



Marketing Strategy on Social Media

March 2021

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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

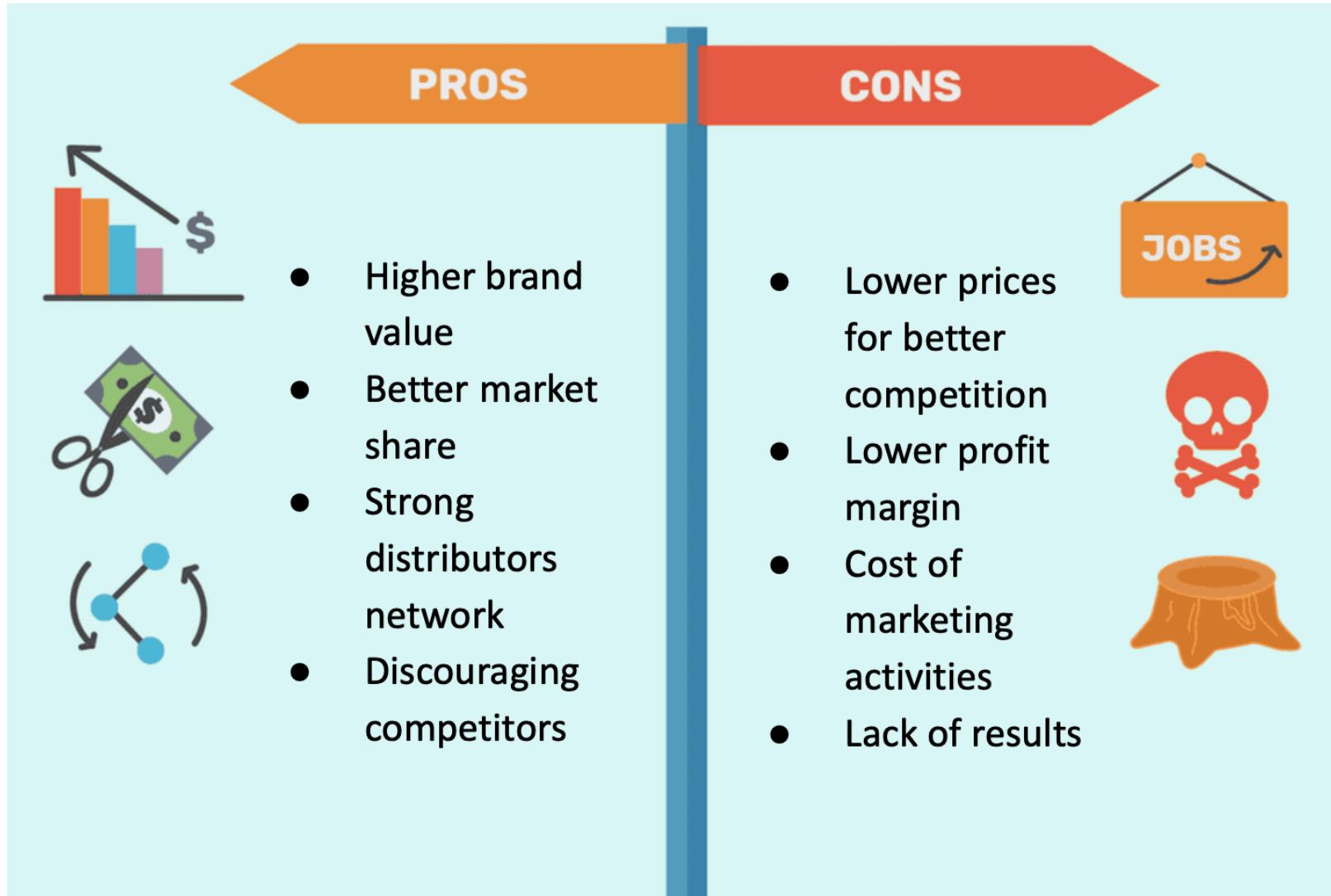
Growth through market penetration is an attempt to increase market share using your current products or services.

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



Marketing Strategy on Social Media

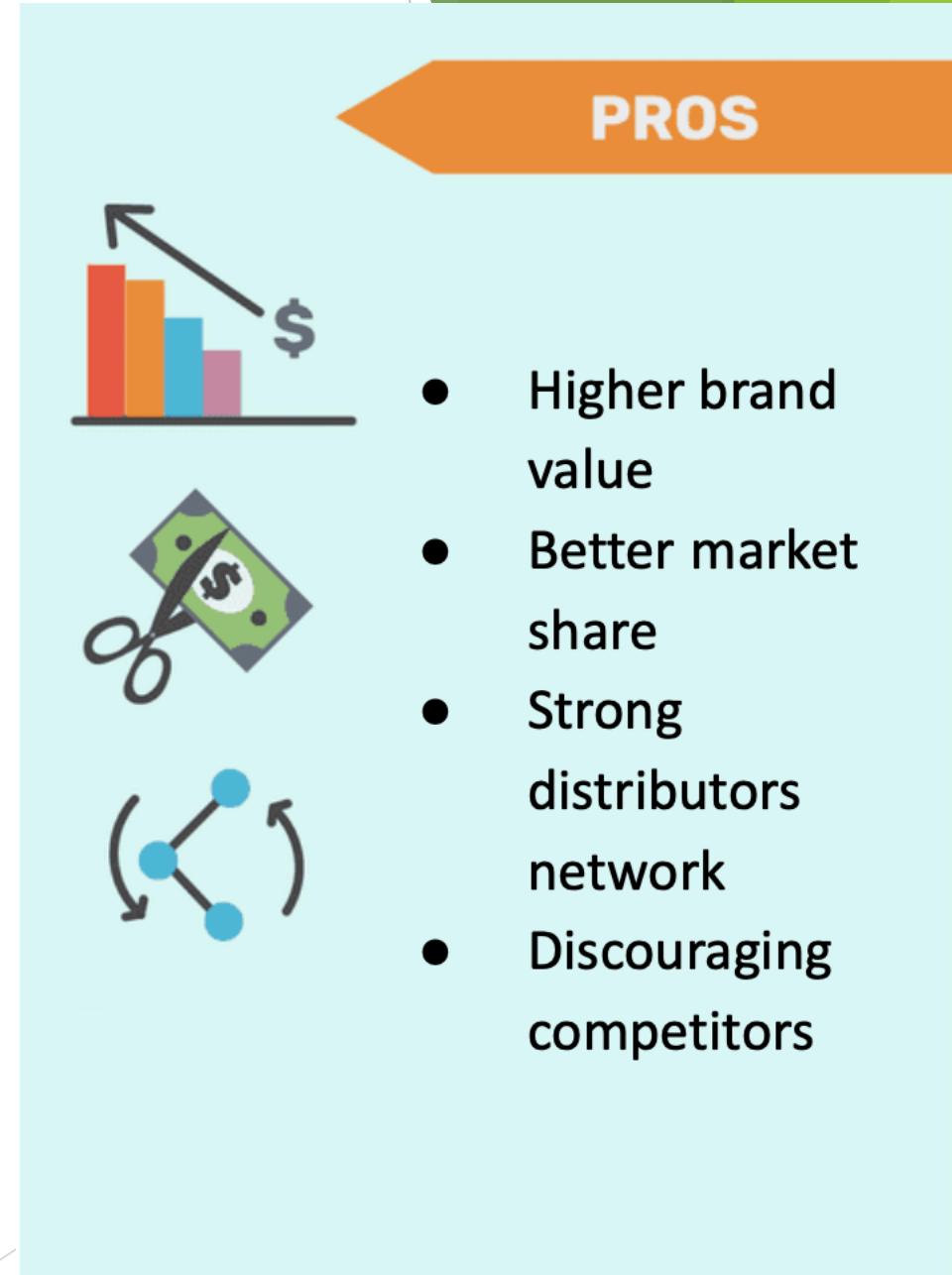
Pros/Cons of Market Penetration



Marketing Strategy on Social Media

Pros/Cons of Market Penetration

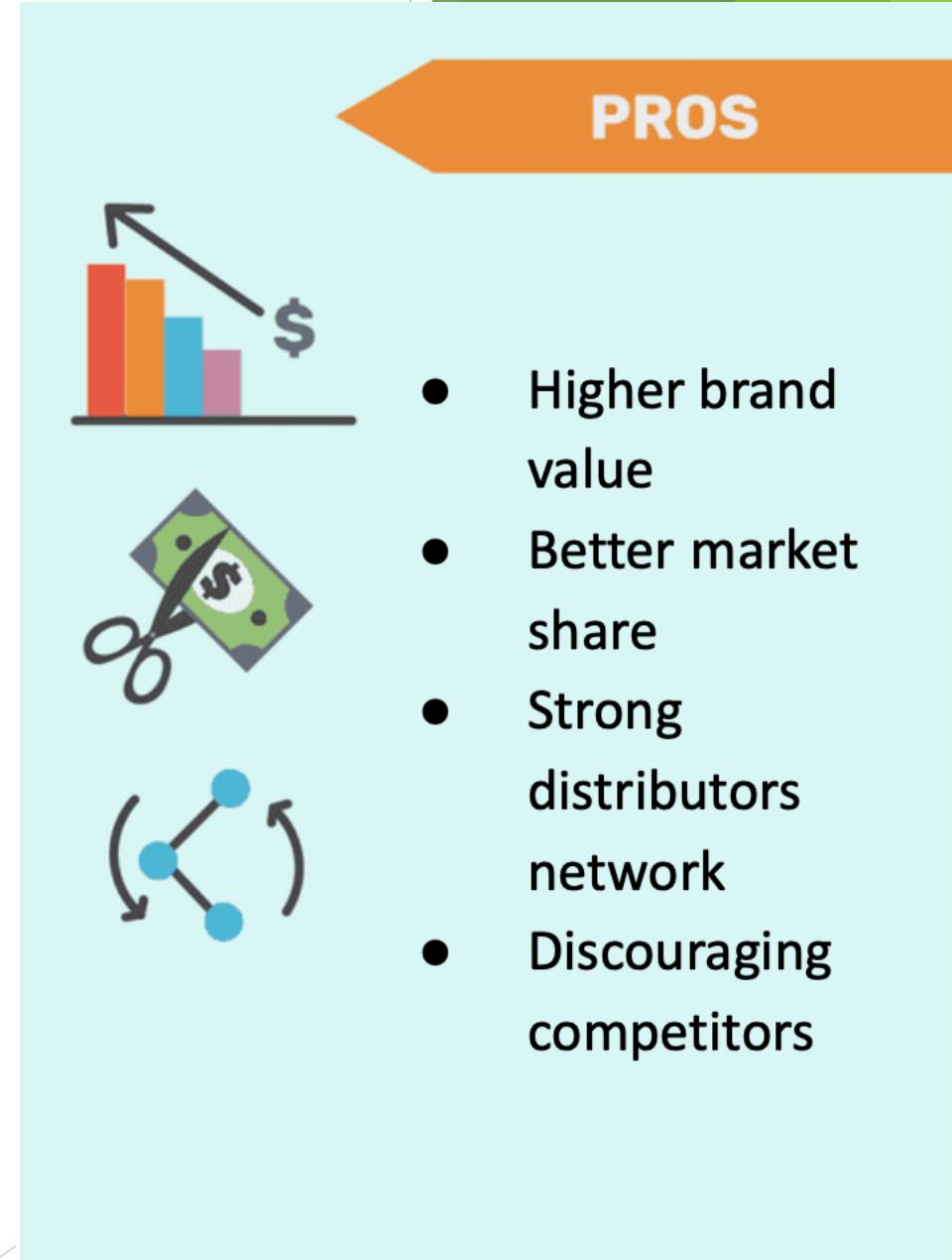
- ▶ In the market penetration strategy, the company should take a series of actions to expand in the current market. These actions include advertising and marketing efforts for brand promotion to ensure brand awareness in the market.
- ▶ Branding activities such as mission and vision statements, mobile-first 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.



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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.



Marketing Strategy on Social Media

Pros/Cons of Market Penetration

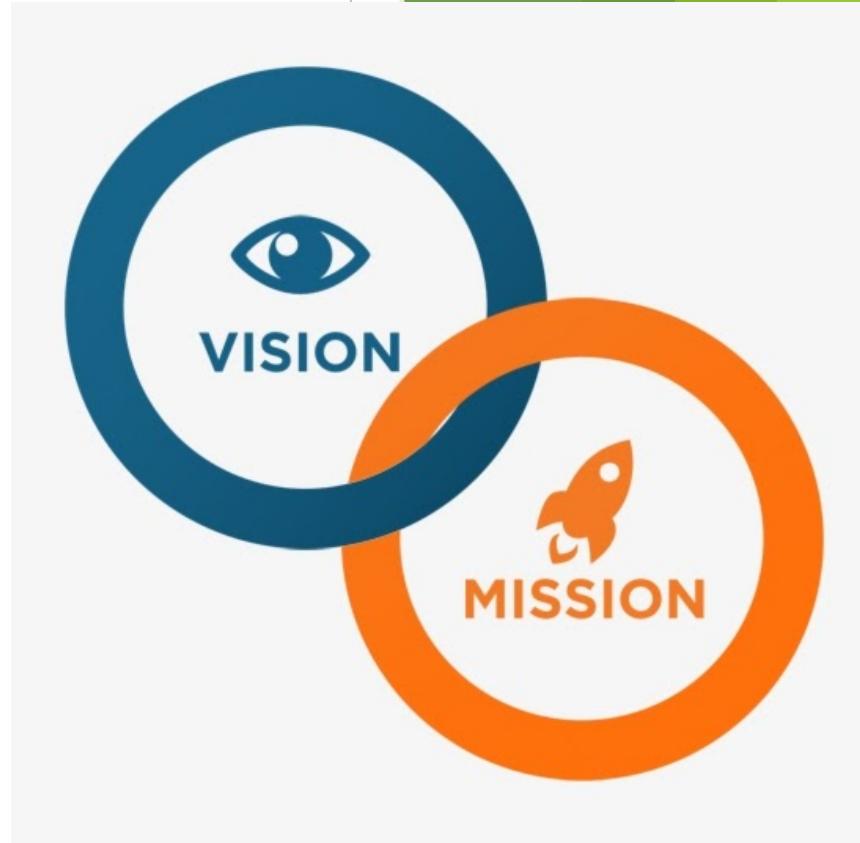
- ▶ The disadvantages of this strategy are that it reduces profitability due to a price reduction.
- ▶ Among the weaknesses of it are the expenses of advertising and marketing activities, the results of these activities being obtained in the medium and long term, and sometimes not getting effective results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



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.



Marketing Strategy on Social Media

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.



Marketing Strategy on Social Media

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.



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.



Marketing Strategy on Social Media

Branding – Mission and Vision Statements

 Now it's your turn.

► Pink Solution

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



Marketing Strategy on Social Media

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

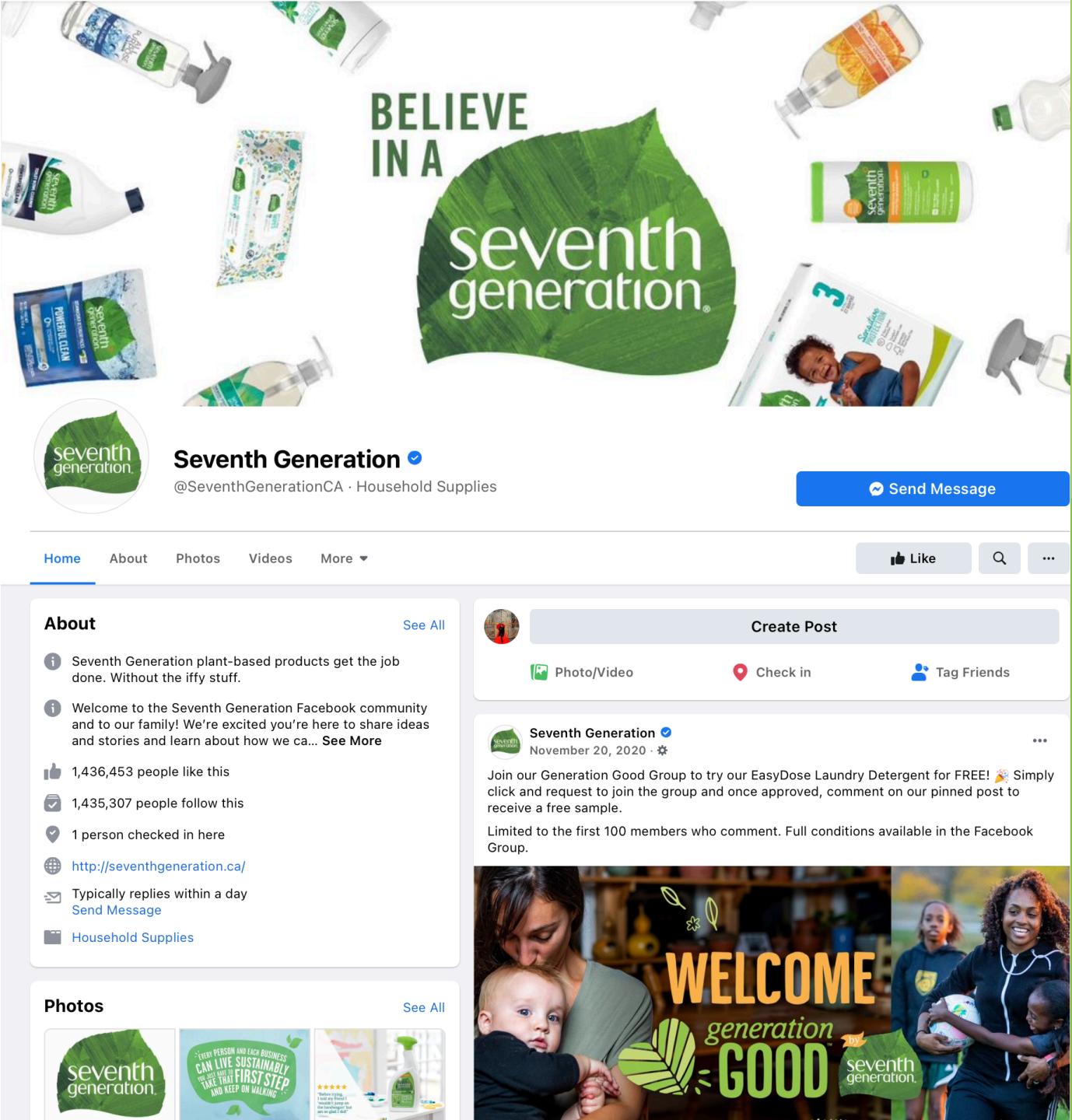
Competition - Facebook Big 5

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

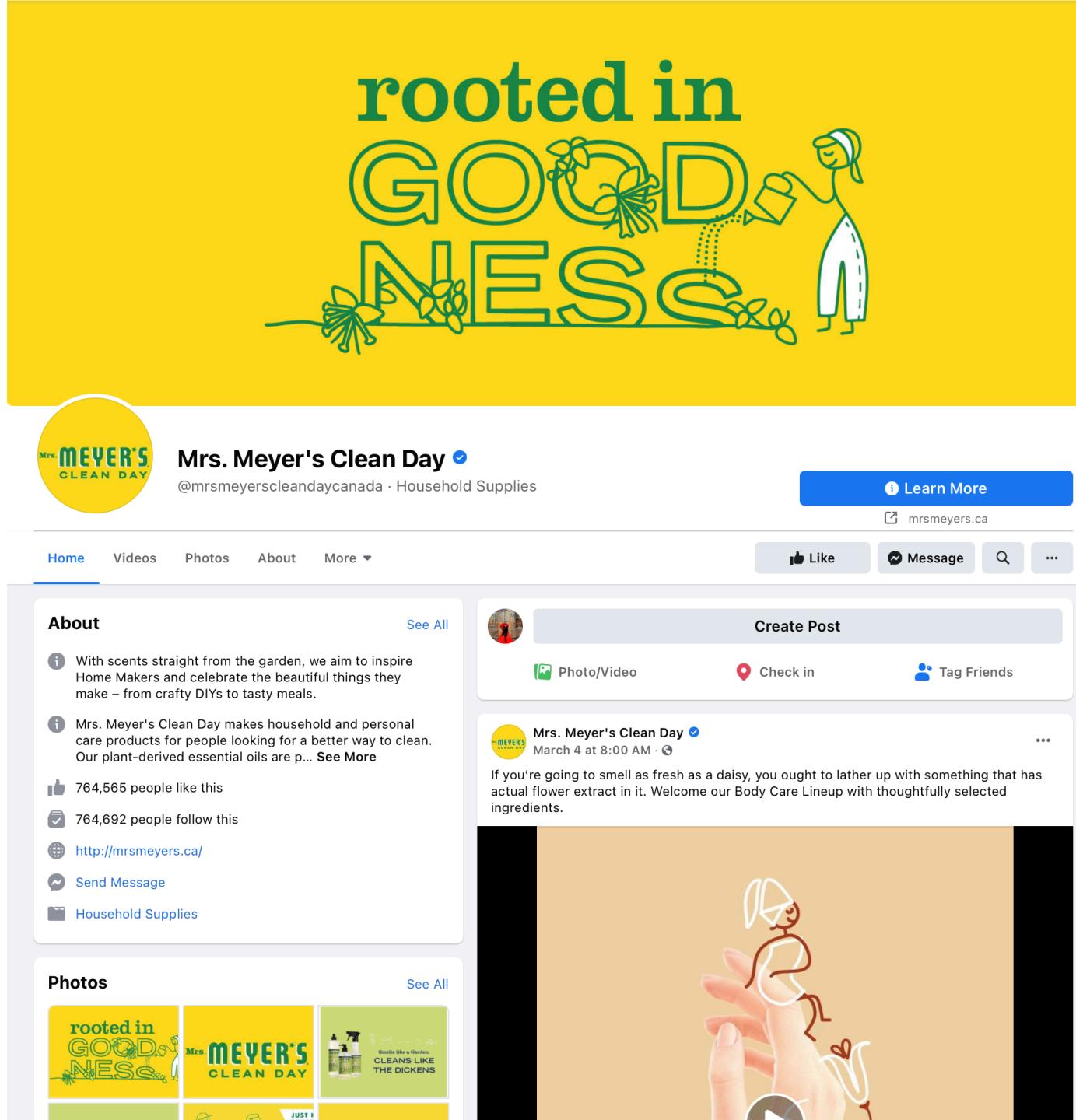
- ▶ Page cover: picture
- ▶ C2A button: Send message
- ▶ About: information, website
- ▶ Photos & videos: lifestyle, product, social responsibility
- ▶ More: groups, store, community
- ▶ Posts: Nov 20, Jul 7, May 25 (Every two months)
- ▶ Content: FB group invitation



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

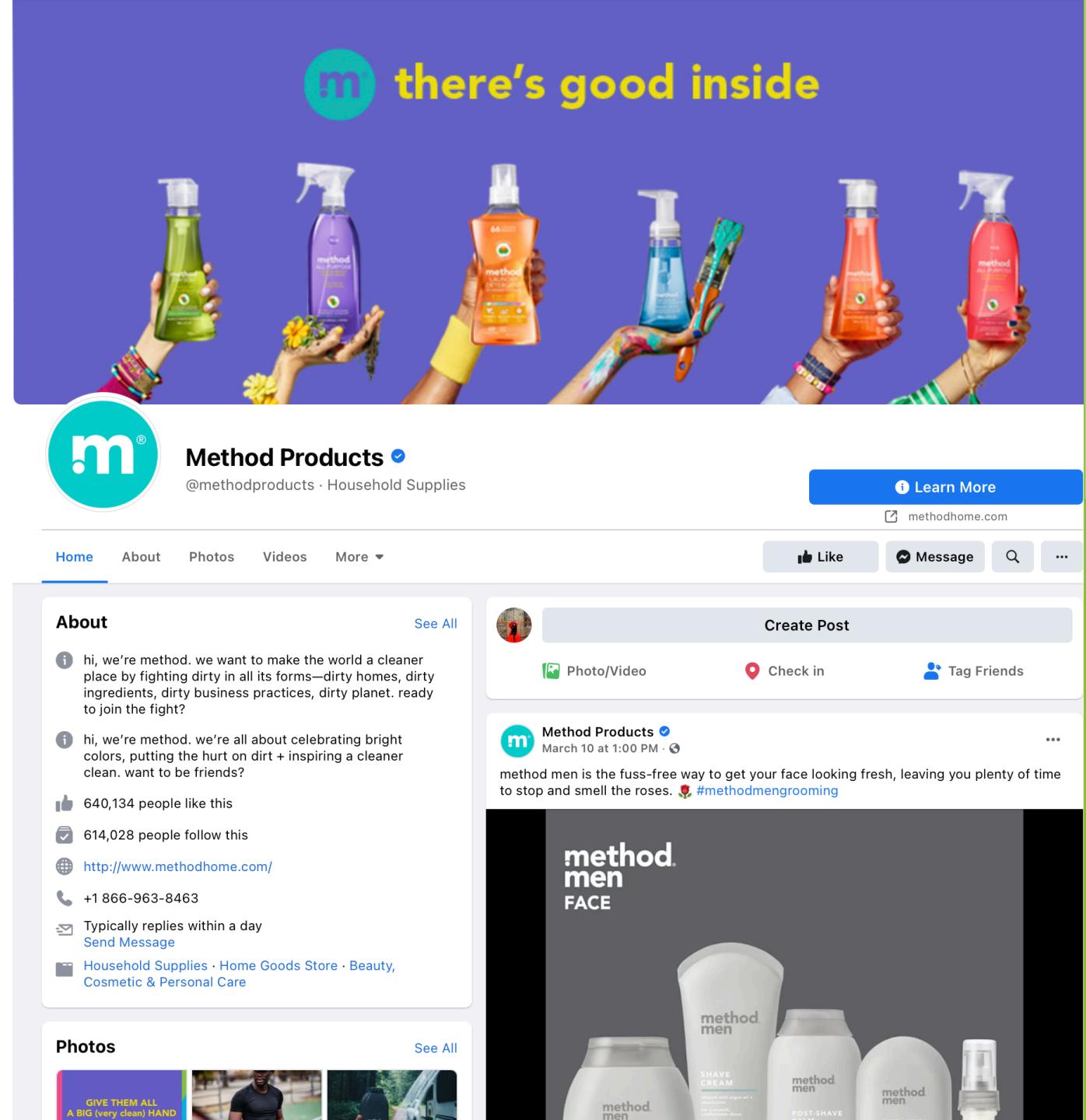


The image shows a screenshot of the Mrs. Meyer's Clean Day Facebook page. The cover photo features a yellow background with the text "rooted in GOODNESS" in green, accompanied by a cartoon illustration of a woman watering a garden. The page header includes the profile picture, the page name "Mrs. Meyer's Clean Day" with a blue verified checkmark, the handle "@mrsmeyerscleandaycanada", and the category "Household Supplies". Below the header is a navigation bar with links for Home, Videos, Photos, About, and More. The "About" section contains two informational posts: one about the brand's mission to inspire home makers and another about their Body Care Lineup. The "Photos" section shows a grid of images, including the cover photo and product shots. A post from March 4 at 8:00 AM encourages users to smell as fresh as a daisy with their new body care products. The page has 764,565 likes and 764,692 followers.

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

A screenshot of Koh's Facebook page. The cover photo is a collage of lifestyle and product images. The profile picture is a green circle with the 'koh' logo. The page name is 'Koh' with a blue verified checkmark, and the bio is '@Koh · Household Supplies'. The navigation bar includes Home, Reviews, Photos, Live, and More. The 'About' section shows a map of Sydney and the following text:

The cleaner alternative designed to save you time and effort for the more important things in life. 21st century cleaning for 21st century living.

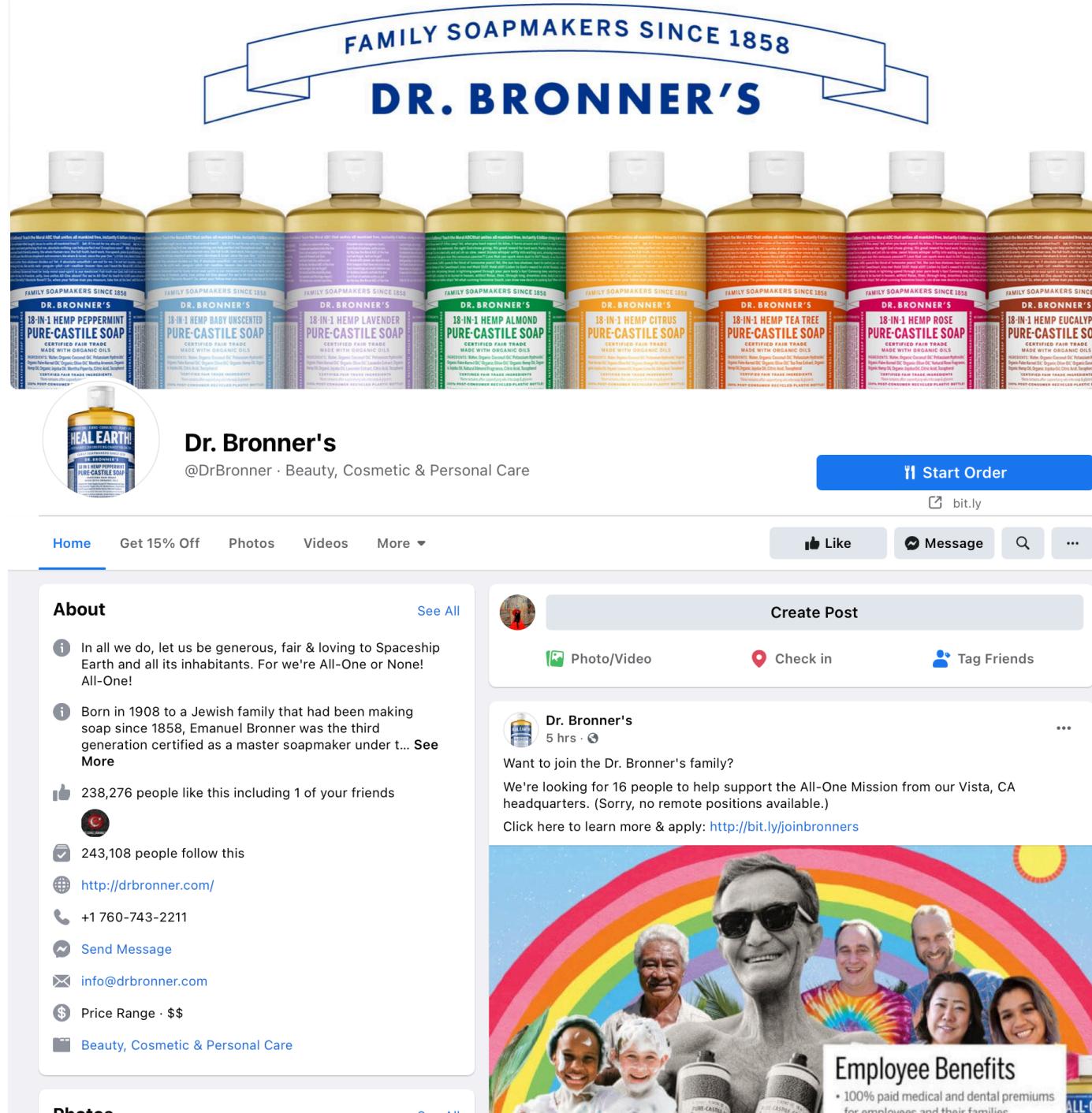
Koh is 20 cleaning products in 1 eco-certified solution developed by scientists at UNSW

With 264,575 likes and 275,893 followers. The page also lists the website (<http://www.koh.com/>), phone number (+61 1300 000 564), email (careau@koh.com), and operating hours (Closed Now). A post from March 4 at 11:04 PM reads: 'When you Koh, you clean with less. Which is why our refillable system is designed to rid your cleaning routine of excessive plastic - that means less waste and no more sponge graveyard under the sink. Who's guilty?' with a photo of cleaning sponges.

Marketing Strategy on Social Media

Facebook – Dr. Bronner's

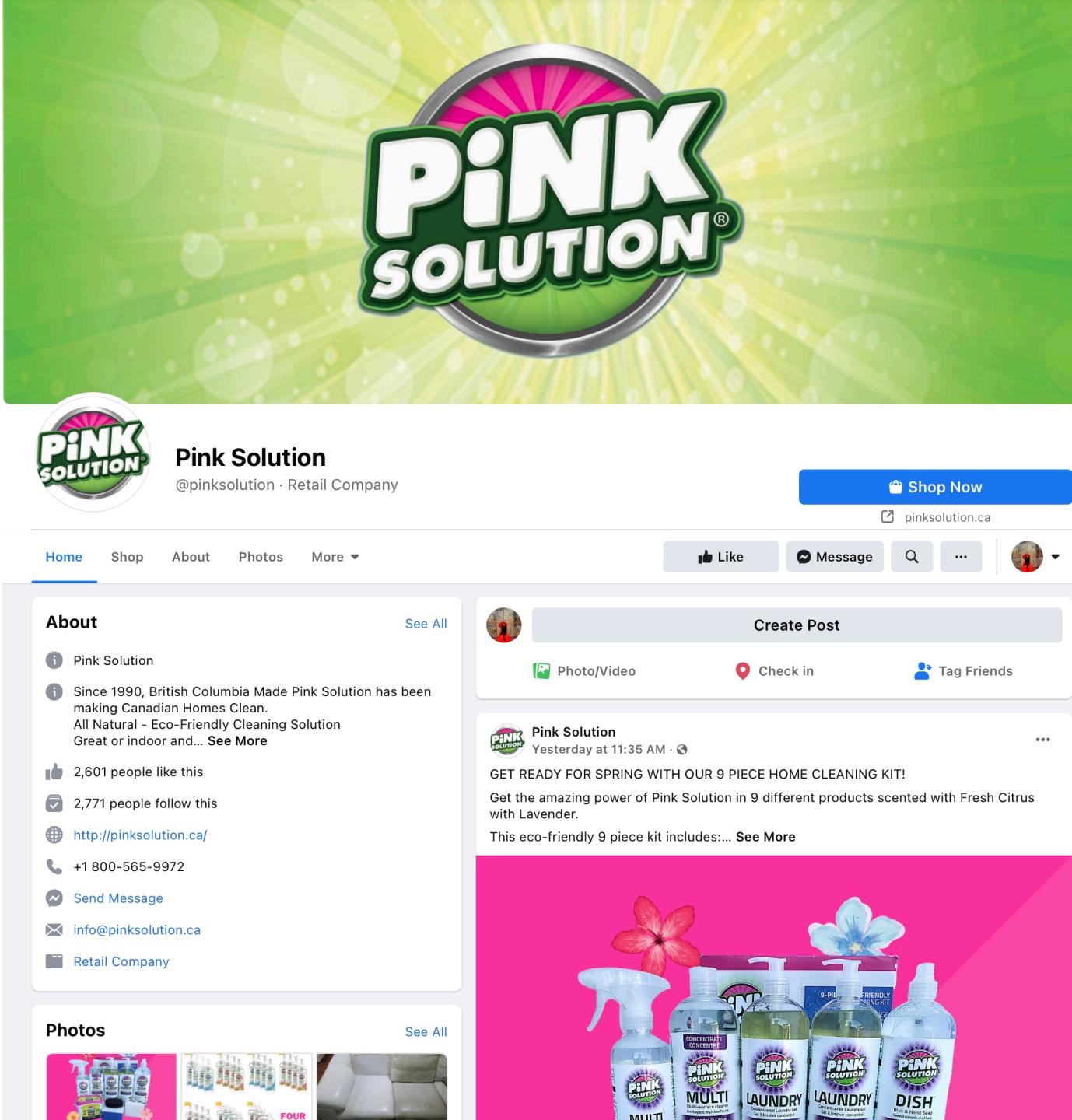
- ▶ Page cover: picture
- ▶ C2A button: Start Order
- ▶ About: Information, website, phone number, message, email, price range
- ▶ Photos & videos: HR, product, social responsibility, award, book, lifestyle, informative, animation
- ▶ More: get 15% off, reviews, events, community, about
- ▶ Posts: Mar 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)



The screenshot shows the Facebook page for Pink Solution. The cover photo features the brand's logo, "PiNK SOLUTION", in a green and white font with a metallic border, set against a background of green and yellow radial patterns. The page header includes the logo, the page name "Pink Solution", and a "Retail Company" status. Below the header, there are tabs for "Home", "Shop", "About", "Photos", and "More". The "About" section contains a summary of the brand's history, its 9-piece home cleaning kit, and links to its website and phone number. The "Photos" section shows images of the product line. A recent post from "Pink Solution" is visible, advertising their 9-piece home cleaning kit with fresh citrus and lavender scents, including images of the products.

Marketing Strategy on Social Media

Facebook – Suggestions

► Adding Business Hours

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

Day	Opening	Closing	+	X
Monday	Opening 8:30 AM	Closing 4:30 PM		
Tuesday	Opening 8:30 AM	Closing 4:30 PM		
Wednesday	Opening 8:30 AM	Closing 4:30 PM		
Thursday	Opening 8:30 AM	Closing 4:30 PM		
Friday	Opening 8:30 AM	Closing 4:30 PM		
Saturday	Opening	Closing		
Sunday	Opening	Closing		

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 X

Editing... i **What is Pink Solution's Price Range?**

\$ Cheap

\$\$ Moderate

\$\$\$ Expensive

\$\$\$\$ Splurge

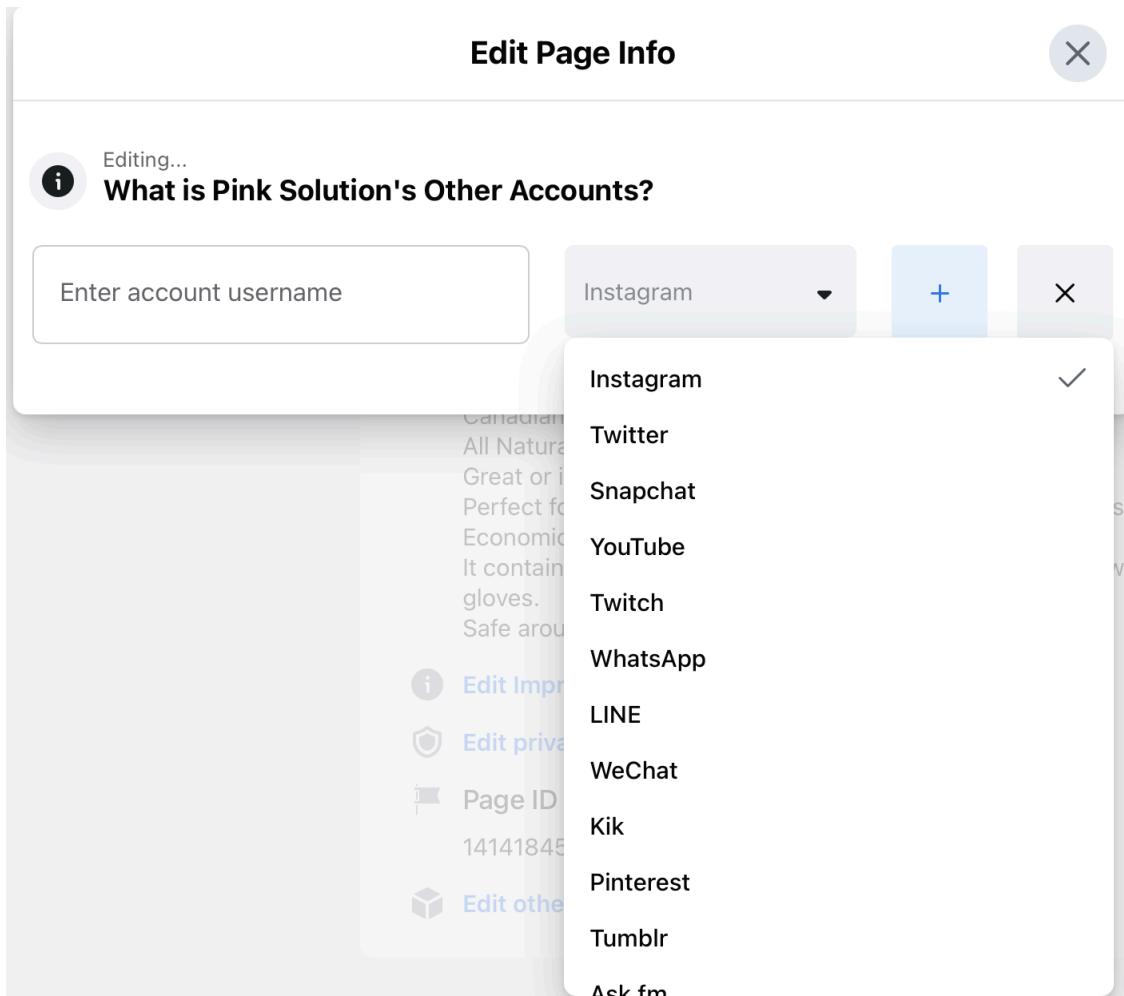
Unspecified
Choose if you do not wish to specify a price range

Not Applicable
Price range is not applicable

Marketing Strategy on Social Media

Facebook – Suggestions

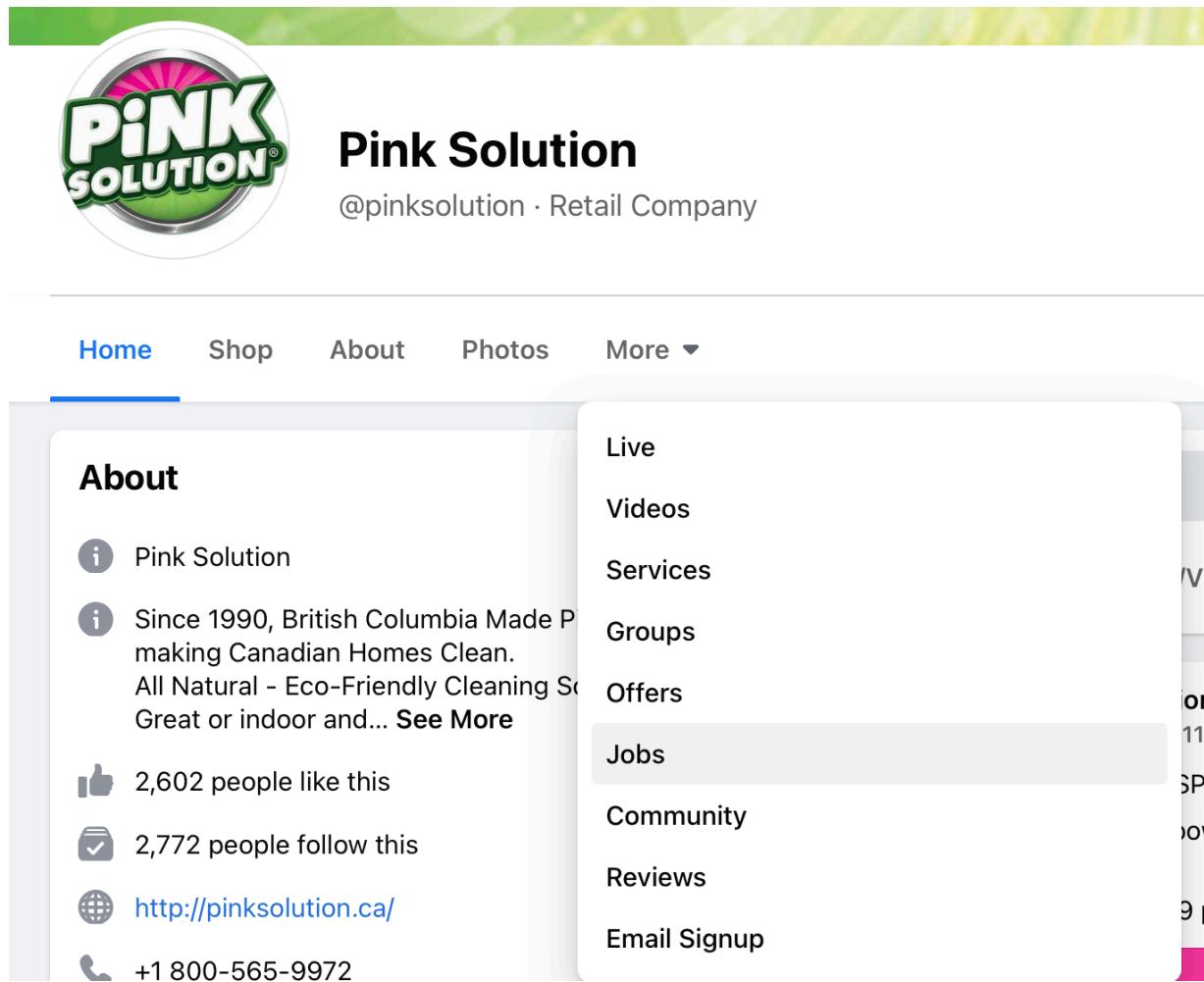
► Adding Social Media Accounts



Marketing Strategy on Social Media

Facebook – Suggestions

- ▶ Not listing inactive tabs on the page



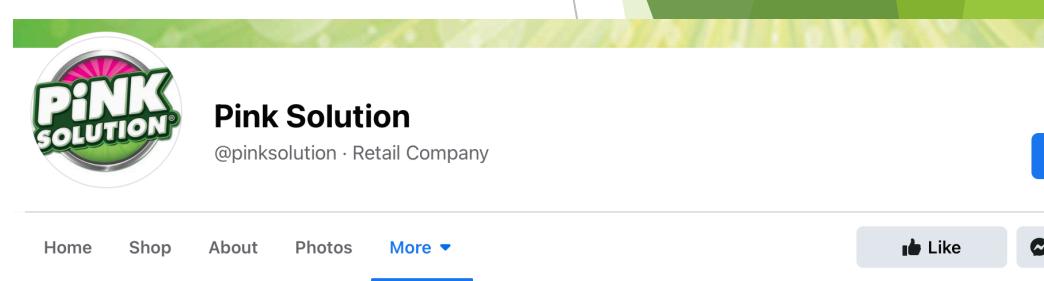
The screenshot shows the Facebook profile of 'Pink Solution'. The page header includes the logo, the page name 'Pink Solution', and the description '@pinksolution · Retail Company'. Below the header is a navigation bar with links: Home (selected), Shop, About, Photos, and More. The 'About' tab is currently active, displaying the following content:

About

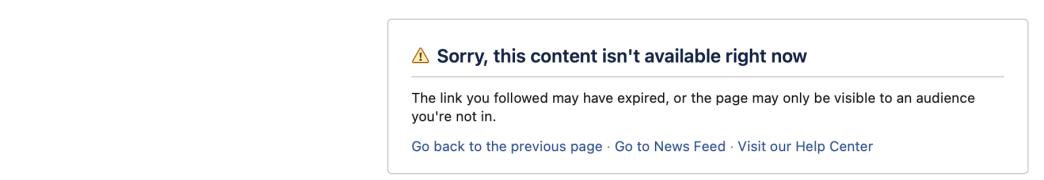
- i** Pink Solution
- i** Since 1990, British Columbia Made Possible. Pink Solution is a Canadian company that makes Canadian Homes Clean. All Natural - Eco-Friendly Cleaning Services. Great or indoor and... [See More](#)

Below this, there are social engagement metrics: 2,602 people like this, 2,772 people follow this, a link to the website <http://pinksolution.ca/>, and a phone number +1 800-565-9972.

On the right side of the 'About' tab, there is a sidebar with various links: Live, Videos, Services, Groups, Offers, **Jobs** (which is highlighted in gray), Community, Reviews, and Email Signup.



The screenshot shows the Facebook profile of 'Pink Solution' with the 'More' tab selected. The page header, navigation bar, and 'About' tab content are identical to the previous screenshot. The 'More' tab sidebar is visible on the right.

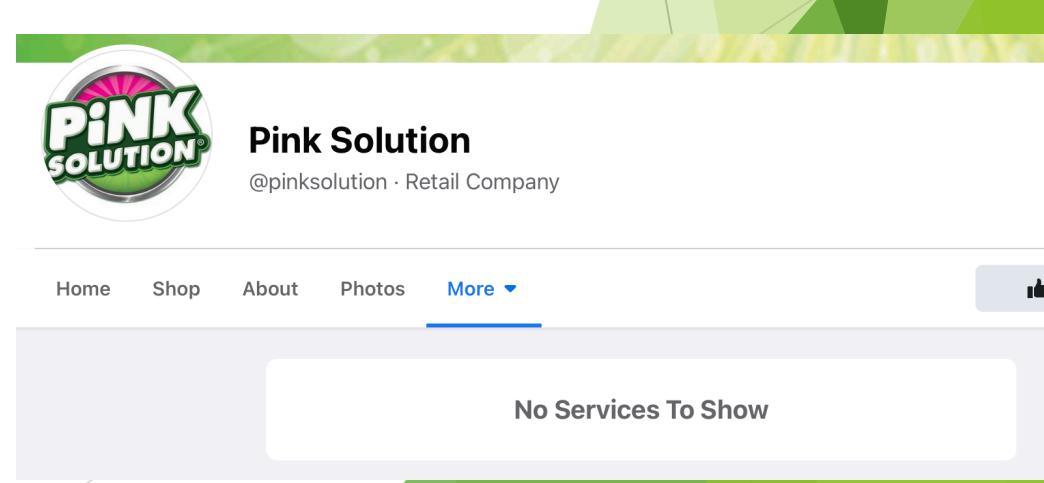


The screenshot shows the Facebook profile of 'Pink Solution' with the 'More' tab selected. A message box is displayed in the center of the page with the following content:

⚠ Sorry, this content isn't available right now

The link you followed may have expired, or the page may only be visible to an audience you're not in.

[Go back to the previous page](#) · [Go to News Feed](#) · [Visit our Help Center](#)



The screenshot shows the Facebook profile of 'Pink Solution' with the 'More' tab selected. A message box is displayed in the center of the page with the following content:

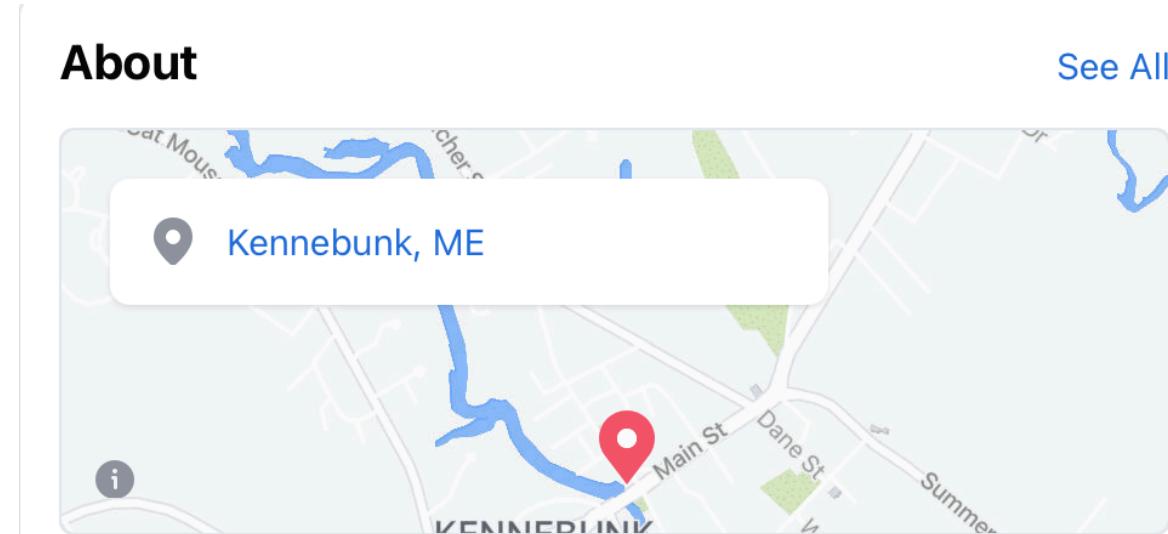
No Services To Show

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.



- ⓘ 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.



 **Clorox** 
@Clorox · Household Supplies

[Send Message](#)

[Home](#) [About](#) [Clorox Twitter](#) [Clorox YouTube](#) [More](#) [Like](#) [Search](#) [...](#)

About [See All](#)

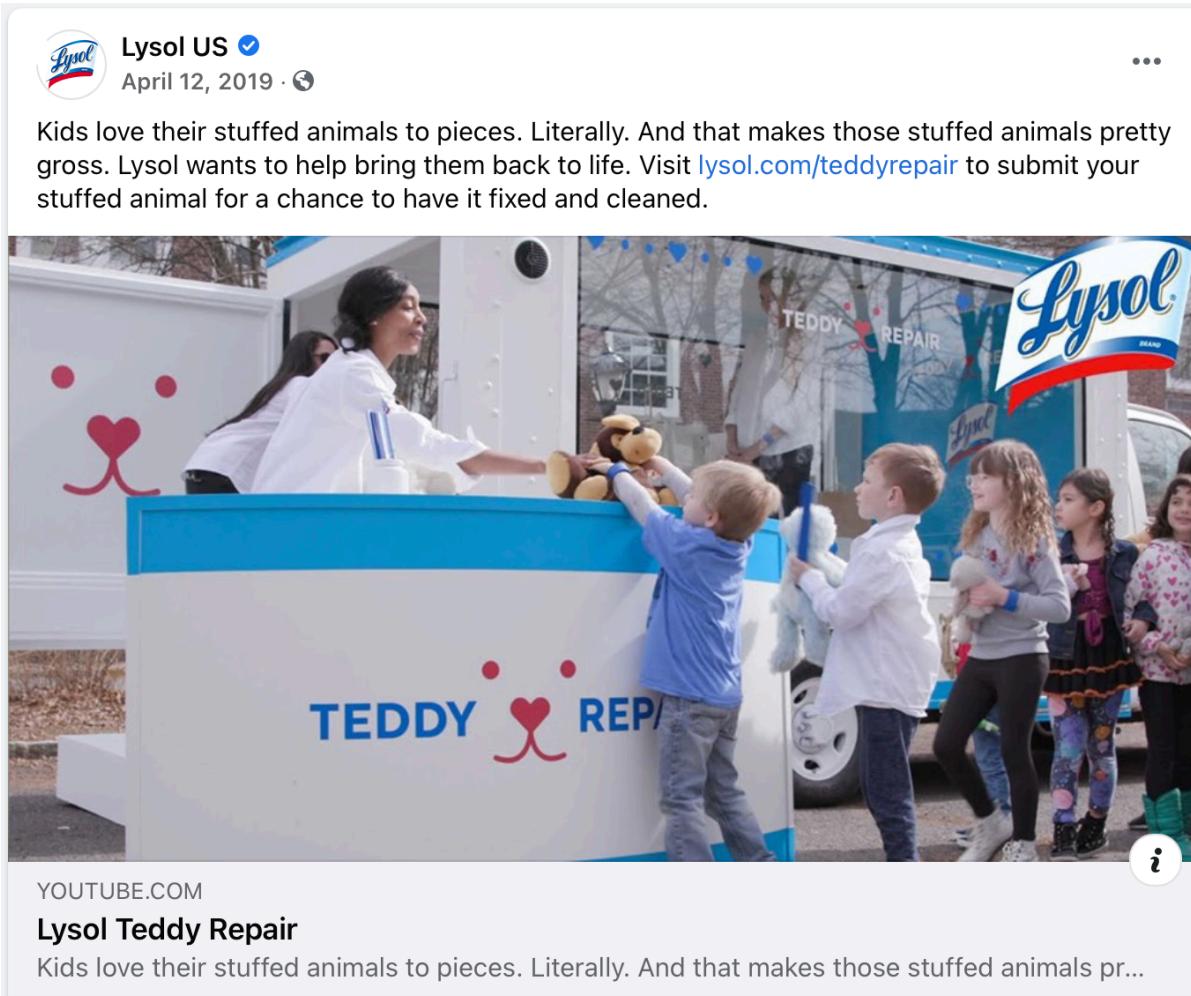
 Clorox believes clean is more than getting rid of dirt and germs. Sure, it's about wiping away what came before, but it's also about celebrating what happens after.

[Photo/Video](#) [Create Post](#) [Check in](#) [Tag Friends](#)

Marketing Strategy on Social Media

Facebook – Suggestions

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



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)

#knowbetterdobetter (28K)

#ecofriendly (438K)

#housecleaning (24K)

#sustainability (342K)

#keepitclean (24K)

#gogreen (250K)

#cleaningmotivation (23K)

#springcleaning (83K)

#cleaninghacks (19K)

#nontoxic (58K)

#cleaningproducts (17K)

#chemicalfree ? (46K)

#greencleaning (6.3K)

#cleaningtips (32K)

#safecleaning (1.7K)

#pinksolution

Marketing Strategy on Social Media

Facebook – Suggestions

- ▶ Using emojis to increase follower interactions of the page.

A screenshot of Tru Earth Facebook post is here.

 **Tru Earth**
March 5 at 1:25 PM · ⚙

It's time for another Friday giveaway! 🎉 Have you been wanting to try Tru Earth's Laundry Strips but haven't got the chance to? Now is your time! ☀️

We first wanted to congratulate @mmsittie for winning our last giveaway!

Every Friday we will be announcing a winner for a FREE 32 pack of our laundry detergent strips!

👉 Here's how to win 👈

- 1 You must be following us
- 2 Like this photo
- 3 Tag a friend or as many friends as you'd like! [Each additional friend you tag is an extra entry!]

It's that simple!

For an extra 2 entries share this post![please don't forget to tag us!] Good Luck! Winner will be announced on our next Friday giveaway post! ✨

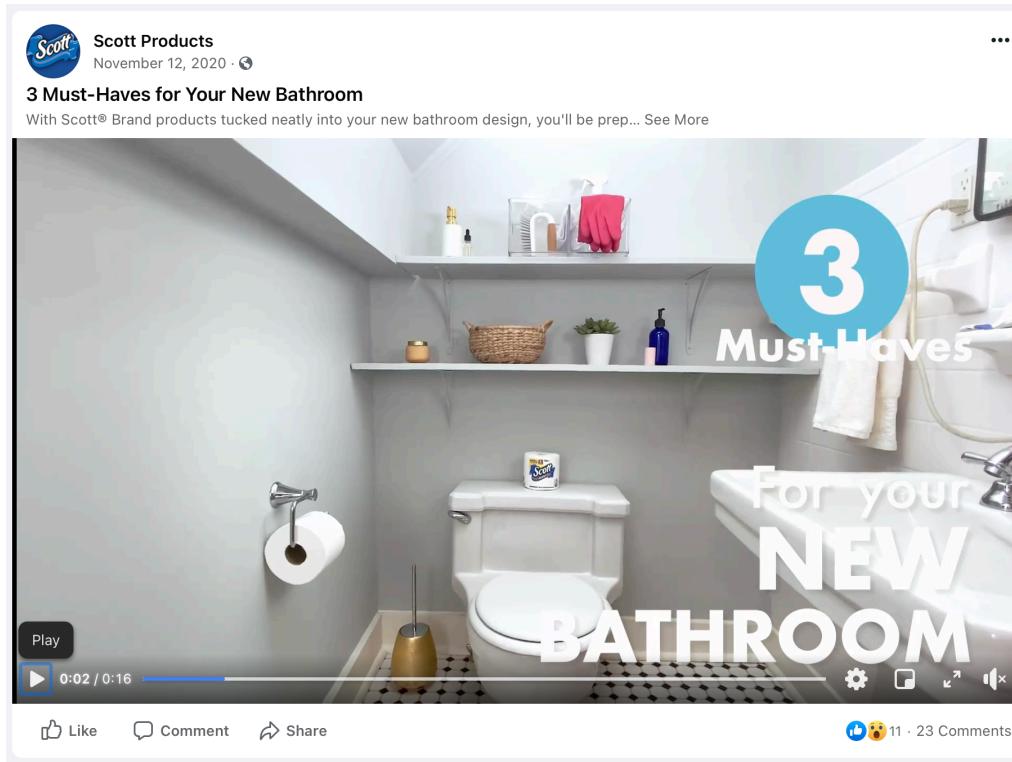
Thank you for sharing this picture @just.a.girly.vibes ❤️



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.)



DrBrown's™
Easter Giveaway



Marketing Strategy on Social Media

Facebook – Suggestions

Celebrating national and global
holidays

- ▶ Facebook post of DaySpring



DaySpring

April 12, 2020 · 

...

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](#) 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](#).



MOTHERS®

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	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Mar 28th	Mar 29th	Mar 30th	Mar 31st	Apr 1st	Apr 2nd	Apr 3rd
Theme of the Day					Roadshow		
Link to image							
Category					Event		
Status							
FACEBOOK					<p> Lorem ipsum, or ipsum 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. </p> <p>#pinksolutions #naturalcleaning</p>		
INSTAGRAM							
TWITTER							
LINKEDIN							
YOUTUBE							
WEEK 2							
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Apr 4th	Apr 5th	Apr 6th	Apr 7th	Apr 8th	Apr 9th	Apr 10th
Theme of the Day		Easter					
Link to image							
Category		Celebration					
Status		In production					
FACEBOOK		<p> Lorem ipsum, or ipsum 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. </p> <p>#pinksolutions #naturalcleaning</p>					
INSTAGRAM							
TWITTER							
LINKEDIN							
YOUTUBE							



Thank you