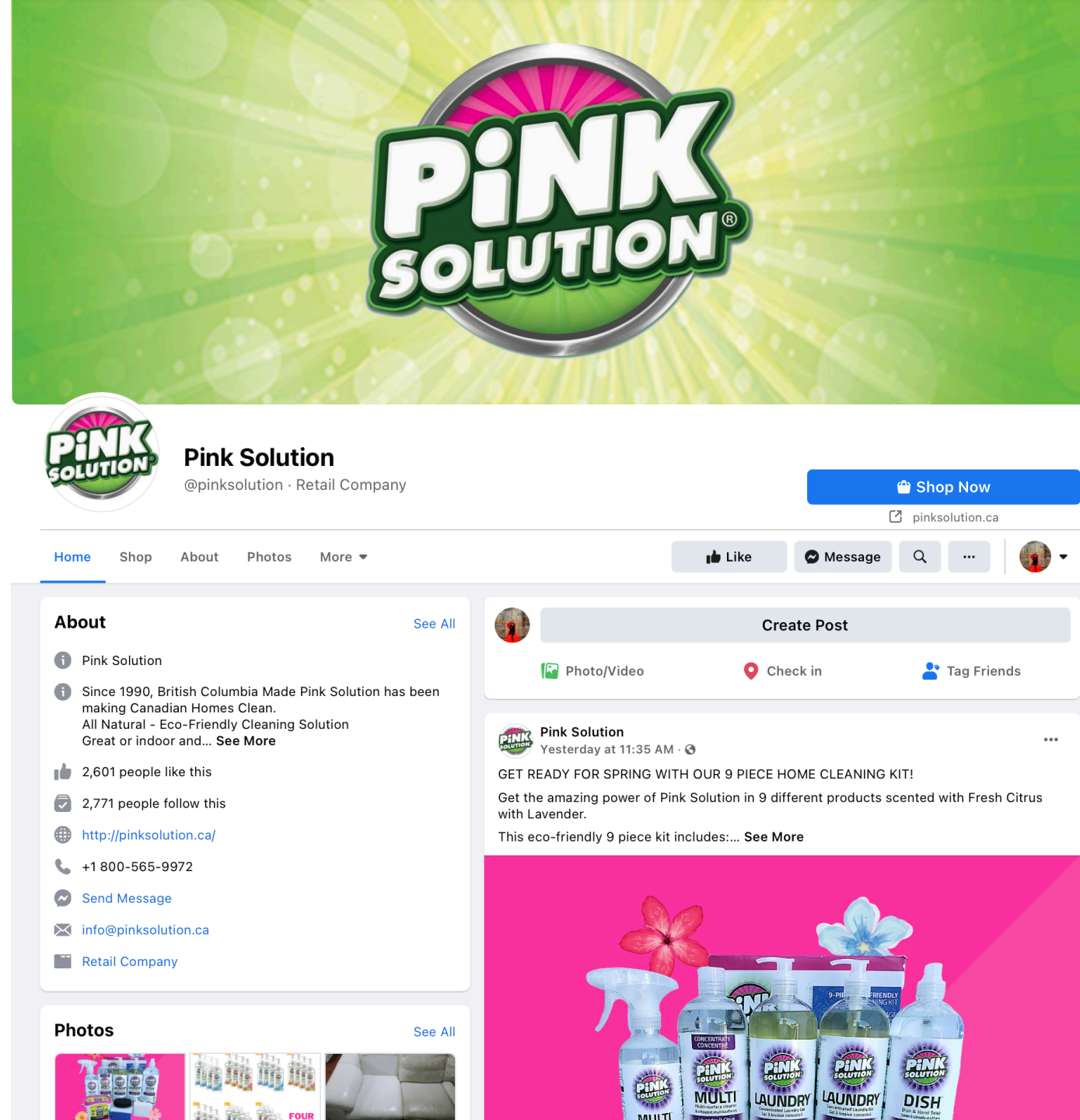
- ▶ Page cover: picture
- ▶ C2A button: Start Order
- ▶ About: Information, website, phone number, message, email, price range
- ▶ Photos & videos: HR, product, social responsibility, award, book, lifestyle, informative, animation
- ▶ More: get 15% off, reviews, events, community, about
- ▶ Posts: Mar 12, Mar 11, Mar 10 (Daily)
- ▶ Content: HR, product, social responsibility, award, book, social responsibility, lifestyle, informative, how to, celebration (lunar new year)



Marketing Strategy on Social Media

Facebook – Pink Solution

- ▶ Page cover: picture
- ▶ C2A button: Shop Now
- ▶ About: information, phone number, email, website
- ▶ Photos & videos: lifestyle, product, design, how to, informative
- ▶ More: Live, services, groups, offers, jobs, community, reviews, email signup
- ▶ Posts: Mar 11, Feb 25, Feb 18 (Weekly)
- ▶ Content: Product, how to, informative, contest, event, celebration (Halloween)



Marketing Strategy on Social Media

Facebook – Suggestions

► Adding Business Hours

Edit Page Info

Editing...

What is Pink Solution's Hours?

☐ No Hours Available

Visitors won't see business hours on this page

☐ Always Open

e.g. Parks, beaches, streets

☐ Permanently Closed

This business has permanently closed

☒ Open on Selected Hours

Input your own hours

Monday	<div><div></div>Opening</div> 8:30 AM	-	<div><div></div>Closing</div> 4:30 PM	<div>+</div>	<div>×</div>
Tuesday	<div><div></div>Opening</div> 8:30 AM	-	<div><div></div>Closing</div> 4:30 PM	<div>+</div>	<div>×</div>
Wednesday	<div><div></div>Opening</div> 8:30 AM	-	<div><div></div>Closing</div> 4:30 PM	<div>+</div>	<div>×</div>
Thursday	<div><div></div>Opening</div> 8:30 AM	-	<div><div></div>Closing</div> 4:30 PM	<div>+</div>	<div>×</div>
Friday	<div><div></div>Opening</div> 8:30 AM	-	<div><div></div>Closing</div> 4:30 PM	<div>+</div>	<div>×</div>
Saturday	<div><div></div>Opening</div>	-	<div><div></div>Closing</div>	<div>+</div>	
Sunday	<div><div></div>Opening</div>	-	<div><div></div>Closing</div>	<div>+</div>	

Update your business hours so search results show when your location is open.

Marketing Strategy on Social Media

Facebook – Suggestions

► Adding Price Range

Edit Page Info



Editing...

What is Pink Solution's Price Range?



\$

Cheap



\$\$

Moderate



\$\$\$

Expensive



\$\$\$\$

Splurge



Unspecified

Choose if you do not wish to specify a price range



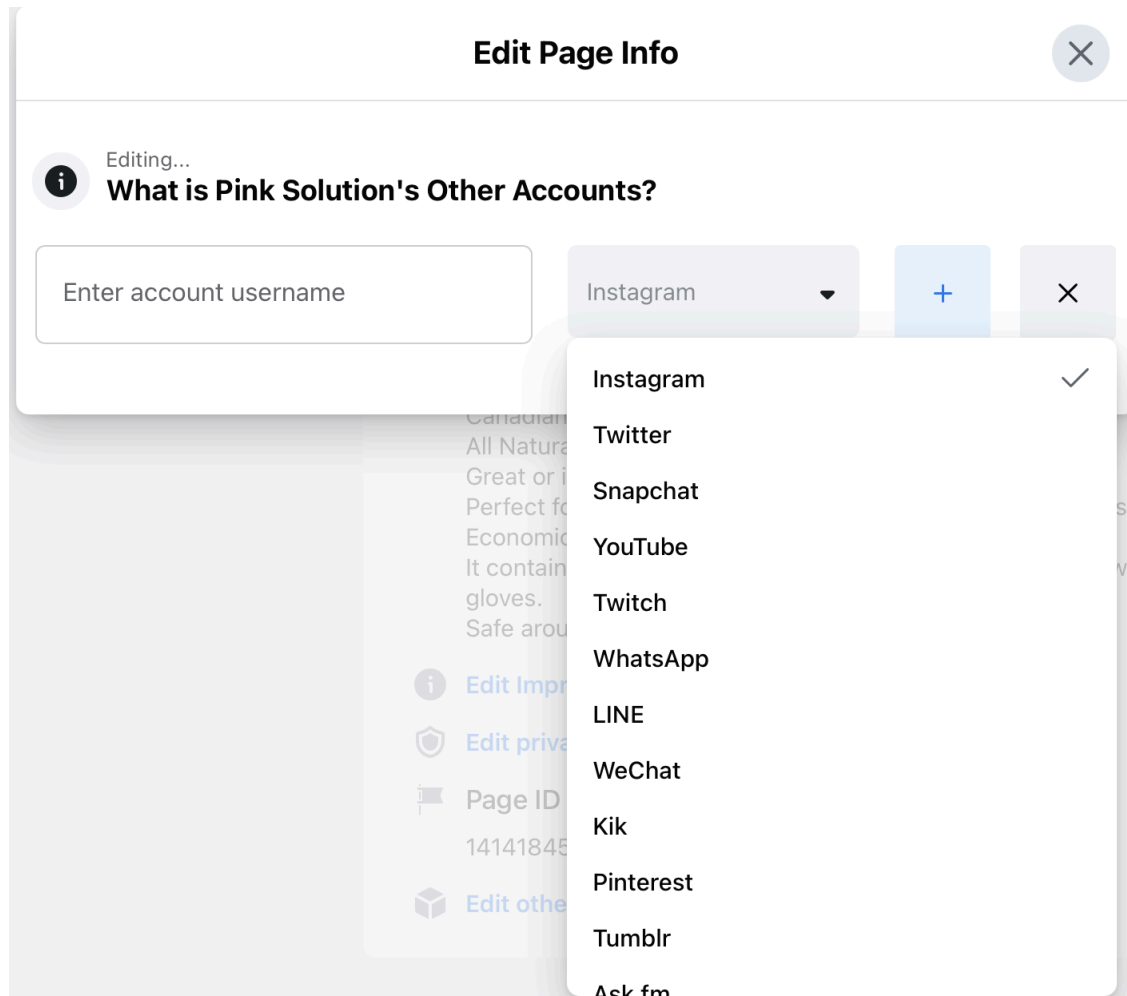
Not Applicable

Price range is not applicable

Marketing Strategy on Social Media

Facebook – Suggestions

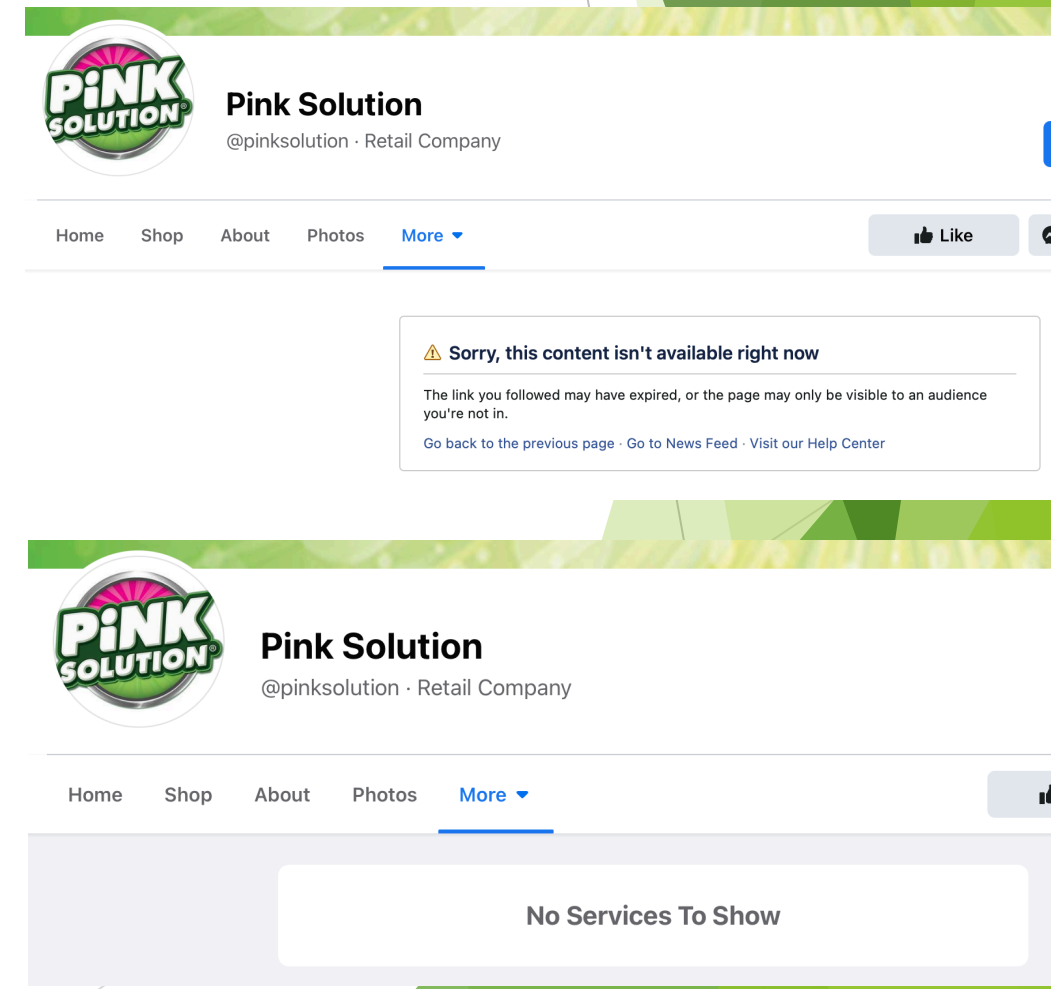
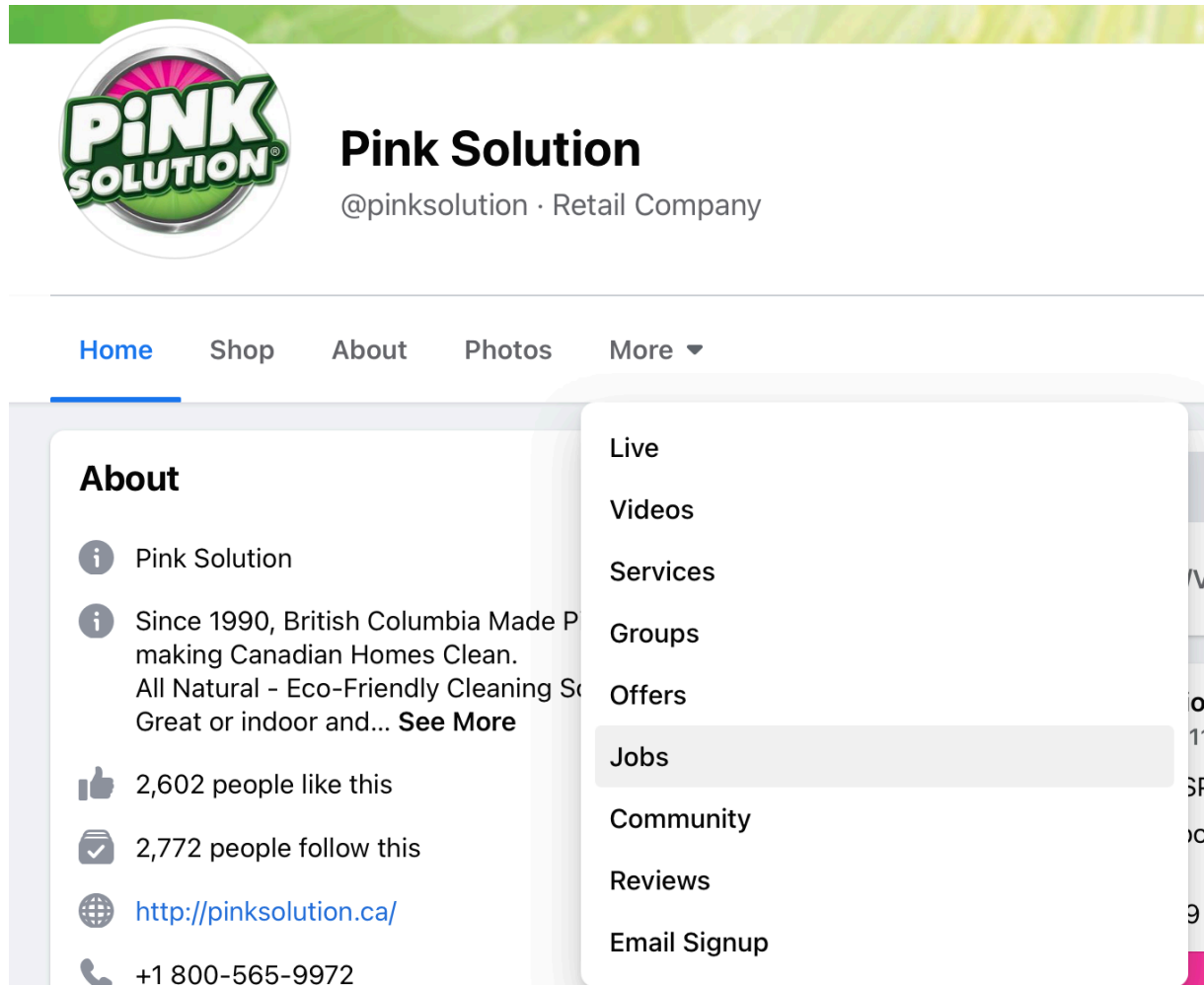
► Adding Social Media Accounts



Marketing Strategy on Social Media

Facebook – Suggestions

- ▶ Not listing inactive tabs on the page



Marketing Strategy on Social Media

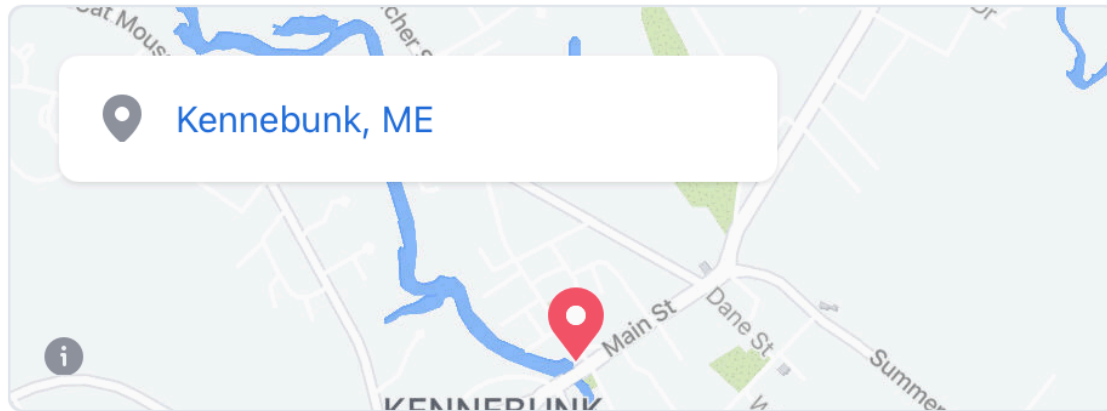
Facebook – Suggestions

- ▶ Adding our sales point to our Facebook page with a map.

A screenshot of Tom's of Maine Facebook page is below.

About

[See All](#)



- i** For nearly 50 years, we've been passionate about helping you live a more naturally healthy life –

Marketing Strategy on Social Media

Facebook – Suggestions


- ▶ Using a video on the cover of the Facebook page. A screenshot from Clorox Facebook page page is below.




Marketing Strategy on Social Media

Facebook – Suggestions

- Using links to drive traffic to the website. A screenshot of Lysol Facebook post is below.

 **Lysol US** ✓
April 12, 2019 · 🌐

Kids love their stuffed animals to pieces. Literally. And that makes those stuffed animals pretty gross. Lysol wants to help bring them back to life. Visit [lysol.com/teddyrepair](https://www.lysol.com/teddyrepair) to submit your stuffed animal for a chance to have it fixed and cleaned.



YOUTUBE.COM
Lysol Teddy Repair
Kids love their stuffed animals to pieces. Literally. And that makes those stuffed animals pr...

Marketing Strategy on Social Media

Facebook – Suggestions

- Using hashtags to drive traffic to the page. A screenshot of Bounty Facebook post is below.



Marketing Strategy on Social Media

Facebook – Suggestions

- Using hashtags to drive traffic to the page.

Hashtags:

#shoplocal (1.6M people are posting about this)

#ecofriendly (438K)

#sustainability (342K)

#gogreen (250K)

#springcleaning (83K)

#nontoxic (58K)

#chemicalfree ? (46K)

#cleaningtips (32K)

#knowbetterdobetter (28K)

#housecleaning (24K)

#keepitclean (24K)

#cleaningmotivation (23K)

#cleaninghacks (19K)

#cleaningproducts (17K)

#greencleaning (6.3K)

#safecleaning (1.7K)

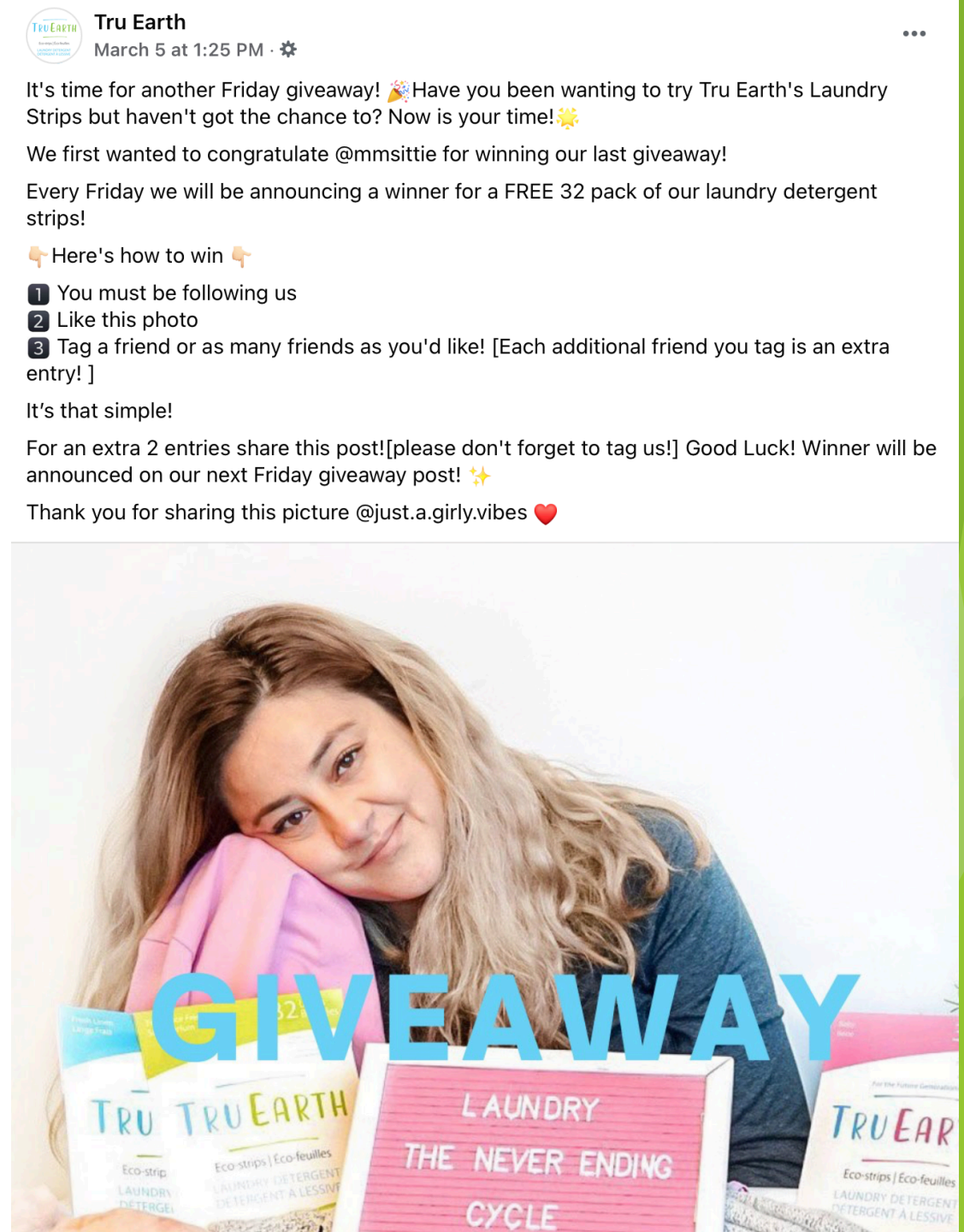
#pinksolution

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Facebook – Suggestions

- Using emojis to increase follower interactions of the page.

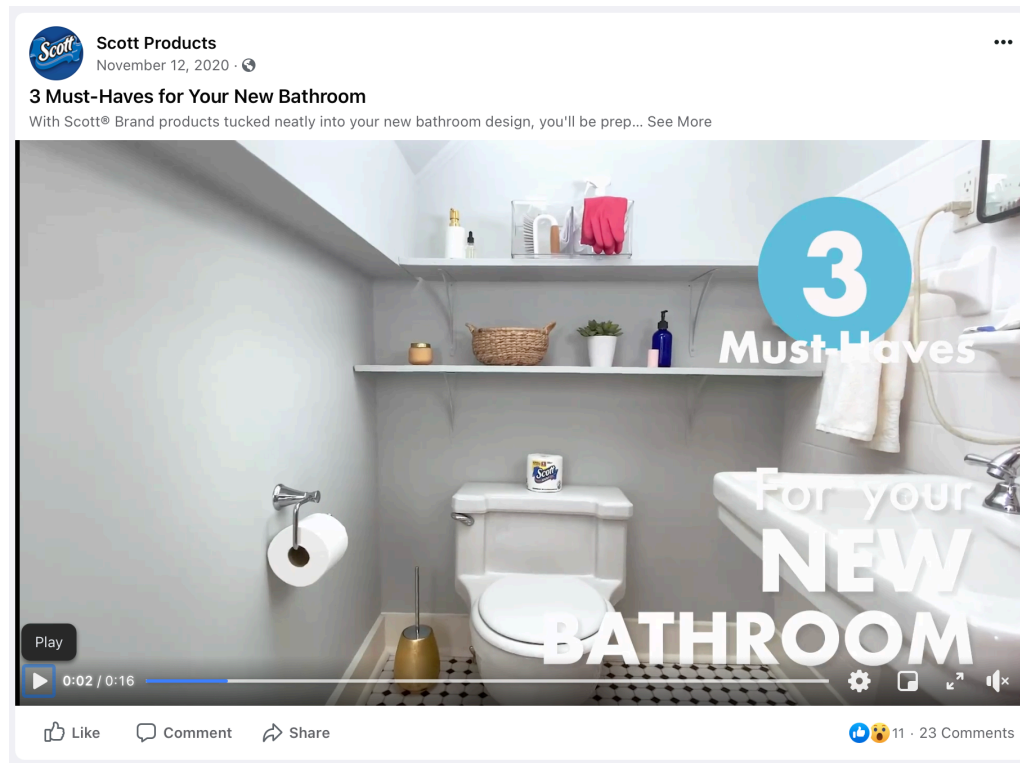
A screenshot of Tru Earth Facebook post is here.



Marketing Strategy on Social Media

Facebook – Suggestions

- ▶ Posting cleaning tips and tricks, redirecting traffic to community pages and blogs.



Marketing Strategy on Social Media

Facebook – Suggestions

Celebrating national and global holidays

► Easter

Facebook post of Dr. Brown's Baby

Dr. Brown's Baby
April 12, 2020 · 🌐

Happy Easter! 🐰 🌸

Share a photo of your little one or tell us your baby's age in the comments below for a chance to win:

- One (1) Dr. Brown's Bandana Bib with Snap-On Teether
- One (1) Dr. Brown's Designed to Nourish Soft-Tip Spoons
- One (1) Dr. Brown's Baby Care Kit
- One (1) Dr. Brown's Options+ Wide-Neck Glass Bottle With Silicone Sleeve
- One (1) Dr. Brown's Sippy Bottle
- One (1) Dr. Brown's Baby's First Straw Cup
- One (1) Dr. Brown's Lovey Pacifier & Teether Holder
- One (1) Dr. Brown's Fresh Firsts Silicone Feeder

One (1) winner will be randomly chosen from all comments on Thursday, April 16th and announced in the comments below.

(This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. Valid in U.S. only. Void where prohibited.)

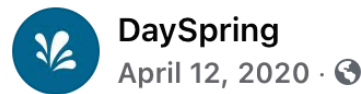


Marketing Strategy on Social Media

Facebook – Suggestions

Celebrating national and global
holidays

► Facebook post of DaySpring



Easter looks different this year. For most of us there will be no traditional family dinners, Easter dresses or church celebrations. Instead, we will be huddled together shouting our “Alleluias” from the sofa. It might feel quieter, it might feel smaller, it might feel different...

But Jesus is still Risen! And because He lives, we are blessed. This Easter, we remember that God is still God. Through it all, He is in control. Sunday is here, and what a glorious day it is! Watch this message from our team at DaySpring and tell us how you're celebrating this unusual Easter in the comments.

Find more resources to help you share His [#LoveOverAll](https://www.dayspring.com/love/covid19) in light of COVID-19:
<https://www.dayspring.com/love/covid19>



Marketing Strategy on Social Media

Facebook – Suggestions

Celebrating national and global holidays

- Facebook post of Mothers Polish



Mothers Polish

April 12, 2020 · 🌐

Now that's our kind of basket! On behalf of all of us at Mothers, here's wishing you and yours a very safe, healthy, and happy Easter. Pic via [Mothers Car Care Philippines](#).



Marketing Strategy on Social Media

Facebook – Suggestions

Celebrating national and global holidays

- It is the time to decide which holidays Pink Solutions will celebrate on Facebook!



Marketing Strategy on Social Media

Facebook – Suggestions

List of some Canadian holidays. Let's decide together for the second quarter!

Canada Holidays 2021 Q2			
Date	Holidays	Public Holiday	Social Media
02-Apr	Good Friday	Yes	No
04-Apr	Easter Sunday	No	No
05-Apr	Easter Monday (in 3 provinces and 3 territories)	Yes	Yes
06-Apr	National Tartan Day	No	No
09-Apr	Vimy Ridge Day	No	No
09-May	Mother's Day	No	Yes
24-May	Victoria Day (in 7 provinces and 3 territories)	Yes	Yes
20-Jun	Father's Day	No	Yes
21-Jun	National Indigenous Peoples Day (in Northwest Territories, Yukon)	Yes	No

Marketing Strategy on Social Media

Facebook – Suggestions

Using a shared content calendar

	APRIL						
	WEEK 1						
	Sunday Mar 28th	Monday Mar 29th	Tuesday Mar 30th	Wednesday Mar 31st	Thursday Apr 1st	Friday Apr 2nd	Saturday Apr 3rd
Theme of the Day					Roadshow		
Link to image							
Category					Event		
Status							
FACEBOOK					Lorem ipsum, or lipsum as it is sometimes known, is dummy text used in laying out print, graphic or web designs. The passage is attributed to an unknown typesetter in the 15th century who is thought to have scrambled parts of Cicero's De Finibus Bonorum et Malorum for use in a type specimen book. 🌸 #pinksolutions #naturalcleaning		
INSTAGRAM							
TWITTER							
LINKEDIN							
YOUTUBE							
	WEEK 2						
	Sunday Apr 4th	Monday Apr 5th	Tuesday Apr 6th	Wednesday Apr 7th	Thursday Apr 8th	Friday Apr 9th	Saturday Apr 10th
Theme of the Day		Easter					
Link to image							
Category		Celebration					
Status		In production					
FACEBOOK		Lorem ipsum, or lipsum as it is sometimes known, is dummy text used in laying out print, graphic or web designs. The passage is attributed to an unknown typesetter in the 15th century who is thought to have scrambled parts of Cicero's De Finibus Bonorum et Malorum for use in a type specimen book. 🌸 #pinksolutions #naturalcleaning					
INSTAGRAM							
TWITTER							
LINKEDIN							
YOUTUBE							



Thank you