

The background is a dark green color with various food-related icons and abstract shapes scattered around. At the top center is a red tomato with a white squiggle. To its left is a green mushroom. Below the mushroom is a red carrot with green leaves. At the bottom left is a green apple with a white slice cut out. To the right of the tomato is a yellow lemon with a green leaf. Below the lemon is a red chili pepper. At the bottom right is a yellow and green corn cob. There are also several white squiggly lines and orange and yellow circular outlines scattered throughout the background.

BirdsEye Social Media Analysis

Presented By: Falguni Das



Company Overview

1. **Conagra Brands Overview:** A leading name in the packaged food industry with a diverse portfolio including BirdsEye, Slim Jim, and Marie Callender's.
2. **History and Growth:** Established in 1919, Conagra has expanded through strategic acquisitions and a steadfast commitment to quality.
3. **Strategic Focus:** Adapting to modern consumer needs with innovative strategies and leveraging the latest market data.
4. **Commitment to Sustainability:** Dedicated to reducing waste and preserving natural resources across its supply chain.



Objectives of the project





Objective: Develop a cutting-edge social media content strategy for Conagra's Birds Eye Frozen Vegetables to enhance market position amidst rapid technological and media consumption changes.

Key Goals:

Assess the Media Landscape: Conduct a thorough examination of the latest technological developments, competitor strategies, and media consumption trends to identify optimal engagement times and platforms for Birds Eye.

Create a Strategic Plan: Formulate a comprehensive marketing and branding strategy informed by media landscape insights, pinpointing the best channels and timing for customer interaction while tailoring messages to enhance relevance and impact.

Execute an Evidence-Based Social Media Strategy: Implement a data-driven social media strategy, detailing content types, posting schedules, and engagement tactics to elevate brand awareness and influence purchase decisions.

Develop Actionable Strategies and Tactics: Provide practical, achievable strategies and tactics for Conagra's Modern Marketing team aimed at increasing consumer awareness of Birds Eye and driving sales.



SWOT ANALYSIS

Strength

Strong Brand Presence: High recognition in the frozen food market, leveraged for social media engagement.

Diverse Offerings: Wide range of products catering to families and health-conscious consumers.

Quality and Sustainability: Committed to high-quality, eco-friendly practices enhancing brand trust.

Engaging Content: Ability to produce interactive content that drives social media visibility and engagement.



Weakness

Irregular Interaction: Inconsistency in social media engagement risks decreasing visibility.

Narrow Demographic Focus: Marketing primarily to families, potentially missing other demographic groups.

Resource Management: Need for careful resource allocation to ensure effective social media campaigns.



SWOT ANALYSIS

Opportunities

Health Trends: Aligns with growing demand for healthy, convenient foods.

Interactive Campaigns: Potential to boost engagement through contests and collaborations.

Influencer Partnerships: Extends reach and enhances brand authenticity.

Direct Feedback: Uses social media for real-time insights, aiding product and marketing refinement.

Threats

Negative Feedback Management: Requires robust strategies to handle online crises and protect reputation.

Competitive Market: Needs continuous innovation to stand out against aggressive competitors.

Algorithm Changes: Must adapt to social media algorithm changes to maintain content visibility.

Technological Change: Rapid digital evolution demands ongoing adaptation to stay relevant.





Social Listening Research Tools

Sprout Social:

Comprehensive monitoring and management of social media interactions.
Tracks brand mentions, evaluates audience sentiments, and identifies influencers.

NewsWhip:

Provides insights on social media content performance.
Predicts trending topics and user engagement.

Blackswan:

Utilizes data science to forecast future trends and consumer behavior.
Helps in risk assessment and market trend predictions.

Similarweb:

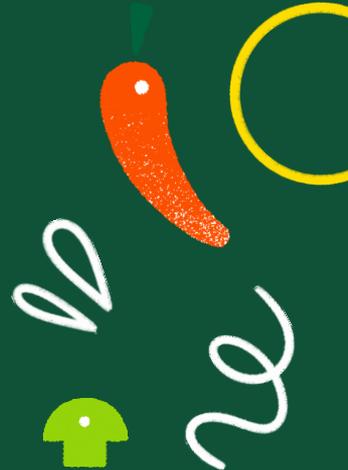
Offers detailed web analytics to understand traffic and key metrics.
Useful for profiling audience interests and analyzing competitor strategies.

Trend Monitoring Platforms:

TikTok Creative Center: Insights into popular audio and content trends on TikTok.

Pinterest Trends: Identifies top searches and trends on Pinterest.

Google Trends: Analyzes the popularity of search terms and tracks user search behavior.





Social Media Audit & Competitive Analysis



Social Media Audit (Oct 2023 - Mar 2024):

Analyzed metrics: Post date, day, type (Single Image, Reel, Multiple Images), categories (Community Engagement, Recipes, Influencer Collaborations, Promotions).

Engagement metrics: Likes, comments, shares.

Sentiment analysis: Classified posts as Positive, Negative, or Neutral.

Funnel levels: Awareness, Consideration, Conversion.

Competitive Landscape:

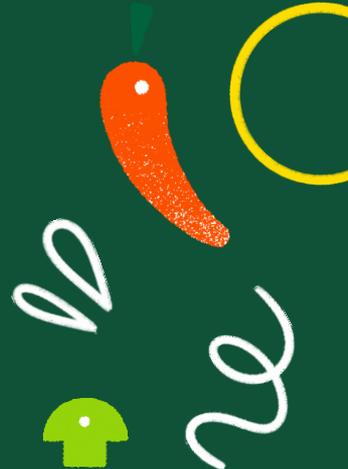
Identified main competitors: Green Giant, Pict Sweet Farms, Earthbound Farms.

Focus comparison: Green Giant on frozen vegetables; Pict Sweet and Earthbound on fresh, organic produce.

Strategic insights into competitors' market positioning and product offerings.

Purpose:

Provides foundational data to guide Birds Eye's product development, marketing strategies, and competitive positioning.





Content Analysis

BirdsEye



Instagram

Content Category Insights:

Recipe Posts: High engagement and interaction suggest a strong interest in cooking-related content.

Recommendation: Increase recipe content frequency to boost engagement.

Influencer Collaborations: Good average likes indicate effective reach and influence. Action: Enhance collaborations to increase credibility and audience reach.

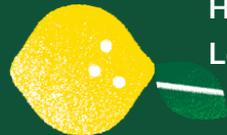
Promotional Content: Lower engagement than recipes and influencer content. Strategy: Integrate promotions within high-engagement posts to improve effectiveness.

Community Engagement: Underperforming; needs more interactive elements like Q&A sessions, polls, or user-generated content.

Daily Performance Analysis:

High Engagement: Wednesdays receive the most likes and shares, ideal for posting high-priority content.

Low Engagement: Weekends show reduced activity, suggesting a need to adjust posting strategy or content type.





Content Analysis

BirdsEye



Instagram

Sentiment Analysis:

Positive Feedback: Strong for recipes and influencer collaborations, supporting brand image.

Negative/Neutral Feedback: Some issues on Mondays and later in the week, indicating potential for content or timing adjustments.

Funnel Stage Focus:

Consideration Stage: Increase recipe content that has shown to engage users in the decision-making process.

Conversion Stage: Boost promotional content that directly influences purchases, leveraging positive feedback to drive sales.



BirdsEye

Facebook

Content Type Insights:

Images: Most effective type with a significant 52% increase in likes.

Videos: Lower engagement, need content adjustments to boost interaction.

Multi-media Posts: Absent on the profile, potential area for content diversification.

Content Category Performance:

Product Promotion: Highest engagement with over 117 likes and 60 comments.

Recipes: Lower engagement compared to product promotions, suggesting a need for strategy revision.

Posting Day Analysis:

Limited data with only 8 posts analyzed between March 2024 and October 2023.

Peak Engagement Days: Monday and Wednesday received the most likes, indicating the best days to post.



GreenGiant

Instagram



Peak Engagement Day: Thursday shows the highest interaction across likes, comments, and shares.

Top Content Categories:

Community Engagement: Leads in total engagement metrics, indicating strong audience resonance.

Influencer Collaborations: Achieves higher individual engagement, highlighting the effectiveness of influencer partnerships.

Facebook

Most Effective Post Type: Multi-image posts lead in engagement, followed by Reels showing high share potential.

Content Performance:

Community Engagement: Highest engagement, underscoring strong audience connection.

Promotions/Contests & Recipes: Lower engagement, suggesting the need for content optimization.

Best Posting Days: Friday and Wednesday show the highest engagement, while Monday and Saturday are less active.



EarthBound

Instagram

High Engagement Posts:

Influencer Collaborations: Highest engagement with fewer posts.

Community Engagement: Consistently moderate engagement.

Promotions and Contests: High interaction levels.

Recipes and Cooking Tips: Lower engagement despite frequent posting.

Peak Engagement Days:

Weekends (Friday & Saturday): Highest engagement levels.

Midweek (Wednesday): High comments with lower likes, possibly driven by interactive content like contests.

Content Types:

Reels: Most engaging, significant likes and comments.

Multiple Image Posts: Moderate engagement.

Single Image Posts: Least engaging.



EarthBound

Facebook

Top Performing Content:

Influencer Collaborations: Most likes and shares, moderate comments.

Recipes/Cooking Tips: Consistent moderate engagement.

Community Engagement: High comments, lower likes/shares.

Promotions/Contests: Least effective across metrics.

Engagement by Day:

Tuesdays & Fridays: Highest likes and comments.

Weekends: Generally lower engagement, with no posts on Saturdays.

Content Format:

Reels: Highest likes and shares, indicate potential viral reach.

Images: Drive more conversations.

Links: Common but least engaging, moderate likes and shares.



PictSweet Farm

Facebook

Content Effectiveness:

Post Types:

Link Posts: Most effective with high engagement (776 likes, 66 shares, 66 comments).

Single Image Posts: Moderate engagement.

Reel Posts: Least effective.

Content Categories:

Promotions/Contests: Highest engagement.

Recipes and Cooking Tips: Also perform well.

Community Engagement: Lowest engagement, needs more compelling content.

Engagement by Day:

Most Effective: Wednesday (high likes and comments).

Less Effective: Friday and Saturday.

Sentiment Analysis:

Overall Sentiment: Predominantly positive.

Common Complaints: Unavailability of products locally.

Customer Persona

Profile:

Name: Heather

Age: 38

Location: Austin, TX

Occupation: Copywriter

Family Status: Married with two children (ages 6 and 9)

Activities:

Enjoys jogging and outdoor activities with her family.

Regularly visits local supermarkets to stay updated on the latest deals.

Lifestyle and Preferences:

Behavioral Traits:

Prioritizes quick and nutritious meal options.

Concerned about food quality and nutritional content.

Psychographics:

Values efficiency in meal preparation due to busy family life.

Prefers foods that require minimal prep time.

Shopping Preferences:

Frequent shopper at large supermarkets like Walmart and Costco.

Open to online grocery shopping; responsive to promotions and sales.

Weekly shopping routine influenced by product promotions.

Recommendations

Instagram Recommendations for Bird's Eye

Engagement Issues: Low overall engagement, particularly in community-focused posts.

Action Steps:

Increase Recipe Content: Highest engagement; expand this content type.

Develop Brand Persona: Create unique personalities for product promotions to enhance engagement.

Influencer Collaborations: Use influencers to boost brand awareness and educate on product benefits. Consider giveaways to increase interaction.

Cross-Brand Collaborations: Partner with brands in the same niche to reach new audiences.

Facebook Recommendations for Bird's Eye

Posting Frequency: Currently low; consider cross-posting from Instagram to increase content volume.

Community Engagement:

Behind-the-Scenes Content: Show product production, staff interactions, and day-to-day operations.

Special Days and Causes: Utilize themes like Avocado Day or support social causes to boost engagement.

Content Variety: Incorporate more diverse content types, including recipe tips and multimedia posts, to improve user interaction and brand visibility.



Conclusion

Foundation: Strong brand presence and diverse product line focused on health and convenience.

Strategy Essentials:

Video Content: Leverage Instagram Reels to enhance engagement and shareability.

Visually Appealing Posts: Focus on image content that stimulates audience interaction and discussion.

Content Alignment: Tailor posts to reflect consumer interests in healthy recipes, cooking tips, and nutrition.

Influencer Partnerships: Collaborate with influencers to reach new audiences and boost brand credibility.

Schedule Optimization: Align posts with peak engagement times—Fridays on Facebook and Thursdays on Instagram.

Feedback Management: Actively address negative feedback to protect brand image.

Advanced Analytics: Use AI and data analytics for targeted content personalization and effectiveness tracking.

