SOCIAL MEDIA ANALYSIS

FALGUNI DAS

QUESTION A

Some common trends:

- **Stunning Visuals**: Professional photography and videography were used to showcase their collections.
- **Diverse voices**: Partnerships with influencers of diverse backgrounds and aesthetics to reflect their global audience.
- **Short-form videos**: They captured fleeting moments and behind-the-scenes glimpses.
- **Compelling captions**: They weave emotions and brand values into each post.
- **Platform-specific content.**

QUESTION B

We observed that influencer posts received better engagement than product and event promotions.
Reasons:

- Celebrity content is more entertaining and visually appealing, encouraging users to like, share, and comment.
- Celebrities embody an aspirational lifestyle, and seeing them wearing Dior products creates a desire for these products.
- When people see their favorite celebrity wearing these products, it creates a FOMO and purchase intent.

QUESTION C

Yes, compelling captions prompt users to act, whether liking, commenting, sharing, visiting the website, or learning more. Drivers can be:

- **Personality and Brand voice**: They showcase Dior's brand personality; appropriate humor and authenticity help build a deeper connection.
- **Context**: They tell the story behind the post, making it more meaningful.
- **Keywords**: Using relevant keywords and popular hashtags helps users find Dior's content.

Dior ✅
@Dior

Floral abstractions.
House ambassador in Thailand @KimberleyKimmy casts a spell in monochrome on the @LOfficielThai cover, donning a #DiorAW23 ensemble by Maria Grazia Chiuri that weaves elegance with edginess.
#StarsinDior

QUESTION D

As per our analysis, we have seen that content plays a major role in creating engagement as compared to the posting time.
But, we have noticed a pattern where Dior has posted most of it's content on Friday, Morning (according to CST).

QUESTION E

Yes, there is a difference between the received engagement on Facebook and Twitter.

Twitter has received more engagement as Dior's target audience (people with high income who wish to and can afford to buy luxury items)is more inclined towards Twitter than Facebook.

This might be because Dior is focusing more on Twitter than Facebook in terms of frequency of posting.

More replies

Kristina Masho @KMasho · Jan 5 · · ·
I am excited to see the beautiful blend of Mexican artisanship and classic Dior codes in the #DiorCruise 2024 collection. The fitted pink jacket and floral butterfly-adorned #DiorBookTote are stunning pieces.

💬   🔁   ❤️   📊 35   ↥

Additional insights:

- Users praised the launch of new products and showed excitement and purchase intent.

- Followers also commented about the product's features, like the gown's fit, lipstick color, inappropriate seasonal dress choice, etc.

QUESTION G

Suggestions for Facebook and Twitter both:

- Dior should focus more on posting about their stores to encourage physical purchases and walk-ins.

- Multiple posts should be made regarding new product launches, highlighting the product features to generate curiosity and purchase intent.

Suggestions for Twitter:
- To induce interaction with the audience and give them a sense of community, Dior should do Q&A sessions, quizzes, and polls.

Dior should focus more on brand promotion on Facebook and increasing revenue and brand loyalty on Twitter. This suggestion differs from Facebook and Twitter: Dior's target audience is people with high incomes who are interested and can afford luxury items. Dior's audience on Facebook is the general public, whereas Twitter is where most of its target audience resides and interacts.

QUESTION H

Limitations of our analysis:

- The time frame of 2 months is too short to analyze the brand's positioning and user engagement.

- No access to professional analysis tools like Google Analytics, so there is a chance of human error.

All the images used in the ppt have been taken from Dior Twitter Page